

City of Redmond, Washington
Purchasing Division, M/S: 3SFN
15670 NE 85th Street
PO Box 97010
Redmond, WA 98073-9710

Request for Proposal

The City of Redmond is interested in seeking proposals from qualified consultants to redesign the City's Internet Website.

RFP 10208-10/CHA

The City of Redmond, Washington requests interested parties to submit proposals for the above referenced Request for Proposal.

Scope of Work - Overview

The City of Redmond seeks qualified consultants with demonstrated experienced in web site design, development and implementation to lead a redesign of the City's existing web site. In conjunction with the redesign, the City wishes to implement a content management system and site search facility for which the Consultant will lead the search, selection and implementation. The scope of work for this project is attached, as Attachment A, and shall be incorporated into this RFP by this reference. The intent this process to select the consultant deemed most capable and approach deemed most successful in designing, developing and implementing a redesigned web site. The City does not intend to select a specific design. That is a deliverable of the project.

Due Date/Time

3:00 PM (local time) on Thursday, April 22, 2010. The City of Redmond – Purchasing Division must receive proposals no later than said date and time. Proposals received after such time will be returned unopened. Responses may be mailed or hand delivered to the City of Redmond, Purchasing Division, MS: 3SFN, 15670 NE 85th Street, PO Box 97010, Redmond, WA 98073-9710, fax: 425-556-2185.

Response Requirements & Format

All costs for developing proposals in response to this RFP are the obligation of the Consultant and are not chargeable to the City. All proposals and accompanying documentation will become property of the City and will not be returned. Proposals may be withdrawn at any time prior to the published close date, provided notification is received in writing to the below listed City agent. Proposals cannot be withdrawn after the published close date.

Response Requirements:

- 1) Executive Summary & Project Approach - Summarize your firm's qualifications and special expertise in performing the type of services identified in the City's scope of work. Provide a description of your understanding of the scope and approach to be used including timeline for completion. Include any experience specifically related to web site design, development and implementation as well as work performed in content management systems design and implementation.

- 2) Pricing Methodology - Provide price estimate including number of billable hours, hourly rate and total cost. Any expenses that are to be included as part of your proposal must be listed as a separate line item (lump sum amount is acceptable) and must include both the total anticipated expenses to be claimed and nature of the expenses (such as: office supplies, lodging, meals, etc.) If proposing option #1, and in addition to consulting services fees, include preferred tools purchase costs, including up to 4yrs maintenance. If proposing option #2, and in addition to consulting services fees, include itemization of estimated costs for each anticipated tool necessary to complete the project as proposed, including up to 4yrs maintenance for each.
- 3) Qualifications & Experience – Describe your firm’s qualifications and staff experience in performing web site design and redesign efforts similar to the City’s needs as identified in its scope of work for this project. Include summary biographies (or resumes) of key staff to be assigned to perform this work. Describe their experience relative to this type of work along with their primary duties/roles proposed for this project. Separately, identify and list any consultants that will be sub-contracted by you to perform any of the included work.
- 4) A list of references (including contact name and telephone number) of at least three (3) completed or current projects within the last four years of this size and nature, including website examples for each. The City reserves the right to contact references without prior notification.
- 5) Proposals must be made in the official name of the firm or individual under which business is conducted (showing official business address) and must be signed by a person duly authorized to legally bind the person, partnership, company or corporation submitting the proposal. A corporation must indicate place and date of incorporation.
- 6) The City requires three (3) printed response copies, unbound, and not exceeding a total of 6 pages (please double side your pages) in length/content as identified above and one electronic copy on CD (not to exceed 20MB). Company sales literature and project staff resumes may be attached to the response as an Appendix and do not apply against page count. In keeping with the City’s environmental sustainability efforts, do not bind your proposal, nor include binders, report covers or unrequested indexing/divider pages. Use of recycled content paper is preferred.
- 7) A statement to the effect that respondent understands and agrees to obtain a City of Redmond business license as a requirement for performing these services. A city business license application can be found at:
<http://www.redmond.gov/insidecityhall/finance/buslicense/applt.asp>
- 8) A statement indicating the number of calendar days the proposal shall be valid for (the City’s minimum number of days is 60).

Cooperative Purchase Language:

The City of Redmond has entered into intergovernmental (Interlocal) purchasing agreements pursuant to RCW 39.34 with other Washington agencies under which either party may make purchases at the other party’s accepted bid price. By submitting an offer, the Contractor agrees to make the same bid terms and price, exclusive of freight, available to other Washington governmental agencies. Only those public agencies that have complied with the requirements outlined in RCW 39.34 are eligible to use this contract. Further, the public agency accepts responsibility for compliance with any additional or varying laws and regulations governing purchase by or on behalf of the public agency in question. A purchase by a public agency shall be affected by a purchase order from the public agency, directed to the Contractor or other party contracting to furnish goods or services to the City of Redmond. The City of Redmond will not accept responsibility for purchase orders issued by other public agencies.

This offer of cooperative purchasing shall be extended by the Contractor to cover the city's contract duration (for any subsequent purchase agreements/contracts resulting from this RFP) or 30 days post award (for one time purchases).

Selection & Award

All interested individuals are requested to provide a response containing all required elements herein to the City of Redmond at the stated address by the deadline given.

The City intends to enter into an agreement with the Consultant who provides a proposal that, in the opinion of the City, best meets all of the below listed evaluation criteria (receives the highest score) as determined by the City's selection committee. The intent this process to select the consultant deemed most capable and approach deemed most successful in designing, developing and implementing a redesigned web site. The City does not intend to select a specific design. That is a deliverable of the project.

Therefore, your response should clearly articulate your capability in the functional areas described above and avoid descriptions of proposed site features, functions, architecture, color patterns or other aspects of the implementation. Examples of how you transformed other client's desires into a working system are, however, valuable in demonstrating your design and implementation capabilities.

With respect to the selection of tools, the City is accepting proposals for a specific content management, search and hosting option or for Consultant assistance with a process to select the tools. Consultant responses should clearly state which of these they are proposing and use the following to guide their response:

- 1) If you are proposing the use of specific tools, your response should document how your preferred tools will meet the City's broader vision of a dynamic, evergreen site that can integrate content and applications from 3rd party suppliers and the City's own development team while simplifying the process of managing and deploying content.
- 2) If you are proposing to guide the City through the selection of tools based upon our requirements, then your response should include a process description and estimated timeline for selecting the tools as well as a range of costs based upon your experience implementing at other similarly sized businesses or government entities.

Evaluation Criteria	Weight
<u>Proposed Fees/Costs</u> (under option #1, include itemized costs for estimated total number of hours to complete the project and preferred tools purchase costs, including up to 4yrs maintenance; under option #2, include itemized costs for estimated total number of hours to complete the project and estimated costs for each anticipated tool necessary to complete the project as proposed, including up to 4yrs maintenance for each)	30pts
<u>Project Approach & Understanding</u> (methodology to reach implementation, including timeline)	30pts
<u>Qualifications</u> (Company expertise & demonstration of ability to successfully design and implement on-time and to budget)	15pts
<u>Experience</u> (company and staff expertise with projects of similar size and nature)	15pts
<u>References</u> (relevant examples of recent work performing services of similar size and nature, including website examples)	10pts
Total	100pts

Upon selection of a Consultant, the City intends to enter into an agreement using its standard, Consulting Services Agreement which shall be used to secure these services. A copy of this document is attached, as Attachment B, and shall be incorporated into this RFP by this reference.

The City of Redmond reserves the right to reject any or all proposals, and to waive any irregularities or information in the evaluation process. The final decision is the sole decision of the City of Redmond, and the respondents to this formal request have no appeal rights or procedures guaranteed to them.

Questions/Inquiries

Please direct any questions concerning this Request for Proposal, the City's requirements or its evaluation process to the agent listed below. No other City official or employee is empowered to speak for the City with respect to this acquisition. Any information obtained from any other source shall not be binding and may disqualify your proposal.

Connie Allen, CPPO, C.P.M.
Purchasing Manager
Office: (425) 556-2159
Fax: (425) 556-2185
callen@redmond.gov

Attachment A Scope of Work

The City of Redmond seeks a qualified consultant who has demonstrated web site design, development and implementation experience to lead a redesign of the City's existing web site. In conjunction with the redesign, the City wishes to implement a content management system and site search facility for which the consultant will lead the search, selection and implementation. The consultant's work is broken down into four functional areas:

1. Project Management

The consultant will use a defined project methodology to identify the project scope; develop the implementation time line; track the work activities; and communicate progress, issues and changes to the City's project lead, customer, sponsor and stakeholder team. The agreed upon project scope must be finished and the completed site fully operational no later than December 2010.

2. Tool Acquisition

The consultant will lead the City through the implementation of a content management system and search utility as well as the selection of a server hosting option (on site, co-location, etc). Since some consultants work only with specific tools and others help guide the selection of a preferred tool, the City is accepting proposals for both types of implementations (please see Response Requirements section for more details).

3. Design and Implementation

The consultant will use requirements gathered in Phase I of this project (see <http://www.redmond.gov/insidecityhall/citycouncil/pdfs/StudySession/ss112409WebFinalReport.pdf>) as a starting point to design and implement a web site that creates a virtual city-hall which reflects the character of the City, its citizens and its business community. The City will refine the use requirements and prioritize them with the assistance of the consultant. The consultant's responsibilities include, but are not limited to, the visual design, site architecture, content tagging (for content management and web analytics), web server configuration, content management system implementation and coordination of content migration.

4. Training

The consultant will coordinate the training of staff on the use and administration of the content management system, search utility and other knowledge transfer necessary for City staff to continue to maintain and enhance the web site once the project is finished.

The consultant will work with the City's project team, which is composed of the Project Customer and Sponsor, the City's Webmaster and the City's Application Services Manager. In

addition, the City's web assistants and other I.S. staff can be made available to assist in specific project deliverables.

Background and Objectives

The City of Redmond welcomed the new millennium with implementation of its first web site. Lead by the City's Communications division, with the assistance of an outside consulting firm, the new site provided much useful information and adhered to a well defined style guideline and structure, which provided for a consistent, professional brand for the site.

As time passed the amount of content grew and new functionality was added in the form of online applications (i.e. class registration, construction permits), dynamic content (i.e. traffic cameras) and streaming video (RCTV). What did not change were the design, layout and architecture of the site. An Information Technology Strategic Plan developed in 2008 identified the update of the web site as a key strategic initiative and funding was provided to the Communications division to implement a redesigned site in 2010.

The first phase of the redesign was initiated in June 2009 when the consulting firm PTI was contracted by the City to perform an assessment of the web site. The assessment was delivered in November 2009

(<http://www.redmond.gov/insidecityhall/citycouncil/pdfs/StudySession/ss112409WebFinalReport.pdf>). The study identified strengths and weakness of the existing site and outlined key areas of improvement for the redesign. Key objectives for the redesign project include:

- a site that portrays the City as a modern, multicultural and diverse city
- a site organized to simplify navigation and enhance the user experience
- a site developed using the commonly understood ADA usability guidelines
- a site with search functionality that users view as returning relevant results, consistently and reliably
- a site that includes all existing content and applications approved for migration to the new site
- a site that is optimized for use on mobile devices
- a content management system that simplifies the job of adding and maintaining content by web assistants while encouraging adherence the City's design standards
- an evergreen site, where content, navigation and structure are constantly being improved based upon user feedback (surveys, web analytics)
- a site and supporting tools (content management, search) with the flexibility to adopt to new tools and features, such as blogs, social media or a new 3rd party online permit application system
- the creation of a content governance team and the development of necessary processes and standards

Not all of the recommended improvements can or should be accomplished in this project's scope. The City knows, for instance, that certain dynamic content features must be in scope for this project, such as Alerts and Notifications, Calendar of Events and a Staff Directory. The City

also knows that major changes or additions of online transaction systems such as Utility Billing Payment, Business License and Online Permits are not in scope for this project. Those applications are being implemented as part of separate projects and the redesigned site must be able to integrate these new tools as they become available.

Current Environment

The City's primary web site, www.redmond.gov, has been online for just over ten years (originally under www.ci.redmond.wa.us). The site provides a variety of static content, dynamic content, streaming video, online applications and secured payment processing. The site runs in the City's data center on a Windows 2003 Server and IIS on virtual server (VMWare).

The design, structure, content and maintenance of the site are collaboration between the City's Communications division and Information Services division. Content is created and maintained by a group of departmental web assistants who, in addition to other work assignments, use SharePoint Designer to edit their web pages before the Webmaster publishes them to the web site. The City uses Webtrends web analytics tool to monitor usage of the site.

Dynamic content and online applications are developed by the City's own programmers or are components of purchased business applications which are maintained by Information Services. All database calls are made from the server, through the firewall, to SQL Server 2000 database server. The Communications Division runs the RCTV television station, which streams live content and archived content via a Windows Media Server, again hosted in the City's data center.

Payment transactions for construction permits and class registration are handled through ActiveNetwork's Payment Server software. Use of the Payment Server application is required for the online class registration functionality, which is but one component of the larger Parks and Recreation software system the City uses (also a product of ActiveNetworks). The construction permits application is written and maintained by the City's Information Services division. The City has a digital certificate for the processing that it must maintain. In addition, the City is required to pass a quarterly security scan of its site by a security vendor selected by our bank.

The City also hosts the Old Fire House Teen Center site (www.theoldfirehouse.org) in the City's data center while three other domains – www.redmondlights.com, www.redmondderbydays.com and www.efocusonredmond.com – are hosted by external service providers. The four sites are all guided by different standards and are considered *out of scope of this project*, except where the physical hosting decisions for the primary site may affect them.

The City is slowly moving into the social media space with an official Facebook page (<http://www.facebook.com/pages/City-of-Redmond-Washington/300365065127>) and Twitter accounts (<http://twitter.com/CityofRedmond> and <http://twitter.com/redmondconst>). Design of these sites is not in scope for the project.

The City has two external collaboration spaces implemented in SharePoint and hosted by Microsoft Online Services. SharePoint has been identified as the City's preferred tool for

workplace collaboration for internal and external facing users. These sites are also not in scope for this project.

The details of the technology infrastructure include:

- The City supports 650 desktops and laptops located at 23 City sites with an additional 15 laptops that are used in the field. Desktops and laptop equipment are either Dell or HP. Field equipment is from Panasonic. All equipment is running Windows XP SP3 with Office 2003/2007. A full migration to Windows 7/Office 2007 is expected to be completed this year.
- The City has a total of 31 sites that are connected to the network, 8 of which are non-office locations. Thirteen sites are connected via a fiber optic backbone, six remote Fire Stations are connected via T1 lines, and twelve additional locations are connected via Internet VPN.
- The City runs HP Servers with a mixture of Windows 2003 and Windows 2008. All new servers are configured with Windows 2008 64-bit. The server environment is highly virtualized using VMWare.
- The City purchases network hardware and software from the following suppliers: F5, Foundry/Brocade, Cisco, Trend Micro, Aruba/Fire Tide, VMWare, Microsoft, HP and Dell.
- The City has in place a hardware replacement program that typically ensures all desktops, laptops, servers and network infrastructure are replaced every four years.
- There are over 100 department specific and enterprise applications that have been purchased or developed in-house. Enterprise applications include: Accela Permits Plus, Oracle IPM, Oracle EnterpriseOne, FDM Software, Springbrook Utility Billing, Active Network Class, ESRI ArcGIS.
- The City has standardized on Microsoft SQL Server as its database management system. The City will be completing the transition of SQL Server 2000 to 2005 this year and is starting to host new applications, where possible, on SQL Server 2008 64 bit.