

Request for Qualifications

City of Richland Website Design & Development

City of Richland
975 George Washington Way
Richland, WA 99352

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Overview

The City of Richland is seeking to update its website to enhance the user experience, simplify content management, and provide better information and customer service to its residents and businesses, while meeting high standards for design quality and visual appeal.

Effective websites provide dynamic content that keeps users engaged and coming back. Effective websites also must ensure that content sought is easily found and that navigation remains user friendly. In Richland, the management of online content has been decentralized to some extent, with the assistance of a handful of “power users.” The City would like to fully decentralize content management to multiple content managers in each City department under the oversight of the City’s public information officer.

The City of Richland seeks the assistance of a company that can accomplish all of the functionality identified in this RFQ but has the flexibility of providing this functionality over time, if needed due to budgetary constraints. The City also seeks a company that has the capability of integrating additional features that may be needed in the future.

Situational Analysis

The City of Richland is seeking to enter into a professional services agreement with a qualified vendor to design and implement a new City website based on the above strategy. The City's website URL is currently www.ci.richland.wa.us but could possibly transition to a new URL upon the launch of a new website.

The City is actively seeking a qualified web vendor to replace the existing website. The City's emphasis is on incorporating extensive content management tools and database driven architecture while providing a user-friendly and intuitive site structure and an interface that is both attractive and ADA compliant.

Background

Richland is located in the Tri-Cities, or Mid-Columbia region, of the State of Washington. The City has a City Manager-Council form of government, and operates as a First Class City under RCW 35. The City was incorporated in 1958 with a current population of approximately 47,410. Several thousand additional area residents work in Richland, or commute to work north of Richland, every day.

The City is a full-service municipality employing approximately 500 people to provide general government, public works, public safety, planning and community development, and recreational services. The City also operates an electric distribution utility, solid waste landfill collection system, public library, and administers the regional emergency management and 911 dispatch center.

Vendor Qualifications

The intent of this RFQ is to enable the City of Richland to evaluate vendor experience, qualifications and capabilities for developing and implementing a new City website. The desired qualifications are outlined below. Responders are to submit a written narrative corresponding to each of the numbered items:

1. Municipal Website Design Experience

- A. Washington municipal clients (please list city name and website URL)
- B. Other municipal clients (please list city name and website URL)
- C. If no previous municipal experience, please explain relevant government website experience (please list other government clients/URLs)
- D. References (minimum three references, including all contact information below)
 - 1. Client Name
 - 2. Client Contact Person
 - 3. Phone and Fax
 - 4. Client Address
 - 5. Website Address

2. Company Profile

- A. Number of years in business
- B. Office location(s) (Include business address)
- C. Demonstrated company financial stability

3. Team Members/Roles (list all personnel to be assigned to this project)

- A. Name, title, role (e.g., project management, programming, graphics)

4. Vendor Service Capabilities (Describe all available)

- A. Web Development
- B. Software tools (e.g., Content Management System or modules)
- C. Site maintenance
- D. Site hosting
- E. Client training
- F. Availability of robust self-service documentation and technical support
- G. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
- H. Meets U.S. Federal Government ADA requirements
- I. 24 x 7 support
- J. Security for both City staff and users
- K. Other

5. Integrated Content Management System (CMS) Components and Tools

The CMS listing below represents functional categories and is not comprehensive; others may be recommended or added. The City's new website vendor must be able to provide the desired components shown. Possible budgetary constraints may require that this project be implemented in phases.

No. Component/ Module Name	Function	Offered by Vendor (Indicate: Yes/No)	Vendor Comment
1	Access GIS, Crime Stats, Etc.		
2	Agenda Management		
3	Automatic expirations		
4	Browser Based Administration		
5	Calendar – Departmental as well as City Wide		
6	Departmental Home Pages		
7	Directories, Listings		
8	E-Notification		
9	Event Registration		
10	Forward To A Friend		
11	Frequently Asked Questions		
12	FTP Capable		
13	Hit Tracking		
14	Intranet/Extranet		
15	Multi-Lingual Support		
16	News & Announcements		
17	News Releases		
18	Newsletters/E-Zine		
19	Online Forms		
20	Online Payments		
21	Printable Pages		
22	RFP/RFQ/Bid Posting		
23	Rotating Photos/Banner Ads		
24	RSS Feeds out		
25	Site Search		
26	Special event/facility liability forms		
27	Survey/Polling Capability		
28	Vendor Registration		
29	Site Index		
30	Video Hosting		
31	Social Media Interface		
32	e-Permitting		
33	Emergency Notification		
34	Facility Management		
35	Calculator		
35	Other		

6. Vendor/Municipal Contract Performance

(Please provide two examples that include all of the following):

- A. Client name
- B. Contract amount
- C. Contract duration
- D. Project outcome

Deliverables

This section identifies the deliverables associated with this RFQ:

- 1. Under Vendor Qualifications section, complete and return items 1-6.
- 2. Include a project approach summary for building a municipal website.
- 3. Include a sample project schedule for building a municipal website.
- 4. Include pricing range/cost for services outlined

Other Submittal Requirements

The deadline for RFQ responses is Friday, February 5, 2010, at 5:00 p.m. Submit one hard copy (if desired, send PDF to jamundson@ci.richland.wa.us) of the RFQ response to the City of Richland, 975 George Washington Way, Richland, WA 99352. All responses must be addressed to the attention of Jon Amundson, Assistant City Manager and marked on the outside "City of Richland Website Design & Development RFQ."

Submittals that are not received on or before the specified deadline will not be accepted (no exceptions). The City reserves the right to request follow-up information or clarification from vendors in consideration.

The City of Richland reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which in the opinion of the City, will best serve the interests of the City.

Each response to this RFQ shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against the City for reimbursement will be accepted.

Evaluation Criteria

Responses to this RFQ will help the City identify the most qualified web vendor and will be indicative of the level of the firm's commitment. The City will evaluate the qualifications, references, overall fit with the City of Richland, as well as the pricing range/cost to determine the most qualified web vendor.

Selection Process

The selection process will involve the following phases:

Phase 1: A review team will evaluate vendor submittals. The initial review will determine conformance to submission requirements and whether responses meet minimum criteria established. Review will include the vendor's acceptance of RFQ terms and completeness of submissions.

- Phase 2: Interview of most qualified applicants.
Phase 3: Review team will check references given.
Phase 4: The City will enter into negotiations leading to a professional services agreement.

Schedule

The approximate RFQ schedule is summarized below:

- Issuance of RFQ: January 15, 2010
- Vendor submittals due: February 5, 2010 at City Hall via email, mail or personal delivery
- Vendor interviews, reference checks: February, 2010
- Vendor approval, enter negotiations, execute a professional services agreement: February, 2010*

* Dates subject to change

Inquiries

Inquiries about this request for qualifications must be in writing and directed to:

Jon Amundson
Assistant City Manager
City of Richland
975 George Washington Way
Richland, WA 99352
Phone: (509) 942-7380
E-mail: jamundson@ci.richland.wa.us