City of Jefferson City, Tennessee
Request for Qualifications and Costs:
Website Development and Maintenance

Overview

The City of Jefferson City, Tennessee is seeking a qualified website vendor to design, implement, and possibly maintain a new City website. Such website should provide ease of access to information about the City and its services, as well as access to resources commonly requested and used by citizens and businesses. The website should have a modern, engaging, and easy to use design which reflects the character and purpose of the City of Jefferson City. It should also provide links to other agencies and resources commonly used by citizens and businesses.

The vendor will provide the City with an information ready, turn-key website to allow non-technical City staff to immediately begin managing the content and providing a wide variety of information related to services for residents, businesses, and visitors. This website will replace the City's current website, but will continue to use the same address, http://www.jeffcitytn.com, when the revised website begins operation.

The Vendor is expected to have demonstrated expertise in designing and managing local government websites, and expertise with current trends and best practices regarding website design and the user experience in the public sector.

The City wishes to engage a Vendor who can serve as a partner throughout the duration of this project and provide ongoing maintenance, support, and design services. Specific deliverables related to the scope of work for this project will be included in the final agreement.

Goals and Objectives of this Website Development Process

The City seeks to achieve the following specific goals through this website redesign process:

Project Goals

1. Create a user-friendly, citizen-focused website that is easy to navigate for users with a variety of backgrounds.

2. The website will include a user friendly search function that will search the website content, forms, documents, etc. to return accurate results for citizens to find specifically what is needed.

3. Expand the number of services provided to citizens and those making inquiry through the website. Ensure capacity for adding services such as requests for brush pick-up, reporting potholes, building permits, etc.

4. Develop website design options that reflect the character and values of our community, including use of City colors, logo, pictures, branding, etc.

5. Create a responsive website design that ensures access and optimizes the look of the website for any device (mobile version).

6. Create a content management system (CMS) that is easy for non-technical staff to update with a variety of customizable templates and features.

7. Provide helpful, responsive technical support and training throughout the design and implementation phases of the project.

Project Objectives

1. Redesign the look and feel of the City's website.

2. Redesign the navigation framework / information architecture of the City's website.

3. Provide an easy-to-use, comprehensive, hosted content management system (CMS) software. Prefer that the data is hosted at a US based data center with redundant internet connections. Backup procedures that show how, when and where the data is backed up.

4. Identify tools and strategies to ensure all content is accurate, up to date, and has a consistent look and feel across departments.

5. Include flexibility for the website to easily grow and add new functionality over time and with minimal cost.

6. Enable updates to the look and feel of the website on an as-needed basis going forward.

7. All city content, data, and photos remain the property of the city and must be exportable to a common file format for the city to take possession of when the contract period ends.

Content of Proposals

A qualifying proposal must address each of the following components:

1. **Cover Letter**

The cover letter should be signed by the individual authorized to represent the Vendor, and summarize the Vendor's key qualifications and services being proposed.

2. **Vendor Qualifications**

a) Provide an overview of the history, size, locations, type of organization, and various services your company provides.

b) Describe your company's design philosophy. What sets your company apart from other vendors? What can you provide that will exceed our expectations?

c) Describe the types of customer support services your company will provide, including disaster recovery and the length of time to acknowledge, report, and address a problem that arises.

d) Provide an outline of recent projects your company has completed that are similar to this project, including the total one-time and on-going project budget costs of each cited example. Responses should demonstrate specific expertise related to local government websites.

e) Provide a reference list of local government clients with the name and contact information of the individual(s) that worked most closely with your company during the project.

3. **Project Team Qualifications**

a) Describe the qualifications and relevant experience of the principal members of the project team.

b) Describe the communication strategy and feedback process with your clients.

c) Describe what kind of trainings your project team will provide non-technical City staff.

d) Describe a project that did not go as planned, and how your team worked with the client to resolve the issue.

4. **Project Design and Implementation**

a) Describe the Vendor's overall strategy to design and implement this project.

b) Provide an overview of the Vendor's vision of the services they will provide, including:

1. Design

2. Content Management System (CMS) software

3. Training and Support

c) Describe the steps and a typical timeline for the website redesign, development and launch processes.

5. **Project Costs**

a) Provide a bid for all costs to achieve the goals and objectives listed above, including staff training.

b) Provide a separate bid for the cost of on-going, annual maintenance for each of three years following completion of the initial redesign.

6. **Additional Information**

Provide any additional information that has not been addressed elsewhere that you feel would aid the City in evaluating your qualifications.

7. **Submission Guidelines**

Vendors should submit their proposals electronically in one submission via e-mail:

Submit to e-mail address: XXXXXX

E-mail subject line: "RFQ – Jefferson City, TN Website Design and Replacement"

Responses must be received on or before the deadline, **XXXXXXXX**, in order to be eligible for consideration. Any proposal received after the deadline will be disqualified.