

**REQUEST FOR PROPOSALS FOR
WEB SITE DESIGN AND MAINTENANCE
FOR MIDVALE CITY**

Midvale City (the “City”) is requesting proposals (“proposal”) from qualified vendors (“Bidder”) for the costs, configuration, design options, hosting, services and maintenance of a website (“website”) for the City.

I. PROPOSAL SUBMISSION REQUIREMENTS

- A. Bidders must complete and submit all requirements on or before the specified time and date. The proposal must be signed by the Bidder’s authorized representative, indicating that, if selected, the Bidder will fulfill all requirements. The proposal shall remain valid for sixty (60) days following the due date.
- B. Proposals must be received at the following location, no later than **2:00 p.m. on Friday, April 24th, 2015:**
 - Midvale City Recorder
 - 2nd Floor Administration Office
 - 7505 South Holden Street
 - Midvale, Utah 84047
- C. Proposals arriving after the deadline are deemed non-responsive and will neither be accepted nor considered.
- D. Bidders must submit **two hard copies and one electronic copy** of the proposal. Materials shall be 8½” x 11” for the hard copies. Electronic copies may be submitted on a CD or flash media.
- E. All proposals shall become the property of the City.
- F. Submission must be in a sealed envelope with the project title and Bidder name clearly marked. **Costs shall be in a separate, sealed envelope**, and included with the submission.
- G. Cost envelopes will be opened during a public bid opening on **May 11th at 10:00am** at Midvale City Offices, located at 7505 South Holden Street. Bidders may be present during the opening, but attendance is not required.
- H. Proprietary information contained in the submission must be clearly marked and delineated. The City may release any information contained in the Proposal, which is not marked and delineated as proprietary, 30 days following the submission deadline.
- I. The City reserves the right to reject any or all submissions, and to waive any informality or technicality or accept any information or documents deemed to be in the best interest of the City.

- J. The City assumes no liability for the costs associated with preparation by any party of information or documents submitted in response to this request.
- K. In no event shall the City have any liability for the cancellation of the award. The contractor assumes the sole responsibility for all expenses connected with the preparation of this proposal.
- L. Bidders shall not contact the City Recorder or the Selection Committee members. All correspondence must be sent by email to Jarin Blackham, the City's IT Manager, at jblackham@midvale.com.
- M. All submitted questions and any answers or explanations will be returned as addenda to the RFP, which will be emailed to each Bidder and posted in the Public Notice section of the City's website: http://www.midvalecity.org/public_notices.aspx

II. FORMAT OF SUBMISSION

- A. **Introduction to the Firm.** Provide a brief introduction, qualifications and background of your firm.
- B. **Relevant Experience.** Provide a listing of businesses or organizations in which the proposed solution has been implemented and is still in use. Include web addresses for each site.
- C. **Proposed Solution.** Describe the recommended solution, including all detail regarding requirements, including but not limited to: hardware, software, programming languages, operating system, training, etc. Also, present no less than 5 working websites which your firm has designed and currently maintains, which function on both desktop and mobile devices. Mock-ups of Midvale City's website (desktop and mobile views) may be included, but are not required. Midvale City will not be responsible for any costs associated with mock-ups. Discuss how you would work with City staff to ensure that the City's needs are adequately met.
- D. **Project Staff.** List the employees that will be assigned to the project, their experience and how much of their time will be allocated to the project. Include a résumé/CV for each assigned employee.
- E. **Project timeline.** Please include an estimated timeline including milestones and tasks.
- F. **Costs.** Costs must be broken down into hardware, software licenses, installation, and ongoing maintenance costs. If proposed solution is modularized, please include costs per module. **Costs must be in a separate, sealed envelope** and included with the proposal. The sealed costs envelope will be opened after all proposals have been evaluated and ranked.
- G. **References.** Provide a name, telephone number, and website address for at least three (3) references to be contacted as to your performance on similar projects. Similar sized government agencies preferred. (approx. population 30,000)

III. REQUIRED FEATURES

- A. Clean front page. Well organized. Appealing and welcoming.
- B. Front page should include but is not limited to the following:
 - i. Upcoming events with link to a calendar;
 - ii. News articles, title and preview in a scrollable list (vertical);
 - iii. Icons/links for GRAMA requests, utility payments, careers, and others to be determined;
 - iv. "How do I..." section with most commonly used website features;
 - v. Section links for residents, businesses and visitors;
 - vi. Crawling alert bar that only appears when there is an alert.
- C. Mobile browser friendly. Does not require a downloadable app to access all content.
- D. Mayor, council, and appointed officials biography page(s).
- E. Easy navigation; No more than 3 clicks to all information.
- F. Calendar, with ability to add events including recurring events, with the ability to delete one instance of a recurring event (i.e. a cancelled meeting).
- G. News section for posting articles relating to Midvale.
- H. Social media capable news and events section for posting important announcements.
- I. Complaint submission capable. Citizens can enter complaints/non-emergency incidents (potholes, lights out, code violation) online and they are routed to the correct department e-mail, with an email confirmation of receipt to the citizen
- J. Searchable e-mail / phone directory.
- K. Dynamic Mapping based on ESRI standard shape files or ArcGIS Online connections.
- L. Career opportunities section.
- M. Secure employee Intranet section of the site, including a news section, calendar, document repository, question & answer forum, Employee of the Month, polls, etc.
- N. Content is easily updatable by non-technical department personnel.
- O. Department personnel can update their own department pages but not others.
- P. Links to other web services (i.e. SeamlessDocs, SirePub, CodePublishing, etc)

IV. OPTIONAL FEATURES

- A. An employee “Dot board” within the Intranet section, showing status of employee (IN, OUT, time returning, comment). Employee should be able to change his or her own status.
- B. Storage and retrieval of meeting minutes and recordings
- C. Streaming audio/video of council meetings live on the internet.
- D. Online forms/applications submissions
- E. Push notifications that website visitors can opt-in to receive

V. SELECTION CRITERIA

- A. Proposals received will be reviewed and graded by a committee of employees. If determined to be necessary, the City may conduct interviews with top ranked Bidders to gather additional information or to request a product demonstration to facilitate the selection process.
- B. Proposals will be evaluated and ranked based on the following weighted criteria:
 - i. Required functionality (30%)
 - ii. Quality of the product (20%)
 - iii. Training and/or setup services (10%)
 - iv. Previous Experience / References (10%)
 - v. Warranty / Periodic redesign (10%)
 - vi. Costs: One time setup costs and ongoing maintenance rates. (20%)
The costs in the sealed envelope will be weighted after all proposals have been evaluated and ranked based on the previous criteria.

VI. ADDITIONAL INFORMATION

- A. If the proposed solution includes the Bidder’s commitment to update the content of the website, please include your firms ability to collect data from the various City departments to ensure that content on the site does not become stale or incorrect.
- B. If the proposed solution includes a periodic ‘look and feel’ update, please include interval and costs associated with the update. Costs must be included in the sealed costs envelope.
- C. Bidders are encouraged to expand their Proposal beyond the stated requirements to show their capability.