

June 2, 2016
RFP 136389

PURCHASING DEPARTMENT
101 EAST 11th STREET, STE. G-13
CHATTANOOGA, TENNESSEE 37402
CITY HALL

Requisition No.: RFP – 136389

Ordering Dept.: Chattanooga Hamilton County Regional Planning Agency

Buyer: Sharon Lea / slea@chattanooga.gov

Phone No.: 423 643-7235

Fax No.: 423 643-7244

Request for Proposals for Website Development

*****REQUEST FOR PROPOSALS MUST BE RECEIVED*****

****NO LATER THAN 4:00 PM EST on Friday, June 24, 2016****

*****QUESTIONS MUST BE SUBMITTED IN WRITING*****

****NO LATER THAN 4:30 PM EST on Wednesday, June 15, 2016****

****Please email slea@chattanooga.gov for supplemental information****

The City of Chattanooga reserves the right to reject any and/or all proposals, waive any informalities in the proposals received, and to accept any proposal which in its opinion may be for the best interest of the City.

The City of Chattanooga will be non-discriminatory in the purchase of all goods and services on the basis of race, color or national origin.

The City of Chattanooga (COC) Terms and Conditions posted on Website are applicable:

<http://www.chattanooga.gov/purchasing/standard-terms-and-conditions>

NOTE: ALL PROPOSALS MUST BE SIGNED. All proposals received are subject to the terms and conditions contained herein and as listed in the above referenced website. The undersigned Offeror acknowledges having received, reviewed, and agrees to be bound to these terms and conditions, unless specific written exceptions are otherwise stated.

PLEASE PROVIDE US WITH THE FOLLOWING:

Company Name: _____

Mailing Address: _____

City & Zip Code: _____

Phone/Toll-Free No.: _____

Fax No.: _____

E-Mail Address: _____

Contact Person: _____

Signature: _____

Request for Proposals: Regional Planning Agency website development

Chattanooga-Hamilton County Regional Planning Agency

The Chattanooga-Hamilton County Regional Planning Agency (RPA) is a joint governmental agency of the City of Chattanooga, TN and Hamilton County, TN. The agency conducts land use and transportation planning activities including community planning, urban design, regional transportation planning, zoning and subdivision process and review and research and analysis. The RPA strives to provide information in a timely, easy to understand format and its website is one tool to do that.

History

RPA's current website, www.chcrpa.org, was developed in-house in the early to mid-2000s. The last major update to the site was in 2007. At that time, the RPA's website was structured around the divisions within RPA. Since that time, it has become clear that many users find the division structure unwieldy when it should be structured around types of information.

Purpose

RPA would like to undertake a major update to the website. In order to prepare for a new update, RPA has three items to inform the process:

1. RPA employee survey regarding the website
2. External client survey regarding the website
3. Branding documentation to inform website design

RPA's Brand

RPA's brand is based on the agency's core values and reinforces its guiding principles. The new website should reflect RPA's brand and core values:

- Professional
- Knowledgeable
- Innovative
- Expertise
- Cutting-Edge
- Credible
- Stability – Long Term Interest in Community
- Collaborative
- Respected
- Objectivity/Fairness

RPA is looking for a style that is serious, formal, and solid yet approachable and user-friendly. It must reflect expertise, credibility and the agency's government responsibilities; yet also represent creativity and innovation. RPA wants to convey that the agency has a modern outlook and can be thought of as forward thinking. The RPA brand style should include references to motion. It should also include: Nature, Chattanooga's geography of mountains and river... Community - aspirations, vision, and quality ... Planning and an emphasis on PLACES ... both urban and suburban and within the setting of the existing built and natural environments that make up this region.

Website Elements

RPA needs assistance with web planning, design and development:

- The RPA currently has a website: www.chcrpa.org
- There is not a need for a domain name, hosting, or continued website maintenance (although support may be required after initial development).
- After launch, RPA needs the ability to manage and update all content, images, and text contained within the pages of the site. RPA will substantially maintain the site after launch.
- RPA has branding materials, photos and images for use although additional stock images may need to be incorporated. RPA can provide additional images if needed.
- RPA has a logo, color palette and branding materials. RPA expects to provide most, if not, all additional text needed for site.
- RPA has some graphics already created for the site.
- The site should be designed to work on mobile devices and tablets/laptops.
- Site should have search and translation functions.
- Site should gather emails to send out branded email blasts using 3rd party tool like MailChimp or Constant Contact.
- Site needs to have functionality to search a map to find current zoning cases. This is not intended to create an online Geographic Information Systems map (the agency's online zoning map is hosted at gis.hamiltontn.gov) but rather have a simple address or case search function to find a zoning case.
- Training and documentation providing instruction on how to maintain and edit site content for staff members is required. Staff members developed and currently maintain existing site.
- Website does not integrate with a database.
- RPA has two "satellite" websites that need to be integrated (www.growingforwardchc.com and www.cha-fbc.com) into the main website. New website should be able to highlight occasional high-profile projects without creating an additional website.

Website requirements

1. **CODE:** RPA will retain the rights to the code. RPA will maintain the website after initial development with some support of the selected firm.
2. **CONTENT MANAGEMENT:** The system must have a content management system that will allow the RPA to manage, edit, and upload content to the website. See below for additional information.
3. **TECHNICAL SPECIFICATIONS:** The City of Chattanooga Department of Information Technology develops using the LAMP stack* and prefers, in order, Wordpress, Joomla, and Drupal for Content Management Systems (CMS). MEAN** is considered an applicable choice as well. It should employ HTML5 and CSS3. The site should employ responsive design (Bootstrap is a plus).
4. **PROJECT DEADLINE:** The website's final design must be complete and the site active by January 27th, 2017.

Submittal Requirements

To be considered, the proposal must respond to all parts of the RFP. Any other information thought to be relevant, but not applicable to the enumerated categories, should be provided as an appendix to the proposal.

Submittals should include the following items, along with other material, to demonstrate the vendor's expertise and capability:

1. **DESCRIPTION OF APPROACH**

Up to ten (10) pages describing the vendor's proposed methodology. This description should also include methods the vendor proposes to use to manage the project and communicate with the RPA as to project progress and reviews.

2. **WORK PROGRAM DETAILING**

- a. Tasks to be performed.
- b. Benchmarks and timelines for completion. **The website's final design must be complete and the site active by January 27th, 2017.**
- c. When each task will be completed (timeline).
- d. Tentative allocation of person days by tasks.

3. **TEAM EXPERTISE**

Brief description of general qualifications, specific evidence of their relevant experience (including subcontractors, if any), and a list of key personnel assigned to this project, their roles, estimated time allocated to project, and résumés for each. Team descriptions should note which members will be the direct point of contact for project management and who will be participating in the on-site visits and presentations. The qualifications of any sub-contractors must be included in the submission. During the scope of the contract, the use of sub-contractors not listed on the proposal is subject to RPA approval.

4. **FEE AND HOURLY RATES**

The proposed fee should include travel costs and other anticipated reimbursable expenses as well as hourly rates for assigned personnel. Fees should be broken down according to the proposed timeline.

5. **AVAILABILITY TO BEGIN WORK**

Provide a statement describing any existing time commitments which would impair the team's ability to proceed.

6. **COMPARABLE PROJECTS**

Applicants should provide evidence of successfully implemented solutions similar to this RFP. Include a summary of projects in progress or completed, with the following information for each project:

- a. Reference name, with current contact information
- b. Current status of the project
- c. Size and scale of geographic area

7. **INQUIRIES**

All inquiries must be received in writing (email / fax below) no later than 4:30 PM EST Wednesday, June 15, 2016. Questions will not be accepted over the phone. Applicable questions will be forwarded to the RPA. During the RFP process, all competitive respondents receive answers, or clarifications, to questions posed by any particular respondent.

Send questions to:

City of Chattanooga Purchasing Department
 Attn: Sharon Lea, Buyer
 101 East 11th Street, Suite G13
 Chattanooga, TN 37402-4247
 E-Mail: slea@chattanooga.gov
 Fax: (423) 643-7244
 Phone : (423) 643-7235

8. SUBMITTAL DEADLINE

Submittals are due by 4:00 PM (EST) on Friday, June 24, 2016 and should include seven (7) hard copies and a digital version in either PDF or Microsoft Word. Any attachments should be clearly identified.

Send to:

City of Chattanooga Purchasing Department
Attn: Sharon Lea, Buyer
101 East 11th Street, Suite G13
Chattanooga, TN 37402-4247

Review and Evaluation by Selection Committee:

A selection committee will evaluate completed proposals based on the proposal content and criteria for evaluation. Generally, proposals will be evaluated on:

- Completeness of proposal
- Previous experience of a similar nature and team expertise
- Firm's understanding of existing conditions and needs including responsiveness to technical specifications
- Quality of design, graphic capabilities and user friendliness of prior, comparable work/projects
- Benchmarks and timeline for completion
- Overall approach

RFP Schedule

- June 2, 2016 – RFP Release
- June 15, 2016 – Question Submittal Deadline
- June 24, 2016 – Proposal Submittal Deadline
- July 11-20, 2016 – Interviews
 - Firms should be prepared to attend an in-person, on-site interview should they be required/desired. Interview schedule will be confirmed by June 29th.

Affirmative Action Plan

The City of Chattanooga is an equal opportunity employer and during the performance of this Contract, the Contractor agrees to abide by the equal opportunity goals of the City of Chattanooga as follows:

1. The Contractor will not discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, or handicap. The Contractor will take affirmative action to ensure that applicants are employed, and that employees are treated during employment without regard to their race, color, religion, sex, national origin, or handicap. Such action shall include, but not be limited to, the following: employment, upgrading, demotion, or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay, or other forms of compensation, and selection for training, including apprenticeship. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
2. The Contractor will, in all solicitations or advertisements for employees placed by or on behalf of the Contractor, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, or national origin, or handicap.
3. The Contractor will send to each labor union or representative of workers with which he/she has a collective bargaining agreement or other contract or understanding, a notice advising the said labor union or workers' representatives of the Contractor's commitments under this section, and shall post copies of the notice in conspicuous places available to employees and applicants for employment.
4. In all construction contracts or subcontracts in excess of \$10,000 to be performed for the City of Chattanooga, any contractor and/or subcontractor is further required to file in duplicate within ten (10) days of being notified that it is the lowest responsible bidder, an affirmative action plan with the EEO Director of the City of Chattanooga. This plan shall state the Contractor's goals for minority and women utilization as a percentage of the work force on this project.
5. This Plan or any attachments thereto shall further provide a list of all employees annotated by job function, race, and sex who are expected to be utilized on this project. This plan or attachment thereto shall further describe the methods by which the Contractor or Subcontractor will utilize to make good faith efforts at providing employment opportunities for minorities and women.

During the term of this contract, the Contractor upon request of the City, will make available for inspection by the City of Chattanooga copies of payroll records, personnel documents and similar records or documents that may be used to verify the Contractor's compliance with these Equal Opportunity provisions.

June 2, 2016

6. The Contractor will include the portion of the sentence immediately preceding paragraph 1 and the provisions of paragraphs 1 through 6 in every subcontract so that such provisions will be requested of each subcontractor. The Contractor agrees to notify the City of Chattanooga of any subcontractor who refuses or fails to comply with these equal opportunity provisions. Any failure or refusal to comply with these provisions the contractor and/or subcontractor shall be a breach of this contract.

(Signature of Contractor)

(Title and Name of Company)

(Date)