



CITY OF WAYCROSS
REQUEST FOR PROPOSALS FOR WEBSITE DESIGN SERVICES
RFP # FY21-15A
January 14, 2021

Summary

City of Waycross is seeking a complete redesign of its website to enhance the user experience, simplify content management, and provide improved citizen-centric information and customer service to its community, while meeting high standards for design quality and visual appeal. The City of Waycross would like to control and change content as needed by our IT Department. The new website must be ADA compliant. The City of Waycross website is www.waycrossga.com.

Responses will only be considered from firms which are regularly engaged in the business of providing and performing similar services requested in this solicitation, and who have verifiable evidence of a consistent satisfactory record of performance.

RFP Due Date

Proposal will be accepted until **2:00 p.m., Tuesday, February 9, 2021**. You may mail or deliver these to:

City of Waycross
Purchasing Department
417 Pendleton Street
Waycross, GA 31501

Questions are due no later than **2:00 p.m., Tuesday, February 2, 2021**. All Questions must be emailed to ljones@waycrossga.com prior to this time. All questions will be answered in the form of an addendum. If you have obtained the RFP packet and wish to receive an addendum, send request to the same email and it will be sent to you. Addendum will also be attached to bid documents on the City Website and Georgia Procurement Registry.

Technical Provisions

1. **Background:**
The City of Waycross has a population of 13,417. It consist of approximately 11 sq. miles. We are a central hub located between Interstate 75 and 95 and is home to one of the largest CSX Train Hubs.
2. **Project Description:**
The City seeks an experienced company that can accomplish the goals sent in the RFP and also a company that has the capability of integrating additional features and functionality that may be identified in the future. It is the City's desire to host our own website. The experience company should have a team of experts who understand local government to help us achieve our vision.

3. Required Features:

- Improve the overall visual appeal of the site and its component parts
- Simplify and improve the entire navigation system
- Document Center – Store agendas, minutes, newsletters, archives, other documents and other important media. Upload/download capabilities for files up to 1GB, back-end ability to search within published and unpublished documents
- Browser Based Administration – Update, delete and create content from any device with internet access
- Calendar – Update/publish calendars for departments/categories with a main calendar to display all events
- Content Scheduling – Set dates for content to automatically publish and expire
- Departmental Home Page – Ability for departments to have dedicated pages within the site that follow the same design as the other interior pages
- Directories for Staff – Ability to allow citizens to search for staff department information
- Document Center – Upload/download capability for files up to 1 GB, back-end ability to search within published and unpublished documents
- Facility Management – Listings with maps, filtered search, and reservation capability
- Frequently Asked Questions – Ability to categorize FAQs by department or page
- Levels of Rights/Permission – Allow IT staff only to establish levels of right for staff to update/manage/access content based upon roles
- Live Edit – Allow IT staff only to add, edit and move content directly on the front end of the site without the need to utilize or be trained in writing HTML or CSS code
- Multilingual Support – Using Google Translate or similar
- News & Announcements – Post news releases or updates dynamically to relevant pages based on category
- Online Forms – Create unlimited customizable forms, track and export results
- Online Payments – Must provide link for the City's current online payment gateway
- Image Center – Store images in a central location on website
- Printable Pages – Print friendly function
- Responsive Web Design – Fully mobile responsive design – site adjusts to the screen size of all devices it's being viewed on, includes forms, calendars, etc.
- Request Tracking – For Permits, Citizens can submit requests with automated workflow to correct individual/department with exportable statistics and reports
- RFP/RFQ/RFB Posting – Must provide line for Vendor Registry to post all bids
- Rotating Photo/Banners – Slideshow capabilities
- RSS Feed out – Registration by Department or Category
- Sharing Capabilities – Links to share content via email and social media on every page
- Site Search – Internal site search engine and log of search terms
- Site Statistics – Analytics and site audit reports
- Sitemap and Breadcrumbs – Automatically generated and updated sitemap and breadcrumbs
- Social Media Interface – Display social media feeds
- Website Visitor Profile – Visitors can pick and choose the information that automatically becomes fed to their profile upon site login.
- ADA Accessibility – Ensures that the site is current with ADA accessibility and requirements now and in the future

Optional Features

The features below are not required at this time, however, include information and availability of integration in the future.

- Custom Mobile App – Citizen-facing mobile app
- Single Sign-On Integration – Authentication through Windows Active Director or similar
- Video Center – Live streaming video capabilities
- Future integration for Records Management for public records request, tracing, searches, invoice payments
- Survey capabilities to obtain community feedback
- Agenda Management – Uploading existing, create new, categorize, approve and manage agendas
- Live streaming and agenda linking in real-time.

Evaluation Criteria

City will select the firm considered most qualified to provide the required services.

Significant evaluation criteria and ratings are:

1. Experience: Firm's experience with local governments performing similar types of work. Include project description, scope of services performed, location and reference (contact person). Include current websites that you have designed. 20%
2. Features, Functionality and Design 20%
3. Implementation Plan 20%
4. Investment Proposal/Fees 20%
5. Ongoing Services 20 %

Submittal

RFP's are due no later than **2:00 pm., Tuesday, February 9, 2021**. Submittal responses shall include 1 (one) original and 3 (three) copies.

- Executive Summary of your firm including how your company will assist the City to achieve the goals listed in this RFP
- Include any differentiators that set your solution apart from your competitors
- Company Profile including legal name of company, history, highlights, number of years in business, number of employees, names, phone, address and emails of main point of contact
- Name and define the different roles in your company's project team, how they will communicate with the City and keep track of the development process
- One-source vendors are desired, if you are using any sub-contractors their pertinent information must be included in this RFP
- Detail availability of all features and functionality listed in this RFP
- Include typical timeline/schedule of all phases of project including consultation, design, development, content migration, training and implementation
- Detail what role the City will play in the project
- Include in your submittals a list of at least 5 other government agencies that you have designed website for.
- Include in your submittal a URL link with a sample mockup of your proposed City of Waycross website.

- Detail your continuing service and support, technical support services – emergency and non-emergency availability
- Detail product release, enhancement and upgrade process
- A quote sheet has been provided for you. An all-inclusive/lump sum pricing is required. It shall include all requirements list above, including training and any accrued cost related, content migration and enhancement. Annual 2nd year and beyond maintenance and technical support.
- List any other products offered by the company. (Limit 1 page)

Submittals will be evaluated by a selection board composed of City staff. Interviews and oral presentations may be requested of any, all or none of the respondents at the discretion of the selection board. City will undertake discussions (oral presentations) with selected firm(s) and final determination on award of a contract will be made by the City Commission at a date and time to be determined.

The City reserves the right to enter into a contract with the selected firm that the City deems to offer the best overall qualifications and experience. The City of Waycross reserves the right to accept or reject any and/or all proposals, to negotiate for additional services and to waive informalities and technicalities and to make an award that is in the best interest of the City. The City of Waycross is an Equal Opportunity Employer. Further in accordance with Section 504 of the Rehabilitation Act of 1973 as amended, the City of Waycross does not discriminate on the basis of handicapped status in the administration or operation of its programs.

The City of Waycross is issuing a 2 part RFP. Part B is also a web redesign for our Waycross Convention and Visitors Bureau. This must be quoted separately.



WCVB OF WAYCROSS
REQUEST FOR PROPOSALS FOR WEBSITE DESIGN SERVICES
RFP # FY21-15B
January 20, 2021

Summary

Waycross Convention and Visitors Bureau (WCVB) is seeking a complete redesign of its website to enhance the user experience, simplify content management, and provide improved citizen-centric information and customer service to its community, while meeting high standards for design quality and visual appeal. The Waycross Convention and Visitors Bureau would like to control and change content as needed. The new website must be ADA compliant. The Waycross Convention and Visitors Bureau website is www.waycrosstourism.com

Responses will only be considered from firms which are regularly engaged in the business of providing and performing similar services requested in this solicitation, and who have verifiable evidence of a consistent satisfactory record of performance.

RFP Due Date

Proposal will be accepted until **2:00 p.m., Tuesday, February 9, 2021**. You may mail or deliver these to:

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417 Pendleton Street
Waycross, GA 31501

Questions are due no later than **2:00 p.m., Tuesday, February 2, 2021**. All Questions must be emailed to ljones@waycrossga.com prior to this time. All questions will be answered in the form of an addendum. If you have obtained the RFP packet and wish to receive an addendum, send request to the same email and it will be sent to you. Addendum will also be attached to bid documents on the WCVB Website and Georgia Procurement Registry.

Technical Provisions

1. Background:
The Waycross Convention and Visitors Bureau endeavors to promote tourism in Waycross and Ware County Georgia.
2. Project Description:
The WCVB seeks an experienced company that can accomplish the goals sent in the RFP and also a company that has the capability of integrating additional features and functionality that may be identified in the future. It is the WCVB's desire to host our own website. The experience company should have a team of experts who understand WCVB websites to help us achieve our vision.

3. Required Features:

- Document Center – Store agendas, minutes, newsletters, archives, other documents and other important media. Upload/download capabilities for files up to 1GB, back-end ability to search within published and unpublished documents
- Browser Based Administration – Update, delete and create content from any device with internet access
- Calendar – Update/publish calendars for departments/categories with a main calendar to display all events
- Content Scheduling – Set dates for content to automatically publish and expire
- Landing Home Page – Ability to link to local attractions individual pages
- Document Center – Upload/download capability for files up to 1 GB, back-end ability to search within published and unpublished documents
- Frequently Asked Questions – Ability to categorize FAQs by department or page
- Levels of Rights/Permission – Allow staff only to establish levels of right for staff to update/manage/access content based upon roles
- Live Edit – Allow staff only to add, edit and move content directly on the front end of the site without the need to utilize or be trained in writing HTML or CSS code
- Multilingual Support – Using Google Translate or similar
- News & Announcements – Post news releases or updates dynamically to relevant pages based on category
- Online Forms – Create unlimited customizable forms, track and export results
- Image Center – Store images in a central location on website
- Printable Pages – Print friendly function
- Responsive Web Design – Fully mobile responsive design – site adjusts to the screen size of all devices its being viewed on, includes forms, calendars, etc.
- Rotating Photo/Banners – Slideshow capabilities
- RSS Feed out – Registration by Department or Category
- Sharing Capabilities – Links to share content via email and social media on every page
- Site Search – Internal site search engine and log of search terms
- Site Statistics – Analytics and site audit reports
- Sitemap and Breadcrumbs – Automatically generated and updated sitemap and breadcrumbs
- Social Media Interface – Display social media feeds
- Website Visitor Profile – Visitors can pick and choose the information that automatically becomes fed to their profile upon site login.
- ADA Accessibility – Ensures that the site is current with ADA accessibility and requirements now and in the future

Optional Features

The features below are not required at this time, however, include information and availability of integration in the future.

- Custom Mobile App – Citizen-facing mobile app
- Single Sign-On Integration – Authentication through Windows Active Director or similar
- Video Center – Live streaming video capabilities
- Future integration for Records Management for public records request, tracing, searches, invoice payments
- Survey capabilities to obtain community feedback
- Agenda Management – Uploading existing, create new, categorize, approve and manage agendas

- Live streaming and agenda linking in real-time.

Evaluation Criteria

WCVB will select the firm considered most qualified to provide the required services.

Significant evaluation criteria and ratings are:

1. Experience: Firm's experience with local governments performing similar types of work. Include project description, scope of services performed, location and reference (contact person). Include current websites that you have designed. 20%
2. Features, Functionality and Design 20%
3. Implementation Plan 20%
4. Investment Proposal/Fees 20%
5. Ongoing Services 20 %

Submittal

RFP's are due no later than **2:00 pm., Tuesday, February 9, 2020**. Submittal responses shall include 1 (one) original and 3 (three) copies.

- Executive Summary of your firm including how your company will assist the WCVB to achieve the goals listed in this RFP
- Include any differentiators that set your solution apart from your competitors
- Company Profile including legal name of company, history, highlights, number of years in business, number of employees, names, phone, address and emails of main point of contact
- Name and define the different roles in your company's project team, how they will communicate with the WCVB and keep track of the development process
- One-source vendors are desired, if you are using any sub-contractors their pertinent information must be included in this RFP
- Detail availability of all features and functionality listed in this RFP
- Include typical timeline/schedule of all phases of project including consultation, design, development, content migration, training and implementation
- Detail what role the WCVB will play in the project
- Include in your submittals a list of at least 5 other government agencies that you have designed website for.
- Include in your submittal a flash drive with a sample mockup of your proposed Waycross Convention and Visitors Bureau website.
- Detail your continuing service and support, technical support services – emergency and non-emergency availability
- Detail product release, enhancement and upgrade process
- A quote sheet has been provided for you. An all- inclusive/lump sum pricing is required. It shall include all requirements list above, including training and any accrued cost related, content migration and enhancement. Annual 2nd year and beyond maintenance and technical support.
- List any other products offered by the company. (Limit 1 page)

Submittals will be evaluated by a selection board composed of WCVB and City staff. Interviews may be requested of any, all or none of the respondents at the discretion of the selection board. WCVB and City Staff will undertake discussions (oral presentations) with selected firm(s) and final determination on award of a contract will be made by the WCVB Commission at a date and time to be determined.

The WCVB reserves the right to enter into a contract with the selected firm that the WCVB deems to offer the best overall qualifications and experience. The Waycross Convention and Visitors Bureau reserves the right to accept or reject any and/or all proposals, to negotiate for additional services and to waive informalities and technicalities and to make an award that is in the best interest of the WCVB. The Waycross Convention and Visitors Bureau is an Equal Opportunity Employer. Further in accordance with Section 504 of the Rehabilitation Act of 1973 as amended, the Waycross Convention and Visitors Bureau does not discriminate on the basis of handicapped status in the administration or operation of its programs.

Waycross, GA 31502

DATE _____\$

QUOTATION REQUEST

Waycross, GA 31502

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| <p>PLEASE QUOTE ON THIS SHEET IN SPACES INDICATED BELOW FOR THE ARTICLES DESCRIBED. NOTE DELIVERY REQUIRED AND IN QUOTING, ADVISE DEFINITE DELIVERY. BASE YOUR QUOTATION ON THE TERMS AND CONDITIONS PRINTED AND/OR TYPED HEREON.</p> | |
| <p>WE QUOTE YOU AS BELOW</p> | |
| <p>NAME OF COMPANY</p> | |
| <p>BY (SIGNATURE)</p> | |
| <p>OFFICIAL TITLE</p> | <p>DATE</p> |

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| QUOTE NOT LATER THAN 2:00:p.m., February 9, 2021 | REQUISITION NO. | DATE OF REQUISITION |
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This quote sheet is provided for your convenience. This form must be completed and returned with your proposal.

LINDA E. JONES, CPPB
PURCHASING DIRECTOR

QUOTATION REQUEST