



**Request for Proposal – Website Re-Design, Development,
Implementation and Hosting
August 11, 2020
Solicitation # 413-0820-04**

Sealed Proposals, subject to the specifications and conditions contained herein and attached hereto, will be received in the Purchasing Agent’s Office, City Hall, until, but no later than **2:00 P.M. CT August 25, 2020**, and then opened for Website Re-Design.

If you are an individual with a disability and require a reasonable accommodation or have additional questions regarding this invitation, please notify the Purchasing Agent, Kim Dale at (931) 560-1580.

No proposal may be withdrawn after the scheduled closing time for receipt of proposals for ninety (90) calendar days.

PROPOSAL INSTRUCTIONS

To be considered, you must:

1. Have on file an updated vendor application form. An application may be filled out online from our website <https://vrapp.vendorregistry.com/Vendor/Register/Index/columbia-tn-vendor-registration> or a hardcopy application may be requested by calling 931-560-1580.
2. Submit three copies of your proposal addressing the requested services.
3. A transmittal letter must signed by someone with the authority to bind the proposer to the terms of the proposal.

Proposal documents shall be returned to:

Purchasing Agent, City Hall, 700 North Garden St., Columbia, TN 38401.

Mark outside of envelope with **Request for Proposal Website** and opening date of proposal, August 25, 2020.

Time is of the essence and any proposal received after the announced time and date for submittal, whether by mail or otherwise, will be rejected. The time of receipt shall be determined by the City Manager’s Office. Vendors are responsible for ensuring that their proposals are stamped by City Manager’s Office personnel before the deadline

indicated. Late proposals received will be so noted in the proposal file and the proposal will be returned unopened. Faxed or e-mailed proposals shall not be accepted.

Nothing herein is intended to exclude any responsible vendor, his product or service or in any way restrain or restrict competition. On the contrary, all responsible vendors are encouraged to bid and their bids are solicited. The City of Columbia is compliant with Title VI of the 1964 Civil Rights Act and as a result does not discriminate on the grounds of race, color or national origin nor does it excluded from participation in, or denies the benefit of any program or activity receiving federal financial assistance.

All costs of preparing and submitting a proposal including any onsite interviews shall be borne solely by the respondent.

SCOPE OF SERVICES

The City of Columbia is seeking proposals to completely redesign its website so that residents, businesses, and visitors, both current and potential, can easily navigate and access relevant, up-to-date information, communicate with the City through surveys and online comment submissions, and download any necessary City forms. The website is a key marketing tool for the City. The new dynamic, responsive website is to be designed and organized in a manner that allows even users with limited computer experience to access information. The design of the site must allow for modifications as needs, conditions and services dictate. The vendor will host the website.

TIMELINE FOR PROPOSALS

- Release RFP August 11, 2020
- Proposals Due – August 25, 2020
- Evaluation August 25 – August 28, 2020
- Interviews as may be required – August 31, 2020
- Contract award by Council – September 10, 2020

MODIFICATIONS AND ADDENDA

The City reserves the right to change proposal submission requirements and to change the due date at any point during the RFP process. Any and all changes will be posted as addenda and accessible through the City's current website, <https://vrapp.vendorregistry.com/Vendor/Register/Index/columbia-tn-vendor-registration> It shall be the sole responsibility of respondents to check this site for any addenda.

PROPRIETARY INFORMATION

By submitting the proposal the Respondent relinquishes all rights to submitted proposals or the ideas contained therein, and the City reserves the right to retain all submitted proposals and to use any ideas in any proposal submitted, regardless of whether or not the proposal is selected. All material submitted in response to the RFP shall become property of the City and will not be returned.

BACKGROUND

The City of Columbia is located approximately 45 miles south of Nashville along I-65. Columbia, a town of approximately 39,000 residents, is proud to be a nationally accredited Main Street community and a 'Top 10 Best Small Town' by Southern Living. The City exemplifies its tagline *Something Good Around Every Corner* with an ideal mixture of rich history, inviting downtown, long-honored traditions like Mule Day, a variety of residential options, commercial and industrial businesses and a vibrant, diversified economy. In order to stay competitive in today's environment, the City recognizes the need to present the image and services that today's market expects and demands.

PROJECT DELIVERABLES

The proposals for redesign of the website should provide for but not be limited to the following requirements:

1. A newly designed website to fulfill all City requirements either in this RFP or in discussions with the City following selection of vendor that includes:
 - A new look and relevant feel that supports the City of Columbia's brand and the diverse, progressive culture of the residents and businesses of the community.
 - Modern best practices for multi-platform compatibility, user interface, navigation, and user experience.
 - The website design must be Windows based and accessible through macOS.
 - Address accessibility: Site design should be as compliant with Section 508 and Americans with Disabilities Act guidelines as reasonably possible. Respondent should make an effort to comply with guidelines; however the usability of the site and ability for staff to easily update the site and content contained within the website should be considered. Compliance with the standards should not prevent any other requirements from being met.
 - Responsive design on all mobile and desktop devices. (show 10 example sites)
 - Fully functional and easy to use calendar with photo listings.
 - Search function that allows the user to search the whole site or subsections within the site.

- Integrates with existing government web applications and easily integrates with future government applications.
- Includes social media integration.
- The ability to create different but duplicate instances of a page in multiple areas of the website navigation.
- The ability to download applications necessary to view information (ex: Adobe Acrobat Reader).
- The ability to conduct online polls and surveys with responses in multiple formats including but not limited to: multiple choice, free flowing text and “check all that apply.”
- A way for residents to automatically add or delete an email address from a mass email distribution list. This email distribution list should be available in database form for staff to access.
- The ability for users to complete various forms online.
- The ability to preview any changes made to content before publishing to the website. This should apply to all types of content, including but not limited to: pages, calendar events, news, and FAQs.
- The ability to create additional interior page templates as needed, and assign to departments or content groups to use.
- The ability to archive pages and content.
- The ability to define a review schedule for all content, prompting the site editors to review published, non-date sensitive content periodically to ensure all items remain accurate.
- Each page must be sized to allow printing or contain a printer friendly version.

2. Content migration to new website.

3. Content Management System

- Web-based CMS user login with multiple user roles and unlimited users at no extra cost
- WYSIWYG content editor
- Content approval and user audit trails
- Variety of easy-to-use content templates that can be customized by user.
- Create multiple separate calendars and news pages based on category and/or department Micro-site or sub-site development options
- Site map
- Compatible with popular browsers: Chrome, Firefox, IE
- Google Analytics support
- Ability to easily post emergency notices on the homepage
- Technical support, security, maintenance and product updates, performed by vendor, necessary to keep the software up-to-date and the website current
- Valid software license naming City of Columbia as license holder.

- Ability for backend users to create their own page template on the fly without any extra cost to the City, and allow restriction of certain templates to only certain users.

4. Detailed Content Management System training included. Online help manual and ongoing person-to-person training when necessary.

5. Vendor shall maintain timely and regular communication with the City during the development process.

6. The Vendor and City are expected to work together to plan and organize information on the site, which most likely will include planning sessions, regular meetings, and continued communication throughout the duration of the website design project. Requirements are somewhat flexible and could be altered given a better idea or method.

Specifically, the City requires website features as follows:

- **Activities** - Create classes, display class schedules, limit the number of persons that can sign up per class, and email those who have registered for specific classes
- **Agenda Management** - Upload existing, create new, categorize, approve and manage agendas
- **Alerts & Notifications** - Display alerts prominently on website with notifications sent via email and text messaging to subscribers
- **Archive Center** - Store agendas, minutes, newsletters and other 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 Pages** - 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 1GB, back-end ability to search within published and unpublished documents
- **E-Notifications** - Electronic subscription, scheduled notifications for email and SMS
- **Facility Management** - Listings with maps, filtered search, and reservation capability
- **Frequently Asked Questions** - Ability to categorize FAQs by department or page
- **Intranet/Extranet** - Restrict pages by login

- **Levels of Rights/Permissions** - Allow system administrators to establish levels of rights for staff to update/manage/access content based upon roles
- **Live Edit** - 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 Job Postings and Application** - Applicants can also create an online profile, fill out application and attach additional documents
- **Online Payments** - Ability to accept secure online transactions
- **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 view on, includes forms, calendars, etc.
- **Request Tracking** - Citizens can submit requests with automated workflow to correct individual/department with exportable statistics and reports
- **RFP/RFQ/Bid Posting** - Allow for easy posting of bids to the site
- **Rotating Photos/Banners** - Slideshow capabilities
- **RSS Feeds out** - Registration by Department or Category
- **Sharing Capability** - 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 & 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.

Optional features that the successful proponent may include are as follows:

- **E-Communication platform** - Create unlimited subscriber lists, and communicate over multiple channels – e-mail, text and social media from a single point of access
- **Custom Mobile App** - Citizen-facing mobile app
- **Single Sign-On Integration** - Authentication through Windows Active Directory or similar
- **Unique Department Home Page** - Ability for departments, associated organizations to have a unique separate design and URL
- **Video Center** - Live streaming video capabilities

PROPOSAL CONTENT

The proposal format shall be at the vendor's discretion; however, please consider economy of preparation, clarity and organization. Proposals shall include:

A. Transmittal Letter

- Include a transmittal letter sign by someone authorized to bind the proposer, which includes at a minimum the purpose of the response, acknowledge of the terms and conditions and contact information.

B. Background and History of Company

- Include a brief background and experience of your company in website design for municipal clients.

C. Description of Services

- All services currently offered by your company.
- Share of total business devoted to website design.
- Personnel to be used on this project if selected and their qualifications.

D. Insurance and/Bonds

- Include types of insurance and limits carried by the company

E. Proposed Costs and Fees

- Include your proposed costs for services

F. City Responsibilities

- Clearly define all City responsibilities during the design process

G. Include any information deemed to be relevant to our decision making process.

H. Describe the normal design process including interactions with the City and include a "typical" design timeline and proposed number of design meetings, both onsite and face to face.

I. Describe the type and amount of support offered during the design and transition to the new website.

J. Please describe backup procedures, level of security provided, virus protection and where hosting will occur.

SELECTION PROCESS AND PROCEDURE

Selection of proposals will be at the sole judgment of the City. The City will consider all parts of the proposal collectively, but place an emphasis on template design, prior experience, and cost in the selection process.

To be considered a respondent must:

- Demonstrate past success with website development.
- Have developed at least (25) websites specifically for municipalities.
- Provide references from at least three (3) municipalities for which the respondent has developed a website that is currently in use.
- Provide references from at least three websites designed by the respondent that utilizes responsive design for all mobile devices.

The selection process may include an interview session. The City will select the respondent that in the sole judgment of the City best satisfies the requirements in the RFP and the expectations of the City and can do so at the best value to the City. Selection may not be the proposal with the lowest cost. Respondents may not contest for any reason the selection of the City.

Selection does not guarantee a contract. After selection, the Contractor and City will discuss and agree on final scope of work and final contract amount and terms of the Contract. If the Contractor and City fail to reach an agreement, the City is free to select from remaining available respondents, cancel the RFP, or issue an additional Request for Proposals.

The City reserves the right to request additional information from any respondent after submission of proposal including but not limited to: additional design templates, clarification of submitted materials, and/or interviews or to allow for corrections of misinformation or omitted information.

It is the goal of the City to design a website that best meets the needs of residents, businesses, visitors, staff, and other stakeholders. Improvements or suggestions to any condition in the RFP are welcome and should be explained in the bid. Requirements are somewhat flexible and could be altered given a better idea or method.

Prior to the execution of the agreement between the City and the Contractor, the contents of each proposal will remain confidential, to the extent permitted by law, and not made available to anyone except those involved in the selection process

FEES AND AWARD OF CONTRACT

Proposal should include a total not-to-exceed contract proposal amount. Please be very explicit in listing and describing any services or items not covered in the proposal fee amount. Proposal fee should be broken down to include major fee categories.

Upon selection, final contract amount will be subject to negotiation to determine exact scope of services to be provided and final contract fee amount and a contract outlining all relevant terms shall be executed by both parties. Selection does not guarantee award

of the contract. In the event the Contractor and the City fail to agree to a contract, the City will choose from remaining respondents or put out another Request for Proposals.

The City reserves the right, at its sole discretion, to cancel or modify the RPF in part or in its entirety.

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IRAN DIVESTMENT ACT

A person engages in investment activities in Iran if:

(1) The person provides goods or services of twenty million dollars (\$20,000,000) or more in the energy sector of Iran, including a person that provides oil or liquefied natural gas tankers, or products used to construct or maintain pipelines used to transport oil or liquefied natural gas, for the energy sector of Iran; or

(2) The person is a financial institution that extends twenty million dollars (\$20,000,000) or more in credit to another person, for forty-five (45) days or more, if that person will use the credit to provide goods or services in the energy sector in Iran and is identified on a list, created pursuant to § 12-12-106, as a person engaging in investment activities in Iran as described in this section.

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each bidder is not on the list created pursuant to Tennessee Code Annotated § 12-12-106."

Vendor Name: _____

Vendor Signature: _____ Date: _____