Request for Proposal No. 033023-Comm-001

City of Conroe, Texas
Website Design & Development

City of Conroe
300 W. Davis
Conroe, TX 77301
Phone: (936) 522-3002

Submittal Requirements

The deadline for RFP responses is March 30, 2023 at 2:00 PM. Submit a PDF of the response with the subject line "City of Conroe Website Design & Development RFP" electronically through Vendor Registry.

Inquiries

Inquiries regarding this Request for Proposal must be asked through Vendor Registry. All questions will be answered through Vendor Registry and will become part of the RFP through an addendum.

Background

Conroe is a city in Montgomery County, Texas, about 40 miles north of Houston. It is a principal city in the Houston–The Woodlands–Sugar Land metropolitan area, with a population of 100,000. Conroe is currently the 6th fastest growing City in the United States.

Project Description

The City of Conroe seeks to update 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 Conroe would like to decentralize content management by empowering our staff to easily create and manage website content in each department under the oversight of a central administrator. The new website must have a priority of striving to be ADA-compliant.

The City of Conroe seeks the assistance of an experienced company that can accomplish the goals of the City with all the functionality identified in this RFP. The City of Conroe also seeks a company that can integrate additional features and functionality that will be identified in the future. The City of Conroe would like a vendor to provide hosting services for the website in a secure data center. The experienced company should have a team of experts who understand local government to help us achieve our vision – all while providing 24/7/365 Support.

Required Features

The information below represents the required functional capabilities in the selected CMS. It is not all-inclusive; other functionality may be recommended or added. The City of Conroe's new website vendor must be able to provide, at a minimum, the components shown.

- 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 the 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 on roles
- Live Edit - Add, edit, and move content directly on the front end of the site without the need to utilize or formal experience 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 an application and attach additional documents
- Online Payments - Ability to accept secure online transactions
- Image Center - Store images in a central location on the website
- Printable Pages - Print-friendly function
- Responsive Web Design - Fully mobile responsive design - site adjusts to the screen size of all devices the site is displayed on, including forms, calendars, etc.
- Request Tracking - Citizens can submit requests with automated workflow to correct individuals/departments 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

The City of Conroe does not require the features below at this time; however, please include information and availability of integration in the future.
- E-Communication platform - Create unlimited subscriber lists, and communicate over multiple channels – email, 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 and associated organizations to have a unique separate design and URL
- Video Center - Live streaming video capabilities

Format for Proposal

The City of Conroe will evaluate vendor experience, qualifications, and capabilities for developing and implementing a new City of Conroe website. The response should be formatted to address all items outlined below. Responders are required to submit a written narrative addressing each of the underlined section items, including section bullets:

Executive Summary – 2-page maximum
· Overview and Summary of how your company will assist the City of Conroe in achieving the goals outlined in this RFP
· Any differentiators that set your solution apart from your competitors

Company Profile
· Company overview
o Legal name of the company
o Brief company history, highlighting your experience working with local governments
o Length of time the company has been in business
o Number of current employees
· Name, telephone number, and email address for the main point of contact during the RFP process.

Project Team
· Name and define the different roles in your company's project team
· Explain how your project team will communicate with the City of Conroe and keep track of the development progress
· List any specific team leaders, including
o Name and title
o Description of role
o Education and experience

One-source vendors are preferred. If utilizing subcontractors for any portion of the project, including engineering, design, or Support, provide key personnel and company information.

Experience
· Public Sector/Municipal References (minimum of 5, including the information below)
o Client name
o Website URL
o Client contact person and title
o Phone
o Email address

Features, Functionality, & Design
     At minimum:
· Detail availability of all features and functionality listed in the Required Features and Optional Features sections of this RFP
· Complete and answer in detail each item listed in the Functionality Table attached as Exhibit "A."
· Provide a short narrative outlining your company's design process and benefits.

Implementation Plan
· Typical timeline/schedule
· Detailed explanation of all project phases, including consultation, design, development, content migration, training, implementation
· What role the City of Conroe will play in the project

Ongoing Services
· Continuing Service & Support
o Technical support services - emergency and non-emergency availability
o Availability of online training manuals and ongoing Support
o Describe product release, enhancement, and upgrade process
  • Hosting & Security
o 99.9% uptime (outside of scheduled maintenance) guaranteed by Service Level Agreement to be supplied upon request
o Data Center
§ Tier II, managed network infrastructure, on-site power backup and generators, redundant network, 24/7/365 system monitoring, multiple data centers
o Hosting
§ Automated software updates and security patches, redundant firewall solutions, high-performance SAN with N+2 reliability
o Bandwidth
§ Multiple network providers, burst bandwidth of at least 22Gb/s
o Disaster Recovery
§ 24/7 emergency support, online status monitor, event notification emails, recovery time objective no greater than eight hours, recovery point objective no greater than 24 hours, preemptive monitoring, geographically redundant backup
o DDoS Mitigation

Investment Proposal
All-inclusive/Lump Sum pricing is required. Pricing should include:
· Development and implementation, including:

o CMS Software
o Number of pages for content migration & enhancement
o Number of days/hours of training – Specify if virtual or on-site
If on-site, indicate if travel is included or a separate cost
o Additional included products and functionality
· Annual services, including:
o Hosting & security
o Maintenance
o Technical Support
· Cost for a future website redesign

Fees

· Total first-year cost (combined one-time fees and first-year annual fees)
· Annual fees beginning year 2

Separately list any optional enhancements you believe will benefit the City's project.

Additional Products Offered (limited to one (1) page)

· Give brief descriptions of other products offered by the company. Do not include marketing brochures, promotional collateral, or excessive non-relevant information.

Schedule

The approximate RFP schedule is summarized below:

Issuance of RFP
March 13, 2023

Last day to accept questions and requests for clarifications on the RFP
March 27, 2023 @ 5:00 PM

Vendor submittals due
March 30, 2023 @ 2:00 PM

Vendor interviews and reference checks
April 2023

Vendor approval, entering negotiations, executing a professional services agreement
June 2023

* Dates subject to change

Submittal Requirements

The deadline for RFP responses is March 30, 2023 @ 2:00 PM

Submit electronically through Vendor Registry at Bids

If you cannot submit electronically please mail proposals to the City Secretary.

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City Secretary
City of Conroe
300 W. Davis
Conroe, Tx 77301

Submittals must be received on or before the specified deadline to be accepted (no exceptions). Proposals submitted in response to this RFP shall be valid for 60 days from the Submittal due date. The City of Conroe reserves the right to request follow-up information or clarification from vendors in consideration. The vendor is responsible for ensuring delivery by the date and time included.

The City of Conroe reserves the right to reject any or all submittals, compare the relative merits of the respective responses, and choose a vendor that will best serve the interests of the City of Conroe.

Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against the City of Conroe for reimbursement will be accepted.

Evaluation Criteria

Responses to this RFP will help the City identify the most qualified vendor and indicate the firm's commitment level. The City will evaluate the qualifications, references, and overall fit with the City of Conroe and consider the proposed scope and pricing submitted to determine the most qualified web vendor.

Proposals will be scored as follows:

1. Project Team and Experience   20%

2. Features, Functionality, and Design   20%

3. Implementation Plan / Ongoing Services   20%

4. User Reviews / References   20%

5. Proposal Pricing   20%

Selection Process

The selection process will involve the following phases:

Phase 1: A City of Conroe selection committee will evaluate vendor submittals. The initial review will determine conformance to submission requirements and whether responses meet the minimum criteria established. The review will include the vendor's acceptance of RFP terms and completeness of submissions.

Phase 2: If deemed necessary by the City of Conroe selection committee, interviews may be held for a short list of qualified vendors.

Phase 3: The review team will check the references provided.

Phase 4: The City of Conroe will select the successful vendor to begin negotiations as described in Section 10.

Contract Negotiation, Insurance and Ethics Forms

It is the intent of the City of Conroe that after the successful vendor has been selected, the City of Conroe and the chosen vendor will enter into contract negotiations containing all terms and conditions of the proposed service. Any proposal acceptance is contingent upon the execution of a written contract, and the City of Conroe shall not be contractually bound to any bidder before the execution of the such written contractual agreement.

Before signing a contract with the successful vendor, the City of Conroe requires satisfactory proof that the vendor has adequate insurance coverage for the work to be performed under the contract. All required Ethics Forms must be completed by vendor and acknowledged by the Purchasing Manager before an award will be made.

Ethical Standard: THESE FORMS MUST BE COMPLETED WITH YOUR BID RESPONSE

No City official or employee shall have interest in any contract resulting from

this bid. Individuals with a possible conflict will enact a public disclosure

record by completing a "Statement of Financial Interest" form.

Refer to "Project Number and Title**" on the 1295 form. Example forms are included with this RFP.**

- **1295 certificate of Interested Parties (Must be completed on the Texas Ethics Commission Website electronically)**
- **Conflict of Interest Questionnaire**
- **HB 89 Verification Form**
- **SB 19 Verification Form**
- **SB13 Verification Form**

- **SB 252 Verification Form – Enter your company name and bid title, Purchasing will validate the form.**

The forms stated above MUST be returned as part of your response. Failure to include these forms may result in your RFP being considered unresponsive and therefor disqualified. Sample copies of these forms are included in the RFP. The web address to the Texas Ethics Commission website with instructions is listed below:

(Sample Forms are attached)

(https://www.ethics.state.tx.us/whatsnew/elf_info_form1295.htm)

Proposal Submission Certification

By submitting a proposal, the vendor certifies that they have carefully examined all the documents for the project, has carefully and thoroughly reviewed this RFP, and understands the nature and scope of the work to be done and the terms and conditions thereof.

Number	Feature	Offered by Vendor (Indicate: Yes/No)
1	Manage and upload meeting agendas	
2	Intuitive and audience-based navigation	
3	Automatic expirations that allow content to expire from the public view	
4	Automatic and dynamic breadcrumbs	
5	Browser-based administration that allows users to update, delete, and create pages	
6	Calendar feature with unlimited categories that allow for multiple display options and resident subscriptions, including a downloadable ical file	
7	"Contact Us"form and features	
8	Cascading Style Sheet (CSS) which allows for customizable templates	
9	Self-serve citizen request tracking	
10	Department home pages	
11	Document repository to upload, store, and retrieve documents in PDF and Word format	
12	A site-wide emergency notification tool	
13	Frequently Asked Questions (FAQ) tool with dynamic content	
14	Site traffic information with analytics and site audit reports	
15	Ability to track changes made to the website with a reviewable history log	
16	Multiple levels of user roles and permissions	
17	Ability to place links throughout the site	
18	Intranet/Extranet that provide for user-restricted pages	
19	Ability to translate to other languages with a multi-lingual tool	
20	A dynamic tool to showcase news & announcements	
21	Provide sign-up opportunities for citizens to subscribe to various lists for fast and simple communciation about topics that interest them	
22	Access to customizable, fillable forms with the ability to track submissions	
23	Image Center to hold images and dynamically showcase them throughout the site	
24	Print-friendly pages	
25	Ability to create friendly URL redirects	
26	Rotating Photos/Banner Ads	
27	Ability to have RSS feeds of site content	

28	A powerful internal site search with filtering options and predictive search to enable citizens to find exactly what they need	
29	Site indexing for searchable page titles, keywords, descriptions, page and module content and machine readable documents	
30	Scalable interface with Facebook, Twitter, and other social media sites	
31	Staff Directory with the ability to show staff information dynamically throughout the site	
32	Ability to play videos	
33	Create and dispatch online surveys with the ability to monitor and analyze results	
34	Compliant with ADA/WCAG accessibility guidelines	
35	24/7 technical support available through multiple contact channels	
36	Security and Hosting a. Burst bandwidth capacity b. Disaster Recovery and Mitigation Plans c. How and what security protocols are implemented	
37	OPTIONAL: Video on-demand hosting and streaming service	
38	OPTIONAL: Ability to create newsletters for citizens to subscribe to	

Vendor Comment