



CITY OF FOREST HILLS, TENNESSEE

2014

**WEBSITE DESIGN, NEWSLETTER &
PUBLIC RELATIONS**

Request for Proposals

**REQUEST FOR PROPOSALS FOR
NEWSLETTER and WEBSITE DESIGN AND MAINTENANCE**

The City of Forest Hills is seeking proposals for the delivery of public relations services. This will include several services: website design, management and maintenance for the City's website; website hosting; newsletter planning and production, and other public relations services. Firms are invited to bid for one or all of these services.

The City's existing internet website is www.cityofforesthills.org, which contains general City information. The City is interested in an innovative design that aids website visitors who generally know what information they need or service they want to secure. The site should also equally facilitate usage by visitors who may not understand how to find that information or service within the governmental organization. The website is expected to have a user-friendly content management system so information can be updated regularly.

The City publishes a quarterly newsletter both in print and on the web. The newsletter is a key form of communication for residents. The successful firm will be responsible for meeting with City Staff, writing, designing, and producing the City's printed newsletter on a quarterly printing schedule.

Respondents are encouraged to contact the City with any questions or concerns. Copies of the RFP are available at cityofforesthills.com or at City Hall located at the address referenced below. Final proposals submitted are to be received by the City of Forest Hills City Manager no later than **12:00 pm on Monday, July 18, 2014** at the following address: 6300 Hillsboro Pike, Nashville, TN 37215. Inquiries should be directed to Amanda Deaton-Moyer, City Manager at 615-372-8677.

Project Description

The City of Forest Hills is seeking proposals for from qualified firms for delivery of public relations service and website design and maintenance. Proposals for several service types will be outlined within this document. Because many of these services are often related, they are bid together.

The newsletter and other public relations services are expected to be seamlessly integrated with the website from a branding and functionality standpoint.

City Overview

The City of Forest Hills is located in Metro Nashville Davidson County, Tennessee and has a population of about 5,040 residents and occupies 9.3 square miles. With nearly 2,000 residences, the City is almost exclusively zoned single family residential. The City prides itself on the preservation of land and local character.

RFP Overview

This RFP will have three components: Website Design, Hosting, and Maintenance; Preparation and publication of the quarterly newsletter; and as-needed public relations services. These are being bid together because a successful City has a cohesive communication plan and the website and newsletter are the City's key communication tools. Bidders are welcomed to bid for one, two, or all services. Demonstrated cooperation with other vendors will be important if bidders choose to bid for only one or two of the services.

Proposal Options

A proposer may choose to submit a proposal for any combination or all of the following options:

- A.) Website Hosting, Redesign and Maintenance (See Website Section)
- B.) Newsletter (See Newsletter Section)
- C.) General Public Relations (See General Section)
- D.) Any option not listed that the proposer would like to submit for consideration

Terms

The term of services to be delivered under this proposal shall be for three years. The City may choose to extend services within the context of this proposal for an additional two years.

Other Submittal Requirements

The deadline for RFP responses is **Monday, July 18, 2014 at 12:00 noon CST**. Submit original and three copies (if desired, send PDF to Amanda.Moyer@cityofforesthills.com) of the RFP response to the City of Forest Hills, 6300 Hillsboro Pike, Nashville, TN 37215. All responses must be addressed to the attention of Amanda Deaton-Moyer, City Manager and marked on the outside "City of Forest Hills Website and Public Relations RFP"

Submittals not received on or before the specified deadline will not be accepted (no exceptions).

The City reserves the right to request follow-up information or clarification from vendors in consideration.

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

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 for reimbursement will be accepted.

Website Services Overview

The goal of the City's website is to provide simple electronic access to public services, serve as a public communications tool, and reduce transaction costs for the City and citizens. The current site structure and design was developed three to four years ago and requires significant redesign to take advantage of new design elements and growing demand for electronic services.

The redesigned site should have a theme promoting the City with a friendly and professional feel. The City's website should provide easy access to City services, be adaptable to current and changing technology, provide content management capability and be used as a public communications tool.

The website must meet the following criteria:

- Visually appealing – The site must have an attractive mix of text, photos and graphics.
- Provide clear and understandable menus and categories for information access.
- Provide easy electronic access to public information for use by the target audience.
- Provide the public with an alternative means of communicating with City Officials and staff – and for City Officials and staff to communicate with the public.
- Easily updated, with a user friendly content management system (CMS) that can be used by staff.
- Enhance delivery and awareness of public services and facilitate a clearly accessible process for public inquiry.
- The City logo should be on every page as well as a common header.
- Provide pages for all City programs, services, and functions.
- Meet ADA requirements.
- Be easily upgradeable/portable.

The information on the City website should be directed towards the City's citizens, visitors, prospective residents, other government agencies, civic groups, associations, youth and senior citizen groups, developers, and any person or agency seeking to conduct business with, or obtain information about, the City.

Special Provisions

- 1.) Internet Provider Services are not part of this contract. The City already has an ISP, therefore these services are not part of this RFP process. However, hosting and maintenance service options should be presented as options to facilitate the design and maintenance of this site.
- 2.) Web component cooperation- The City has a few partnerships that have web components such as See Click Fix, Vendor Registry and possibly others in the future. The successful bidder, if not also selected to create the newsletter, must work with the newsletter and PR services vendor

to seamlessly incorporate content.

- 3.) Data Conversion Information currently provided on the website must be included in the proposal.
- 4.) The proposal should include basic content management training for a minimum of 2 employees, training plan, and timeline for same.
- 5.) General and Desired Enhancements:
 - a. Re-create and greatly enhance the City's existing website to be resourceful, informative, and serve as a marketing asset that provides a citizen friendly environment which emphasizes access to City services.
 - b. Develop a highly beneficial, cost-effective, easy to use, interactive and architecturally sound website that is flexible enough to support the City's internet needs for a minimum of three to five years.
 - c. The City's preferred website model calls for authorized City staff to have some ability to perform routine content management related to routine information such as the posting of meeting dates, agendas, minutes, departmental events, removing old and outdated information and general noticing. The successful bidder will be expected to provide quality control, to assist City staff as necessary, and to update non-routine information. Therefore, a system needs to be structured for maintenance and updating capabilities by non-technical staff.
 - d. For ease of use, the City's website must provide clear, understandable and consistent orientation and navigational aids, such as hierarchical menus that tell users how deep they are into a topic or subtopic as well as a homepage link or icon on each page in the same position.
 - e. Allow for interactivity. Include e-mail response, surveys, feedback, forms, and access to various City calendars. The designer must incorporate the ability for users to complete interactive on-line forms for such tasks as building permit applications.
 - f. Although the City has some specific requirements, we are also interested in your ideas for content, and more specifically, your approach in re-designing the style of the City's website. We encourage respondents to consider and propose alternative solutions, recommendations and improvements.

Requested Information and Proposal Format

This section instructs respondents on procedures related to the submission of proposals.

1. Introduction and company profile

- a. Company Overview and Summary
- b. Company History
- c. Contact Information
- d. Office location(s) (Include business address)
- e. Demonstrated company financial stability

2. Project Team Roles

- a. Name, title, role (e.g., project management, training, design)
- b. Resumes of each principal to be involved in the project, including their (i) educational history, (ii) relevant experience, (iii) professional certifications and continuing education, and (iv) references.

3. Municipal Website Design Experience

- a. List the years of experience related to web design.
- b. Provide a list of comparable websites, including municipalities and governmental agencies designed by you firm. References (minimum 3 references, including all contact information below)
 - i. Client name
 - ii. Website URL
 - iii. Contract duration
 - iv. Client contact person and title, contact info
- c. Any municipal award winning websites designed by vendor (please list city name and website URL)
- d. Design portfolio (minimum of 3 screenshots with URLs)
- e. If no previous experience with municipal governments, please explain relevant website experience (please list client URLs)

4. Project Development Approach

A detailed work plan describing your approach to designing, managing and coordinating this project. The description should include all tasks listed in the scope of work for all phases of the project and a tentative schedule. The proposal should include an estimated summary timeline for completion of each phase of the project.

- a. Average timeline
- b. Outline all project phases and the City's role
- c. Explain the design process, if not included in the project phases
- d. Meets U.S. Federal Government ADA requirements, if not included in the project phases
- e. Training plan

5. Transition and Collection of information.

Please state how you intend to gather all the required information, format preferred,

and assistance expected from the City in order to complete this project.

6. Support and Maintenance

The proposal should include necessary software and hardware, any additional communication requirements, integration needs and potential costs necessary to host and maintain the website. Please outline the following if applicable.

- a. System ownership
- b. Availability of self-service documentation and technical support (videos and training manuals, etc.)
- c. Software updates and site maintenance
- d. Software licensing (if any)

7. Cost of Redesign and ongoing maintenance

- a. For the redesign, applicant may provide in lump sum or by phase.
- b. For maintenance/hosting etc. please provide monthly or annual cost.
- c. Provide any and all other associated costs.

8. Functionality

Please review the requested requirements and functionalities. Please comment on the company’s ability to fulfill these requirements and functionalities. All marked with * are required functions.

Component	Function	Offered by Vendor (Yes/No)	Vendor Comment
*Agenda Management	Upload, create and manage agendas		
*Alerts & Emergency Notification	Alerts posted on website and public notifications sent out through email, text message and social media		
*Archive Center	Store agendas, minutes, newsletters and other documents		
*Browser Based Administration/ Content Management	Update, delete and create template based web pages		
*Calendar	Update/publish calendars		
Departmental Home Pages	Dynamic content		

Directories, Listing for Staff and Businesses	Dynamic content		
*Document Center	Upload/download capability, back-end ability to search within		
*E-Notifications. Visitors register emails and can be sent notifications. HTML and Text based	Electronic subscription, scheduled notifications, SMS subscribers		
*Forward To a Friend	E-Mail extension		
Frequently Asked Questions	Dynamic content		
*Mobile Browsing	Website can be accessed from any mobile platform		
Multi-Lingual Support	Dynamic content		
*News & Announcements	Dynamic content		
*News Releases	Online publishing		
* Newsletters (E-delivery)	Subscription and online publishing		
Online Forms	Forms/publishing/tracking		
Printable Pages and documents	Print-friendly functional documents/maps should be		
Request Tracking	Citizens can submit request		
RFP/RFQ/Bid Posting	Dynamic content		
Rotating Photos/Banners	Dynamic image display		
RSS Feeds out	Registration by Department		
Quick Links	Links can be placed directly on the pages		
Site Search	Using standard search engine		
Site Statistics	Analytics and site audit reports		
Sitemap & Breadcrumbs	Dynamic		

*Social Media Interface	Facebook and Twitter feeds		
Survey/Polling Capability	Poll/question/answer		
Other			
Other			
Other			

Newsletter Overview

The goal of the City's newsletter is to serve as a public communications tool and give citizens a way of connecting with their government. The current newsletter takes the form of a glossy 8 ½ x 11inch, 6-8 page, color newsletter. It covers a variety of happenings in the City and includes columns from the Mayor and Commissioners and the City Manager. It also features residents and volunteers. The newsletter is printed quarterly and has a circulation of nearly 2000 copies. It is published on our website and is sent via email to residents.

The newsletter should have a friendly and professional feel and be branded consistently with website and all other communications of the City. Consistent branding will be very important. The successful bidder, if not bidding on the website, will need to show demonstrated cooperation with organization for seamless integration with the web and e-delivery.

The bidder will provide the following newsletter services:

1. Work with staff to plan topics
2. Prepare text and edit staff prepared text
4. Provide photographs for issue
5. Provide design layout for each issue
6. Provide printing services for each issue
7. Provide mailing services for each issue
8. Provide e-delivery and web friendly formatting

Requested Information and Proposal Format

1.) Introduction and company profile

- a. Company Overview and Summary
- b. Company History
- c. Contact Information
- d. Office location(s) (Include business address)
- e. Demonstrated company financial stability

2.) Project Team Roles

- a. Name, title, role (e.g., project management, training, design)
- b. Resumes of each principal to be involved in the project, including their (i) educational history, (ii) relevant experience, (iii) professional certifications and continuing education, and (iv) references.

3.) Newsletter Design Experience

- a. List the years of experience related to newsletter ad content design
- b. Design portfolio (minimum of three examples of previous newsletters)
- c. Three references
 - i. Client name
 - ii. Contract duration
 - iii. Client contact person and title, contact info

4.) Newsletter Development Approach

A detailed work plan describing your approach to preparing and producing the newsletter including communications and quarterly timeline. Bidder should also

demonstrate how branding consistency will be maintained with the website. Examples are encouraged.

5.) Cost for quarterly newsletter

- a. Since newsletter length typically fluctuates between four, six, and eight pages, price should be quoted as lump sum for each length, with the length to be determined when going to print. (Glossy 8 ½ x 11inch, color).
- b. It will be assumed that mailing fees are actual USPS fees and will fluctuate based upon changes by that organization
- c. Printing costs should be quoted as part of the proposal, but can fluctuate based upon actual printing costs
- d. Postage must be invoiced separately from printing costs

General Public Relations Services Overview

The goal of the City is to communicate consistently with a friendly and professional voice. From time to time the City requires additional communication to media and or its residents. Additionally the City sometimes has events that require coordination, communication, and execution. Consistent communication and branding the website and newsletter will be very important. The successful bidder will demonstrate the ability to collaborate with the City and its partners to provide cohesive and consistent branding, communication, and voice.

The City seeks a firm to provide these services as needed.

The following services are requested:

1. Social media coordination
2. Press release preparation and distribution
3. Coordination of events/announcements/demonstrations with public/media
4. Photography services for various city events
5. Editing of written information before distribution to the public
6. Public relations consulting and planning
7. Creation of city information package

Requested Information and Proposal Format

- 1.) **Introduction and company profile**
 - a. Company Overview and Summary
 - b. Company History
 - c. Contact Information
 - d. Office location(s) (Include business address)
 - e. Demonstrated company financial stability
- 2.) **Project Team Roles**
 - a. Name, title, role (e.g., project management, training, design)
 - b. Resumes of each principal to be involved in the project, including their (i) educational history, (ii) relevant experience, (iii) professional certifications and continuing education, and (iv) references.
- 3.) **Experience**
 - a. List the years of experience related to municipal public relations
 - b. Three references
 - i. Client name
 - ii. Contract duration
 - iii. Client contact person and title, contact info
- 4.) **Process and approach**

Discuss the bidder's approach to delivering these services. Describe scope of work: how will the firm best meet the services requested? Include how the firm intends to work with city and its vendors to provide a cohesive communication strategy, brand, and voice.

5.) **Cost**

Please provide a rate schedule based upon hourly fees for each type of service that may be provided under requested services.

Proposal Evaluation/Selection Process

The City of will receive competitive proposals from firms having specific experience and qualifications in the areas identified in this solicitation. Under competitive negotiation procedures, the terms of the service contract, the price of the service, the method of service delivery, and the conditions of performance are all negotiable. A negotiated contract will be awarded to the firm that submits the lowest and most responsive bid, not necessarily the lowest bid.

Evaluation and Selection Criteria

The City Manager and Board of Commissioners will review and evaluate all proposals and, if appropriate, request a preliminary concept for City's website, possible newsletter design etc. Evaluation of responses will be based, in part, on the following criteria:

1.) Qualifications of respondent, including:

- a. Demonstrated competence and professional qualifications necessary for successfully performing the work required by the City as stated in the RFP.
- b. Recent experience in successfully performing similar services, and the backgrounds and experience of the specific individuals to be assigned to this project.
- c. Standard hourly billing rates for the assigned staff, including any sub consultants; sub-contracts; project rate; or module design rate.
- d. For Website only: Experience in content management website construction. Preference will be given to respondents who have developed successful websites for other municipalities and/or government agencies. Please list the URL of any website you have developed for said agencies.
- e. Demonstrated creativity

2.) Commitment to work with the City of Forest Hills in addressing current and future needs with respect to website development, content creation, and public relations.

3.) Understanding of the work required by the City.

4.) Value/Benefit of the Respondent's proposal to/for the City.

5.) Completeness of responses to specific requirements of the RFP.

- 6.) Proposed approach in completing the work and coordination with other vendors.
- 7.) References.
- 8.) Cost – broken down by phase and type of work.
- 9.) Extent to which the design concept reflects the objectives noted in this RFP.
- 10.) Evidence of Ability to Perform. Before the award of any contract, each respondent may be required to demonstrate to the satisfaction of the City Manager that it has the necessary facilities, ability, and resources to provide the services specified herein within the timeline required. The City may make reasonable requests deemed necessary and proper to determine the scope of work, and the respondent shall furnish to the City all information for this purpose.

Final Selection

Following the review of the proposals, presentation and interviews, the City may further invite a firm(s) to formally meet with City representatives/project team prior to making a final determination to address additional inquiries by the City and to discuss and/or negotiate terms and conditions for a final contract. Factors that will determine the final selection will include the finalization of terms in regards to service agreements and costs. However, the City reserves the right to reject any or all quotations, waive any informality in RFP's, and to accept or reject any items thereon.

The selected firm will be required to enter into an Agreement for the project with the City. Any contract resulting from this RFP shall not be effective unless, and until, approved by the Board of Commissioners. Upon approval, the contract shall start within 30 days after the award of the contract. The estimated completion date shall be defined in the proposal submitted by the selected firm, but shall be no later than 120 days from the award of the contract.

