

## Request for Proposals

The City of Freeport will be receiving sealed proposals at the City of Freeport City Hall, PO Box 339, 112 Highway 20 West, City of Freeport, FL 32439 for:

### Website Design Services

This proposal is for a qualified Florida Vendor, per Enterprise Florida, Inc., a Florida not-for-profit corporation (Hereinafter referred to as “EFI”) to redevelop, update and design the City of Freeport’s website per the following guidelines of the EFI Partnership Agreement:

<https://www.enterpriseflorida.com/wp-content/uploads/Florida-Future-is-Here-Brand-Guidelines.pdf>

- Goals and objectives of the requested program:
  - Update website to align with regional web presence
  - Create an Economic Development icon connecting user to available sites & buildings, targeted industries, demographics & workforce, economic incentives to new or expanding businesses
  - Add links to recreational, educational and housing resources
  - Add visual elements to showcase above components
  - Redevelop site to function on multiple types of devices
  - Develop site to connect to multiple social media formats
  - Provide easy access to resources necessary to do business in the City i.e. pay bills, get permits, access documents and forms, etc.
- Tactical components of the program:
  - Development of data to create the elements listed in Goals and Objectives above
  - Implementation of the data into redesign of website
  - Ensure search engines are embedded in the website
- Timeline to perform and implement program activity:
  - March 15- outline, design plan of website to EFI for approval
  - May 15- website content complete and submitted for approval
  - June 30- implement approved plan for website
  - September 30 - website complete
- Proposed measurement tools to determine the effectiveness of the program:
  - Track hits on components of website

The City of Freeport also seeks to create a modern website that is designed and organized in a manner that allows viewers with limited computer experience to easily find and access information. The selected firm will be responsible for providing services in accordance with the

scope of services outlined in the proposal and in accordance with EFI Rural Marketing Co-Op Fund goals and objectives.

### **Scope of Work**

The City seeks to completely redesign its website so that residents, businesses, and visitors can easily navigate and provide a broad base of customer services and interaction. It should simplify navigation, provide a quality search function for content and documents, and present a logical and understandable structure. Major goals are improving site manageability, reducing content redundancy, and creating a simpler, more intuitive interface.

The redesigned site should be extremely easy to manage and update by City staff that have very little web programming experience. The site should allow for easy upload and categorizing of documents and images to be used, including a document repository that can be accessed as a single searchable resource or through links in pages in the site.

Proposals for redesign of the website should include or account for but are not limited to the following:

1. Develop the website with a unique design to completely fulfill all City requirements in this RFP or in discussions with the City following selection.
2. Provide website hosting services with adequate space for current and future needs, or work with the City to contract with a hosting company.
3. Consistent look and feel for the website, the site should allow flexibility for departments to present their specific branding.
4. Develop the website to allow for simplified site-wide revisions (color, layout, etc.)
5. Complete all other work necessary to develop and fully test the website.
6. Ensure that the website is fully operational, without issues or broken links.
7. Full social media integration with established communities.
8. Improved navigation and accessibility that is most importantly understood by residents but also simple to manage for content editors.
9. The website should support mobile devices including Smart phones such as iPhone and Android devices, tablets, and other devices that may be used to surf the web.
10. Have an event and meeting calendar that is simple to maintain.

## **Desired Features**

**Overall Design:** The City would like to take full advantage of all current web technology to provide innovative graphics and layout that would entice use of the website.

The design should be clean and modern, with appropriate images, colors, and layout. The City will work with the chosen vendor to provide input on color schemes and design elements, but it is expected that the vendor will be able to take general ideas and feelings expressed by the staff and translate them into design.

**Home Page:** Should include: streaming pictures, contact information, quick links, meetings, and events calendar.

**Content Management System:** The City of Freeport website redesign should contain a comprehensive content management system (CMS) using a web-based interface that allows staff to add or update content from a standard computer browser without any additional client software. The CMS should include the ability to format this content using standard styles as well as formatting such items as font size and style individually. The CMS should include content approval and publishing options and must provide for archiving. This must be tied in with user permission security so that only authorized staff members can create, update, or approve content.

The CMS should allow for importing of content from Microsoft Word and allow uploading and use of images within the content. It should include utilities for grammar and spell check as well as link checking, URL validation and direct HTML editing. The CMS should integrate with navigation so that as pages are added or removed and content is updated, navigation links should automatically update.

The CMS should allow the integration of multimedia such as Flash, streaming video, video and audio file formats and Microsoft PowerPoint presentations. These should be allowed as content to be displayed on a page or files to be linked to and/or downloaded.

**Navigation:** The website redesign should include a navigation system that is user-oriented and intuitive for the average web user. Navigation elements should emphasize consistency between sections and ease the transition between pages, allowing a simple method, such as breadcrumbs to retrace a user's path. Main content areas should be simplified and organized, so that information is logically grouped. The information displayed will be the most recent and comprehensive information available. Navigation should include a comprehensive site map as well as a 404 error page that allows a user to navigate to where they want.

**Search Function:** Search should be prominently featured on the main page and easily available on all pages. Powerful search capability is a must for the large volume of documents and media that will be available.

**Integration with Existing Applications:** The website should integrate existing applications with links, iFrames, or other methods.

**Installation, Implementation, and Training:** The City of Freeport wishes for the vendor to provide full installation and implementation services, including testing and validation. The vendor should also provide on-site training for managing and maintaining content, as well as administration training for staff. The vendor should also provide a customized user manual for employees and may offer remote training as well.

**Web Hosting:** The vendor will provide hosting services for the web site, including sufficient space to store all web pages and documents. The service should also include a backup scheme and redundancy to prevent downtime. If hosting services are not provided, the vendor will work with the City of Freeport to contract for these services to meet our needs.

### **Key Decision Criteria**

While maintaining consistency, the site should allow flexibility to departments to present their branding:

1. Recommend to the City the amount and types of content that should be migrated to the new site. The City will have final determination as to what is included.
2. Propose two (2) different design prototypes of a new homepage and two (2) subpages for the City to consider. The City will select the final design before the vendor proceeds with the development of the website.
3. Design shall conform to a look and feel that works with mobile and tablet browsers using “responsive website design.” This is to provide an optimal viewing experience, easy reading, and navigation across a wide range of devices.

## **Submittal Information**

### **1. Proposal submittal**

Mark the document **RFP Web Site Redesign** on the lower left-hand corner of the front of the envelope and mail or hand deliver to City Clerk's Office, City of Freeport, City Hall, PO Box 339, 112 Highway 20 West, Freeport, FL 32439 in a sealed envelope. Two (2) original proposals must be submitted no later than **3:00 p.m. on February 3, 2017.**

### **2. Information and Clarification**

For information concerning proposal procedures, contact City Clerk, Becky Podraza (850) 835-2822 or via email: [Cityclerk@freeportflorida.gov](mailto:Cityclerk@freeportflorida.gov). It is the proposer's responsibility to request clarification on any aspect of the proposal prior to submitting a proposal.

Addendums to the RFP will be faxed or e-mailed according to the information City Hall has on file for the proposer. It is the proposer's responsibility to ensure City Hall has the full name of your organization, complete address, name of the individual that addenda should be directed to, and the individual's telephone and fax number, and e-mail.

In case any proposer fails to acknowledge receipt of such addenda or addendum, his/her proposal will nevertheless be construed as though it had been received and acknowledged and the submission of his/her proposal will contribute acknowledgement of the receipt of same. All addenda are a part of the proposal documents and each proposal will be bound by such addenda, whether or not received by proposer. It is the responsibility of each proposer to verify that he/she has received all addenda issued before the proposals are due.

### **3. Award Implementation**

Upon award of the contract, the awarded vendor shall carry on the services and adhere to the contract during any disputes or disagreements which may arise between the vendor and the City.

**The City reserves the right to reject any and all proposals for any reason or for no reason.**

### **4. Termination/Cancellation Clause**

The City shall have the right to unilaterally cancel, terminate or suspend this Contract, in whole or in part, if the City deems performance has not been satisfactory.