



REQUEST FOR PROPOSALS WEBSITE DESIGN AND MAINTENANCE

INTRODUCTION

The City of Forest Hills requests proposals for the services of an experienced website design firm to re-design, develop, implement, and provide hosting and maintenance information for the City's website. The project will involve utilizing posted information on the existing website as well as the implementation of new information, products, and features.

Written proposals shall be returned on or before **2:00 PM CST on Tuesday, February 11, 2020**, via electronic submission to Aspen Collins, City Manager, at aspen.collins@cityofforesthills.com.

GENERAL INFORMATION

The City of Forest Hills is a satellite city within Metro Nashville/Davidson County, Tennessee with a population of approximately 5,000. Forest Hills is strictly residential and does not permit commercial activity or development. The City's website is designed to provide information for its residents and provide some online services to residents, contractors, and the general public in lieu of conducting business at City Hall. The website will not be a tool to promote economic development or tourism.

SCOPE OF SERVICES

The City of Forest Hills has an existing website at www.cityofforesthills.com. The City's intention is to update and expand the current usefulness of the website, reorganize the information, and add new features to meet future needs and functionality.

Required features shall include, at minimum, the following:

- Clean Home Page, well organized, appealing and welcoming, including the following:
- Upcoming events with a link to a calendar
- News articles, title and preview in a scrollable list
- Icons/links for building permits, online payments, and others to be determined
- "How do I..." or "FAQ" section for most commonly asked questions or concerns
- Section links for residents, business, and visitors
- Crawling alert bar that only appears when an alert has been issued
- Mobile browser friendly (does not require a downloadable app to access all content)
- Mayor, Vice Mayor, and Commissioner biography page(s)

- Easy navigation (no more than three clicks to all information)
- Calendar, with ability to manage events including recurring events
- News section for posting articles relating to Forest Hills
- Social media capable news and events section for posting important announcements
- Complaint submission capable (Citizens can enter complaints/non-emergency incidents such as potholes online and they are routed to the correct department e-mail)
- Searchability of website content
- Career opportunities section
- Content is on a platform easily updatable by non-technical city personnel
- Links to other web services (i.e. online payment software, permit management software, Municipal Technical Advisory Service, Tennessee Code Annotated, vendor registry, etc.
- Storage and retrieval of meeting minutes and recordings

DETAILED PROPOSAL

The detailed proposal must address the items in the scope of services and the evaluation plan.

TIMELINE AND SCHEDULE OF EVENTS

Request for Bids	1/23/20
Quote Submission Deadline	2/11/20 by 2PM CST

EVALUATION CRITERIA

Proposals will be evaluated based on the following:

- **Experience** - Provide evidence of businesses or organizations in which the proposed solution has been implemented and is still in use (preferably municipalities or government entities). Include web addresses for each site. Present *no less than three (3)* working websites which your firm has designed and currently maintains, which function on both desktop and mobile devices.
- **Proposed Solution** – Describe the recommended solutions, including all detail regarding requirements such as: hardware, software, programming languages, operating system, training, etc. Mock-ups of the proposed Forest Hills website (desktop and mobile views) may be included, but are not required. The City of Forest Hills will not be responsible for any costs associated with mock-ups.
- **Timeline**- Please include an estimated timeline outlining milestones and tasks assigned to the City and the firm.
- **Capacity** – Provide evidence that your firm can complete the proposed solution within the outlined timeline. List the key employees that will be assigned to the project, their experience, and how much of their time will be allocated to the project. Include a brief resume for each assigned employee.
- **Price**- Costs must be broken down into design and implementation, hardware, software licenses, installation, and ongoing maintenance costs. If proposed solution is modularized, please include costs per module.

Each evaluation criterion carries a relative weight. The weight of each evaluation criterion listed above is defined in the Evaluation Plan attached. Best and final offers may be requested from the proposers who are rated in the competitive range. Negotiations may be conducted with proposers who submit responsive and responsible proposals.

EVALUATION PLAN

The following points will be assigned to each evaluation criterion set forth in the Request for Proposals. Each proposal received shall be rated per the evaluation criteria and point system listed below:

SCORING EVALUATION PLAN WEBSITE DESIGN AND MAINTENANCE		
EVALUATION CRITERIA	ASSIGNED POINTS	SCORE
EXPERIENCE	25 Points	
PROPOSED SOLUTION	30 Points	
TIMELINE AND CAPACITY	25 Points	
PRICE	20 Points	
TOTAL POINTS	100 Points	

REQUIRED FORMS

Proposals must include all required completed forms and certifications.

- ◆ Contractor Certification (**Exhibit A**)
- ◆ Contractor Certification Iran Divestment Act (**Exhibit B**)

PROPOSAL SUBMISSION

One (1) digital copy of the proposal (including required documents and forms), in PDF format, shall be returned no later than **2:00PM CST on February 11, 2020** to the attention of Aspen Collins, City Manager, at aspen.collins@cityofforesthills.com. All proposals must be marked “**RFP Website Design and Maintenance**” in the subject line of the email.

There will be no public opening of proposals. The City reserves the right to reject all proposals and to waive any informality whenever such rejection or waiver is deemed to be in the best interest of the City.

CONTRACT AWARD

The City anticipates awarding a contract to the most qualified, responsive and responsible

proposer, unless all submissions are rejected as indicated above. Proposals will be evaluated on a combination of factors. These factors are outlined in “Evaluation Criteria.”

COMMENCEMENT, EXECUTION, AND COMPLETION

The proposer will be required to commence work under this contract within ten (10) days after its receipt of a written notice-to-proceed from the City to execute the work.

REJECTION OF A PROPOSAL

Failure to observe the foregoing instructions and conditions may constitute grounds for rejection of the proposal by the City.

RIGHTS AND REMEDIES

The rights and remedies of the City as stated in the foregoing shall not be exclusive and are in addition to any other rights and remedies provided by law or under the contract.

RESTRICTION ON DISCLOSURE AND USE OF DATA

A proposer, including proprietary or confidential information in its proposal, shall state whether this information is to be disclosed to the public or used for any purpose other than proposal evaluation.

In addition to the requirements above, the proposer shall conspicuously mark each sheet containing proprietary or confidential information the proposer wishes not to be disclosed with a notation to that effect.

COMPLETE AND ACCURATE SUBMISSION

A proposer’s failure to provide accurate information in response to this RFP may disqualify the proposer from further participation in the RFP selection process.

A proposal may be corrected, modified or withdrawn, provided that the correction, modification or request for withdrawal is made by the proposer, in writing, and is received at the place and prior to the date and time designated in the RFP for final receipt of proposals. After such date and time, the proposer may not change any provision of its proposal in a manner prejudicial to the interest of the City and/or fair competition.

PROPOSAL RETENTION

All proposals are the property of and shall be retained by the city, and therefore, will not be returned to the proposer.

INSURANCE

Prior to the execution of the contract for services, the proposer shall provide proof of current Commercial General Liability Insurance (\$1,000,000 minimum), Professional Liability, and Workers Compensation as required by law. If awarded a contract, the contractor will agree to name the City of Forest Hills as an additional insured on all commercial or comprehensive general liability policies for the duration of the contract. Additionally, contractor shall state that a thirty-day notice of prior cancellation or change will be provided to the City.

GENERAL

Persons who require special accommodations should immediately contact the City at (615) 372-

8677.

The City of Forest Hills reserves the right to accept or reject any or all proposals, or any part of any proposal, and to waive any informalities or irregularities.



**EXHIBIT A
CONTRACTOR CERTIFICATION**

Date:

To: Contractor Name _____
Address _____
City, State _____

Contract Name/description: _____

The City of Forest Hills has executed and hands you herewith an executed counterpart of its contract with you for the performance of the above work. In your performance on this contract, we call to your attention the provisions of Tennessee Code Annotated Section 12-4-101 (a) and (b), which provide in part that “it is unlawful for any...person whose duty it is to...overlook or in any manner to superintend any work or any contract in which” the City “shall or may be interested” to be directly or indirectly interested in such contract. Accordingly, it will be a violation of the law of the state and the policies of the City of Forest Hills for any employee of the City to participate in any manner in the performance of this contract or to share in the proceeds of the same. In your performance of this contract, we shall expect full compliance with the requirements of this statute and request your confirmation of this fact upon the line provided below.

THE CITY OF FOREST HILLS

By: _____
City Manager

Date: _____

_____ (Contractor) certifies that it understands the requirements of the above-referenced statute and agrees that it will comply fully with the same in the performance of the above contract.

By: _____
(Contractor’s Representative)

Date: _____

Print name of Representative



**EXHIBIT B
CONTRACTOR CERTIFICATION
TCA Title 12, Chapter 12 – Iran Divestment Act**

Date: _____

Contractor Name _____

Address _____

City, State _____

Contract Name/description: _____

The City of Forest Hills has executed and hands you herewith an executed counterpart of its contract with you for the performance of the above work. In your performance on this contract, we call to your attention the provisions of Tennessee Code Annotated Title 12, Chapter 12, Iran Divestment Act, which requires that any bidder submitting a bid or proposal, or who contracts with the state or political subdivision of the state, including a contract renewal or assumption, shall certify the following statement as true under the penalties of perjury: “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 TCA Section 12-12-106” (copy attached).

In your performance of this contract, we shall expect full compliance with the requirements of this statute and request your confirmation of this fact upon the line provided below.

THE CITY OF FOREST HILLS

By: _____
City Manager

Date: _____

_____ (Contractor) certifies that it understands the requirements of the above-referenced statute and agrees that it will comply fully with the same in the performance of the above contract.

By: _____
(Contractor’s Representative)

Date: _____

Print name of Representative