

**REQUEST FOR PROPOSAL (RFP) FOR WEBSITE REDESIGN,  
DEVELOPMENT, IMPLEMENTATION OF  
THE CITY OF RAMSEY WEBSITE**

RFP Circulation Date: March 1<sup>st</sup>, 2017  
Proposal Submission Deadline: April 10<sup>th</sup>, 2017

## **I. Purpose:**

The City of Ramsey is issuing this Request for Proposals (*RFP*) to firms or individuals, whom are interested in providing website design services to create a new City website (collectively, *the Respondents*). The City seeks to create a dynamic website, which is designed and organized in a manner that allows all visitors to easily find and access information. The site should act as a marketing tool for the City to highlight the community, its assets, and attractions to potential residents and businesses. The site should be is easy to update and modify by staff and be able to add additional modules and/or incorporate third party components such as mapping sites, online form creation, and online payments.

## **II. Key Dates**

March 1, 2017 RFP Release Date

March 15, 2017 Indication of Interest in Participating in RFP Process

April 3, 2017 Final Date for Clarifying Questions (*7 days prior to due date*)

April 10, 2017 Proposal Due Date by mail or hand delivery 4:30 p.m. CDT

April 13-17, 2017 Tentative Interview Dates

April 25, 2017 Staff Recommendations / Council Update

May 9<sup>th</sup>, 2017 Council Decision to Negotiate Contract

## **III. Preliminary Scope of Work**

A final scope of work will be developed with the City and the respondent submitting the selected proposal (*The Contractor*) at the time of selection. The following acts only as a preliminary scope to communicate the City's expectations. The City wants to redesign its website focusing primarily on improving ease of use, adding new functionality including, but not limited to: online payment options, facility/amenity online rental, form creation and submission, and mass communication via email, text, and social media.

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

1. Design a unique, attractive website to fulfill all City requirements, in this RFP and in discussions with the City, following selection of a Contractor.
2. Design a consistent, user-friendly navigation framework for the City website that is understandable to users on all levels.
3. Design a fitting home page for the City website, which allows users quick access to high-traffic pages and information.
4. Design a template for all pages within the site. All pages should be consistent, look professional, and enhance the image of the City.
5. Maintain timely and regular communication with the City during the development process.
6. Assist with the transfer of current information and development of new content, so information is organized, easy to access, and the entire site has a uniform format.

7. Aid the City in transitioning to the new website including staff training and the production of a guidebook or instructions on changing/updating the website. The City intends to utilize staff across several departments to update the website.
8. Contain an option for companion, password-protected intranet website.
9. Suggest any additional features the respondent feels would improve the City website or the transition process. It is expected that the Contractor work with the City to develop a site that will best meet the needs of the City.
10. Suggest any third-party partners that the City should consider working with to provide additional services. This could include services, such as: web hosting, SMS services, other mass notifications, human resources software, and other services.

The primary purpose of the website is as a communication tool between the City and outside citizens. In order to meet the needs of both, it is expected that the completed website would include each of the following components:

- Allow residents to apply to rent meeting room space or park amenities online. Residents should be able to apply for a timeslot, and, once approved, pay for the space online. The City currently uses Exchange calendars to track parks and meeting rooms – the site should utilize these calendars [sync] to stay up-to-date.
- Allow for a password-protected Intranet for City staff only.
- The website should integrate with the City's Active Directory [LDAP] to allow approved users to perform edits and other administrative duties. This would also allow approved users to view the integrated Intranet page.
- Ability to add and change items on the homepage, such as static images, themes, calendars, news items, and rotating banner images.
- Integration with social networking websites, allowing City staff to update social media sites with the content management system.
- Website reactive design for improved usability on mobile devices, including tablets & smart phones.
- The ability to schedule content to unpublish after a given date, time, or time period.
- A search function that allows the user to search the entire site or individual pages within the site from any page.
- Live calendars with a listing of important dates and community events, which can be divided according to department or category. Integration with Exchange calendars desired to eliminate double entry in some scenarios.
- Ability to create multiple separate news pages based on category and/or department.
- Ability to post emergency notices on the website homepage, as well as send out email, text and social media notifications.
- Ability to download applications necessary to view information (ex: Adobe Acrobat Reader.)
- Ability to conduct online polls and surveys with responses in multiple formats using text boxes, radial buttons, and checkboxes.
- A way for residents to subscribe to a mass email distribution list. *The City currently uses third-party software and this relationship can be maintained.*

- Ability for staff to create online forms, post them, and have users to complete them online.
- 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.
- Ability to create additional page templates as needed, and assign to departments or content groups to use.
- Ability to unpublish pages and content. These pages would not be accessible by site searches.
- Contain the option for a collective of images and/or videos in an online gallery to be displayed on various pages.
- The ability to ensure compliance with current Americans with Disabilities Act [ADA] recommendations. The more automated this process is, the better.
- [OPTIONAL] 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.
- [OPTIONAL] The option to create multi-step workflow for all content types. This should include the ability to define a review/approval process for each type of content.
- [OPTIONAL] Contain integrated Human Resources software for processing/organizing online job applications. *The City currently uses third-party software and this relationship can be maintained.*
- [OPTIONAL] Contain an online Agenda creator, used to create agendas for work sessions and City council meetings. *The City currently uses third-party software and this relationship can be maintained.*

The City expects that the Contractor and City will 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.

The following represents a preliminary site organizational structure. Actual site organizational structure will be set following selection of contractor. Planning the organizational structure is a part of the scope of work included in the RFP. The Contractor is expected to work closely with the City to develop a site organizational structure based on current website information and trending website design.

**Home Page:** The index page will contain a navigation bar directing users to a limited number of broad categories such as:

- About City
- Our Government
- Our Community
- City Services
- How do I...

**About the City:** This section will include pages about the City and include information on City history, facts, maps, links, FAQs, local business links, current events, and the newsletter.

**Our Government:** This section will include pages on the City's elected officials, meeting dates, minutes, meeting agendas, boards and commissions, department information and services, city code, and links to state and federal officials.

**Our Community:** This section includes links regarding community events, economic development, local business information, calendars, resident information, and various facts about the City, including: maps, FAQs, history, various links, and the City newsletter.

**City Services:** This will contain a listing of City-offered services, including: city maps, link to city code, staff directory information, snowplowing information, Utilities and Utility Billing, employment opportunities, recycling information, and park information.

**How do I:** This section will be a directory, routing citizens to helpful information, such as: how to access and pay utility bills; access city code, minutes, and other documents; locate certain City forms; how to rent meeting spaces or park amenities; access new resident information; or apply for various types of licenses or permits.

Other features to be on the home page could include but not be limited to:

- A secondary list of commonly used services, such as:
  - Agendas & Minutes
  - Online Payments
  - Employment Opportunities
  - Epermits
  - Facility Rental
- City News button or section
- City Master Calendar

A similar but unique structure and organizational design to the following websites would be preferred for use in the City website:

[www.plymouthmn.gov](http://www.plymouthmn.gov)

<http://www.elkrivernm.gov/>

<http://ci.andover.mn.us>

[www.mnstate.edu](http://www.mnstate.edu)

[www.ca.gov](http://www.ca.gov)

[www.stpaul.gov](http://www.stpaul.gov)

## **IV. Requirements**

### *Website Requirements*

All proposals must include the following in order to be considered in the selection process:

- 1) Contain or be able to implement online payments through a PCI-compliant payment processor.
- 2) Contain or be able to implement a facility rental software that syncs with the City's on premise Exchange environment. Software must be able to accept payments, and incorporate a workflow approval process of renting spaces/amenities.
- 3) The site must look professional and uniformly represent the City in online interactions with residents, businesses, and visitors both current and potential.
- 4) Contain a consistent design for each page throughout the site.
- 5) The entry point for the site must represent the quality and character of the City.
- 6) Each page must be sized as to allow printing or contain a printer friendly version.
- 7) The site should be designed to be accessible by viewers with limited computer knowledge and should avoid using technology that may not be compliant with some browsers. In the event such technology is used, the site should provide alternate means for accessing the information.
- 8) The City would like the site design to be compliant with Section 508 and Americans with Disabilities Act guidelines. Respondents should make an effort to comply with guidelines, while keeping in mind, staff usability and ease of providing quick updates.
- 9) The site must be easy to update by City staff using software licensed to or owned by the City.
- 10) Website content management system should allow for unlimited amount of system users at no extra cost to City.
- 11) The CMS is required to have the 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.
- 12) The website must be able to contain an Intranet site visible to City staff only via a login.
- 13) The website must utilize responsive design to display on varying monitor sizes, tablets, and all mobile devices (Windows, Android, iOS, etc).

### *Technical Requirements*

Any website design must be Windows based and comply with all technical requirements including specifications regarding hardware, software, and the protocol for transferring and updating information as defined by the City during negotiations on the final scope of work. The City could, if necessary and within reason, update some requirements to accommodate website designs.

Ramsey's website is currently housed on a virtualized server. The City is open to discussing a hosted solution.

### *Qualifications*

Selection of a proposal for contract will be at the sole judgment of the City. Only those respondents meeting the following conditions, however, will be considered:

- Respondent must demonstrate past success with website development.
- Respondent must have specifically designed websites for government agencies, preferably municipalities, in the past.
- Respondent must provide references for at least five (5) organizations, preferably municipalities. References must be organizations for which the respondent has developed a website that is currently in use.

### *Fee 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, including reimbursable items.

Upon selection, final contract amount will be subject to negotiation to determine exact scope of services to be provided. The 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 RFP in part or in its entirety, or not to accept any or all proposals.

The City will not reimburse respondents for any costs incurred in preparation or submission of the proposal. All proposals are made at the sole cost of the Respondent. Proposed fee should not include or consider the costs incurred in preparation of the proposal.

### *Submission of proposal*

Proposals should be received at the address below before April 10, 2017. Late proposals will not be accepted. Proposals should be hand delivered or mailed. Emailed or faxed proposals will not be accepted. Respondents are to submit all materials together in a sealed packet and clearly mark on the outside of the package "Website Proposal."

### **Mailing Address**

Ramsey City Hall  
7550 Sunwood Drive NW  
Ramsey, MN 55303

Proposals are to be sent in duplicate (2 copies) and are to include the following:

- Response to Scope of Work and Requirements outlined in this document.
- A timeline indicating expected completion time of key steps and of the entire project from execution of contract agreement. Key steps should be briefly described.
- Response to respondent questions.

- Reference sheet.
- Bid sheet with detailed fee breakdown.

Proposals containing additional information or missing any contents listed in the RFP will not be accepted. If applicable, please provide explanation as to why submitted proposal deviates from that described in the RFP.

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, interview requests, or to allow for corrections of misinformation or omitted information.

The City reserves the right to change proposal submission requirements and to change the due date at any point during the RFP process, upon notification of all firms and individuals who have expressed to the City the intent to submit a proposal (collectively the “Expected Respondents”).

It is the goal of the City to design a website which 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 response. Requirements are somewhat flexible and could be altered given a better idea or method.

By submitting the proposal the Respondent relinquishes all rights to submitted proposals or the ideas contained therein. 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.

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.

## **V. Clarifications**

Any questions about requirements or any other instruction contained within or relating to the RFP should be directed to Jason Fredrickson, Information Technology Manager. Questions can be made through phone at 763.433.9827 or email at [JFredrickson@ci.ramsey.mn.us](mailto:JFredrickson@ci.ramsey.mn.us). All requests for clarification about any item contained or relating to the RFP should be made in writing or email.

Any clarifications made in response to questions received will be faxed or sent via email to all expected respondents providing contact information and requesting the City do so, as appropriate and as judged necessary at the discretion of the City. Anyone planning to submit a proposal should contact the City contact listed above to convey such intent by March 15, 2017. The deadline for requesting clarification is seven (7) days prior to the due date for proposals.

## **VI. Selection Process**

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 facility reservation, form creation, online payments, prior experience, and cost in the selection process.

The selection process may include an interview session tentatively scheduled for April 13-17, 2017. The City will select the respondent that, in the sole judgment of the City, best satisfies the requirements in the RFP, 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, the 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 additional Request for Proposals.

## **VII. Contract and Completed Website**

The Contract between the Contractor and the City will include provisions indicating compensation schedule, as well as a timeline for completion of and transition to the new website. The City will retain the right of approval for all work done in designing the website. It is the expectation and desire of the City to transition to the new website within the year 2017. The contract will be for the design and implementation of the City website and will include no guarantee or intent to contract for future services.

Upon completion of the contract all content, site design, site templates, and any other item or idea used in the completed website or contained therein will become property of the City. Contractor will relinquish all rights to the website and the City will have sole control over website design, content, and appearance.

## **VIII. Insurance Requirements**

The City requires respondents to hold the following insurance coverage:

- \$1.5 million General Liability Coverage
- \$1.5 million Professional Liability Coverage, also called Errors and Omissions (This is not to be confused with General Liability Coverage)
- Workers Compensation \$1.5 million Employers Liability (for any work to be performed at City Hall offices)

## **Appendix A**

Respondent Questions:

- 1) Describe your organization's experience in developing websites. Note any experience with design and development for municipal corporations. Also, comment on the overall history of the organization.
- 2) Describe different services offered by your organization and the approximate share of business devoted to web design.

- 3) Provide a brief bio listing qualifications of each employee that would contribute to developing the website for the City, if selected. Please note experience with similar projects.
- 4) List types of software or practices used for website development and design.
- 5) Clearly define responsibilities of the City during the web site design process.
- 6) Describe the expected interaction between your organization and the City throughout the development and transition process.
- 7) Describe the support your organization will provide during design and transition to the new website. Please be specific with respect to type (training, help only, etc.), contact method (phone, email), and available hours for support. Also, touch on support post-implementation if applicable (hosted solutions).
- 8) Provide all necessary contact information for your organization.
- 9) Provide any additional information about your organization that you feel is relevant to the decision process.

## **Appendix B**

Attach References