

City of Bruceville-Eddy, TX

REQUEST FOR PROPOSAL

FOR WEBSITE REDESIGN AND CONTENT MANAGEMENT SERVICES

Notice is hereby given that the City of Bruceville-Eddy will receive proposals for the City's website redesign with a hosted web content management service. Proposals must be submitted to the City Administrator's Office, Lawrence Cutrone at Bruceville-Eddy City Hall at 144 Wilcox Drive, Eddy, TX 76524 by no later than September 18th at 9AM. Presentation for discussion and possible award will be presented to the Bruceville-Eddy Economic Development Committee and the Bruceville-Eddy City Council for their consideration. Presentation of the bid tabulation of bid submittals will be presented for award at the September 24th regular City Council meeting at 6PM. Bids received after 9AM CT on the date cited above will not be accepted.

1. DESCRIPTION, PURPOSE AND OBJECTIVES OF WEBSITE

The City's website is the first view residents, visitors and potential businesses may see of our City. The overall goal is to redesign the website to spread awareness of our city's services, make it more appealing, interesting, interactive, and easier to use and extend city services online. City staff will have the ability to add documents such as images, agendas and minutes, update calendars, add announcements, place requests for proposals or bids, change photos, and other tasks. They should also be able create and modify online forms. The potential to accept credit card payments, for example, payments for accounts receivable, utility billing, etc. is desirable in the future only.

Our domain name is <https://bruceville-eddy.us/> The new website will be hosted by the successful vendor of this RFP.

The total experience of the website plus integrated softwares or linked portal websites should allow citizens to accomplish anything they might need with the City and any of its departments without having to touch paper. We also want to minimize the amount of paperwork our staff must print, track and archive, by transitioning to online digital processes. We do need to continue to offer paper versions of processes for those citizens who prefer paper forms, and for the contingency of a total internet outage.

2. BACKGROUND

Our new website will need to provide the functionality of the following modules utilized or accessed through the City's current website:

Home Page

Bid Opportunities

Calendar

Code of Ordinances

Online Payments

Departments and its subpages for Administration, City Secretary, Finance, Municipal Court, Police, Public Works, Volunteer Fire Department

Community Events and Updates

Employment

Elections

Government and its subpages for City Council and Boards and Commissions

Notice

Open Data and Maps

Additionally, the City is seeking functionality of the following modules utilized or accessed through the new website:

Revise Economic Development Corporation page to have more functionality

Activities – allows you to keep track, organize, create, and configure your activities for events.

Agenda Center – post and update agendas; post and update agendas

Alert Center – graphically shows an important/emergency notification as a banner across the top of the home screen.

Archive Center – stores any recurring dated documentation, such as agendas, budgets, newsletters, press released, etc.

Revise Bid Postings – post and organize bids by category, title, or closing date.

Community Resources – space to provide notice of other local and regional agencies that provide aid and other services and community resources.

City Council general information and contact information page

Revise Calendar – post meetings related to different boards, committees, etc. in one location but allow for residents to sort based on categories.

CivicSend or similar communication tool – send multi-channel communications of critical information quickly and efficiently

Document Center – stores all one-time documents and images not archived.

Facilities – a list of all facilities; ability to allow residents to make reservations for facilities through the website. However, we currently require all reservations to be made in-person at City Hall.

FAQs – list of frequently asked questions for our website.

Form Center / Forms – allow residents to fill out and digitally submit forms.

Graphic Links – related to all buttons on the website.

Info Advanced – ability to show important information on pages using widgets.

Revise Employment – ability to post and have residents submit job applications through the website.

Locations -

My Account/My Dashboard – ability to integrate single sign-on with the website and customize the dashboard on the back end when logged into the website.

News Flash – ability to post updates/information that are important for community needs or information about community requests; easy way to publish articles on the website.

Notify Me – allow website users to sign up for notifications through the website on any topic or category they are interested.

Pages – this module is needed on the back end, but is utilized when Live Edit is activated.

Photo Gallery -

Quick Links – provide links to important information, documents, or related websites easily through this function.

Resource Directory – the “white pages” of the website – lists businesses, contact information, etc.

Staff Directory – a list of all staff and contact information for those employed by the City.

3. AUDIENCE

a. Our main target audience is the residents, businesses, investors, visitors, and interested web visitors outside our local geography.

b. The site will be accessible to the general public.

4. TOOLS AND FUNCTIONALITIES

Essential features are essential to our proposal. Non-essential features of the site are features that we would like but are not essential to submitted proposals.

Please include the following features into the website that we feel are important:

Accessibility – fully complying with the Americans with Disabilities Act (ADA), Section 508 of the Rehabilitation Act, and WCAG standards. The City aspires to achieve WCAG AA standards at minimum and AAA standards where possible, and will need coaching on policies and procedures to ensure all CMS users on City staff are not only capable of meeting these standards, but the design of the websites and CMS implementation are such that City staff will be limited to workflows which can only produce accessible content and web pages.

Responsive Website Design – to allow SMART phone viewers to see our new website without having to zoom in on text or graphics. Text rendered mobile website is not acceptable.

Word Like Editor (WYSIWYG): Accessible from any page by authorized content editors to make changes to page content. Website CSS styles enforce consistent look and feel throughout the site. Content from Word is supported and automatically cleaned up and converted to web site styles. Also supported are: links to new or existing pages, embedded images and rich media (e.g. You Tube, flicker, etc.) via an image manager and documents via the file manager; supports lists, tables, formatting (e.g. color, size, indentation, alignment), HTML Editor, multilevel undo/redo and has spell checker; available options can be set by role or user. A “history” button provides access to previously stored content and “save as draft” saves work if content editor does not complete update.

Menu Manager: Allows content editors to add or edit site wide top navigation, department or section specific links (e.g. left or right navigation). Provides the ability to reorder menu items.

Link Manager: Allows content editors to create links to new or existing pages; links are created first then content is added (called from menu manager or Word like editor). Automatically verifies link is valid. Links to new pages are not shown on live site until content is entered. External links automatically open in new page.

Link Checker: When a new link is created, it checks if the link is valid or not; Reports also available broken links. The CMS managed pages automatically update links so this report focuses on external off site links.

Image Manager: Allows content editors to upload images from computer or network folders; images are automatically resized and compressed

File Manager: Allows content editors to upload and link to documents from either the Word-Like Editor or the menu manager. Links to documents automatically open in new window.

Content Manager: Allows any piece of content to be used on any page

Responsive Website Design so the website can rearrange itself to fit the size of any mobile or PC Tablet viewing screen without having to zoom in on the text or graphics. A text rendered mobile site is not acceptable.

FAQ: Posts Frequently Asked Questions on the web site and displays the clicked Answer at the top of the page

Document Management Center: Ability to create and archive various document categories. Enhanced searchable capabilities

Survey Form: Allows a non-technical content editor to build any kind of survey form and output information in an email or Excel spreadsheet

History: Archives all the changes to a web page and at any time a previous version can be restored

Quick Links: Links to the most frequently accessed pages in the web site

Link Checker: When a new link is created, the system checks if the link is valid or not

Automated activation/expiration of content: A page or block of content can be marked with a date/time on when to publish and when to be removed from public viewing. The system will handle it automatically

Events Calendar: Ability to create multiple web calendars in an easy to use interface to post events in any calendar

Photo Gallery: Gives a content editor the ability to add or remove pictures to a photo slide show

CMS must dynamically pre-assemble the web page upon content saving execution

Site Search: Provides a custom search engine to perform a site search or integrate Google site search

Audit Trail: Provides report on the content change activities of any webpage within the website.

Dynamic Breadcrumbs: Shows the navigation trail of the current page

Key word (meta tag) setting for each web page to increase web visitor attraction from search engines to specific pages

5. REPORTING NEEDS

Website statistical usage. Google Analytics or similar.

6. SITE SPECIFICATIONS

Design parameters are not specified and are to be used in accordance with your professional expertise in the field. It is our intention to review the proposals and determine the best overall fit for the City.

Factors to Consider:

6.1 Visual appeal

6.2 Ease of use

6.3 Ease of maintaining

6.4 Overall City Branding and layout

6.5 Technical support

6.6 Proposal detail and submittals

6.7 Budget:

- a) Break down cost by Design, Web Development, and Website Hosting.
- b) Maintenance and support: ID any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future. We would like to minimize external maintenance costs.
- c) License fees: ID the costs we will need to pay to develop or host the site. A hosted CMS is preferred.
- d) Training – Possibility of need to train three members of our staff– can be done via web conference.
- e) Other charge areas: Please ID whether there will be other expenses, consulting fees, future work, etc. to complete this project.

Attachments:

- a) Qualifications and Experience
- b) Brief biographies of all who will work on project
- c) Professional references – minimum of 4

7. COMPENSATION

The City requests a fixed fee or a not-to-exceed fee on each aspect of the program, subject to any conditions and exceptions agreed to by the parties.

8. PROJECT CLOSEOUT

The proposal should include a completion date for the completion of the redesign project, including any necessary training, as well as a period for which technical assistance will be provided.

9. PROPOSAL SUBMISSION INFORMATION

Proposals must be submitted to the City Administrator's Office by no later than September 18th at 9AM.

Submit to: ATTN: Lawrence Cutrone, Bruceville-Eddy City Hall at 144 Wilcox Drive, Eddy, TX

Email submissions are acceptable @ lcutrone@bruceville-eddy.us

Clearly mark the submittal with the title of this RFP and the name of the responding firm. Only those RFP responses received prior to or on the submission date and time will be considered.

10. REJECTION OF PROPOSALS

The City reserves the right to reject any or all proposals, or to reject any proposal if the evidence submitted by, or investigation of such respondent fails to satisfy the City that such respondent is properly qualified to carry out the obligations of the RFP and to complete the work contemplated therein. The City reserves the right to waive any minor informality in the RFP.

The successful bidder must ensure that employees and applicants for employment are not discriminated against because of race, color, religion, sex, age or national origin. The city reserves the right to reject any or all bids or to waive any informality in the bidding. The contract may be awarded either to the lowest responsive responsible bidder or to the bidder who provides goods or services at the best value for the City. Upon award, the successful bidder will be required to complete a Conflict-of-Interest Questionnaire, IRS Form W-9 and, if requested, to provide a Certificate of Insurance with the City of Bruceville-Eddy listed as Certificate Holder. All forms must be approved by the City prior to issuance of a purchase order or other form of purchasing agreement.