

**REQUEST FOR PROPOSAL**  
**Website Design and Development**



**DUE DATE: FEBRUARY 19, 2016 - 12:00 p.m.**

City of Willow Park  
516 Ranch House Rd.  
Willow Park, Texas 76087  
(817) 441-7108  
[www.willowpark.org](http://www.willowpark.org)

**Inquiries**

Inquiries about this Request for Proposal must be in writing and directed to:

John Justice  
Captain, Willow Park Fire Department  
City of Willow Park  
516 Ranch House Rd.  
Willow Park, TX 76087  
Phone: (817) 441-7108  
E-mail: [jjustice@willowpark.org](mailto:jjustice@willowpark.org)

## Overview

The City of Willow Park is seeking to update its website to enhance the user experience, simplify content management, and provide better information and customer service to its community, while meeting high standards for design quality and visual appeal.

Effective websites increase online citizen self-service while reducing staff workload. This will be accomplished by tailoring your solution to meet our unique needs.

In Willow Park, the management of online content has been decentralized to some extent, with the assistance of a handful of “power users.” The City would like to decentralize content management by empowering our staff to easily create and manage website content in each department under the oversight of the City Administrator.

The City of Willow Park seeks the assistance of an experienced company that can accomplish all of the functionality identified in this RFP with the flexibility of providing this functionality over time, if needed due to budgetary constraints. The City of Willow Park also seeks a company that has the capability of integrating additional features and functionality that may be identified in the future. The experienced company should have a team of experts who understand local government, to help us achieve our vision – all while providing 24/7/365 support.

## Situational Analysis

The City of Willow Park is seeking to enter into a professional services agreement with a qualified vendor to design and implement a new website based on the above strategy. The City's website URL is currently <http://www.willowpark.org> and will continue to use this URL upon the launch of a new website. The City's emphasis is on incorporating extensive content management tools and database driven architecture while providing a user-friendly and intuitive site structure and an interface that is both attractive and ADA compliant. The City would like the vendor to host the website in a secure data center.

## Vendor Qualifications

The City of Willow Park will evaluate vendor experience, qualifications and capabilities for developing and implementing a new website. The desired qualifications are outlined below. Responders are required to submit a written narrative corresponding to each of the underlined section items:

### Introduction

- Overview and summary of how your company will assist the City of Willow Park in reaching our website goals

### Company Profile

- Company overview and history
  - How long has the company been in business
  - Number of current employees
  - Number of clients in the past 5 years (?)
- Capabilities of company - Why should your company be chosen

### Management Team

- Name, title, role (e.g., project management, training, design)
- Education, years of experience

### Project Development Approach

- Average timeline

- Detailed explanation of all project phases including consultation, design, development, training, implementation
- Statement that website will meet Accessibility Compliance requirements
- Training options
- What role the City of Willow Park will play in the project

#### Scope of Work

- Project phase deliverables
- What will be expected of the City
- What the City of Willow Park can expect from the company

#### Municipal Website Design Experience

- References (minimum three references, including all contact information below)
  - Client name
  - Website URL
  - Client contact person and title
  - Phone
  - Email address

#### Hosting and Security (describe all available)

- Data Center
  - Minimum requirements: reliable data center, managed network infrastructure, on-site power backup and generators, multiple telecom/network providers, redundant network, secure facility, 24/7/365 system monitoring
- Hosting
  - Minimum requirements: automated software updates, server management and monitoring, multi-tiered software architecture, software updates and security patches, database updates and security patches, antivirus management and updates, server-class hardware, redundant firewall solutions, high performance SAN with N+2 reliability
- Bandwidth
  - Minimum requirements: multiple network providers, burst bandwidth of at least 22Gb/s
- Disaster Recovery
  - Minimum requirements: 24/7 emergency support, on-line status monitor, event notification emails, recovery time objective of at least 8 days, recovery point objective for at least 24 hours, pre-emptive monitoring for disasters, multi geographic region redundant back up data center
- DDoS Mitigation
  - Minimum requirements: defined DDoS attack process including the ability to identify the attack source and type of attack, the ability to monitor the attack for a threshold and a plan once threshold is reached
- Upgradable security packages

#### Support and Maintenance (describe all available)

- System ownership
- Ongoing training opportunities and availability of robust, self-service documentation and technical support (videos and training manuals, etc.)
- Availability of continued communications post website implementation (with consultants and support staff)
- Support services - emergency and non-emergency situations

### Project Pricing Estimate/Cost for Services Outlined

Specify amounts of items below:

- First Year development fees including:
  - Days/hours of training, number of employees to be trained, on-site or webinar
  - Amount of content migration (entire website or a specific number of pages)
  - Additional products/functionality
- Ongoing fees for hosting, maintenance and support for Year 2 and beyond

### Description of Features and Functionality Included with the CMS

At minimum include:

- List of all features and functionality included in the proposed CMS. Must address all features and functionality listed in Required Features and Optional Features section of this RFP

### Additional Products offered

- Give brief descriptions of other products offered by the company.

## **Required Features**

The information below represents required functional capabilities in the selected CMS. It is not all inclusive, other functionality may be recommended or added. The City's new website vendor must be able to provide at a minimum, the components shown.

- **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
- **Approval Rights** - allow system administrator to establish specific rights and capabilities for internal staff to update content based upon the role they have in updating the website.
- **Archive Center** - Store agendas, minutes, newsletters and other documents
- **Automatic expirations** – the ability to set a date for content to automatically expire
- **Broken Links Finder** - Site visitors can enter comments concerning how they accessed the page
- **Browser Based Administration** - Update, delete and create template based web pages
- **Calendar** - Update/publish calendars by both department, city wide
- **Citizen Sourcing Tool** - Encourages citizen idea submission, engaging discussions, voting, etc.
- **Departmental Home Pages** – the ability for departments to have dedicated pages within the site that follow the same design as the other interior pages
- **Directories, Listing for Staff and Businesses** – ability to allow citizens to search for staff or business information
- **Document Center** - Upload/download capability, back-end ability to search within
- **E-Notifications** - Electronic subscription, scheduled notifications for email and SMS
- **Facility Management** - Reservations and/or listing
- **Forward To a Friend** - E-Mail extension
- **Frequently Asked Questions** - Dynamic content
- **Intranet/Extranet** - User restricted pages
- **Live Edit** - create and edit pages live from the front end
- **Multi-Lingual Support** – using Google Translate

- **News & Announcements** - Dynamic content
- **News Releases** - Online publishing
- **Online Forms** - Forms/publishing/tracking
- **Online Job Postings and Application** - Applicants can also create an online profile, fill out application and attach additional documents
- **Online Payments** - Secure online transaction by department
- **Photo Center** - Display community photos in a central location on website
- **Printable Pages** - Print-friendly function
- **Real Estate Management** - Properties – commercial or residential – can be organized by and searched
- **Responsive Design** - fully mobile responsive design - site adjusts to the screen size of all devices its being view on, includes forms, calendars, etc.
- **Request Tracking** - Citizens can submit request
- **RFP/RFQ/Bid Posting** – allow for easy posting of bids to the site
- **Rotating Photos/Banners** - Dynamic image display
- **RSS Feeds out** - Registration by Department
- **Quick Links** - Links can be placed directly on the pages
- **Site Search** - Internal site search engine, site search log
- **Site Statistics** - Analytics and site audit reports
- **Sitemap & Breadcrumbs** – Dynamically generated
- **Social Media Interface** - Facebook and Twitter feeds
- **Spotlight** - Ability to highlight important text on one or more pages
- **Website Visitor Profile** - Visitors can pick and choose the information that automatically becomes fed to their profile upon site login

## Optional Features

The features below are not required by the City at this time, however, please include information and availability of integration in the future.

- **Activities** – create classes, display class schedules, limit the number of persons that can sign up per class, and email those who have registered for specific classes
- **E-Communication platform** - integrated within the centralized CMS for creating visually rich, fully responsive, non-emergency e-communication. Create unlimited subscriber lists, and communicate over multiple channels – e-mail, text and social media from a single point of access.
- **Custom Mobile App** – mobile app for Apple® iOS and Android® devices
- **LDAP Integration** – Lightweight Directory Access Protocol (LDAP) integration
- **Newsletters** – Subscription and online publishing
- **Unique Department Home Page** – ability to for departments, associated organizations to have a unique separate design and URL
- **Video Center** – live streaming video capabilities

## Format for Proposal

The response should be formatted to address all items in the Vendor Qualifications section.

## Submittal Requirements

The deadline for RFP responses is Friday, February 19, 2016 at 12:00 p.m. CST. Submit one copy of the RFP response as a PDF to [jjustice@willowpark.org](mailto:jjustice@willowpark.org) with the subject line "City of Willow Park Website Design & Development RFP."

Submittals that are not received on or before the specified deadline will not be accepted (no exceptions). The City of Willow Park reserves the right to request follow-up information or clarification from vendors in consideration. Vendor is responsible to ensure delivery by the date and time included.

The City of Willow Park reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which 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 of Willow Park for reimbursement will be accepted.

## Evaluation Criteria

Responses to this RFP will help the City of Willow Park identify the most qualified vendor and will be indicative of the level of the firm's commitment. The City will evaluate the qualifications, references, overall fit with the City of Willow Park, as well as take into consideration the proposed scope and pricing submitted to determine the most qualified web vendor.

## Selection Process

The selection process will involve the following phases:

Phase 1: A City of Willow Park review team will evaluate vendor submittals. The initial review will determine conformance to submission requirements and whether responses meet minimum criteria established. Review will include the vendor's acceptance of RFP terms and completeness of submissions.

Phase 2: Interview of most qualified applicants.

Phase 3: Review team will check references given.

Phase 4: The City of Willow Park will enter into negotiations leading to a professional services agreement.

## Schedule

The approximate RFP schedule is summarized below:

- Issuance of RFP: January 15, 2016
- Vendor submittals due: February 19, 2016 at City Hall via email, mail or personal delivery
- Vendor interviews and reference checks: February 2016
- Vendor approval, enter negotiations, execute a professional services agreement: March 2016

\* Dates subject to change