



City of Highland Illinois

**REQUEST FOR PROPOSALS:
WEBSITE DESIGN AND DEVELOPMENT**

Responses Due:
December 17, 2018

TABLE OF CONTENTS

- I. INTRODUCTION
- II. SUBMISSION TIME AND PLACE
- III. SCOPE OF WORK
- IV. PROJECT GOALS
- V. SPECIFIC STRATEGIES
- VI. DEVELOPMENT GUIDELINES
- VII. REQUIREMENTS
- VIII. TRACKING
- IX. SUBMISSION REQUIREMENTS

SECTION I: INTRODUCTION

The City of Highland, Illinois, with a population of about 10,000, is located in Madison County and 30 miles east of St. Louis. The City owns & operates a number of utilities, including Electric and Water & Sewer, among others. The City is also unique in that it provides a Fiber-to-the-premises service to its residents and businesses. This service, named Highland Communications Services or HCS, is renowned nationally and has been recognized in independent studies as one of the best-valued ISP's in the nation. The City now aims to offer a website that better reflects this innovative infrastructure we currently have.

The City is soliciting proposals for website design and development services: (1) Professional design of the site; (2) Implementation on City owned infrastructure that allows City entities to maintain their specific information within a common framework; (3) Integration of website with City systems and processes.

Our primary objective is to build interest in the city through ease of use, ease of access to information with consistent brand identity.

SECTION II: SUBMISSION TIME AND PLACE

Responses to this RFP may be submitted by regular mail or email.

Submissions by regular mail must be on 8.5" x 11" paper, printed on one side, typed using 1" margins and numbered pages. Place the words **Website Design and Development** in the bottom left corner of the envelope and address it to:

Attn: Angela Imming
Highland Website Design
P.O. Box 218
Highland, IL 62249

Submission by email must be in a portable document format (.pdf) or Microsoft Word. Place the words **Website Design and Development** in the email subject line and send to: aimming@highlandil.gov

All responses are due **Monday, December 17, 2018**. Responses received after this date and time will not be accepted.

The City will not be responsible or reimburse for any cost incurred in the preparation of responses.

Questions can be submitted via email only to aimming@highlandil.gov. Answers will be forwarded to email addresses of bidders between December 17th and January 4th.

RFP Reviews will be conducted by the broader Website committee and will begin on December 17th, with the recommendation being taken to the City Council at the February 4th, 2019 meeting.

Notification of award will follow the week of February 4th via email.

SECTION III: SCOPE OF WORK

The City of Highland's current website has been in existence for over ten years with very few updates. The current site fails to effectively promote our City to potential residents, visitors, and businesses. Our City has numerous departments, each with its own module on the site. The modules do not integrate smoothly rendering the current site complex and difficult to navigate through the content. Our goal is to create a new website that will have attractive use of media and a consistent theme so that it is user-friendly. In order to keep the site information relevant and current, it must allow the in-house staff to easily update content and modify on a regular basis.

The scope of this project is to create a new vibrant state of the art website that provides easy navigation for visitors, will streamline internal processes to the greatest extent possible, will be secure, will be ADA compliant and will be smart phone compatible. The City wants to establish a design that use photos of Highland features, color and text to enhance communication via the web. This web design must also provide uniform interfaces.

A similar look and feel throughout the site should be maintained and intuitive navigational aids and links should be consistently used throughout the site. A common framework and standardized style will enable users to easily navigate.

The City site should be quick to download. An intelligent rapid Search Engine Optimization (SEO) should be incorporated into the design as an enhanced navigation tool.

It is expected that the winning bidder will provide templates for use when City groups are updating media and content to their sites, forms, calendar entries and other collaborative content such as blogs or discussion boards. Each of these templates should have the ability to securely post publically in the same format used to create the original/internal form. These templates should allow content and links to be easily updated, added, or replaced without disrupting the template. Each template should allow integration into back office systems, including those used to create invoices and accept payment.

Design standards will be incorporated into the website. Design should be flexible and render properly for different screen resolutions on the popular browsers (Internet Explorer, Microsoft Edge, Firefox, Safari and Chrome). The vendor will create a guide that details standards for use of fonts, colors, templates, graphics and photos as well as suggestions for how to handle site growth.

The vendor will create custom graphics that help brand the site and identify individual sections of the site. This can be done with photos, color, and other techniques applicable to the web.

The selected vendor will work closely with the City staff to achieve the desired look and feel of a new site. The intended outcome of this collaboration will be a site that represents the City of Highland in the actual spirit for which we are known: small town feel with big city services and a progressive attitude.

The City staff will provide content for the new site. The City Technology and Innovation organization will maintain ownership of the website, its components, and content, and will maintain the site with internal staff. The site must include a technology solution that allows the in house staff to securely, easily and cost effectively update content and modify site design after initial launch

Although the City has some specific requirements, we are also interested in vendor ideas for content, and more specifically, vendor approach in designing the style of the website. We encourage respondents to consider and propose alternative solutions and recommendations.

SECTION IV: SPECIFIC STRATEGIES

- Increase interest in the City of Highland
- Increase visitation via organic search
- Present comprehensive information and resources in an easy to use and downloadable format
- Provide for social interaction via links to social networks (add this button)
- Incorporate blog platform, RSS (Really Simple Syndication), landing pages and Search Engine Optimization (SEO)
- Incorporate Content Management System to allow for integration with existing systems, eliminating duplicate effort and easy updating
- Strengthen relationships with residents, businesses, philanthropic groups, investors, and other organizations with an interest in the City of Highland
- Improve internal business efficiencies by integrating with current systems and processes
- Increase promotion of activities
- Integrate brand messaging
- Deliver a consistent message

SECTION V: DEVELOPMENT GUIDELINES:

The website designed by the successful candidate must meet the following criteria:

Must be available on a mobile aps using iOS, Droid and windows OS

Provide multiple user/level access

Uphold accountability to internal process

Allow for auditing and tracking changes

Offer Individual calendars/sites that roll up to higher level sites; can be shared publically

Maintain integration between sub and main sites

Must be ADA compliant

Provide single uploads/information control

Offer smooth and inclusive meta data searches

Capable of being hosted on site on virtual environment with off-site back up capability of forms and content.

Secure connection to public

Integration with social media, render on all mobile devices

Easy to securely maintain with in-house tech support

Integrate to data forms/ .sql database

Seamless integration with intranet

Support multimedia content including live streaming

Offer sandbox environment for on-going development

Offer cross browser design

Advertise a software development life cycle that is least impactful as possible

Report website maintenance activity and statistics on content type: updates, downloadable documents, web pages, calendars, and broken links.

Website must not require plug-ins as a default

Capability of the general website administration staff to:

- Control size of individual web pages

- Control size and types of images used within the site

- Control publishing of links to other websites.

Fast loading pages.

SECTION VI: REQUIREMENTS:

The City encourages creativity in the proposals submitted; however there are certain requirements for the website project. Your proposal must account for the listed requirements and all other sections of this request.

- The site must be designed for continuous operation 24 hours a day, 7 days a week with maintenance windows clearly communicated ahead of time.
- Description of platform, whether open source (preferred) or proprietary, that website will be built upon.
- Provide a staging site for development, training and signoff before “go live”
- Technical Support must be inclusive in the contract for maintenance and support that is not setup for the City staff to provide.
- Adequate training to maximize the use of the website is mandatory. Training shall include administrator and security level as well as a user level. Training will be provided at a minimum in an interactive Webinar format. On-site training would be ideal for administrators.

- Annual support and maintenance of the website would be determined by a maintenance contract and include services such as refreshing the design elements, updating of technology in the website design, engineering, Search Engine Optimization (SEO) and other elements associated with the website. The City requests to have these elements included with this project beginning with the first day of “go live” for the website for one (1) year and, as an optional ongoing item and cost with the continuation of this support in one (1) year increments thereafter.
- All linked documents should be in Portable Document Format (PDF), or in a format to provide ease of viewing, printing, and downloading, and in alternate downloadable formats.
- Include links for visitors to download any browser documents, such as Acrobat Reader, that is necessary to view information on the site.
- Option for future development of blogs and/or newsgroups both restricted within a department’s portion of the website and made available generally while hosted by a specific department.
- Ability to use current interactive and social networking mediums such as Facebook, Twitter, and RSS feeds, as well as flexibility to add these types of features in the future.
- Respondent will provide availability of standard or custom programming to support audio, video and/or cinemograph integration. Information and pricing for this option should be described separately.

The successful vendor will have staffing resources with proven web engineering, database design and SDLC (software development lifecycle) certifications including but not limited to the following:

Database design:

- .SQL, Oracle, Java, dBase, etc.

Mobile development:

- iOS, Android, Windows Phone, etc.

Web engineering and design:

- PHP, Java, Javascript, C++, ASP.Net, Python, Perl, etc.

SDLC:

- Lean Six Sigma, Agile, Waterfall, ITIL, etc.

SECTION VII: TRACKING (SUCH AS GOOGLE ANALYTICS TO MINIMIZE COSTS)

Implementation of tracking software to produce user defined site log reports. We need a tool to help us better understand and measure web visitors' behavior and improve website performance and availability. Including:

- Web traffic analysis
- Path analysis
- Visitor trends
- Page views
- Entry pages
- Top pages
- Exit pages
- Page – length of stay
- Technical analysis: browsers and platforms

SECTION VIII: SUBMISSION REQUIREMENTS

The Proposal shall include the qualifications requested. Information should be complete and demonstrate that the Service Provider can perform professional work. You are welcome to provide any other information deemed appropriate for this project.

I. Introduction:

Prepare a brief introduction including a general demonstration of understanding of the scope and complexity of the required work. The title page of the proposal should contain your firm's name, address, telephone number, principal contact, fax number, and email address. The Proposal should contain a Table of Contents as well as the below qualifications:

- Minimum of five (5) years of verifiable experience designing, developing and implementing enterprise-level web applications.
- Experienced in SEO standards proficient in UI design.
- Briefly describe your firm's organizational capacity to produce our website (e.g. staff, equipment, software, physical space, office location, etc.).
- Provide a company profile, length of time in business and core competencies.
- Please discuss your firm's project management process.
- Please discuss any hardware/software vendor partnerships used.
- Please discuss your testing and support plan.
- Please explain your service level agreement structure.

- Please disclose any relevant conflicts of interest and/or pending lawsuits.
- Include time frame for completion for evaluation. In addition, timeframes will be part of the contractual agreement; therefore, a realistic timeframe for completion is requested.

Client References:

Provide three comparable websites designed by your firm that exhibit complexity: blend of information and online services, multiple departments providing content, and a wide range of intended audiences. Include the website address, company/agency contact, address, telephone number, and hard copies of the Home Pages. These companies/agencies may be contacted for references. Only sites that are live will qualify during evaluation. Briefly list the role your firm played in each project. Clearly specify which services are provided in-house and which are outsourced.

Pricing and Budget:

The proposal should contain a total cost of the project, as well as a detailed “line item” breakdown of costs for the Website, Learning Management System, Customer Portal, etc. In addition, please specify:

- Hourly rate schedule for each service showing the lowest and highest rate quotes.
- Any additional costs/charges (such as traveling expenses) must be clearly defined.

Proposals should include necessary software and hardware, any additional communication requirements, integration needs and potential costs necessary to maintain the website (i.e. hardware, software, installation, licensing, training, etc.).

Proposal should be all encompassing, with a single vendor identified as the “responsible lead vendor”. Please include any subcontractor(s) that will be required to meet the needs of the proposal or clearly indicate what portion of the services are not included as part of your proposal.

Proposal should outline separate costs any add-ons or optional requests specified in RFP.

Appendix:

An appendix with full resumes is allowed. The appendix material may or may not be considered as part of the selection process.

Evaluation Criteria

The following criteria will form the basis upon which the City will evaluate proposals. The mandatory criteria must be met and include:

Proposals that meet the requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the proposal – the proposed solution meets the needs and criteria set forth in the RFP
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references
- Aesthetic capabilities – Prior work demonstrates artistic and innovative user friendly interfaces that engage viewers
- Candidate experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer
- The candidate firm has appropriate staff to develop the site in the timeframe needed
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized
- Demonstrated commitment to high service level agreements

E-Verify: The Agent must certify that they do not knowingly employ, hire, or currently employ an unauthorized alien.

Debarment: Respondents to this RFP must certify that neither it nor its principals are presently debarred, suspended, declared ineligible, or excluded from participation in the activities proposed under this RFP by any Federal, State, or City Agency.

Equal Opportunity Requirements: Each Agent responding to this RFP must certify compliance with all applicable equal opportunity requirements

Compliance: All contractors will be required to comply with all applicable federal and state equal opportunity, affirmative action and minority representation laws.

