



City of McCleary
Home of the McCleary Bear Festival

Request for Proposal

City of McCleary

WEBSITE DESIGN & DEVELOPMENT

Date issued:
9 / 3 0 / 2 0 2 0

I. INTRODUCTION

1(A) Background

Nestled in the Wildcat Creek Valley, McCleary boasts the magnificent, historic McCleary Hotel and abundant outdoor recreational opportunities. The City of McCleary had a 2017 estimated population of 1,691 and is located 25 minutes west of I-5 in Grays Harbor County on SR 8, also known as "the road to the beach." The City is also located at the southern terminus of SR 108, the "shortcut from Shelton to the beach."

Established as McCleary Camp in 1898 by mill owner Henry McCleary, the City was not incorporated until 1943, about a year after the mill was sold to Simpson Timber. High quality wood doors are still manufactured at the mill.

McCleary is a wonderful area for recreational activities including hiking, swimming, fishing, hunting, motor biking, horseback riding and camping. The 91,000 acre Capital Forest abuts McCleary and is open to the public. Straddleline ORV Park is located just east of the City. Private timber companies land also dominates the surrounding timberland that surround the City. City owned, Beerbower Park provides playground equipment for the children, picnic tables, barbecue and kitchen area, and restrooms. It features an antique locomotive purchased by Henry McCleary in 1905 and later donated it to the City in 1962 by Simpson Timber Company

McCleary is the home of the famous International McCleary Second Growth and Bear Festival. The Bear Festival is held the second weekend of July, with a parade, bear stew and many activities. The Annual City-Wide Garage Sale also draws shoppers from all over the region on the 3rd Saturday in September.

The City of McCleary provides many services to its citizens. McCleary is one of seventeen (17) cities in the state of Washington that has its own electric utility. The City of McCleary also owns and operates water, wastewater, and stormwater systems, transportation facilities, and recreational facilities.

For more information about City of McCleary, visit www.cityofmccleary.com

1(B) Purpose

The purpose of the City Website Design and Development project is to update the City of McCleary's website (www.cityofmccleary.com). The City is looking 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 with a new design and backend website content management system. The City's website was created in 2007 and has had minor updates since that time. Since then, much has changed in the architecture of CMS, as well as the level of expectations of services provided by local government websites.

The City of McCleary seeks the assistance of an experienced company that can accomplish all of the functionality identified in this RFP. The City of McCleary 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.

The City of McCleary would like to find a vendor to assist in accomplishing the following tasks:

1. Evaluate the current website and implement revised information design, branding and features on a new website.
2. Implement modules within a robust Content Management System (CMS) based application that delivers specialized capabilities to improve the City of McCleary's support for top user tasks.
3. Develop a customized, modern template for the website that includes a 100% responsive design so it can be displayed on any size device.
4. Assist City of McCleary with transition of content from the current website to the new website architecture.
5. Provide training to administrators, department heads, and content managers.

1. 1(C) RFI Cover Sheet

CITY OF McCLEARY
RFP
City Website Design and Development
Response Cover Sheet

Has your company operated at least 1 year without interruption? Yes No
Has an owner of your company been convicted of a crime within the past 10 years? Yes No
Does any employee or official of the City of McCleary have any financial or other interest in your firm? Yes No
Does your company maintain insurance in amounts specified by the City of McCleary contract? (If no, this does not necessarily eliminate vendor from submittal): Yes No
If no, describe differences:
Are there any claims pending against this insurance policy? Yes No
If yes, describe:
Does your company maintain Professional Liability Insurance? Yes No
Has your company been in bankruptcy, reorganization or receivership in the last five years? Yes No
Has your company been disqualified by any public agency from participation in public contracts? Yes No
Is your company licensed to do business in the State of Washington? Yes No

Undersigned acknowledges that addenda ____ through ____ have been taken into account as part of this requirement.

The undersigned hereby accepts the terms and conditions as set forth herein. This page must be signed and dated by the vendor's representative who is legally authorized to contractually bind the vendor.

FULL LEGAL NAME OF COMPANY: _____

TYPE OF BUSINESS [] Corporation [] Partnership (general) [] Partnership (limited)
[] Sole Proprietorship [] Limited Liability Company

FEDERAL EMPLOYEE ID NUMBER (FEI): _____

ADDRESS _____

CITY/STATE/ZIP _____

EMAIL ADDRESS: _____

PHONE _____ FAX _____

NAME(PLEASE PRINT) _____ TITLE _____

SIGNED _____ DATE _____

1(D) RFP No Submittal Form

**City of McCleary
Website Design &
Development
No Submittal
Form**

Dear Prospective Vendor:

If you decide not to submit a response to this RFP, we would very much appreciate you completing and returning this form for our records.

Reason for not submitting a proposal in response to this solicitation:

FULL LEGAL NAME
OF COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

EMAIL ADDRESS: _____

PHONE _____ FAX _____

NAME (PLEASE PRINT) _____ TITLE _____

SIGNED _____ DATE _____

Thank you for your assistance. Please email this document to:

City of McCleary
Attn: Todd Baun
100 S. 3rd Street.
McCleary, WA 98557
toddb@cityofmccleary.com

2. RFP INSTRUCTIONS AND INFORMATION

2(A) RFP Timeline

Day/Date	Description
Wednesday, September 30, 2020	RFP placed on City of McCleary website. RFP emailed to companies on MRSC Rosters. RFPs available to vendors via email notification and access to website.
Friday, October 16th, 2020	All questions due by 2:00PM on the question submittal form shown in section 6.
Monday, October 19th, 2020	Written answers to applicable questions due.
Monday, October 26th, 2020 2:00PM	RFP responses due at City of McCleary, 100 S. 3 rd Street, McCleary, WA 98557. RFP responses can also be emailed to Todd Baun at toddb@cityofmccleary.com . Respondents assume the risk of the method of dispatch chosen. City of McCleary assumes no responsibility for delays caused by any delivery service.
Tuesday, October 27th, 2020	Vendors' responses will be analyzed and scored by the evaluation team. The total score will factor heavily into City of McCleary's decision as to which vendors will be considered finalists.
Wednesday, October 28th, 2020	A decision is made as to which vendor(s) will be finalists. All vendors will be notified of the City of McCleary's decision.
Friday, October 30th, 2020	Finalists' references may be contacted at City of McCleary's discretion.
Wednesday November 4th, 2020	Finalist vendor presentations with the City of McCleary Selection Committee.
November 2020	Award to apparent successful vendor is made subject to successful negotiation of terms and conditions. Notice of award to apparent successful vendor posted on website.
December 2020	Development, implementation plans.

2(B) Selection and Evaluation Team

Mayor and City Council Members	Stakeholders
Todd Baun , Director of Public Works	Team Leader
Wendy Collins , City Clerk/Treasurer	Team Member
Steve Blumer , Chief of Police	Team Member
Josh Cooper , Public Works Assistant	Team Member

(C) RFP Contact

Todd Baun	Director of Public Works	<p>Physical Address: 100 S. 3rd Street McCleary, WA 98557</p> <p>Mailing Address: 100 S. 3rd Street McCleary, WA 98557</p> <p>Email Address: toddb@cityofmcclary.com</p> <p>Any and all communication to the Contact person relative to this requirement must be via email.</p>
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2(D) RFP Evaluation Criteria

Selection of a qualified vendor will be made at the discretion of the City of McCleary, which reserves the right to accept or reject any and all proposals.

Item	Maximum Points
Experience, skills and qualifications	15 points
Merits of the Proposal including scope of work and approach to addressing tasks	10 points
Customer support, responsiveness, and timeliness	15 points
Timeline and proposed schedule	10 points
Pricing of hosting services	15 points
Pricing of labor	20 points
References and prior experience with similar work	<u>15 points</u>
TOTAL	100 points

Selection Process

The selection process will involve the following phases:

- Phase 1: A City of McCleary 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. Vendors interviewed may elect to prepare a presentation on ideas on what they would recommend or do. Presentation will be up to one half hour in length.
- Phase 3: Review team will check references given, and the selected firm will be invited to submit a draft scope of work to accomplish the tasks identified. This draft scope of work will form the basis of further contract negotiation with the selected firm.
- Phase 4: Once the contract has been agreed with the selected vendor, it will be presented to the City of McCleary's City Council for approval and a Notice to Proceed issued soon thereafter. If negotiations between the City of McCleary and the selected vendor fail to produce a contract agreeable to both parties, the City of McCleary reserves the right to cease further negotiation and commence negotiations with another vendor.

An evaluation team composed of the members of the Selection and Evaluation Team listed in Section 2(B) and others will evaluate the RFP responses received from each vendor. Prior to the selection of the award to the apparent successful vendor, the City of McCleary reserves the right to conduct on-site visits of any vendors' facilities and/or require any vendor to participate in a presentation to the evaluation team (and others) of the items contained in the RFP response and any other items deemed appropriate by the City of McCleary.

If an award is made as a result of this RFP, it shall be awarded to the vendor whose proposal is most advantageous to the City of McCleary with price and other factors including, but not limited to, Responses to the RFP questions; demonstrated technical ability and expertise; financial stability; reference calls and/or recommendations; memberships, licenses, ISO Certifications or any other applicable membership or certifications; presentations to the City of McCleary evaluation team and others (if applicable); on-site visits at vendor's site (if applicable), product samples which the City of McCleary may, at its discretion, request as part of the RFP process; any additional criteria deemed appropriate by the City of McCleary which would lend itself to establishing the Service Provider's viability to perform the work as outlined in this RFP.

When determining whether a vendor is responsible, or when evaluating a vendor's proposal, the following factors will be considered, any one of which will suffice to determine if a vendor is either not a responsible vendor or if the vendor's proposal is not the most advantageous to the City of McCleary:

1. The ability, capacity and skill of the vendor to perform the contract or provide the service required.
2. The character, integrity, reputation, judgment, experience and efficiency of the vendor.
3. Whether the vendor can perform the contract within the time specified.
4. The quality of performance of previous public and private contracts or services, including, but not limited to, the vendor's failure to perform satisfactorily or complete any written contract. The City of McCleary's termination for default of a previous contract with a vendor shall be deemed to be such a failure.
5. The previous and existing compliance by the vendor with laws relating to the contract or services.
6. Evidence of collusion with any other vendor, in which case colluding vendors will be restricted from submitting further bids on the subject project or future tenders.
7. The vendor is not qualified for the work or to the full extent of the RFP.
8. There is uncompleted work with the City of McCleary or others, or an outstanding dispute on a previous or current contract that might hinder, negatively affect or prevent the prompt completion of the work bid upon.
9. The vendor failed to settle bills for labor or materials on past or current public or private contracts.
10. The vendor has been convicted of a crime arising from a previous public contract, excepting convictions that have been pardoned, expunged, or annulled.
11. The vendor has been convicted of a crime of moral turpitude or any felony, excepting convictions that have been pardoned, expunged or annulled, whether in this state, in any other state, by the United States, or in a foreign country, province or municipality. Vendors shall affirmatively disclose to all such convictions, especially of management personnel or the vendor as an entity, prior to notice of award or execution of a contract, whichever comes first. Failure to make such affirmative disclosure shall be grounds, in the City of McCleary's sole option and discretion, for termination for default subsequent to award or execution of the contract.
12. More likely than not, the vendor will be unable, financially or otherwise, to perform the work.

13. Such other information as may be secured having a bearing on the decision to award the contract.
14. Any other reason deemed proper by the City of McCleary.

2(E) Notices and Response Criteria

2(E) 1 Good Faith

This RFP has been compiled in good faith. The information contained within is selective and subject to the City of McCleary's updating, expansion, revision and amendment.

2(E) 2 Right to Cancel

The City of McCleary reserves the right to change any aspect of, terminate, or delay this RFP, the RFP process and/or the program which is outlined within this RFP at any time, and notice shall be given in a timely manner thereafter.

2(E) 3 Not an Award

Recipients of this RFP are advised that nothing stated herein, or any part thereof, or any communication during the evaluation and selection process, shall be construed as constituting, offering or awarding a contract, representation or agreement of any kind between the City of McCleary and any other party, save for a formal written contract, properly executed by both parties.

2(E) 4 Property of the City of McCleary

Responses to this RFP will become the property of the City of McCleary, and will form the basis of negotiations of an agreement between the City of McCleary and the apparent successful vendor.

2 (E) 5 the City of McCleary not Liable for Costs

The City of McCleary is not liable and will not be responsible for any costs incurred by any vendor(s) for the preparation and delivery of the RFP responses, nor will the City of McCleary be liable for any costs incurred prior to the execution of an agreement, including but not limited to, presentations by RFP finalists to the City of McCleary.

2(E) 6 City of McCleary's Expectations

During the review of this document, please note the City of McCleary's emphasis on the expectations, qualities, and requirements necessary to be positioned as an RFP finalist and successful vendor.

2(E) 7 Waiver of Minor Administrative Irregularities

The City of McCleary reserves the right, at its sole discretion, to waive minor administrative regularities contained in any proposal.

2(E) 8 Single Response

A single response to the RFP may be deemed a failure of competition, and in the best interest of the City of McCleary, the RFP may be cancelled.

2(E) 9 Proposal Rejection; No Obligation to Buy

The City of McCleary reserves the right to reject any or all proposals at any time without penalty. The City of McCleary reserves the right to refrain from contracting with any vendor. The release of this RFP does not compel the City of McCleary to purchase. The City of McCleary may elect to proceed further with this project by interviewing firm(s) well-suited to this project, conducting site visits or proceeding with an award.

2(E) 10 Right to Award

The City of McCleary reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially with the most favorable terms the vendor can offer.

2(E) 11 Withdrawal of Proposals

Vendors may withdraw a proposal that has been submitted at any time up to the proposal closing date and time. To accomplish this, a written request signed by an authorized representative of the vendor must be submitted to the RFP Contact. The vendor may submit another proposal at any time up to the proposal closing date and time.

2(E) 12 Non-Endorsement

As a result of the selection of a vendor to supply products and/or services to the City of McCleary is neither endorsing nor suggesting that the vendor's product is the best or only solution. The vendor agrees to make no reference to the City of McCleary in any literature, promotional material, brochures, sales presentation or the like without the express written consent of the City of McCleary.

2(E) 13 Proprietary Proposal Material

Any information contained in the proposal that is proprietary must be clearly designated. Marking the entire proposal as proprietary will be neither accepted nor honored. If a request is made to view a vendor's proposal, the City of McCleary will comply according to the Open Public Records Act, chapter 42.17 RCW. If any information is marked as proprietary in the proposal, such information will not be made available until the affected vendor has been given an opportunity to seek a court injunction against the requested disclosure.

2(E) 14 Errors in Proposal

The City of McCleary will not be liable for any errors in vendor proposals. Vendors will not be allowed to alter proposal documents after the deadline for proposal submission.

The City of McCleary reserves the right to make corrections or amendments due to errors identified in proposals by the City of McCleary or the vendor. This type of correction or amendment will only be allowed for such errors as typing, transposition or any other obvious error. Vendors are liable for all errors or omissions contained in their proposals.

If, after the opening and tabulation of proposals, a vendor claims error and requests to be relieved of award, s/he will be required to promptly present certified work sheets. The RFP contact will review the work sheets and if the RFP Contact is convinced, by clear and convincing evidence, that an honest, mathematically excusable error or critical omission of costs has been made, the vendor may be relieved his/her proposal.

After opening and reading proposals, the City of McCleary will check them for correctness of extensions of the prices per unit and the total price. If a discrepancy exists between a price per unit and the extended amount of any proposal item, the price per unit will control. The City of McCleary will use the total of extensions, corrected where necessary.

2(E) 15 Bid Bond – A bid bond is not required.

2(E) 16 Performance Bond -- A performance bond is not required.

2(E) 17 Payment Bond – A payment bond is not required.

2(E) 18 Funding

Any contract entered into as a result of this RFP is contingent upon the continued funding by the City of McCleary.

2(E) 19 Terms of Payment

The City of McCleary's terms of payment are Net 30. Payment will be made within 30 days upon receipt of an undisputed invoice for goods that have been delivered and accepted. No down payment or advance payment of any kind will be made. Washington State law requires proof that the materials have been furnished, the services rendered or the labor performed as described before payment may be made. A vendor may submit an invoice for partial shipments or progress payments. All invoices must be submitted to:

City of McCleary
Accounts Payable
100 S. 3rd Street
McCleary, WA
98557

2(F) Non-Collusion Certification

**City of McCleary
Website Design & Development**

NON-COLLUSION CERTIFICATION

I certify that this proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting an offer for this bid/quote, and is in all respects fair and without collusion or fraud.

The below signed vendor has not divulged to nor discussed or compared his/her proposal with other vendors and has not colluded with any other vendor or parties to proposal whatsoever. Note: No premiums, rebates or gratuities to any employee or agent are permitted either with, prior to, or after any delivery of materials and/or services. Any such violation will result in the cancellation of any resultant contract and/or return of material as applicable.

Company Name: _____

Mailing Address: _____

City-State-Zip: _____

Date: _____

Authorized Signature: _____

Typed/Printed Name: _____

Title:

3. SCOPE OF SERVICES

Vendor shall submit a response to each item in the below requirements. Responses shall be formatted as indicated in Section 8 of this document.

3(A) 1 Project Overview

To facilitate effective decision making and analysis throughout the process, a series of principles are to be used to guide the design, content and management for the development of the new website:

1. Develop an easily understood and navigable website, which focuses on top user tasks and information needs.
2. Make continued compliance with ADA accessibility laws seamless through a well-designed website and CMS (WCAG 2.0).
3. Provide enhanced integration with third party and interactive applications such as social media.
4. Utilize a content management solution that can be maintained by both experienced web development staff as well as business users with no coding experience.
5. Necessary functionality includes: the creation of templates, WYSIWYG editing, content approval workflows, search engine friendly URL aliasing, photo sizing and editing.
6. Develop a framework that allows for regular site re-fresh cycles to support ongoing attention to user tasks and needs.
7. Redesign the website with a new look and feel supporting the marketing and branding efforts of the City of McCleary and reflecting the diverse make up and vision of the citizens of the City of McCleary.
8. Secure, responsive, and helpful tech support.
9. Expand the services the City of McCleary offers to citizens on the website, such as GIS mapping.
10. Provide backups that are compliant with the Washington State Public Records Act.
11. Ensure any sensitive content (personal health information) is HIPAA-compliant – provide encrypted forms and a compliant server.

3(A) 2 Third Party Applications

The City of McCleary utilizes a number of third-party applications/services to provide added functionality via the website. These systems include but are not limited to:

NOVUS Agenda/Granicus

ILINX

Google for site search and site analytics

Social Media: Instagram, Twitter, YouTube and Facebook

4. VENDOR QUALIFICATIONS

The City of McCleary 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 McCleary 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.

Scope of Work

- Project phase deliverables?
- What will be expected of the City of McCleary?
- What the City of McCleary can expect from the company?

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 McCleary will play in the project?

Hosting and Security (describe all available)

The City of McCleary will require the website be hosted off-site. The vendor will need to include the name of their preferred hosting provider, or themselves, if applicable. The City of McCleary will continue to own and maintain the domain name in its current location. The hosting company must meet the following requirements:

- 99% server uptime (Please include how many times the proposed server has required maintenance that affects services or been subject to outages in the last 12 months).
- Backups of website files kept for no less than one year, or a method of scheduling and uploading backups to the City of McCleary for retention. This is a Public Records Act requirement.
- Available storage space of at least 5GB for documents, forms, etc.
- A tech support email or phone number where someone can be reached in the case of an outage or problem on the site.

- Technical support hours and average time to respond to submitted cases.
- Example of electronic notices sent to customers to report planned and unplanned outages.

Additionally, vendors must also be able to clarify and/or explain:

- Who owns the files, documents, databases, images, content and other information that make up the website.
- A termination clause for the contract that addresses specifically what will happen if the contract is terminated before its natural end date. The clause should include how the website data will be transmitted to the City of McCleary at the end of the contract and how backups will be kept for the required retention. The clause should include any fees or costs associated with ending the contract if it should be become necessary.

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
- RFP Cost Requirements: Since the City of McCleary expects to complete a “not to exceed/fixed price” contract, the budget for the proposal must not exceed the specified amount, and must be broken down as to hours, hourly rates and expenses for each task and subtask. All prices are to be in U.S. dollars. All applicable taxes to be paid by the City of McCleary must be separately shown. Vendors must itemize the unit and extended price for each service proposed. In addition to the breakdown of costs described above, the City of McCleary would like to have a quoted hourly rate for professional services that may be required to complete our project, but were not anticipated and included in this RFP. The quoted rate(s) is expected to be applied for the duration of the project (as described herein).

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.

Public Agency Website Design Experience

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

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 of McCleary's new website vendor must be able to provide at a minimum, the components shown.

- **Alerts & Emergency Notification** – Alerts posted on website and assigned pages 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.
- **Automatic expirations** – The ability to set a date for content to automatically expire - both for content within a page (content blocks) and for an entire page.
- **Blog** – feature to allow text, video, photos with categories and archiving capabilities.
- **Browser Based Administration** – Update, delete and create template based web pages.
- **Calendar** – Update/publish calendars. Includes unlimited number of event listings, single or reoccurring. Viewable by list, week, month or type (event, meeting, closure).
- **Captcha** – any security and anti-spam features must be ADA compliant.
- **Content Preview** – The ability to preview content before publishing live.
- **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, integrated mapping.
- **Forward To a Friend** - E-Mail extension.
- **Frequently Asked Questions** – Dynamic content.
- **GIS Mapping** – Ability to integrate GIS mapping applications.
- **HTML Code** – Capability to view and edit the HTML code of any page
- **Metadata** – functionality so each page can have keywords and a description associated with it, resulting in better internal and external search.
- **Multi-Lingual Support** – Using a widely accepted translate service.
- **News & Announcements** – Ability to post press releases and distribute through e- notifications, photos and videos.
- **Online Forms & Surveys**- robust tool that can be used for event registration, inquiries, etc. Preferably with question logic, custom response, expiration date and quantity limits (ability to disable form automatically after a certain number of responses) and the ability to send automated event/class reminders to registrants.
- **Photo Editing** – provide for easy editing of uploaded photos along with required alt tags to ensure that photos are appropriately sized and named for online use.
- **Printable Pages** - Print-friendly function.
- **Responsive Design** - fully mobile responsive design - site adjusts to the screen size of all devices its being view on, includes forms, calendars, etc.
- **RFP/RFQ/Bid Posting** – Allow for easy posting of bids to the site, along with amendments and updates. Schedulable with ability to set auto-expire date.
- **Rotating Photos/Banners** - Dynamic image display.
- **Quick Links** - Links can be placed directly on the pages.
- **Staff Directory** – with ability to include phone, email, and department.

- **Site Search** – Internal site search engine, site search log, with keyword matching capabilities (see metadata) or other methods to optimize search results
- **Site Statistics** - Analytics and site audit reports, preferably through Google Analytics or equal program.
- **Sitemap & Breadcrumbs** – Dynamically generated.
- **Social Media Interface** – Ability to integrate Facebook, Twitter, YouTube and Instagram.
- **Spell-check** – The ability to spell-check content via the editor.
- **Third Party Integration** – Ability to integrate third-party applications.
- **Unique Department Home Page** – Ability to for departments or associated organizations to have a unique separate design and URL (such as Safe Kids).
- **Uploads** – provide a feature that allows for document uploads/or attachments to online forms, etc.
- **Video Center** – Live streaming video capabilities.

Optional Features

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

- **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.
- **Enhanced Forms / Survey tool** – with features such as automated reminder emails, question logic, customized response email, form expiration date, and registration quantity limits (ability to disable form automatically after a certain number of responses).

Please provide your responses as indicated in the RFP Response Submittal checklist in Section 8.

4(A) Single Point of Responsibility/Accountability

4(A) 1. The City of McCleary's expectation is to have a single point of contact, i.e. a single point of authority and a single contracting entity for this project. This is of a critical nature for this RFP; a contract will NOT be awarded to a vendor who does not have this single point of accountability. Indicate your understanding of and compliance with this requirement.

4(B) General Questions

4(B) 1. Do you meet our business size requirements? We strongly prefer not to award to any vendor if our business would represent more than thirty percent (30%) of the vendor's total revenue.

4(B) 2. How many years has your company been in business? How long have you been providing these services? What is your company's primary line of business?

4(B) 3. Provide a brief overview of your company (furnish your business philosophy, mission statement, management structure, organization chart, etc.).

4(B) 4. How many employees do you have? What is the total years' experience your employees have in this profession; what is the average?

4(B) 5. State the type of ownership of your company. Give the State and date of your incorporation if applicable. List headquarters and regional / full-service office locations, and website address.

4(B) 6. Provide the key contact name, title, address, telephone and fax numbers. Also identify the person(s) authorized to contractually bind the organization. Provide resumes for owners and key sales personnel.

4(B) 7. Please provide status of any current or pending litigation against your company that might affect your ability to deliver the services that you offer.

4(B) 8. Do you anticipate that your company will be acquired in the foreseeable future? Is your company planning to acquire any other companies? If yes, please provide the names of the companies and the nature of the business.

4(B) 9. What type of insurance coverage do you carry? Describe the amount of coverage.

4(B) 10. Are you on either the Federal debar list or your home state debarred list?

4(C) This space intentionally left blank

4(D) Summary

Explain in one page or less how your solution will differentiate you from other vendors and why we should choose you as our successful vendor. List the unique features that give your company a competitive edge in the website design services industry.

5. PRICING SCHEDULE

The equipment, labor, and training prices below MUST remain firm for 60 -180 days after award. The City of McCleary will entertain negotiations to determine any price adjustments for the contract term. Any price adjustments through the life of this agreement will be mutually agreed upon in writing at the time of the adjustment.

5(A) Design and Development

Item	Description	Quantity	Unit Price	Total Price
1				
2				
3				
4				
5	Vendor may add additional lines as needed			

5(B) Hosting Services

Item	Description		Hourly Rate	Total Price
1				
2				
3				
4				
5.	Vendor may add additional lines as needed			

5(C) Training – also indicate training that will be at no additional charge

Item	Description	# of Classes	Cost per class	Total Price
1				
2				
3				
4				
5.	Vendor may add additional lines as needed			

5(D) Labor Rates

Item	Description		Hourly	Total Price
1				
2				
3				
4				
5				
6				

5(E) Reimbursable Expenses (including Travel)

Please indicate below if there are any reimbursable expenses associated with this project.

Alternate A: This bid includes no reimbursable expenses.

Alternate B: This bid includes the following reimbursable expenses which will be reimbursed at cost:

5(F) Other

Vendor must list below **any and all** charges, expenses, and/or costs to be incurred by the City of McCleary that are not included in this section. Failure to specifically and thoroughly enumerate such items may be a cause for disqualification.

6. QUESTION SUBMITTAL FORM

Questions regarding this RFP must be submitted in writing, in MS Word format on the form provided in this Section 6 (below) and returned via: email to the RFP Contact listed in Section 2(C), and only during the allotted timeframe detailed in the timeline, Section 2(A). Only **ONE** question per form is permitted; duplication of the form is acceptable in the event you have more than one question.

Answers to all pertinent questions from all Vendors will be returned to all RFP participants without identifying the Vendor making the inquiry.

START BELOW HERE --- use "CUT" and then "PASTE" to another MS Word document

#41619 WEBSITE DESIGN & DEVELOPMENT	RFP QUESTIONS FORM
-------------------------------------	--------------------

RFP SECTION AND PARAGRAPH:		RFP PAGE NUMBER:	
SUBMITTED BY:		DATE SUBMITTED:	
EMAIL:		PHONE:	
COMPANY NAME:			

All vendors are required to direct their questions to the RFP Contact listed in Section 2(C). Please type all the questions in text box provided below. The text box will expand to accommodate any size of questions. Only one question per form is permitted.

..... STOP ABOVE HERE

7. SAMPLE CONTRACT

Intentionally Removed

8. RFP RESPONSE SUBMITTAL CHECKLIST

1. Vendor shall create **one (1) original** response (**labeled “original”**) with original signature (See Tab 1) and **four (4) identical copies (for a total of five (5) responses)**.
2. The **original and each of the four (4) identical copies** shall be submitted in its own three-ring binder of sufficient size to contain the response.
3. The **original and each of the four (4) three-ring binders** shall be sent to the procurement contact at the address shown in Section 2C, on or before the due date shown in Section 2A and in a box of sufficient size to hold all the responses.
4. In addition to the copies specified above, please include a flash drive of the entire response which shall be placed inside the front cover of the original response.
5. The RFP name must be shown on the lower left-hand corner of the box.
6. The **original and each of the four (4) copies** shall be indexed with tabs as follows:

Tab #	Section	Description
1	1C	RFP Cover Sheet
2	2F	Non-Collusion Certification
3	3	Acknowledgement of Scope of Services
4	4A	Single Point of Responsibility
5	4B	Answers to General Questions
6	4C	Section Removed
7	4D	Summary
8	5	Pricing Schedules (Section 5A-F)

This checklist is intended merely as an aid to the Vendor in providing a response to this RFP. The Vendor retains the sole responsibility for accuracy and completeness of the response.