City of Battle Ground, WA

Request for Qualifications

Website Design & Development

August 5, 2016

City of Battle Ground
109 SW 1st Street, Suite 221
Battle Ground, WA 98604

www.cityofbg.org

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OVERVIEW

The City of Battle Ground is seeking to update its website to improve and enhance the experience of all users, simplify and streamline content management, interface with external systems and databases, and provide an effective platform for information and services offered to residents, business and visitors. An update would also include a related intranet site, for internal staff use. Visual aspects of the city's website will reflect professionalism and the character of the community.

We are seeking the services of a professional website development company to design, develop and implement a website that incorporates all of the features and functionality identified in this RFQ, that provides the capability of integrating additional features and functionality as they become available or as needed in the future, and has the flexibility to work with the city over time if needed for budgetary constraints.

ABOUT THE CITY OF BATTLE GROUND

Battle Ground is located in the heart of Clark County, in the southwest Washington State. The city is home to a population of 19,640 and serves as the commercial hub for the larger central and north Clark County area. The population has increased 14.5% since 2009 and the projected population in 2035 exceeds 38,000.

The city operates under the Council-Manager Plan of Government wherein the City Council is responsible for the legislative function and appoints a City Manager to implement its policies and oversee administrative operations.

The City of Battle Ground is a full-service municipality employing approximately 75 FTE employees. Departments include Executive (Administration, City Clerk, HR, Public Information), Finance & Information Services, Community Development (Building and Planning), Public Works (Engineering and Operations), Police, and Parks & Recreation. The city contracts for Fire & EMS Services. The city provides water, sewer and stormwater drainage utilities.

Our community benefits from our serene and pristine surroundings while enjoying close proximity to the Portland-Vancouver metropolitan area; the city is just 30 minutes from Portland, Oregon.

The city's current website (www.cityofbg.org) was developed in 2010 and launched in January of 2011.

VENDOR QUALIFICATIONS

The intent of the RFQ is to enable the City to evaluate vendor experience, qualification, and capabilities for developing and implementing a new city website. The desired qualifications are outlined below. Responders are to submit a written narrative corresponding to each of the numbered items:

1. **Municipal Website Design Experience**
    A. Washington State municipal clients (please list city name and website URL)
    B. Other municipal clients (please list city name and website URL)
    C. If no previous municipal experience, please explain relevant government website experience (please list other government clients and URLs)
    D. References (minimum 3 reference, including all contact information below)
        1. Client Name
        2. Client Contact Person
        3. Phone and Fax Numbers
        4. Client Address
        5. Website Address

2. **Company Profile**
    A. Number of years in business
    B. Office location(s) (include business address)
    C. Demonstrated company financial stability

3. **Team Members/Roles (list all personnel to be assigned to this project)**
    A. Name, title, role (e.g., project management, programming, graphics)

4. **Vendor Service Capabilities (Describe all available)**
    A. Web Development
    B. Software Tools (e.g., Content Management System or modules)
    C. Site Maintenance
    D. Site Hosting
    E. Client Training
    F. Technical support and comprehensive self-service documentation
    G. Appropriate redundancy and scalability capabilities
    H. Federal ADA requirements
    I. Security for internal (staff) and external (customer) users
    J. Archiving capabilities
    K. Other

5. **Integrated Content Management System (CMS) Components and Tools**
    The CMS listing below represents functional categories but is not a comprehensive list; others may be recommended or added. The city's new website vendor must be able to provide the desired components shown. Possible budgetary constraints may require that the project be implemented in phases.

#	Module	Function	Offered by Vendor? Yes/No	Vendor Comment
1	3rd party vendor software interface	Interface with existing and future systems and databases		
2	Agenda Management	Create, upload and manage agendas		

3	Analytics	Tracking use, hits, site audit reports		
4	Automatic publishing/expiration dating	Ability to set automatic publish/expiration date and time		
5	Bid/RFQ/RFP Postings	Create, publish, track, database; subscriptions		
6	Breadcrumbs	Or comparable navigation tool		
7	Browser Based Administration	Create, modify, delete template based web pages		
8	Calendar	City wide and departmental		
9	Cascading Style Sheets	Customizable templates, formatting		
10	Department Home Pages	Dynamic Content		
11	Directories, Listings	Staff directory, community resources, etc.		
12	Document Library	Repository for documents		
13	Emergency Notification	home page banner, subscriptions		
14	Employment Opportunities	Job postings		
15	Facility Management	Reservations and/or listings		
16	Forward/Email Page	Forward/Email Page		
17	Frequently Asked Questions	Dynamic Content		
18	FTP Capable	Upload/Download Capability		
19	Hyperlink utility	Kink function to documents, internal and external URLs		
20	Intranet/Extranet	User Restricted Pages		
21	Multi-Lingual Support	Dynamic Content		
22	Newsletter/Blogs	Online Publishing/Subscriptions		
23	News Releases Announcements	Subscriptions, Home Page		
24	Online Forms	Publishing, tracking, database		
25	Online Payments	Secure online payments		
26	Online Registration	Secure online registrations		
27	Permit Center	e-permitting		
28	Photo/Graphics Library	Single Repository for photos/graphics		
29	Printable Pages	print-friendly function		
30	Publishing Preview	Preview pages, news, calendar, other modules prior to publish		
31	Redirects	ability to create URL shortcuts		

32	Resources Directory	Community Resources listing		
33	Rotating Photos, Banners	dynamic image display		
34	RSS Feeds out	registration by function/department		
35	Site Index			
36	Site Search	site search engine		
37	Social Media Interface	Facebook, Twitter, YouTube, etc.		
39	Subscriptions / E-Notification	Electronic Subscriptions - individual modules and custom use		
40	Survey, Polling Capability	Create, publish, track, database		
41	Video Hosting	Ability to post videos		

6. **Vendor/Municipal Contract Performance**
   (Please provide two examples that include all of the following):
   A. Client name, location (state)
   B. Contract amount
   C. Contract duration
   D. Project outcome

DELIVERABLES

This section identifies the deliverables associated with this RFQ:

1. Under the Vendor Qualifications section, complete and return items 1 – 6.
2. Include a project approach summary for building a municipal website.
3. Include a sample project schedule for building a municipal website.
4. Include pricing range/cost for services outlined.

OTHER SUBMITTAL REQUIRMENTS

The deadline for RFQ responses is **Friday, September 2, 2016 at 5:00 pm**.

Submit four (4) hard copies to:
City of Battle Ground
City Clerk
109 SW 1st Street, Suite 221
Battle Ground, WA 98604

Submittals that are not received on or before the specified deadline will not be accepted. The City reserves the right to request follow-up information or clarification from vendors in consideration.

The City of Battle Ground reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which in the opinion of the City, will best

serve the interests of the City.

Each response to this RFQ shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against the City for reimbursement will be accepted.

EVALUATION CRITERIA

Responses to this RFQ will help the City identify the most qualified web 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 Battle Ground, as well as the pricing range/cost to determine the most qualified web vendor.

SELECTION PROCESS

The selection process will involve the following phases:

Phase 1: A 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 RFQ terms and completeness of submissions.

Phase 2: Interview of most qualified applicants as identified by review team.

Phase 3: Review team will check references.

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

SCHEDULE

The approximate RFQ schedule is summarized below:

- Issuance of RFQ: August 5, 2016
- Vendor submittals due: Friday, September 2, 2016 at 5:00 pm.
- Vendor interviews, reference checks: September, 2016*
- Vendor approval, enter negotiations, execute a professional services agreement: September 2016*

*Dates subject to change

INQUIRIES

Inquiries about this RFQ must be in writing by email and directed to:

Bonnie Gilberti
Public Information Officer
City of Battle Ground
bonnie.gilberti@cityofbg.org