

**MIDWAY CITY
REQUEST FOR PROPOSALS
Website Development**



Midway

PROPOSAL TIMELINE

1. Announced – 28 October 2020
2. Complete responses submitted by 3:00 p.m. on 13 November 2020
3. Decision announced on 20 November 2020

I. Purpose

The City of Midway has finalized the website proposals to the second round. We are looking for more detailed information regarding technology, cost, maintenance, support, and training that your company provides. Midway City hopes to select a provider that can include all the features listed under the 'Primary Importance' heading of the Scope of Service section of this RFP. . Please provide a base price that includes all of those items, and detail how you will fulfill each. In addition, Midway City would like line-item pricing for the items listed in the 'Secondary Importance' section.

We also require information regarding how long it would take to implement and deploy the website, the cost and extent of training available to enable the staff to maintain the website content, and the cost and quality of continued technical support.

II. Technical Considerations

Please provide information regarding the following technical items:

- a. What are the primary underlying operating system(s)/technologies that power the proposed site? Include references to the CMS, and base server OS and primary programming languages where applicable. If there are database services or other related services in the proposed technology stack please detail those, even if they are all managed under a SAAS contract.
- b. Do you provide all content hosting as part of the package? (SAAS)
 - i. Please detail what services are included (and not)
- c. Do you have a self-hosted option? Please describe how you would price and support this option if applicable, and what general system requirements are applicable.

III. Scope of Services

Primary Importance

- Primary homepage with key sections such as Tourism, Events, Area Amenities, etc.
- Sections for key city departments, such as City Council, Planning, Codes and Policies, Building, Public Works, Water/Sewer, etc.
- In general, most of the information available on our current web site.
- Citizen sign-up and notification for various topics and events related to city business and community interest.
- Be able to easily change high-quality image content, for example to showcase local artists, change of seasons, current events, etc.
- Need to continually update primary content (home page, main sections, etc.)
- Need to continually add and manage detailed content under various departments such as:
 - City Council
 - Planning Department
 - Public Works
 - City Services such as sewer, water, etc
- Timeframe of project and impact on cost
- SEO management and training (external search ranking)
- ADA compliant
- Clear easy access to city meetings/agendas/minutes
- Easy access to search and find internal info such as city codes and policies, including, potentially:
 - General content search
 - Use of tagging capabilities (tagged documents, posts, etc.)

- Optionally enabling deep search of some documents such as PDF, Word, etc.
- Mobile friendly, size compatible on any format
- Ongoing support
 - Service Level Agreement
 - Size, structure, and availability of service team
 - Method of contact (email, ticketing system, phone call, please list all options)

Secondary Importance

Custom forms builder, to facilitate submission of citizen requests, including a staging area, for things such as:

- Submit complaints
- Business applications
- Request to appear before City Council
- etc.

Staging management involves seeing new requests, forwarding to appropriate department or individual, marking complete, etc.

Is custom form creation available?

\$_____ Extra price for custom form creation

Can form submission process include 'staging' management? Please detail.

\$_____ Extra price for staging management **Data Transfer**

- a. In the event that Midway City in the future wants to change website providers, how will you facilitate the transfer of content and data to a new system? Can you provide custom data extraction from your site/CMS/database? Please provide a quote for such service.

Can you provide data and content extraction from your system, if it were to be required?

\$_____ Extra price you would offer in a contract to provide this service.

IV. Evaluation

The City shall, following the procedures outlined in its Procurement Policy, make the selection based on:

1. The cost of the website development.
2. The cost of continued annual maintenance
3. Experience with developing city websites
4. Ability for staff to change content
5. Availability and function of the signup and notification feature
6. External search/SEO facilities
7. Internal search capabilities
8. Website is multi-device and screen size friendly
9. Training for website operations
10. Continued technical support.
11. Technology considerations
12. Price and availability of items in 'Secondary Importance' category.

These documents and the reference information will be reviewed by a committee of four members consisting of the Mayor, one member of the City Council and two staff members. This committee will evaluate qualified proposals against weighted criteria and summarize reference and client comments. No factors or criteria shall be used in the evaluation other than those listed in the RFP and the City's purchasing policy.

Midway City reserves the right to reject any and all proposals submitted and to request additional information from all offerors. Any contract awarded will be made to the offeror who, based on all criteria and oral interviews (if necessary), is determined to be the best able to perform the accounting work.

The city does not discriminate against any individual because of race, religion, sex, color, age, handicap or national origin, and that these will not be a factor in consideration for employment, selection of training, promotion, transfer, recruitment, rates of pay, or other forms of compensation, demotion or separation.

V. Submission

Midway City will not compensate the offeror for preparation and presentation of the requested proposals.

One electronic or paper copy of the proposal must be submitted no later than 3:00 p.m. on **13 November 2020**. Proposals received after the deadline will be late and ineligible for consideration.

Proposals should be submitted to Amanda Cruz, Midway City Corporation, P.O. Box 277, 75 North 100 West, Midway, Utah, 84049-0277, Phone: 1-435-654-3223 x103, Fax: 1-435-654-4120, Email: acruz@midwaycityut.org.

VI. Presentation

An oral presentation by an offeror to clarify a proposal may be requested. However, Midway City may award a contract based on the initial proposals received without discussion with the offeror. If oral presentations are required, they will be scheduled after the submission of proposals. Oral presentations will be made at the offeror's expense.

VII. Protected Information

The Government Records Access and Management Act (GRAMA) states that trade secrets, commercial information or non-individual financial information may be protected upon request.

To ensure the information is protected, Midway City asks the offeror to clearly identify in the body of the proposal any specific information, for which an offeror claims business confidentiality protection, as "PROTECTED".

All materials submitted become the property of Midway City. Materials may be evaluated by anyone designated by the City as part of the proposal evaluation committee. Materials submitted may be returned only at the City's option.

VIII. Terms and Conditions

Any contract resulting from this RFP will include, but will not be limited to, standard terms and conditions.

IX. Questions

Any questions may be submitted to **Amanda Cruz, Midway City Corporation, P.O. Box 277, 75 North 100 West, Midway, Utah, 84049-0277, Phone: 1-435-654-3223 x110, acruz@midwaycity.org**.