



RFP No. 25-21-06

Service: Website Modernization

Release Date: July 9, 2024

Closing Date: July 30, 2024

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Hours: Monday – Friday 8:00 AM – 4:00 PM

I. Receipt of Proposers:

The City of Ada (herein called “City”), invites forms to submit one original and five (5) copies of the proposal. Proposals will be received by the Purchasing Office, until 3:00 p.m., July 30, 2024.

The packets shall be submitted and addressed to the Purchasing Office, at 512 N. Stockton, Ada OK., 74820. No late proposals will be accepted whether hand delivered, mailed or special delivery. “Overnight delivery” will be determined to be non-responsive if delivered late, no matter whose fault it was. The Purchasing Office is open from 7:30 a.m. to 4:00 p.m. The outside of the envelop should clearly indicate the following information:

1. City of Ada Website Modernization
2. Proposal No. 25-21-06
3. Name and Address of the Proponent

II. Purpose:

The City of Ada is requesting proposals for City website modernization and development services. The goal of the City’s website is to provide simple and intuitive electronic access to public services, serve as a public communications tool, and streamline business operation. Specifically, the City would like the redesigned site to include streamlining and management of City meeting agendas and supporting documents. As the current website is challenging to navigate and cumbersome for staff to maintain, the modernized site should have a theme that promotes the City with a welcoming, friendly, and professional feel. The City will also stream live video to the website. The City will oversee content management and will own all content. Upon completion and acceptance of the project structure

and design, the website will become the domain of the City of Ada.

III. Scope of Work:

The City's website should provide easy access to City services, be adaptable to current and changing technology, provide content management for City staff and be used as a public communications tool.

The following features are part of the final deliverable:

- Content management solution for City of Ada employees to manage website content.
- Ability to generate, publish, manage, and search public meeting information. This includes public meeting agendas.
- A community calendar that has a database aspect to it is so that a site user can filter what types of events they want to see on the calendar with the ability to show a graphic produced for the event, if applicable. In the case of Council meetings, the meeting agenda would also ideally link to the event in the calendar.
- Integrate Cognito Forms seamlessly into website.
- Accurate and complete search capabilities within the site.
- Ability to publish video content that can be easily accessed by community members.
- Provide the public with ability to communicate via email with City Council members.
- Integrate one-click social media profile buttons for all City social media accounts.
- Ability to embed various GIS maps into website.
- Meet ADA requirements – See Example: www.ada.gov/websites2_prnt.pdf

The information on the City website should be directed towards the following groups (listed in priority order):

- Citizens
- Businesses & Contractors
- Visitors
- Prospective businesses
- Prospective residents
- Prospective investors and developers
- Civic groups
- Associations
- Youth and senior citizen groups
- Other government agencies
- Any person or agency seeking to conduct business with, or obtain information about, the City of Ada

WEBSITE CONTENT

A broad range of information will be accessible through the City website including, but not limited, to the following:

General Information

- Home page
 - Upcoming events
 - Popular links
- Search feature
- Site map or index
- Frequently asked questions (FAQs)
- City demographics
- Community and/or City “photo gallery”
- Weather
- Emergency information

City Government

- General information about local government
- Information about major City functions
- City Manager report(s)
- City departments
- City contacts
- City services
- Locations of various City facilities
- City GIS Maps
- “What’s new” in the City government
 - Special events
 - Press releases
 - Project updates
- Meeting schedule for the year
- Meeting documents – Agendas & Minutes
- City Municipal Code
- City Financial Information
 - City Budget
 - City Financial Reports
 - Audited Financial Reports
 - Description of local taxes and rates
- Requests for proposals and lists of items going out for bid
- Employment opportunities with the City
- Request / Inquiry / Feedback system that automatically sends request to corresponding department.

Recreational Activities

- Recreation and leisure
- Senior citizen activities
- Youth activities

- Recreation activities
- Community centers, parks, and other facilities
- City-sponsored special events and photos

DESIGN COMPONENT

The design component is the conceptual development for the look and format of the updated website. It includes the scope of information and identification of how pages will be accessed. It includes accessibility, navigational tools, interactivity, search capabilities, ADA compliance, tracking hits to various web pages, and is to be developed as a content management site where the City of Ada staff can update and change content when necessary. The City strives for the highest degree of professionalism and the best use of current technologies on its website. Included in the design phase of the City of Ada website will be regular weekly or bi-weekly meetings and updates with City of Ada designated staff.

The following basic design principles should be incorporated in the website design:

Use consistent unified or common themes. A basic shell with modestly sized banner graphics or logos, signature icons and action buttons should be provided as a main page design and should be adaptable for each subsequent page of the website. There should be a unifying graphic theme as well as flexibility for inclusion of different City functions. The color scheme should be consistent throughout the entire website, the City of Ada logo should be placed on every page, the background graphic should be the same on every web page, and a navigation bar with key links should appear on every web page as well. The color scheme and logos should follow the Ada Oklahoma Logo and Branding Guide, see attachment “A”. It should be apparent that it is the City’s site on every page, but this must be balanced with the desire for each page to have flexibility in meeting its specific needs.

Provide a user-friendly site.

1. Use logical and intuitive links.
2. This site should be designed for use on web browsers as well as mobile devices.
3. This site should not overwhelm the user with visual clutter.
4. Design should be accessible to individuals with disabilities, meeting ADA requirements.
5. Incorporate “printer friendly” feature for all web pages.
6. The site design must be usable, offering a quick and user-friendly way to locate the information the customer is seeking, without requiring the customer to understand city government or the city organization.

Provide navigational tools. Include graphic navigation buttons or bars offering shortcuts and leading forward, back, up, down, and back to the home page.

Allow for interactivity. Include e-mail response, surveys, feedback, forms, online payments, and access to City calendar. The designer must incorporate the ability for users to complete interactive on-line forms for such tasks as employment.

Graphic files should be relative to site. Design with simplicity to allow for quickest loading.

Allow for search capabilities. Use existing search engines and/or create City database within home site.

Track page hits per City function. Locate hit counter information in web statistic page only.

Content management. The development of a content management site where authorized City staff can update web pages from individual workstations. Training and ongoing support will need to be provided for staff members.

Form printing. Forms will be available for downloading and printing. Website must have links or embedded plug-ins such as Java and Adobe for opening and viewing these documents. City staff members will need the ability to manage the uploading and publishing of documents.

TASKS FOR WEBSITE DESIGN

- Design main components/page layouts of website.
- Test website for compatibility on all platforms.
- Website to comply with ADA Priority 1 website requirements (include a site map to help meet these requirements).
- Must use www.adaok.com domain.
- Update SEO for City domain and website.
- Provide training to City staff on how to maintain and manage the site.
- Provide weekly or bi-weekly updates and meetings with City staff who are responsible for website to ensure the design and functions of website development are within the scope of website redesign project.
- Provide a fully operational website, complete with information, forms, maps, links, operational interactive components, signature verification and payment transaction tools.
- Design an e-government site which can provide the following services should the City choose to utilize these functions:
 1. Secure transmission of credit-card numbers.
 2. Transmission of signatures for contracts or applications.
 3. Credit-card authorization and capture.
 4. Real-time completion of transactions with updates to the City of Ada's database.

5. Ability to download, complete, and submit back to the City of Ada various PDF forms.

WEBSITE MAINTENANCE

City staff will be responsible for maintaining the website and will need the ability to update the following:

- Monthly inspections of the entire City website for accuracy of information, date timeliness, and grammatical and spelling accuracy. Designated department representatives should be contacted directly by the contractor regarding any outdated information and elimination thereof.
- Posting of City press releases and other information provided in an agreed upon standardized format within 48-hours of submittal by the City (weekends and holidays excepted).
- Minor test/date corrections within 24-hours of notification by the City (weekends and holidays excepted). Acceptable notification methods by the City are e-mail, facsimile, or telephone.
- Periodic posting of special reports such as the City's General Plan, Budget, Water Quality Report, etc. within 72 hours of submittal by the City (weekends and holidays excepted); unless otherwise approved by the City.
- Periodic as needed on site meetings and/or coordination with the City's Project Manager and/or Website Committee.

IV. Proposal Format:

Consultants responses should be provided in the order and format as requested below.

Proposals shall include the following tabbed sections:

1. Table of Contents
2. Cover Letter
 - a. Include name, address and telephone number of your company;
 - b. Include signature of company officer having authority to represent and bind the company.
3. Company Overview

The Offeror shall describe their experience in providing website design and agenda solutions for municipalities.

The Offeror shall provide detailed information on at least three (3) recent, within the last three years, customer engagements that reflect experience with projects of a similar type and scope. Additionally, provide customer references for these three engagements, including the name of the organization, contact name, title and project

role, phone number and email address. Ensure that engagements provided are for work performed by members of the project team being proposed.

Offerors shall include at a minimum the following

- a. Name, business address and telephone number of your company's officers, directors and associates and the names and addresses of any parent subsidiary of company. Information should describe the nature of the work and line of authority of individuals and/or companies as they relate to this project;
- b. Statement of financial condition;
- c. Organizational chart of key management and staff positions in your company. Include a description of all locations involved in your services and which location the Consultant(s) for the City of Ada's project will be located.
- d. Professional resumes of all individuals who will be assigned to this project. The proposal should indicate the person who will serve as Consultant Project Manager, this person must be maintained throughout the process.
- e. A description of experience with similar size and scope of government entity projects along with a minimum of three (3) references including contact name, phone number, and email addresses;
- f. A list of any affiliations your company has with software vendors and/or the City of Ada;

4. Project Approach

An in-depth description of the proposed strategy to be used in meeting the requirements outlined in Scope of Work, including individual's responsible and proposed timeline;

- a. Describe all resources the City of Ada will be asked to provide in order to complete this project;
- b. Provide overview of Consultant's existing system evaluation review methodology demonstrating their understanding of the project scope, the proposed approach to performing services (refer to *Scope of Work*) and submit a proposed schedule, including project milestones and deliverables that cover the Scope of Work Requested.

The Offeror shall provide samples of major deliverables, including but not limited to:

- a. Project Management Plan;
- b. Project Communication Plan;
- c. Project Risk and Issue Register;
- d. Project Status Report;
- e. IT Solution requirement matrix (for RFP);
- f. IT Solution cost matrix (for RFP);
- g. IT Implementation services cost matrix (for RFP);

V. Evaluation Criteria:

The City of Ada will review responses to this RFP that meet the minimum requirements enumerated and are received prior to the designated closing date.

Upon review of all qualified Consultants, the selection committee will independently rank all the qualified Consultants. The highest ranking Consultants may be asked to make oral presentation(s), make a web demo, conduct conference calls or take any other reasonable action necessary so the City can perform a thorough and objective evaluation of the Consultant’s services.

The City of Ada may negotiate a contract based on the services listed in the Scope of Work based upon a three step process as outlined below:

1. The first highest ranking Consultant will be contacted and contract negotiations will begin.
2. The City will attempt to negotiate a contract that represents fair and reasonable prices with the selected Consultant.
3. If the City is unable, after good faith efforts, to negotiate a contract with the selected Consultant, the City shall formally end negotiations with that Consultant and may begin negotiations with the next highest selected Consultant and so on.

The most important evaluation emphasis will be placed upon the expertise of the individuals assigned to the job related to their consulting services experience with that listed in the Scope of Work. Illustrative and descriptive material and evaluation describing the previous work of the Consultant is recommended. At the Consultant’s request, the material will be returned at the completion of the review process, at their expense. Key personnel (by names and position) relative experience and capabilities, as well as sub-contractors, will be evaluated closely.

| <u>Ranking Criteria:</u> | <u>Points Available:</u> |
|--|--------------------------|
| 1. Organizational and Personnel Qualifications | 20 |
| 2. Project Experience | 40 |
| 3. Project Approach | 30 |
| 4. Adherence to RFP | 10 |

VI. Miscellaneous:

1. Amendments and/or Withdrawal of Proposals – Proposals may be withdrawn at any time prior to the submission time specified in this RFP. No amendment, addendum or modification will be accepted after a proposal has been submitted to the City beyond the deadline. If a change to a proposal that has been submitted is desired, the submitted proposal must be withdrawn and the replacement proposal submitted to the City prior to the RFP submission deadline.
2. Cancellation of RFP – the City reserve the right to cancel this RFP at any time prior to contract award without obligation in any manner for proposal preparation, interview, fee negotiation or other marketing cost(s) associated with this RFP.

3. No Commitment to Award – Issuance of this RFP and receipt of proposals does not commit the City to award a contract. The City expressly reserves the right to postpone the proposal for its own convenience, to accept or reject any or all proposals received in response to this RFP to negotiate with more than one proposer concurrently or to cancel all or part of this RFP.
4. Requests for Clarification – All requests for information and/or clarification must be in writing and received by the City no later than 4:00 P.M, July 19, 2024 and shall be sent to Ben McFarlane, Information Technology Director at ben.mcfarlane@adaok.com. Answers to questions will be issued via email.
5. Right to Negotiate and/or Reject Proposals – The City reserves the right to negotiate any price or provision, task order or service, accept any part or all of any proposals, waive any irregularities, and to reject any and all, or parts of any and all proposals, whenever, in the sole opinion of the City, such action shall serve its best interests and those of the tax-paying public. The Contract, if any is awarded, will go the proposer whose proposal best meets the City's requirements.
6. Recordings – the City reserves the right to record and/or videotape all Webinars, Web demos, conference calls, demos or other communications relative to this RFP.
7. Vendors' Cost to Develop Proposal – Costs for developing proposals in response to this RFP are entirely the obligation of the Vendor and shall not be chargeable in any manner to the City.
8. Public Disclosure Notice – Documents submitted to the City of Ada as a part of this RFP become public record subject to mandatory disclosure upon request by any person, unless the documents are exempted from public disclosure by a specific provision of state law. Documents identified as confidential or proprietary will not be treated as such if public disclosure laws take precedent.

If the City receives a request for inspection or copying of any such documents provided, it will promptly notify the Consultant at the address provide in the RFP. Such notice will inform of the date the City intends to disclose the documents requested and affording a reasonable opportunity to obtain a court order prohibiting or conditioning the release of the documents. The City assumes no contractual obligation to enforce any exemption.
9. Ownership of Documents – Any reports, studies, conclusions, and summaries prepared by the Consultant shall become the property of the City.
10. Non-Collusion – In signing this proposal, the Officer certifies they have not, either directly or indirectly, entered into action in restraint of full competition in connection with this proposal submitted to the City of Ada.

End of RFP