



**VERNAL CITY, UTAH**

**Request for Proposal**

for

***WEBSITE DESIGN and  
CONTENT MANAGEMENT SERVICES***

May 2018

Vernal City, Utah  
Request for Proposals for  
Web Design and Content Management Services

**Section A**  
**General Information**

Vernal City, Utah (City) is requesting proposals for **Website Design and Content Management Services**. Information and requirements for submitting a proposal are included in this Request for Proposal (RFP).

**A. Contact Person**

All inquiries concerning this Request for Proposal (RFP) should be directed to (email preferred):

Quinn Bennion  
City Manager  
Vernal City  
374 E. Main St.  
Vernal, UT 84078  
435-781-7110  
E-mail: [qbennion@vernalcity.org](mailto:qbennion@vernalcity.org)

**B. Deadline for Proposals**

Proposals can be submitted either sealed submittal or emailed:

- 1) Sealed proposals will be received in the Finance Office, 374 East Main St., Vernal, UT 84078 until 2 p.m. on Tuesday, June 19, 2018. Submittals shall be clearly marked **Website Design Services** and include the vendor's name and email address. Proposals may be delivered in person or mailed to the Finance Office at the above address. Each proposal must contain one (1) original, signed copy of the RFP. Each respondent must provide an electronic version of the proposal in PDF format.
- 2) Proposals may be emailed to [qbennion@vernalcity.org](mailto:qbennion@vernalcity.org) no later than 2 p.m. on Tuesday, June 19, 2018. Submit a PDF of the response with the subject line "Vernal City Website Design RFP". If a vendor uses email as their only submission, it is the responsibility of the vendor to verify that the email was received.

**C. City Background Information**

Vernal City is located in Northeastern Utah and is the County seat of Uintah County. Vernal is home to about 10,000 residents. Vernal City is surrounded by many outdoor recreational opportunities including camping, hiking, mountain biking, fishing, hunting, ATV trails, equestrian trails, and watersports among others. Near Vernal, The Dinosaur National Monument welcomes over 300,000 visitors a year.

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Vernal City operates under a City Council form of government with an elected Mayor and an appointed professional City Manager. The City Manager has the responsibility for the management of all City programs and departments in accordance with policies and annual budgets adopted by the City Council. The City employs 80 FT employees.

The City provides services in the areas of Management, Planning and Codes, Finance & Budget, Public Works, Public Safety, Justice Court, and Water & Sewer utilities. Fire protection is provided by Uintah County Fire District No. 2. Other utilities are provided by Rocky Mountain Power, Dominion Gas and Strata Networks.

**D. Web Site Status**

The City's current web site is at [vernalcity.org](http://vernalcity.org). The City seeks to establish a high quality web site that provides easy navigation for residents, visitors and businesses. The web site will be one of the City's primary communication tools. As such, it should project a positive image reflecting the City's services, government transparency and area offerings.

The overall goal is to redesign the website to make it more appealing, interactive and easier to use city services online. The City seeks to conduct a complete redesign. It is anticipated that the hosting will be provided by the successful vendor of this RFP. The City envisions the website to be managed by several existing staff members so the system must be easy to learn and manage website content. The City seeks a provider that has the capability of integrating additional feature and functionality that may be identified in the future. The City will retain ownership of the URL's.

**E. Special Conditions for Proposals**

1. The City reserves the right to accept or reject any and all proposals and to waive any technicalities or irregularities involving any proposal and to cancel the RFP process at any time prior to entering into a formal contract for the services herein described. No submitted proposal may be withdrawn for a period of thirty (30) calendar days from the date set for the opening thereof.
2. During the evaluation process, the City reserves the right to request additional information or clarifications from those submitting proposals and to allow corrections of errors or omissions.
3. The City reserves the right to retain all proposals submitted and to use any ideas in any proposals submitted. Submission of a proposal indicates acceptance by the person submitting the proposal of the terms, conditions and specifications contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed in a subsequent agreement between the City and the vendor selected.

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4. There is no expressed or implied obligation of the City to reimburse responding companies or individuals for any expenses incurred in preparing proposals in response to the RFP.
5. The City will negotiate contract terms that are acceptable with the successful firm.
6. At the City's sole discretion, it may enter into preliminary negotiations with more than one respondent.
7. All proposals become the property of the City and will not be returned to the vendor.

**F. Proposal Requirements**

In order for a proposal to be accepted by the City, it must include the following underlined elements.

- (1) Letter of Interest / Executive Summary (not to exceed 2 pages)
  - a. Overview of how your company will approach the project
  - b. Statement of guaranteed hosting uptime
- (2) Company profile (not to exceed 3 pages)
  - a. Company overview and history
  - b. Percent of current business that is devoted to web site design for local government
  - c. Number of current employees
  - d. Location of support and development staff
- (3) Project Manager / Key Personnel
  - a. Names, titles and roles
  - b. Years of experience
  - c. Information about any subcontractors that will be a part of the project and their role
- (4) Municipal Government website experience
  - a. Public sector and municipal references (minimum of 3)
    - i. Client name, website URL, Client contact person, email address
  - b. Identify creative and unique approaches to municipal sites; for example transparency measures, citizen feedback, social media integration
- (5) Project Development Approach
  - a. Typical timeline / schedule
  - b. Process used to determine design needs
  - c. Most important design issues to consider
  - d. Number and types of contact with the City during the design and implementation phases
- (6) Hosting and Security
  - a. Uptime guaranteed (outside of scheduled maintenance)
  - b. Data Center information
  - c. Bandwidth, Disaster recovery, Security

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- (7) Training
- a. Type and number of trainings included in the RFP cost
- (8) Support and Maintenance
- a. Describe support services – live support staff, hours, contact methods
  - b. Availability of online training manuals and technical support
  - c. Fees associated with support
- (9) Mobility
- a. If the City decides to switch vendors in the future, describe how the transition process works.
  - b. Is there an ability for the City to secure a backup copy of the files (pictures, css, layouts, sql, coding)?
  - c. Can the City host the website with a third-party provider or does your services require the City to host the site through your firm?
- (10) Scope of Work
- a. A list of “Highly Desired” and “Nice to Have” website elements are included in Attachment A. The vendor is encouraged to use this form to respond to the RFP for ease of comparison for the evaluating committee.
  - b. The vendor may use a format of their choosing to represent the scope of work included within their proposal.
- (11) Proposed Fees
- a. The cost presented in Attachment B: Proposed Fees is to be based on the information provided in the Scope of Work. The vendor may use a different format to represent their fees. Fees should include project components as listed below – if applicable:
    - i. Development cost – design services, content migration, number of pages included, implementation
    - ii. Maintenance, Subscription, Support cost
    - iii. Migration of existing site
    - iv. Upgrade costs – Are the future CMS upgrades included in the annual maintenance cost or paid additionally?
    - v. Website hosting services
    - vi. Training cost – days/hours and type of training
    - vii. Additional Fees schedule – for specialty, outside or additional work – customized work / requests

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**G. Schedule**

The following is a potential schedule for selection of the Vendor. This schedule is dependent on many internal and external factors and is subject to change. The schedule is provided only to give vendors an idea of the length of the process.

<b><u>Date</u></b>	<b><u>Activity</u></b>
5/23/18	Notice e-mailed / posted
6/19/18	Submittal of RFP
6/22/18	Selection of Finalists by the City Admin Committee
6/25 to 6/30/18	Interviews via web conference with City Admin Committee (if needed)
7/1 to 7/15/18	Negotiate final scope and vendor agreement
7/18/18	Recommendation to City Council/Approval of agreement

**H. Evaluation Criteria**

Vendors will be evaluated by the City according to the following factors and responses:

1. Understanding of Vernal, local issues and needs.
2. Understanding of project goals.
3. Qualifications and previous related work of firm, particularly with regard to working with municipalities of similar size, government structure, complexity, and issues, and including firm's experience in technical areas, innovation and creativity.
4. Qualifications and previous related work of the Project Manager and staff, particularly with regard to working with municipalities of similar size, government structure, complexity, and issues.
5. The ease of learning and using the proposed CMS system.
6. Visual appeal and layout of previous work.
7. Training and technical support available.
8. The initial project costs, the annual hosting cost, subscriptions costs and ongoing cost.
9. Quality of proposal submitted. Responsiveness to submission requirements.
10. One source vendors are preferred. If utilizing subcontractors for any portion of the project, identify the contractor, location and role.

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**Attachment A  
Scope of Work**

The amount submitted on the Fee Proposal sheet (Attachment B) is to be based on the following Scope of Work. A vendor may submit the Scope of Work in a different format. These tables are available in WORD by emailing qbennion@vernalcity.org.

The City seeks a redesign of the City’s website. The Scope of Work is split into two categories: “Highly Desired” elements and “Nice To Have” elements.

**“HIGHLY DESIRED” ELEMENTS**

Elements	Provided in Proposal	Not provided in proposal	Element can be easily provided – additional cost	Comments
<b>Conceptual Design(s)</b>				How many initial concept designs will be developed and reviewed?
<b>Content Migration</b>				The City currently has 55 webpages and 403 documents uploaded to its site.
<b>Content Management System</b>				
ADA Compliant				
Banner Administration				
Rotating Banners				
Cohesive Look and Feel				
Dynamic Breadcrumbs				Shows the navigation trail of the current page
Site Map				
Graphic Links Administration				
Layout Administration				
Movable Menu Items				Menu Manager
Browser Based Administration				Update, delete and create content from any device with internet access
Printable Pages				
Share the Site with a Friend				
Site Search / Site Search Log				
Spell check				
Website Statistics / analytics				Able to see and generate website reports
Word Like Editor (WYSISWG)				
Responsive Web Design				Viewable on multiple platforms, resolutions and browsers

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Responsive to Mobile / phone browser				
Agenda Management				Upload existing, create new, categorize, approve and manage agendas
Archive Center - searchable				Store agendas, minutes, newsletters and other documents
<b>Calendar</b>				
Master Calendar				
Calendar for each Department / Committee				
Ability to export to another format				
E-Notification subscriptions				Individual preferences
Document Central				
HR – Job posting				
Intranet – employee secure site				Restrict pages with log-in
Content Scheduling / Expiration				
Departmental Home Pages				
Staff Directory				
Business Directory				
Frequently Asked Questions / FAQ				Ability to categorize FAQs by department or page
Levels of Rights/Permissions				levels of rights for staff to update/manage/access content based upon roles
Easy edit ability				Add, edit and move content directly on the front end of the site without the need to utilize or be trained in writing HTML or CSS code – in other words – if you can use MS products – you can edit the website
News & Announcements				
Online Forms				Create unlimited customizable forms, track and export results
Social Media Sharing Capability				Links to share content via email and social media on every page
Social Media Interface				Displays City’s social media feeds
Link Manager / Checker				Links are easily created and checked for validity
Image Manager				Upload images automatically resized and compressed
I Want To.... Center				

**Training Component**

Describe the amount and type of training included in the proposal fee.



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**“NICE TO HAVE” ELEMENTS**

The features below are not required by the City at this time, but the City is interested in these elements. They are Priority 2 items. Please include information and availability of the items in the proposal now or integration in the future.

<b>Elements</b>	<b>Provided in Proposal</b>	<b>Not provided in proposal</b>	<b>Element can be easily provided – additional cost</b>	<b>Comments</b>
Alerts & Notifications				Display alerts prominently on website with notifications sent via email and text messaging to subscribers
Citizen Sourcing Tools				Allow for citizen idea submission, discussion, voting, etc.
Facility Management				Listings with maps, filtered search, and reservation capability
Multilingual Support				Using Google Translate or similar
HR – Job application on-line				On-line system of submittal and tracking
Online Payments				Ability to accept secure online transactions
Photo Center				Store photos in a central location on website
RFP/RFQ/Bid Posting				
Request Tracking				Citizens can submit requests with automated workflow to correct individual/department with exportable statistics and reports
Webpage History				Archives all the changes and previous versions can be restored
Yard Sale mapping / submission				Form and map for yard sale registration
Video Center				Live streaming video capabilities
Quick Links				Links to the most frequently accessed pages
Facebook / Twitter integration				
Meta tag setting for each page				
Website portability				If City chooses to use another vendor to host.

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**Attachment B  
Fee Proposal**

**Vendor Name** \_\_\_\_\_

**Contact Name** \_\_\_\_\_ **Email:** \_\_\_\_\_

The cost presented in Attachment B: Proposed Fees is to be based on the information provided in the Scope of Work. The vendor may use a different format or illustration to represent their fees. The Fee can be all inclusive, separated or shown on an attached sheet.

<b>Project Components</b>	<b>\$ Amount</b>	<b>Comments</b>
Design and development cost (one-time) – if applicable		
Maintenance, Subscription, License fees, Support cost (annual)		
Migration of existing site (one-time cost) – if applicable		
CMS Upgrade costs – if applicable		Is there an additional cost to upgrade to a new CMS version as it is available?
Website Hosting services (annual) – if applicable		
Training cost (one-time) – if applicable		

Attach Additional Fees schedule

I certify that with regard to the Request for Proposal (RFP) for redesign of the current web site issued by Vernal City:

- I have read the RFP.
- I have contacted appropriate City staff members regarding any need for clarifications.
- I am entitled to represent the above named company. I am empowered by the above named company to submit the following fee proposal.
- I have not colluded or coordinated my submittal with another submitter to this RFP.
- All information presented in the Fee Proposal Sheet submitted by the above named company is true and accurate.

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- The above named company can and will provide the services and do the work as described in Section A, Scope of Work, if selected to do so.

I understand that the fee amount presented below will not necessarily be the final contractual fee amount and that the fee amount to be included in the agreement between the Vendor and the City will be negotiated based on a final scope of work. The proposal should indicate the fee structure including if the fee is lump sum, hourly rate or other options.

Signature: \_\_\_\_\_

Company Officer Name / Title: \_\_\_\_\_

Date: \_\_\_\_\_