



NOTICE INVITING PROPOSALS FOR WEBSITE DESIGN AND IMPLEMENTATION OF A NEW WEB CONTENT MANAGEMENT SYSTEM

Project Overview and Submittal Process

The City of Marion invites prospective respondents to submit proposals for the design of a website for the City of Marion. Proposals must be submitted in accordance with the conditions outlined in this Request for Proposals (RFP).

The current City web site was designed in 2007, and The City of Marion is looking for a new dynamic website that will allow content update without the use of specialized software (Dreamweaver, Contribute, etc.)

Sealed proposals must be received at:

City of Marion
208 E Santa Fe
Marion, KS 66861

by no later than January 15, 2014 at 2:00 pm. via mail or in-person, at which time they will be opened and publicly read. Late proposals will not be accepted, and will be returned unopened, regardless of postmark. Prospective Respondents are responsible for having proposals deposited on time at the place specified and assume all risk of late delivery, including any shipping delays or handling by couriers or the City of Marion employees.

All inquiries and comments concerning this RFP should be directed to Angela Lange at angela@marionks.net or Roger Holter at roger@marionks.net for response by January 14, 2014.

The top finalists will be determined by a website review committee based on meeting the eligibility, developmental and technical requirements listed below:

- Completeness and inclusion of requested information
- Qualifications and experience of vendors and staff
- Past performance of vendors, including number of clients and references
- Similar projects completed by vendors
- Ability to meet timelines and budget requested by City of Marion

Respondents to the RFP must submit one copy of their printed proposal. Proposals should be submitted in a sealed envelope. The envelope should be clearly marked as follows:

**PROPOSAL FOR: WEBSITE DESIGN AND CONTENT MANAGEMENT SYSTEM
ATTENTION: Angela Lange, City Clerk, 208 E Santa Fe, Marion KS 66861**

Award will be announced at the January 20, 2014 City Council meeting, and winning vendor agrees to negotiate a final scope-of-work and contract terms at that time.

All information submitted is subject to the Freedom of Information Act and may be made available to the public or to requestors. Entire documents marked as confidential or proprietary will be eliminated from consideration.

REQUEST FOR PROPOSALS

Date of Request: November 27, 2013
Item Description: This RFP addresses the City of Marion's desire to contract the design of a website.
Open Date: January 15, 2014
Additional Information: While the City of Marion has envisioned a certain type of architecture noted herein, the City of Marion recognizes that there may be comparable or possibly better solutions available. Please feel free to offer any opinion and or suggestions that may appear to be out-of-scope, but which may fit with the City of Marion's underlying goals as stated in this RFP.

PART 1: Minimum Requirements for Submitting a Proposal

- 1) Vendor must have been in the business of providing website design and web content management solutions for government/municipalities or other clients with similar functions and complexity for at least three (3) years.
- 2) Vendor must provide a client history to demonstrate that they have designed and developed over 5 websites.
- 3) Vendor's proposal must be valid for not less than sixty (60) days after the Open Date.

PART 2: Guidelines & General Information

- 1) Vendor proposals may be withdrawn at any time prior to the Open Date. No proposal may be withdrawn after the Open Date.
- 2) Respondents are advised to become familiar with all conditions, instructions, and specifications of this RFP. By submitting a proposal, Respondent represents and warrants that it has thoroughly examined and become familiar with work required under this RFP, that Respondent has conducted such additional investigation as it

deems necessary and convenient, that Respondent is capable of providing the equipment, goods and services necessary to furnish, install and support the website for city use in a manner that meets the City of Marion's objectives and specifications as outlined in this RFP, and that Respondent has reviewed and inspected all materials submitted in response to this RFP. Once the award has been made, a failure to have read the conditions, instructions, and specifications herein shall not be cause to alter the contract or for Vendor to request additional compensation.

- 3) The Vendor selected for the contract will be responsible for complying with all conditions of this RFP and any subsequent formal agreements. All responses provided should be as detailed as possible to provide the proposal evaluators with enough information to make a fair assessment of the Vendor's services. Please do not include videos.
- 4) Each Respondent shall state the delivery date for the work outlined in the proposal scope in terms of business days during the Vendor's initial timeline meeting, including design and implementation of each phase.

PART 3: Development and Technical Requirements

1) Website Objectives

There are a number of primary objectives to be accomplished by the development of a new website, both focused externally on website visitors and internally on website administrators. Aside from specific functionality, the website should meet the following overarching goals:

- a) Provide accurate, current, comprehensive information to City of Marion audiences, in a visually appealing, user-friendly way.
- b) Make it easier for audiences to interact with the City of Marion.
- c) Move transactions online, for citizens and businesses to provide convenience for users and convenience and efficiency for the City of Marion.
- d) Provide round-the-clock access to City of Marion information and transactions.
- e) Reduce City of Marion staff time to handle routine inquiries.
- f) Market and showcase the City of Marion
- g) Offer a variety of communication methods to keep audiences up-to-date, including e-mail notifications, and RSS feeds.
- h) Simplify website administration, allowing internal users of all skill levels the opportunity and means to update assigned sections of the website.
- i) Build upon proven and accepted website development standards while maintaining the flexibility to easily grow and add new functionality for audiences and administrators over time and with minimal cost.

2) Audience and Site Structure

The website may contain information pertaining to a variety of different audiences; the navigational architecture of the site should therefore take those audiences into

consideration, making structure, City of Marion and ease-of-navigation among the top priorities in a website content migration and development process.

Audiences served by the City of Marion's website include:

- a) Community commissions
- b) Internal and external municipal committees
- c) Community residents
- d) Local and regional businesses
- e) Potential visitors and tourists
- f) Local business clientele
- g) Community or area employees
- h) Vendors doing business or seeking business with the community
- i) Area School Districts
- j) Residents or visitors seeking employment
- k) Local or regional press / media
- l) Community organizations
- m) Students

3) Design Guidelines and Qualifications

The visitor-facing design of the website should be welcoming, attractive and created by a member or members of the vendor's professional design staff. The final version of the design should be a collaborative effort between the City of Marion and the vendor, incorporating elements that effectively represent the brand and image desired by the City of Marion through a consultative development process. Specific design guidelines and qualifications include:

- a) As a part of standard website project development, the vendor shall develop an original design for the City of Marion and, over a period of time during the development of the website, consult with key members of the City of Marion's website committee to make revisions and alterations to the vendor's original design submission.
- b) Website design must be visually appealing, incorporating the City of Marion colors and logo where appropriate.
- c) Vendor should be able to provide design elements utilizing stock photography in the event that representative photography of the City of Marion is unavailable.
- d) Design elements should include photographs that are easily updated.
- e) Website design must remain consistency throughout all pages to maximize usability, except where differentiating between departments and / or sections of the website as requested by the City of Marion.

- f) Vendor must have the capability to provide original designs for subsites associated with the primary site within the framework of the primary project development period.
- g) Design should be compatible with the City of Marion branding program.
- h) The final version of the website should be easily identified as the Official Site of the City of Marion
- i) No advertisements, or pay-per-placement graphics, icons, or elements, will be allowed on the website.
- j) Ownership of the website design and all content should be transferred to the City of Marion upon completion of the project.

4) Website Content Management Guidelines, System Features and Applications

The vendor's content management system should be a web-based application that provides the core of the entire development process, being both the platform for development and the tool by which system administrators and contributors can update their new website. The content management system may feature plug-in applications or modules that enhance the functionality of the website, though core features of the CMS should center around ease-of-use, flexibility and, for ongoing stability, an established information architecture and hosting environment.

- a) The system must allow non-technical content contributors the following abilities:
 - A way to add, edit and move content directly on an assigned webpage without the need to utilize or be trained on a back-end administrative system
 - Quick and easy access to add and update calendar listings, with editing methods available through a direct, front-end interface or a robust back-end interface
 - Content publishers should be able to add and update menu items if assigned the appropriate permission level.
 - The CMS should automatically create and update a sitemap and on-page breadcrumbs when content is added, edited or removed from the site.
 - Content publishers should have the ability to assign multiple content records to a single link, allowing for rotating content.
 - The CMS must have a rich text editor for content additions and updates that, while allowing flexibility for higher-end content contributors, is simple and straightforward, giving basic content contributors a basic set of fewer options to alter established site styles.
 - Content contributors must have the option to use pre-created page templates to assist in the formatting and development of new content.
 - Users who wish to add simple links – either internal or external – should be provided with an option to do so through an automatic hyperlinking option.
 - Content added to the site, whether as a part of page content or additions to plug-in applications or modular elements, shall feature delayed posting and automatic expiration abilities.

- Notification of expiration of site content shall be received by content owners through notifications available via an in-CMS action center, a dashboard administrative display and e-mail notifications.
- All published content on the website shall be automatically archived and retrievable at any time without having to refer to backup tapes.
- The administrative portion of the CMS shall be accessible for all content contributors and feature a customizable interface that displays critical shortcuts, on-site items that require attention, recent activity logs and an internal messaging system that displays administrative messages and updated information.
- Round-the-clock access to support materials including, but not limited to: online training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars (live and archived), request forms, online education courses and support-related updates through common social networking mediums
- Trained content creators of the content management system shall have access to live support via e-mail or phone during vendor's normal business hours.

b) The system shall also include the following features for use by advanced administrative users:

- Administrators shall have the ability to add, edit, update and move menu items, affecting overall site structure and City of Marion.
- Reports detailing broken links on the website, including the referring page location so that links can be corrected
- A report detailing all changes and activity taking place on the website through content contributors and administrators; the report shall be filterable by start and end dates, times, by content time and by action taken. All history shall be exportable.
- A separate history report detailing user login history, including the user type, the date and time of the attempted login, the IP address of the user and whether or not the login attempt was successful
- Feature area control on website pages, including the ability to add featured areas and assign content to those areas
- Higher-level users shall have the ability to create content categories within CMS applications and modules and edit the parameters for categories, as well.
- A method by which administrators can create friendly URLs
- Administration of on-site banners and graphics, with the ability to add new banners and on-site graphical elements and assign those elements to specified areas of the site
- Access to site search statistics, including the ability to filter searched terms by date and time; search terms should have the ability to be exported
- The ability to manage administrative access to the site through a non-separable user permission system that defines in-system rights and workflows for both general content and modular applications that are included as a part of the CMS.

- The permission system shall be divisible into both user administration and group administration, allowing permission levels to be attributed to groups to which users can be added.
 - Round-the-clock access to support materials including, but not limited to: online training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars (live and archived), request forms, online education courses and support-related updates through common social networking mediums
 - Designated administrators shall have round-the-clock access to live support via phone for emergencies.
- c) The City of Marion may desire the addition of optional features and applications, including, but not limited to:
- A password-protected area of the website, available only to those users approved to access secure content
 - Assignment of multiple banners to a single page, allowing banners to rotate
 - A document repository specifically designed for agendas, minutes and other historical documents, with built-in filtering abilities, search capabilities specific to the application and a reverse-chronological display
 - An easily searchable business and resource directory with the ability to display basic resource information, photos and links to additional material
 - An event calendar application that allows an unlimited number of calendar categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category
 - Easily visible and changeable emergency alert notifications that link to critical on-site information
 - A citizen request management tool that allows users to log complaints or requests with the City of Marion and interact with the City of Marion in order to resolve requests
 - A staff directory with unlimited levels of departments, sub-departments, divisions and groups, with options for expanded staff biographies and images; e-mail addresses associated with directory listings shall be automatically obscured from automated methods of e-mail collection
 - Accessibility software embedded in the website that offers users access to larger fonts and audible content
 - Display of City of Marion GIS maps
 - eCommerce functionality for online billing and payments
 - Agenda management and creation software for automation of City of Marion agendas
 - Lightweight Directory Access Protocol (LDAP) integration
- d) The content management system must be compatible with major browsers, with the vendor confirming support of the following:

- Internet Explorer, versions 7 and up
- Mozilla Firefox, versions 3.5 and up
- Safari, versions 4 and up
- Google Chrome

5) Ongoing Service and Support

- a) While website content updates are managed by the City of Marion through the content management system, vendor must be willing to offer, for additional fees:
- New staff training to administer the website
 - Ability to develop customized forms or elements
 - Addition or update of website pages