

MUSKEGON



West Michigan's Shoreline City

www.shorelinecity.com

CITY OF MUSKEGON

REQUEST FOR PROPOSALS

PROJECT NAME: Website Revision & Support

DATE OF ISSUANCE: February 25, 2021

DATE PROPOSAL DUE: March 16, 2021 by 2:00pm

ISSUING OFFICE:
City of Muskegon
City Clerk's Office
933 Terrace Street
Muskegon, MI 49440

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Note: Should any of the pages or documents listed above be missing from your packet, or if you have any questions regarding this RFP, please contact James Maurer at the City of Muskegon via (231) 724-6964 or via email at jim.maurer@shorelinecity.com

PROPOSAL & AWARD

The undersigned having become thoroughly familiar with and understanding of all the proposal documents attached hereto, agrees to provide the services as specified herein, for the total fees as stipulated herein, subject to negotiation.

I hereby state that all of the information I have provided is true, accurate and complete. I hereby state that I have authority to submit this proposal which will become a binding contract if accepted by the City of Muskegon.

I hereby state that I have read, understand and agree to be bound by all of the terms of this proposal document.

Signature _____ Title _____

Print Name _____ Date _____

Firm Name _____

Address _____

Telephone No. _____

Email _____

Fax No. _____

INSTRUCTIONS TO BIDDERS

PROPOSALS

All proposals must be submitted following the proposal format supplied by the City of Muskegon in this document and shall be subject to all requirements of this document.

The City may consider as irregular any proposal in which there is an alteration of or departure from the format stated in the documents, and at its option, may reject the same.

Each bidder will include in their proposal a listing of any proposed sub-consultant/contractor and the name and address of each which may be involved in the project.

Before executing any subcontract, the successful firm shall submit the name and experience of any proposed subcontractor for prior approval.

SUBMITTAL OF PROPOSALS

Three (3) copies of the proposal documents shall be submitted in a sealed envelope to:

City of Muskegon
Clerk's Office
933 Terrace Street
Muskegon, MI 49440

The envelope shall be clearly marked on the exterior, denoting the name of the firm submitting the proposal and the name of the particular RFP for which the proposal is offered. If submitting the proposal in person, please provide it to Police Department staff as City Hall remains closed.

The proposals shall be submitted no later than 2:00 PM, March 16, 2021 at which time all proposals will be opened.

In person deliveries are accepted at:
Muskegon Police Department
980 Jefferson Street, Muskegon, MI 49440

AWARD / REJECTION OF PROPOSALS

The City reserves the right to reject any and all proposals and to waive any irregularity in proposals received whenever such rejection or waiver is in the best interest of the City. The

bidder to whom the award is made will be notified at the earliest possible date. All bidders submitting proposals will be notified when the award is made.

Award will not be completed until confirmed and recommended by the City Commission.

CITY RESPONSIBILITIES

The City of Muskegon will provide information about the City's requirements for the project and make available pertinent information that may be useful in the project work.

The City will designate a person to act as the City's Project Manager (James Maurer) with respect to the work to be performed. Such person will have the authority to transmit instructions, receive information, interpret and define the City's policies and decisions with respect to elements pertinent to the project.

The City will examine all studies, reports, estimates, proposal, and other documents prepared by the bidder and render in writing, if necessary, decisions pertinent thereto within a reasonable time.

The City will direct the consultant in writing to begin the work on each phase of the project upon receipt of written evidence from the firm of the appropriateness of such action.

The City will direct the bidder in writing to furnish any special services, sub-consultants and/or extra work that may be required on the project upon receipt of written evidence from the firm detailing as to cost, time schedule, and reason for such special service or extra work.

INTRODUCTION TO PROJECT

The City of Muskegon (hereafter referred to as “the City” or “City”) invites qualified website design firms/consultants to submit proposals to redesign, upgrade, support, and host our municipal website found at <https://www.muskegon-mi.gov/>

The purpose of this Request for Proposal (RFP) is to solicit proposals for the most appropriate vendor at a firm, fixed price, including implementation services.

(For the purposes of this RFP, a “proposer” is a vendor who has submitted a response to this RFP.)

Although the City is requesting proposals for implementation and management of a CMS, including software and services that include any, and all, third-party components, the City, at its sole discretion, may choose to procure third-party components directly, in addition to, or in lieu of, any identified in specific proposals.

The City expects to have a fully accessible and secure internet website through the selected managed service provider on or before June 1, 2021. This schedule is subject to change at the discretion of the City.

Proposals that include multiple vendors must clearly identify one vendor as the “prime contractor” and all others as subcontractors.

The City reserves the right to reject any or all proposers whose proposals do not meet all of the City’s stated mandatory requirements or cost which exceeds the amount that the City determines it is able to afford for this procurement.

History of the City’s Website:

The City of Muskegon’s website has been managed internally since 1999 and has gone through several redesigns culminating in the current website released in 2018. Some departments manage their own content while many others rely upon the IT Department to make those changes for them. A major goal of this RFP is to find a company capable of taking over that support.

In 2020, we had approximately 600 calls requesting support such as uploading documents, changing content, and creating new pages. The goal is to empower each department to make their own changes, and with proper training provided by the proposer, the proposer can expect this number to drop significantly, however, there may still be a large number of support calls.

The current website is an Apache server hosted at Liquid Web in Lansing, MI. WordPress CMS is used along with PHP. Detailed information will be provided upon engagement with the selected Contractor.

Although the City owns and refers to shorelinecity.com, this address is simply a redirect to Muskegon-MI.gov.

Legacy e-commerce applications will continue to be used during and after the redesign. Much of the functionality will remain the same (menus will change, etc.) but will adopt new templates and styles. The services used are Business Registration, LEIN Lookup, and our Documents Center, User Fees and Google Calendar integration for events; a custom nightly export/import also runs LEIN lookup and Business Registration that must be incorporated.

Project Goals:

The goals of the redesign and support of the City of Muskegon website are to:

- a. Provide support for incoming requests for those departments that choose not to update their own content or need help implementing their content; monthly billing must include a breakdown of each department's incurred costs.
- b. Provide training to all departments so they may update their section of the website.
- c. Comply with WCAG 2.0 accessibility standards and strive to meet W3C guidelines for content and accessibility.
- d. Comply with .gov domain requirements at
<https://home.dotgov.gov/registration/requirements/>
- e. The designed site must meet Americans with Disabilities Act (ADA) requirements. More information found here: <https://www.ada.gov/pcatoolkit/chap5toolkit.htm>
- f. The site's public content must be optimized for search engines, such as basic SEO to help improve organic search (title tag, meta description tag, image tags and optimization, text links, etc.).
- g. Speed is critical – The site must be optimized for performance with minimal load times. Each page must load in less than 5 seconds on a device connected to a reasonable network speed of 100mbps or greater. Must pass basic speed tests, such as Google's PageSpeed Insights, GTmetrix, etc.
- h. Provide an improved look, enhanced functionality, be easy to use for the public, media, and municipal staff and offer robust search capabilities.
- i. Provide information aimed at attracting new residents and businesses to the Municipality.
- j. The webpage should link to the City of Muskegon social media accounts (Facebook & Twitter).
- k. Videos of council and board meetings are currently hosted on YouTube. The website should have a link to the individual videos on the page along with the minutes and agendas.
- l. The service should include an annual hosting package and updates to the software to comply with the changing security needs.
- m. The site must be accessible and usable with current versions of commonly used browsers including, but not limited to Internet Explorer, Google Chrome, Firefox, and Safari.
- n. Interactivity – which should include online form submission.
- o. Payments – website accepts payments and changes must incorporate this ability.
- p. Security – website, plugins, scripts and other programs must be secure and up to date at all times.

Project Scope:

- a) The scope of this project is to design, implement and host a municipal website Content Management System (WordPress) that will allow modifications and ultimately will be easily maintained or updated by non-technical municipal staff while also providing regular support for those departments that do not wish to make their own content changes. Detailed tracking provided by the proposer will allow the City to bill respective departments.
- b) The services to be obtained via this RFP are expected to include analysis, information-architecture, and content-style design, implementation, including conversion of content from the current website and the addition of interfaces to several applications running on the City of Muskegon website.
- c) Staff training and, as needed, ongoing technical support for problem resolution, software updating, content modifications, and assistance with integrating future applications.
- d) The design itself shall be a collaboration of ideas from the Municipality and the Proponent.
- e) The successful Proponent will be expected to work closely with a project team to consider the look and feel of the website, ensure that the Municipality is accurately represented, identify font preferences, consider corporate branding, determine if any animated elements are required, and determine the expected number of HTML pages required.

Functional Requirements:

The new website will continue to use the WordPress Content Management System (CMS) that municipal staff will use for creating and updating content.

The redesigned website must support a wide diversity of end-user hardware and software that will range from no-longer-supported to state-of-the-art desktop computers, laptops, tablets, Smartphones, and other mobile devices running a variety of operating systems. The content must display with all of the common user-device browsers and dynamically adjust to whatever screen-size area the user has chosen for the browser window.

Further requirements may include but are not limited to:

- Include information on the current website.
- Allow for website integration of interactive mapping, online tenders, and online recruitment and web applications.
- Meet W3C standards: <https://www.w3.org/WAI/standards-guidelines/>
- Search functionality.
- Visually appealing –including a mix of text, photos and graphics.
- Continuity throughout the pages, common theme, consistent design.
- Calendar of events, including announcements, meeting dates, special meetings.
- Online surveys/polls.

- Mailing list subscription management system with the ability to collect subscriber information and email addresses, send newsletters, notices.
- Proponent available for technical support.
- Responsive Web Design.
- Optimal load time.
- Online registrations.
- Integrated with Facebook, Twitter, and other social media platforms.
- Online fillable forms.
- Online payments.
- A business directory where local business owners can manage their own listing.
- Ability to track website statistics.
- FTP access to the domain for file transfers.
- Website host proposer plans to use. Please include the cost of, name, and contact information for the company hosting the server.
- Sitemap & Breadcrumbs
- Site must have a 99.9% uptime (outside of scheduled maintenance)
- Disaster recovery, automated website updates, security patches, firewall solution, and high performance

Budget:

Provide a detailed cost proposal to accomplish the scope of the project as outlined. The budget must encompass all design, consultation, production, and software acquisitions necessary for the development, as well as upgrades, support and training.

There may be considerable ongoing support requests from individual departments. As it stands now, many departments contact IT Staff to add documents and modify content. Please be sure to include a support plan with related rates; some calls may only last a few minutes and charging an hourly rate per call regardless of the length of call will not be considered.

Hourly rates shall be provided for any additional items that may be requested to be completed outside of an agreed contract.

Work Plan:

The proposal must include a work plan and schedule, proposed project milestones, a breakdown of major tasks and a time/task matrix in sufficient detail to allow a complete understanding by the Municipality of how the work is to be carried out and how long it will take to complete the work.

The proposal should set out what work if any, that the proponent will require the Municipality to do.

Content of Proposals:

All proposals are required to contain the following information:

1. *Project Understanding*
 - a. A description of the Proponent's understanding of the project goals, objectives and outcomes, and how these will be achieved.
2. *Experience, Expertise, and Organization*
 - a. A brief statement of the Proponent's web design background.
 - b. A list of key personnel assigned to this project
3. *Project Methodology*
 - a. A detailed project methodology explaining each project task and identifying expectations of the Proponent and the Municipality relating to each task.
4. *Costs*
 - a. Total project cost for completion of municipal website complete with time allotments for each identified task required to fulfill this project including any relevant annual or as-needed support contracts.
 - b. Identify any applicable warranties, terms, and conditions.
 - c. Any annual fees and projected future costs.
5. *Technical*
 - a. Total project cost for completion of municipal website complete with time allotments for each identified task required to fulfill this project including any relevant annual or as-needed support contracts.
 - b. Identify any applicable warranties, terms, and conditions.
 - c. Identify any annual fees and projected future costs.
 - d. Recommendations to improve/support the project.
 - e. Description of any special services required.
 - f. Name and services for any subcontractors with a description of the level of previous working relationship.
 - g. Project schedule.
 - h. Description and status of comparable project experience.
 - i. Three references from comparable projects completed over the last five years. Include project names and locations, name of primary client contacts, and contact information, including email addresses and telephone numbers.
 - j. Pertinent examples of related work prepared and designed by the consultant.
 - k. A fee schedule.

BID FORM

Base Bid

Redesign, Page Updates, SEO, Speed	\$ _____
Initial Training	\$ _____
Additional Training when necessary	\$ _____
Ongoing Support (calls for modifications, etc.)	\$ _____
Hosting & Security	\$ _____
Maintenance	\$ _____
Total 1st year cost (combined one-time fees and first year annual fees)	\$ _____
Annual fees beginning year 2	\$ _____

Company Name: _____

Address: _____

Phone: _____

Email: _____

Signature/Date: _____

Title: _____

Printed Name: _____

CONTENTS OF PROPOSAL SUBMITTAL

At a minimum, each proposal shall include the following items:

1. Signed and Completed Proposal
2. Signed and Completed Bid Form
3. Letter of Interest
4. General Information on the firm and any proposed sub-consultants
5. Name, title, email and telephone number of the individuals within the firm authorized to commit the company to this contract.
6. The name, title, email and telephone number of the individual the City should contact regarding questions and clarifications.
7. A statement that the Consultant's offer will remain in effect for ninety (90) days after acceptance of the Consultant's proposal by the City.
8. Copy of Insurance

EVALUATION

Staff will review the submitted proposals and make a recommendation to the City Commission for award based on the current purchasing policies of the City.

TENTATIVE SCHEDULE FOR AWARD

Issue RFPFebruary 25, 2021

Proposal Due DateMarch 16, 2021 (2:00 PM)

City Commission Consideration of BidsMarch 23, 2021

Completion DateJune 1, 2021

INSURANCE REQUIREMENTS

The Bidder will be required to comply with the following insurance and indemnity requirements BEFORE ANY AGREEMENTS CAN BE EXECUTED:

- a. Hold Harmless Agreements: To the fullest extent permitted by law, Consultant agrees to defend, pay on behalf of, indemnify, and hold harmless the City, its elected and appointed officials, employees, volunteers and others working on behalf of the City against any and all claims, demands, suits, or loss, including any costs connected therewith, and for any damages which may be asserted, claimed or recovered against or from the City, its elected and appointed officials, employees, volunteers, or others working on behalf of the City, by reason of personal injury, including bodily injury and death, property damage, including loss of use thereof, and/or the effects of or release of toxic and/or hazardous material which arises out of or is in any way connected or associated with this contract. The obligation to defend and hold harmless extends to Consultant's employees, agents, subcontractors, assigns and successors.
- b. Consultant Insurance Requirements: Consultant shall not commence work under this contract until obtaining the insurance required under this paragraph. All coverage shall be with insurance companies licensed and admitted to do business in the State of Michigan and Best Rated A VIII. All coverage shall be with insurance carriers acceptable to the City.
- c. Workers' Compensation Insurance: The Consultant shall procure and maintain during the life of this contract, Workers' Compensation Insurance, including Employer's Liability coverage, in accordance with all applicable Statutes of the State of Michigan.
- d. General Liability Insurance: The Consultant shall procure and maintain during the life of this contract, commercial General Liability Insurance on an "Occurrence Basis" with limits of liability not less than \$1,000,000 per occurrence and/or aggregate combined single limit, Personal Injury, Bodily Injury and Property Damage. Coverage shall include the following extensions: (a) Contractual Liability; (b) Products and Completed Operations; (c) Independent Contractor's Coverage; (d) Broad Form General Liability Extensions or equivalent.
- e. Cancellation Notice: Workers' Compensation Insurance, General Liability Insurance, Motor Vehicle Liability Insurance, and Professional Liability Insurance, as described above, shall include an endorsement stating the following: "It is understood and agreed that Thirty (30) Days Advance Written Notice of Cancellation, Non-Renewal, Reduction and/or Material Change shall be sent to: CITY OF MUSKEGON INFORMATION TECHNOLOGY DEPARTMENT.
- f. Proof of Insurance Coverage: The Consultant shall provide the City at the time the contracts are returned by him for execution, certificates and policies as listed below:
 1. Two (2) copies of Certificate of Insurance for Workers' Compensation Insurance

2. Two (2) copies of Certificate of Insurance for Commercial General Liability Insurance
3. Two (2) copies of Certificate of Insurance for Vehicle Liability Insurance
4. Two (2) copies of Certificate of Insurance for Professional Liability Insurance
5. If so requested, certified copies of all policies mentioned above will be furnished.

If any of the above coverage expires during the term of this contract, the Consultant shall deliver renewal certificates and/or policies to the City at least ten (10) days prior to the expiration date.