



One Detjen Drive
Crestwood, MO 63126
(314) 729-4780

OFFICE OF THE CITY ADMINISTRATOR

Request for Proposal

For

Website Redesign and Hosting Services

Date: October 14, 2019

Proposal Due: November 18, 2019

Request for Proposals: Website Redesign and Hosting Services

Section 1 - Summary

The City of Crestwood (further known as the City) is soliciting proposals from qualified Website Design and Hosting Companies (Firm) to assess the City's current website, identify the needs of its users, develop an updated website and possibly provide hosting services.

Section 2 - Background

The City of Crestwood strongly desires to do a full redesign of its current website in FY2020 and seeks a website company to design the new website and project-manage the process. The City's goal is to have a fully-redesigned website that promotes and invites engagement from all stakeholders — with a public-facing website serving as an easy-to-use resource for all residents, businesses, customers, visitors, interested parties, and potential businesses as well as a private-facing website to serve City staff.

The new website should also be mobile-friendly and easily used on a variety of devices and operating systems (phones, tablets, Android, iOS, etc). It should integrate easily with current applications (defined below) as well as potential new ones. It should be easy and efficient to navigate. The new website should be fully-accessible, in accordance with the Web Content Accessibility Guidelines ("WCAG") 2.0 Level AA standards, and meet all current standards, best practices, and guidelines for all audiences. Moreover, it must be secure and reliable.

The new website should showcase the City's brand as a full-service municipality, and it should support the City's goal of transparency in government. The City hopes that by taking advantage of the most current technology and content delivery methods, the new design will (and must) improve service to all residents, customers, and businesses as well as increase employee productivity.

Section 3 - Proposal Requirements

Discuss the qualifications of your Firm's project team and its ability to meet project objectives as presented in Section 4. Please discuss the following elements, including but not limited to,

A. General Firm Information

Brief description of your firm including name, mailing address, location, phone number, fax number, email address of firm/primary contact person, and all other information submitting the qualifications.

B. Related Experience and Past Performance of Firm

Indicate the firm's qualifications and related experience within the past five years, in conducting services of similar scope and magnitude to the services described in this RFP for municipalities and other public agencies similar to the City of Crestwood.

Include the name of the client and project, location, scope of work and services provided, date completed, and point of contact with the entity utilizing these services, including telephone number. Emphasize the specialties and strengths of your firm and explain why that client/project matches the scope/magnitude of the City of Crestwood.

C. Personnel Availability and Workload

Please identify the person who will serve as the primary contact on this project. Also identify the other individuals at the firm who will be assigned to this project, specify their capacities and roles in the project, and indicate their current workload and availability to complete this project in a timely and professional manner. Please provide biographies for all individuals who will be involved in this project.

D. Proposed Subcontractors

Identify any subcontractors you may use to augment your efforts. Include their personnel qualifications, experience, and anticipated tasks (similar to subsection C).

E. Schedule of Fees

Provide a schedule of fees itemized by each step of the proposed process and include a schedule of the billable rates for each type of professional services to be utilized during the project for the services as described in Section 5 - Project Scope of Services.

The firm should provide a not-to-exceed fee to complete the phases of the entire project. Fee structure shall also be composed to assume a not to exceed figure with a separate not to exceed figure for travel expenses. All fees shall be kept as proposed for the term of the agreement. Additional charges such as copying charges and deliverables should be noted, if practical.

F. Description of Services

Submit a description of the services you will provide, project approach, and other relevant information as it pertains to the information provided in Section 5 - Project Scope of Services. Provide a projected detailed timeline that corresponds to the functions listed in the project approach. Include any information that explains why your firm should be selected for this project.

G. Conflict of Interest

Please indicate whether the firm or any of its employees have any business interest or family relationships with any City officer or employee as described in Section 10(3). If so, please describe the nature of the interest or relationship.

H. Additional Information

Provide any additional information you think will assist the City in the evaluation of your firm's qualifications.

Section 4 - Project Objectives

There are four (4) main objectives to be accomplished with this project.

- 1) The replacement of the City's current website and possibly provide hosting services.
- 2) Provide an integrated yet open website format that will enable appropriate information to be shared among end users as well as streamline communication with current third-party applications.
- 3) Ensure the City's software systems and data are maintained safely and securely.
- 4) Ensure ease of use; both from a learning perspective and operationally.

Section 5 - Project Scope of Services

- A. Requirements
- B. Desired Features
- C. Potential Features
- D. Current Third-Party Applications

The information provided herein is for reference to convey the City's desired components for a new website. For any modifications, additions, removals, or suggestions to the information provided herein please include detailed information in your response highlighting and describing why the deviation was made.

A. Requirements

The following is a list of requirements for the new website. Firm will be responsible for providing the following services within their proposed solution. Firm shall note any discrepancies in their proposal for items provided in this list along with a description of the reasoning for exclusion of the requirements.

All website development, planning, and implementation services will be the responsibility of the selected vendor with oversight by City staff.

- Must have prior experience with or knowledge of municipal government websites, particularly those around the same size, complexity as the City of Crestwood.

- Content-management system (CMS).
- Website analytics and analysis features.
- Meets current accessibility requirements, guidelines, and best practices in accordance with the WCAG 2.0 Level AA standards.
- Content strategy: Working with staff to move, develop, update, and streamline content.
- Back-end/staff user training.
- Project manager through development phase and continuing after launch, doesn't have to be the same person, but our expectation is that it will be someone who is knowledgeable about the project.
- After launch: Access to customer service 24/7.
- Mobile-friendly on a variety of devices — recommend responsive or adaptive design.
- Optimal display in multiple browsers — both the public-facing website and private-facing website must work in Chrome, Edge, Safari, Explorer, and Firefox.
- Broken links finder.
- Review and regularly update CMS as new technologies emerge and in response to client needs.

B. Desired Features

The following is a list of desired functions for the new website.

- Website hosting (potentially), with disaster recovery and regular back-ups.
- Tracking of staff users' content changes — when and by whom.
- Ability to define the amount of time content will be live: RFP's, meeting notices, news stories, job postings, and calendar entries may have automatic starting and ending dates.
- Public meetings/events calendar for major departments and the City as a whole that can be accessed individually but also integrates as one calendar.
- Employee-only-access/password-protected area that allows staff to access beneficial information from anywhere.
- Photos: Easy to upload, resize, and move on the page.
- A news and information section on the home page that links to a full dashboard of recent and older (archived) news items (links to both individual stories and to the news dashboard as a whole), with defined ending dates (move-to-archive dates) for stories.
- Ability to automatically delete some information from archive after specified timeframe.
- Seamless integration of social media content, posted directly to social media accounts from website.
- City staff directory — clickable to send an email ("contact us") — organized by service, department, or both — with the ability to search by name.
- Other directories available for community services, if desired.
- Robust search engine that allows user to filter desired content.
- Engagement section(s) with single sign-on and topic surveys for residents. Used exclusively to receive feedback; not to be used as a forum.
- Customer Service Request system with tracking - that integrates with work order system.
- Integration with third-party applications (see list below).

- RSS feed
- Newsletters: Easy to use sign-up, newsletter templates (may be part of engagement site), easy to use.
- Notifications and Emergency Alerts on home page or any page; sign-ups to receive notifications and alerts via email and/or text. Easy to use.
- Videos: Suggest a creative and easy solution to provide video on the new website.

C. Potential Features

Firm may provide other offerings or suggestions to improve their provided solution.

- Integrated Employee Intranet where content can be easily shared between private website (behind the firewall) and the publicly accessed one.
- Business Directory

D. Current Third-party Applications

The City's current third-party applications are as follows:

- CivicRec (online recreation program registration)
- Granicus/Peak Agenda Management
- eCode 360
- iWorQ

The new website must be compatible with such applications.

Section 6 - Submission of Proposals

Five (5) hard copies of the proposal shall be submitted in a sealed envelope or package to Sarah Belcher, Assistant to the City Administrator, at 1 Detjen Drive, Crestwood, Missouri 63126 by November 18, 2019.

Please label envelope or package with the following information:

Name of Company, RFP - Website Redesign and Hosting Services

In submitting the Proposal, Firm represents, warrants, and covenants that:

- A. Firm has carefully examined the specifications and all provisions contained in the Request for Proposal relating to items to be furnished or the work to be done, and understands the meaning, content, and requirements of and agrees to the same.
- B. Firm will enter into a written contract with the City with the terms and conditions set forth herein and furnish the items and complete the work in the time specified for the rates provided in the accepted Proposal.

Section 7 - General Provisions & Disclaimers

This Request for Proposal (RFP) is not a commitment or contract of any kind. The City reserves the right to pursue any and/or all ideas generated by this request. Costs for developing submissions are entirely the responsibility of the respondents and shall not be reimbursed. The City reserves the right to reject any and all submissions. The City reserves the right to waive any requirements of this RFP when it determines that waiving a requirement is in the best interest of the City. Submittals are public records subject to disclosure under Missouri law; thus, the City cannot guarantee that any information submitted in response to the RFP will remain confidential.

Section 8 - Evaluation/Selection Criteria

An appointed Selection Committee will review and evaluate the qualifications of each Firm. Firms may be selected for interviews or questioned for clarification by the Selection Committee; however, the City may choose to proceed without interviewing any Firms.

Criteria used to select Firms include the following factors:

- A. Specialized experience and technical competence of Firm with respect to the type of services required.
- B. Capacity and capability of Firm to perform the work in question, including specialized services, within the time limitations fixed for the completion of the project.
- C. Past record of Firm performance with respect to such factors as control of costs, quality of work, and ability to meet schedules.
- D. Firm's familiarity with the area in which projects are located.
- E. Proposed schedule of fees.

Section 9 - Contract Award

The City will evaluate and rank proposals submitted in response to the Request for Proposals based on the established selection criteria. Recommendation for contract award will be contingent on successful negotiation of contract terms. If a contract cannot be successfully negotiated with the selected Firm at a price determined to be fair and reasonable, the City reserves the right to negotiate with another proposer.

Section 10 - RFP Schedule

The City reserves the right to delete or modify any part of this schedule.

RFP Issued	October 14, 2019
Question Deadline	November 4, 2019
Question Responses	November 8, 2019
Responses Due	November 18, 2019
Tentative Award Date	December 10, 2019

Section 10 - Miscellaneous

1. This Request for Proposal does not commit the City to award a contract or to pay for any cost incurred by successful or unsuccessful submittal in the preparation for this request.
2. The City shall follow the Missouri Sunshine Law, section 610, and therefore all documentation, proposals, bids, contracts, and other documentation submitted to the City in response to this Request for Proposal may be subject to disclosure pursuant to Missouri law.
3. Firm will disclose all business interests or family relationships with any city officer or employee who was, is, or will be involved in Firm's selection, negotiation, drafting, signing, administration, or evaluating Firm's performance. As used in this section, the term "Firm" shall include any employee of the Firm who was, is, or will be involved in the negotiation, drafting, signing, administration, or performance of the Agreement. As used in this section, the term "family relationship" refers to the following: spouse or domestic partner; any dependent parent, parent-in-law, child, son-in-law, or daughter-in-law; or any parent, parent-in-law, sibling, uncle, aunt, cousin, niece, or nephew residing in the household of an elected official, city officer or employee described above. Through submittal Firm certifies, to the best of their knowledge, that they have no conflict of interest regarding provision of the services as detailed herein. Firm will inform the City if a potential conflict of interest arises during the period in which services are rendered.
4. All successful proposers on City contracts for services in excess of \$5,000 must provide the City with documentation and a sworn affidavit, substantially in the form of the Federal Work Authorization Program ("FWAP") Affidavit attached hereto as Exhibit A, with respect to employees working in connection with the contracted services, affirming enrollment in a Federal Work Authorization Program ("FWAP"). The affidavit shall also provide that the firm does not knowingly employ any person in connection with the contracted services who is an unauthorized alien. Such affidavits must be provided with a proposal. Subcontractors must provide similar affidavits to its general contractors when the general contractor hires the subcontractor. A contractor or subcontractor is not required to perform an electronic verification check on employees hired before January 1, 2009.
5. Firm will not be permitted to use, to its advantage, any omission or error in the Request for Proposal, the specifications, requirements, or the contract documents and the City reserves the right to issue new instructions for such error or omission if originally specified. Through submittal Firm states that they have examined the information and conditions surrounding the operation of the service contemplated by the Proposal, and is familiar with the requirements as to equipment, supplies, and labor of such undertaking; and that Firm has carefully prepared, examined, and checked the Proposal to ascertain that no mistake or error is contained in the Proposal; and that Firm will make no claim for correction or modification after the closing time for receipt of proposals.

6. The successful Firm shall have a valid business license, hold all applicable certifications, and agree to maintain them throughout the terms of the anticipated agreement. Firm shall at all times observe and comply with all Federal and State laws, all local laws, ordinances, and regulations existing at the time of or enacted subsequent to the execution of the contract, which, if in any manner, affect the prosecution of the contract. Firm shall indemnify and hold harmless the City of Crestwood, their officers, agents, and employees against any claim or liability arising from or based on the violation of any such law, ordinance, regulation, order, or decree, whether by himself, his employees, or his subcontractors.

7. Contract Terms and Conditions

The selected Firm shall be required to enter into a written contract with the City. The final contract is subject to approval of the City Board of Aldermen. This RFP and the Firm's Proposal will be incorporated as part of the contract. In addition, the terms and conditions listed in this section will be incorporated into any contract awarded as a result of this RFP. **In submitting a Proposal, the Firm agrees to the terms and conditions in this section, unless a statement is made to the contrary.** Acceptance of any proposed alternate language, terms and conditions is at the sole discretion of the City. The following terms and conditions are not to be considered complete, and other terms and conditions will be included in any resulting contract.

A. Insurance

The selected Firm shall be required to provide the City of Crestwood with certificates of insurance for the duration of the contract for insurance coverages specified below:

i. Professional Liability

The Firm must carry professional liability insurance protection for the duration of the contract including errors and/or omissions with the following minimum coverages:

Each Occurrence	\$2,000,000
General Aggregate	\$2,000,000

ii. Commercial General Liability

Minimum Limits:

Each Occurrence	\$2,000,000
General Aggregate	\$2,000,000

Additional Insured City of Crestwood, Missouri

iii. Automobile Liability

Policy shall protect the Firm against claims for bodily injury and/or property damage arising out of the ownership or use of any owned, hired, and/or non-owned vehicle(s) and must include protection for any vehicle, owned vehicle, or non-owned vehicles which shall be used by the Firm's personnel while on City property.

Limits and additional insured for of auto insurance shall be the same as required in the Commercial General Liability section.

iv. Workers Compensation

This insurance shall protect the Firm against all claims under applicable State Workers' Compensation Laws. The Firm shall also be protected against claims for injury, disease, or death of employees which, for any reason, may not fall within the provisions of a Workers' Compensation law. The policy limits shall not be less than the following:

Workers Compensation	Statutory
Employers Liability:	
Bodily Injury by Accident	\$100,000 Each Accident
Bodily Injury by Disease	\$500,000 Policy Limit
Bodily Injury by Disease	\$100,000 Each Employee

- v. Before entering into a contract the selected Firm shall furnish the City of Crestwood a Certificate of Insurance verifying all of the foregoing coverages and identifying the City of Crestwood as an additional insured, including the endorsement page on both the general liability and automobile policies. The Certificate of Insurance shall be as follows:

City of Crestwood, One Detjen Drive, Crestwood, MO 63126

- C. Indemnification. The Firm agrees to indemnify, defend, and hold harmless the City, and its board members, officers, employees and agents from and against any and all liabilities, losses, damages, costs and expenses of any kind (including, without limitation, reasonable attorneys' fees) which may be suffered by, incurred by or threatened against the City, or its board members, officers, employees or agents on account of or resulting from injury, or claim of injury, to a person or property arising from the Firm's actions or omissions relating to this agreement, or arising out of the Firm's breach or failure to perform any term, covenant, condition required by the contract.
- D. Immunity Retention. By execution and performance of this Agreement, the City does not intend to, nor shall it be deemed to have waived or relinquished any immunity or defense

on behalf of the City, and the City's board members, officers, directors, servants, employees, agents, successors or assigns.

- E. Ownership Rights. The City shall own all right, title and interest, including without limitation, all copyrights and intellectual property rights, to all documents and work product of Firm created in performance of or relating to the contract.
 - F. Independent Contractor. The Firm shall perform all services as an independent contractor and not as an employee of the City. The City shall not assume any liability for the direct payment of any salary, wage, workers compensation, income tax withholding, or any other type of compensation to the Firm for the services. The Firm shall obtain as necessary and pay for all permits, fees, licenses and taxes applicable to the Firm and the services for the project.
8. All questions shall be submitted in writing via email to Sarah Belcher, Assistant to the City Administrator, sbelcher@cityofcrestwood.org by close of business November 4, 2019.

Responses to questions may be made known to all prospective vendors if the lack of such information would be prejudicial to uninformed vendors.

Any correction of additional interpretation of this RFP will be made by addendum issued and delivered to each recipient of this RFP. The City will not be responsible for any other interpretation or explanation of this RFP.

The City of Crestwood reserves the right to accept proposals in whole or in part, and to reject any and all proposals, and to negotiate separately as necessary to serve the best interests of the City.

Notifications of award will be made by the Assistant to the City Administrator following approval from the Crestwood Board of Aldermen accepting the proposal.

It is the intent of the City of Crestwood to contract for this service as soon as possible.



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Addendum No. 1

City of Crestwood – Website Redesign and Hosting Services, Request for Proposal

November 8, 2019

The City of Crestwood hereby makes the following amendment to the Request for Proposal – Website Redesign and Hosting Services:

CLARIFICATION:

1. **Question:** Does the City have a total page count on the current site?

Answer: The City does not have a current page count and our goal is to streamline content and reduce page count.

2. **Question:** How many people would need to be trained on the new CMS?

Answer: The City anticipates training for approximately 10 to 12 staff.

3. **Question:** Regarding the CMS for the new site, do you have a preference on a particular solution?

Answer: The City does not have a preference.

4. **Question:** How much content is in the Password section of the “employee-only-access” area?

Answer: Employees will need to access a variety of forms, applications, and other relevant content as needed.

5. **Question:** What’s the average storage and bandwidth usage in a given month?

Answer: The City does not have this information available.

6. **Question:** Do you have a budget for this project?

Answer: The estimated budget is \$60,000.

7. **Question:** Regarding the park and recreation facilities, would you like to have an interactive mapping system on the site to display them?

Answer: The City does not include interactive mapping on the list of requirements, but pricing could be provided as a potential add-on feature.



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8. **Question:** For the current site can you provide the number of page views per month?

Answer: The City does not have this information available.

9. **Question:** Does the City have a preferred timeline for this project?

Answer: The City anticipates a go-live date in 2020. Firm is to provide a projected timeline based upon firms' experience with implementation.