

Request For Proposal (RFP)

Website Redesign and Deployment for the City of Southlake, Texas

- I. INTRODUCTION:** The City of Southlake, Texas (the “City”) is seeking a qualified professional website designer, developer, and hosting company (the “Firm”) to design and deploy a website for the City.
- A. City Overview:** The City of Southlake, Texas is centrally located in the Dallas-Fort Worth Metroplex. To achieve its vision it must provide the highest level of public service to residents, existing and potential employers, commercial developers, shoppers and visitors. Southlake thrives on its unique characteristics and innovative initiatives. *Please refer to **Appendix A** for the Southlake Vision, Mission, and Values.*
- B. Deadline:** All proposals are due _____, 2006 by 3:00 p.m. No late submittals will be accepted.

II. SCOPE OF SERVICES

- A. Website Development**
1. Website Architecture: Provide a complete description of the tools and techniques intended to construct the website, including:
 - a. Descriptions of proprietary in-house modules or systems
 - b. Commercial development toolsets and servers (such as ColdFusion)
 - c. Development platforms (such as .Net)
 - d. Development languages
 - e. Methods for generating webpages
 - f. Any other backend systems
 2. City Interaction: Describe Firm’s intent for interacting with City staff and development process as it evolves.
 3. Design Phase: During the design phase, the Firm will provide to the City at least three (3) prototype home pages and interior page designs, demonstrating the overall look and style of the website. The Firm will provide revisions to the design of both the home and interior pages until accepted by the City.
 4. Existing Data Transfer: Data on the existing City website will need to be transferred from the current server in a timely manner to migrate necessary data into the new web design.
 5. Third Party Vendors: The City has existing agreements / contracts with various third-party vendors that will need to be maintained through the transition to the new website.
 - a. North Central Texas Council of Governments (NCTCOG): NCTCOG hosts and maintains the interactive mapping portion of the City’s website. Accessible at maps.ci.southlake.tx.us . Please feel free to

DRAFT

contact Duane Dankesreiter, Manager of Internet Services, at 817-695-9153.

- b. North Texas Commercial Data Exchange (NTCDX): The City contracts with NTCDX to provide an online sites & buildings inventory, as powered through Xceligent. Accessible at www.southlakesites.com. Please feel free to contact Chris Bartlett, Client Services Manager, at 214-631-1280.
 - c. The Active Network: The City contracts with The Active Network for online registration and payment for recreation programs. Accessible at southlake.recware.com. Please feel free to contact Julie Ranill, Customer Support Agent, at 877-602-2848 x 3954.
 - d. New World Systems: The City currently utilizes New World Systems for a variety of applications: utility payments, building permits, code enforcement, citizen complaints, etc. This RFP however does not include any requirements to incorporate any on-line website interface with New World Systems.
6. On-line Payments: Other than “The Active Network” item mentioned above, the City does not utilize on-line payments. This RFP does not include any requirements to incorporate on-line payments initially, but the development of the website should anticipate the incorporation of this feature in near-term years.
 7. Software: The City currently holds licenses for and utilizes Microsoft FrontPage for website editing. Firm must specify any alternative software along with estimated license costs.
 8. Trouble Shooting / Beta Testing: The Firm shall provide for a period of time where all aspects of the website design and deployment may be “tested” as if on-line to identify any trouble spots.
 9. ADA Compliance: The Firm shall develop the website in conformance with all current ADA standards.
 10. Development Schedule: The Firm shall provide a schedule of all development milestones and associated delivery timing.

B. Website Maintenance

1. Content Management: The site must include a content management system that will allow City personnel to quickly add, edit, and remove web page text, graphics (such as photos, illustrations, audio clips and video clips), documents, sidebars, navigation elements, links section, etc.
 - a. Training: The Firm must provide training for City personnel in the operation of the content management system. Provide a comprehensive description of the training program covering methods and durations of training in the RFP response, and ongoing maintenance.
 - b. Access/Editing Levels: Provide details on various authorization levels available for access / editing purposes. The City will work with the Firm to establish appropriate levels for each involved City staff member.
 - c. Form-Based Access to Databases: The Firm should provide form-based access to the most commonly used databases (calendar, agenda

- list, etc.) so that City employees can add, edit, and delete database entries without needing to access the database directly.
2. Site Statistics and Reporting: Provide information on the site statistic reporting capabilities including frequency, types of statistics included, access, format, etc. Provide an example report from other client of similar scope.
 3. Customer Support:
 - a. On-call Staffing: Provide information on the following customer support / on-call staff issues:
 - 1). Primary point of contact
 - 2). Number of staff typically available
 - 3). Availability (Hours and Days)
 - b. Special projects: Occasionally, the City will need technical assistance on larger-scale special projects, such as surveys, polls, major updates or formatting revisions, etc. Provide information on the related issues:
 - 1). Availability of support staff for such projects
 - 2). Typical response rates and prioritization for special project requests
 - 3). Explain fees for special project requests (i.e. included in annual maintenance or monthly retainer fees, hourly rate, per-job basis, etc.)

C. Website Hosting / Technical Issues

1. Server Characteristics:
 - a. Type of Server: Describe the type of server intended for hosting and describe the intended operating system.
 - b. Capacity: Describe capacity at initialization and capabilities for growth and expansion over time.
 - c. Location: Describe location of server intended to host the site.
 - d. Power Outages: Describe the impact of power outages and methods used to maintain continuous operation of the website.
2. Downtime Standards: Describe company practices as it relates to the following downtime issues or others not identified.
 - a. Communications: Describe methods of communicating downtime issues to City representatives.
 - b. Up-time Standards: Describe the up-time commitment level for each of the following as they might impact continuous operation of the website in the public domain.
 - 1). Connectivity
 - 2). Server
 - 3). Server maintenance
 - c. Recovery: Describe mechanisms intended to recover from downtime issues.
3. Data Transfer Speeds/Capacities:
 - a. Internet Backbone Connection Suppliers: How many Internet backbone connections are there and who are they with? Provide a name for each Internet connection provider.

- b. Type of Backbone Connections: Provide types of backbone connections (T-1, T-3, etc.).
 - c. Base Bandwidth Allowance: Identify any base bandwidth allowances and how they are measured (monthly, etc.).
 - 1). Overage Issues: Identify processes, costs, etc. for overages.
4. Multi-Media Support:
- a. Streaming Capabilities: Describe the current and future capabilities for providing streaming Audio / Video, live and canned, to include public meetings, virtual tours, marketing tours, etc. Include issues/price differentials for:
 - 1). 1 – 10 simultaneous users
 - 2). 11 – 20 simultaneous users
 - 3). 20+ simultaneous users
5. Co-hosted Sites: The City utilizes unique URL web addresses to better provide services to its varied constituents. These unique URL addresses will be linked to unique pages incorporated within the City website. The addresses utilized and/or anticipated at this time include:
- a. ci.southlake.tx.us (primary site)
 - b. cityofsouthlake.com
 - c. cityofsouthlake.org
 - d. southlakesites.com
 - e. southlakesites.org
 - f. southlakebusinesses.com
 - g. southlakebiz.com
 - h. southlakeecondev.org
 - i. southlakelibrary.com
 - j. southlakelibrary.org
 - k. southlakepubliclibrary.com
 - l. southlakepubliclibrary.org
 - m. southlake.lib.tx.us
 - n. southlakedps.org
 - o. southlakeparks.org
 - p. southlakespin.org
6. Data Backup and Recovery: Describe company practices as it relates to the following data backup and recovery issues or others not identified.
- a. Frequency of Backups: RFP requires at a minimum back up of daily changes.
 - b. Methods: Describe methods of back up (mirrored servers, tape, etc.).
 - c. Extent: Describe scope of data backed up.
 - d. Back-up Location: Describe location of backup devices.
 - e. Recovery: Describe data recovery mechanisms across various types of downtime scenarios.
7. Security
- a. Physical Security: Describe locational aspects.
 - b. Software Based: Describe software based security measures (firewalls, virus scanners, anti-intrusion software, etc.).

8. Cost: Describe costs associated with hosting services on the following contract bases:
 - a. 1 year
 - b. 2 years
 - c. 3 years
 - d. 4 years
 - e. 5+ years

III. SUBMITTAL REQUIREMENTS

- A. **Submittal Format**: The RFP must be submitted in a vertical 8.5” x 11” format. A total of six (6) bound copies, one (1) unbound copy, and a pdf version on disk shall be provided. Responses must be summarized in the submittal format provided in Appendix ‘C’.
- B. **Firm Qualifications**
 1. Firm History: Provide an overview of the company history including length of time in professional web design, deployment, hosting, and maintenance.
 2. Key Personnel: Provide the names and contact information (name, title, company, work phone, cell phone, mailing address, e-mail, etc.) for the managers, supervisors, contract team members (including primary designers, technicians for hosting and server maintenance, trainer, various payment application vendors, etc.), and primary contact person(s) responsible for response to this RFP. Additionally, provide resumes of all design and programming or otherwise hands-on personnel involved in the design of the website.
 3. Project Examples of Related Scope
 - a. Municipal websites: Provide three (3) URLs of municipal websites your company has designed, maintained and/or hosted along with a narrative of the scope of services provided for each project.
 - b. Other websites: Provide three (3) URLs of private company websites your company has designed, maintained and/or hosted along with a narrative of the scope of services provided for each project.
 4. References of Related Scope: Provide five (5) professional references of recent work similar in scope to the proposal presented herein.
- C. **Analysis of Existing Website**: The Firm is asked to provide a narrative evaluation of the City’s current website (www.ci.southlake.tx.us) with regards to format, design, and content. Both positive and negative aspects are encouraged.
- D. **Website Development**: Each submittal must address the website development components as outlined in Section II.A. herein.
- E. **Maintenance**: Each submittal must address the website maintenance components as outlined in Section II.B. herein.

- F. Hosting:** Each submittal must address the website hosting components as outlined in Section II.C. herein.
- G. Statement of Intent to Enter Contract** The proposal shall include a statement of authority and intent to enter into a Professional Services Contract for services identified herein.
- H. Fee for Services**
1. Fees: Itemize all fees associated with each component of the scope of services, addressed in Section II herein (i.e. annual cost, monthly retainer, per-job costs, and/or hourly costs). Fees should include items detailed, but not limited to:
 - a. Website Development (See § II.A.)
 - b. Maintenance (See § II.B.)
 - c. Hosting (See § II.C.)
 2. Reimbursables: Describe the intent for any fees related to any anticipated reimbursables.

IV. FIRM EVALUATION & SELECTION

- A. Evaluation Criteria:** A variety of factors will be utilized in the evaluation of the submitted RFPs for this project. The evaluation factors and anticipated emphasis for each factor is as noted below:
1. Firm Qualifications (§ III.B.): History, personnel, project examples, references (20%)
 2. Website Development (§ II.A.) (20%)
 3. Maintenance (§ II.B.) (20%)
 4. Hosting (§ II.C.) (20%)
 5. Fee for Services (§ III.H.) (20%)
- B. Selection Process**
1. Evaluation: A committee comprised of web-support staff members from the various City departments (the “Website Committee”) will evaluate the proposals. The detailed evaluation that follows the initial examination may result in more than one finalist. Selected finalists may be given the opportunity to make presentations to the Website Committee and/or some or all of the City Council for further consideration. The City reserves the right to interview qualified firms prior to contract award.
 2. Negotiation: The City reserves the right to negotiate specifications, terms and conditions which may be necessary or appropriate to accomplish the purpose of this RFP. The City may negotiate separation of primary duties included in the RFP (design, hosting, maintenance) among various submitting firms.
 3. Rejection of Submittal: The City reserves the right to reject any submittal.
 4. Award: Award will be granted in accordance with this RFP and the City’s Purchasing Policy.

- C. **Professional Services Contract:** The selected Firm will be required to enter into a professional services contract (the “Contract”) with the City. Major elements of the Contract will include:
1. **Scope of Services:** The City may require that this RFP and the Firm’s entire proposal be made an integral part of the resulting contract. This implies that all responses, supplemental information, and other submissions provided by the Firm during discussions or negotiations will be held by the City as contractually binding on the successful Firm.
 2. **Insurance:** Insurance as required by the Director of Finance shall be identified in the Contract.
 3. **Rights of Use / Copyright Release:** All the creative elements contracted with this project shall become the sole property of the City. This includes (not exclusively) any graphics, source and object code(s), scripts or other programming incorporated in the development of the site. Any graphic files, in both individual form and composite form, will also become property of the City.
 4. **Termination:** If, for any reason, the Firm fails to fulfill in a timely and proper manner his or her obligations under the resulting Contract, or if Firm violates any of the provisions in the resulting Contract, the City may terminate the contract by giving written notice to Firm of such termination and specify the effective date thereof at least **five (5)** days before the effective date of such termination. In such event, all finished or unfinished work prepared by the Firm under the Contract may, at the option of the City, become the City’s property and Firm may be entitled to receive just and equitable compensation for any satisfactory work. Termination of the Contract pursuant to this paragraph may not relieve the Firm of any liability to City for damage sustained by City because of any breach of Contract by Firm, and City may without any payments to Firm for the purposes of set-off until such as the exact amount of damages due City from Firm is determined.

V. QUESTIONS / CLARIFICATIONS

- A. **Question Submittal:** All questions must be submitted in writing. No telephone questions will be accepted. All questions must be received no later than _____, _____, 2006. Feel free to submit questions via the following methods:
1. **E-mail to:** econdev@cityofsouthlake.com
 2. **Fax to:** 817-748-8040
- B. **Question and Answer Summary:** Questions will be answered in a timely manner. All questions and answers will be posted in a summary format on the City’s website at **www.ci.southlake.tx.us/news/website_rfp.asp**. Please check this webpage often as questions you have may have already been addressed.

APPENDIX A

Southlake Vision, Mission, Values

I. Southlake Vision

- A. Southlake is a vibrant, attractive, safe, healthy and fiscally sound community that epitomizes both economic and environmental sustainability. We offer quality neighborhoods and a high standard of living, with abundant opportunities for learning, shopping, working, recreation and enjoyment of open spaces.

II. Southlake Mission

- A. The City of Southlake's mission is to provide municipal services that support the highest quality of life for our residents and businesses. We do this by delivering outstanding value and unrivaled quality in:

1. Securing the safety of our citizens' life and property
2. Maintenance of our public infrastructure
3. Providing attractive spaces for active and passive pursuits
4. Ensuring a dynamic and diverse economic environment
5. Promoting regional mobility and ease of access
6. Serving as responsible stewards of the taxpayers' money and other resources

III. Southlake Values

- A. Integrity: Being worthy of the public's trust in all things. We deal honestly and respectfully with each other and the public at all times
- B. Commitment to Excellence: Behaving responsibly in our delivery of service to the public. Our work is characterized by its quality and by the diligence and which it is carried out. We proactively seek to solve problems in advance.
- C. Teamwork: Recognizing the importance of working together to meet our citizens' needs, communicating clearly, sharing resources and information freely.
- D. Innovation: Valuing progressively thinking, creatively, flexibility and adaptability in service delivery.
- E. Accountability: Taking personal responsibility for our action or inaction while putting the interests of the taxpayer first.

APPENDIX B

Anticipated Website Content

The following is representative of the content anticipated with this RFP; however, it is not all-inclusive of the anticipated final content.

I. Home Page

- A.** Primary link buttons on every page are likely for topics such as:
 - 1. Home
 - 2. Resident Information (See Appendix B, II.)
 - 3. Business Information (See Appendix B, III.)
 - 4. Visitor Information (See Appendix B, IV.)
 - 5. Boards and Committees (See Appendix B, V.)
 - 6. Community Organizations (See Appendix B, VI.)
 - 7. City Departments (See Appendix B, VII.)
 - 8. Interactive Services (See Appendix B, VIII.)
 - 9. Site Search (See Appendix B, IX.)
 - 10. Contact Us Portal (See Appendix B, X.)
- B.** Calendar of Events (See Appendix B, XI.)
- C.** Latest News (dated information – with expiration times where possible)
- D.** Alerts (topics of urgent news nature)
- E.** Site Map
- F.** Rotation of graphics

II. Resident Information: A comprehensive list of hyperlinks on topics of interest to residents is anticipated on this page.

III. Business Information: A comprehensive list of hyperlinks on topics of interest to businesses is anticipated on this page.

IV. Visitor Information: A comprehensive list of hyperlinks on topics of interest to visitors is anticipated on this page.

V. Boards and Committees

- A.** City Council
- B.** Planning & Zoning Commission (P&Z)
- C.** Zoning Board of Adjustment (ZBA)
- D.** Parks and Recreation Board
- E.** Library Board
- F.** Building Board of Appeals (BBA)
- G.** Public Art Advisory Committee (PAAC)
- H.** Crime Control & Prevention Board (CCPB)
- I.** Drug & Alcohol Awareness Committee (DAAC)
- J.** Joint Utilization Committee (JUC)
- K.** Senior Advisory Commission (SAC)
- L.** Southlake Parks Development Corporation (SPDC)
- M.** Southlake Program for the Involvement of Neighborhoods (SPIN)

DRAFT

N. Metroport Teen Court Board

VI. Community Organizations

- A. Friends of the Southlake Library (FOSL)
- B. Citizens Emergency Response Team (CERT)
- C. Southlake Chamber of Commerce
- D. Southlake Sister Cities
- E. Call-A-Ride-Southlake (CARS)
- F. Southlake Historical Society
- G. Keep Southlake Beautiful (KSB)
- H. Southlake Youth Action Committee (SYAC)

VII. City Departments: A consistent format will need to be established across each department and major division.

- A. City Manager's Office
- B. City Secretary's Office
- C. Finance
 - 1. Administration
 - 2. Municipal Court
 - a. Metroport Teen Court
- D. Public Safety
 - 1. Administration
 - 2. Police
 - 3. Fire
 - 4. Code Enforcement
- E. Human Resources
- F. Community Services
 - 1. Parks
 - 2. Recreation
- G. Public Works
 - 1. Administration
 - 2. Streets & Drainage
 - 3. Utilities
- H. Economic Development
- I. Public Library
- J. Planning
 - 1. Administration
 - 2. Building Inspections

VIII. Interactive Services: The City desires to maintain contemporary leading edge interactive services for all our constituents. Following are currently anticipated interactive services to be activated via the website update.

- A. GIS Mapping Page / Portal
- B. Employment Applications
- C. Email List-serv Capabilities
 - 1. Subscribing
 - 2. Distribution

- D.** Payments: This RFP does not include any requirements to incorporate on-line payments initially, but the development of the website should anticipate the incorporation of this feature for the following or similar services in near-term years.
1. Utility Bills
 2. Community Service registration fees (currently administered through The Active Network)
 3. Municipal court payments
 4. Planning and Building Inspection application fees
 5. Police services (bonds)
 6. Library fees
- E.** Surveys / Polls: Periodically the City will administer surveys or polls via the website.
- F.** Form Submittals: Most forms shall be set up in either Access or Excel formats, unless otherwise recommended by the Firm. Several applications will be tied to anticipated software upgrades to be implemented at a future time. Firm must be prepared to incorporate future modules into website framework.
1. Human Resources: Employment application
 2. City Secretary's Office:
 - a. Public Information Request
 - b. Board/Commission Application
 3. Building Inspections:
 - a. Certificate of occupancy application
 - b. Building permits
 - 1). Demolition permit
 - 2). Tree removal permit
 - 3). Earth disturbance permit
 - 4). Utility deposit / temporary utilities
 - 5). Fence permit
 - 6). Noise exemption permit
 - 7). Roof permit
 - 8). Well permit
 - 9). Sport court permit
 - 10). Antenna permit
 - 11). Tent permit
 - 12). Construction trailer permit
 - 13). Change of contractor permit
 - c. Building registration permits
 - 1). Plumbing
 - 2). Electrical
 - 3). HVAC mechanical
 - 4). Septic to Sewer
 4. Code Enforcement: Code enforcement reporting
 5. Police:
 - a. Crime reporting
 - b. House Watch form
 - c. Public Safety Open Records Request
 - d. Alarm Permit
 - e. Home Security Survey Application

- f. Parental Assistance Request
- g. DPS Citizen's Academy Application
- 6. Fire: CPR class enrollment
- 7. Utility Billing: Establish and terminate utility service
- 8. Teen Court: Community service registration
- 9. Economic Development: Add your Southlake business
- 10. Community Services:
 - a. Recreation activities (Recware software currently utilized, to be continued)
 - b. Facilities rental application

IX. Site Search Capabilities

- A. Keyword Searches: The site must be keyword searchable for all articles and pages. Documents must be searchable by title, text, topic, department, date, type of document (PDF, Word file, etc.) and a list of assigned keywords. Search results must be formatted in a way approved by the City.
- B. FAQ Searches: The City desires a FAQ search function that would be multi-layered by general keyword then issue then department.

- X. Contact Portal**: E-mail addresses will not be available on the City's website. Customized contact portals available on each webpage will direct comments / questions to appropriate department / division.

XI. Events Calendar

- A. Interactive with hyperlink possibilities
- B. Community submittal form for upcoming events; registration and approval required prior to posting
- C. Ability to view (filter) certain types of events (i.e., by department, all public meetings, all recreation activities, etc.)

APPENDIX C
RFP Response Submittal Format

Please Type all Responses

Firm Name: _____

Contact: _____ Phone: _____

E-mail: _____ Fax: _____

Section	Item	Summary of Firm's Response
II.A.	Website Development	Text • Bullets
II.B.	Website Maintenance	
II.C.	Website Hosting	
III.A.	Submittal Format	
III.B.	Firm Qualifications	
III.C.	Analysis of Existing Website	
III.I.	Statement of Intent to Enter Contract	
III.J.	Fees for Service	