



## REQUEST FOR PROPOSALS

Website Design Services

### INVITATION

The City of Gahanna is accepting proposals from interested and qualified firms to perform website design services.

Firms interested in being considered must submit four (4) hard copies of the proposal and one (1) jump drive via U.S. mail, along with any supporting marketing collateral representing the firm's qualifications to:

Niel M. Jurist  
Public Information Manager  
City of Gahanna  
200 S. Hamilton Rd.  
Gahanna, OH 43230

Final proposals are due on **Monday, November 21, 2016, by 5 p.m.** All questions must be submitted in writing to [niel.jurist@gahanna.gov](mailto:niel.jurist@gahanna.gov) no later than **November 11, 2016, by 5 p.m.**

### BACKGROUND

The City of Gahanna, Ohio represents one of the most diverse communities throughout central Ohio. Gahanna is comprised of 12 square miles and has a population of over 33,000. Named as one of Ohio's Best Hometowns by Ohio Magazine, Gahanna offers more than 750 acres of parkland, vibrant neighborhoods, one of the best school districts in central Ohio and is home to more than 1,700 businesses.

The City of Gahanna uses a variety of communication channels to engage and educate citizens. The City uses its website ([www.gahanna.gov](http://www.gahanna.gov)) to provide important and timely updates on a variety of issues and to engage diverse audiences including residents, businesses, City Council and other key stakeholders – both current and potential.

The City of Gahanna is seeking to enhance the user experience by providing a website that is responsive, user-friendly, mobile optimized, flexible, easy to navigate with minimal click through rates (CTR) and must incorporate the latest trends in web development.

## OVERVIEW

This is a Request for Proposals (RFP) to provide web development, hosting and maintenance services for the City of Gahanna.

After evaluating the RFP's, the City of Gahanna will rank each firm's proposal based upon all qualifications presented including Scope of Services and cost.

## SCOPE OF SERVICES

### ***Purpose:***

The City of Gahanna is seeking a complete redesign of the [www.gahanna.gov](http://www.gahanna.gov) to better serve the needs of our users. The new website will be easy for our audience to navigate, with a look consistent with the City of Gahanna's brand, and will provide user-friendly maintenance.

### ***Expectations:***

- A. The City of Gahanna's website will be redesigned using content supplied by the City including downloadable files and copy (i.e., images, text, links, etc.). The web designer will work closely with The City of Gahanna's Marketing and Communications team to incorporate the City's messaging and branding into the design of the website.
- B. The proposal must include a budget and timeline to re-skin the website to include new branding, which is in the development process and will launch in the second half of 2017.
- C. The proposal must outline a strategy for acquiring and incorporating input from internal and external users of the site.
- D. The new website will be designed using WordPress as its Content Management System (CMS).
- E. The new website should include onsite coding necessary for effective search engine visibility.
- F. The new website will have a permanent 301 Redirect to ensure users are directed to a new page when there is a change to a URL.
- G. The new website will have XML Sitemaps to help ensure pages are crawlable and indexable for high visibility on search engines.
- H. The new website will have a friendly URL Structure for optional search results.
- I. The new website must be able to optimize images.
- J. Navigation should be clean, simple, intuitive, efficient (i.e., navigation should be simple to minimize CTR), user-centric and personalized.
- K. The new website will be interactive, with the ability to house dynamic content, RSS feeds, streaming video and audio.
- L. The new website must have social media integration. The website will have the ability to house a live feed for the City's social media accounts: Facebook, Twitter, Periscope YouTube, Vimeo, and Instagram.

- M. The new website will be integrated with the City’s e-newsletter, online civic engagement platform (i.e., Open Town Hall), emergency mass notification system (i.e., ALERT) and other third party platforms and applications.
- N. The new website will have a “Members Only” section for members of Boards, Committees, Commissions and Council can access to view important information and updates relative to their position.
- O. The new website must be able to integrate City’s intranet seamlessly and have a portal on site for employee access.
- P. The new website will have the capability to have a “Dark Site,” for the media to access during emergencies.
- Q. The new website will contain a language translator on each page.
- R. The new website will have the capability for users to submit feedback to the City anonymously.
- S. The new website will have a calendar system that incorporates a filtering capability to display City of Gahanna, City Council, business and community events.
- T. The new website will include a features section on the homepage highlighting the City’s accomplishments, news, and updates.
- U. The new website will have a search feature on every page that yields results with relevant links from within the website.
- V. The new website will have a responsive design and the capability of linking to a third party app so that users are able to view the site from mobile devices.
- W. The new website will have Google Analytics integration.
- X. The new website will have workflow capabilities with assigned permissions and notifications.
- Y. The new website will be easy to edit with no HTML or CSS skills necessary.

**Services to Be Provided**

- A. A functional test site will be available throughout the process so the City of Gahanna’s Marketing Communications Committee may test the new site and its features. The selected firm will create two presentations of the test site and the final website to the City of Gahanna.
- B. The selected firm will train City of Gahanna employees regarding management tools (i.e., instructional manual, video, resources, etc.) and use of the site. They will demonstrate the process for updating web pages and templates.
- C. The selected firm will provide continued annual support, hosting and maintenance of the website. This is to be for services which may include but not limited to: refreshing of design elements, updating technology in website design, engineering, content management or other elements associated with the City’s website. The City of Gahanna would like to have these elements included with this project beginning with the first day of ‘go live’ on its website for one (1) year and, as optional ongoing item and cost, the continuation of this support in one (1) year increments thereafter.

- D. The new website will be compatible with most browsers, especially Firefox, Safari, Edge, Explorer and Chrome.
- E. The new website must have quick load time to ensure optimal speed.
- F. The new website must be ADA compliant.

**Special Provisions:**

Internet Service Provider (ISP) service is not part of this contract. The City has an ISP; therefore these services are not part of this RFP process. However, hosting and maintenance services should be presented as options to facilitate the design and maintenance of this site.

**Services Required after Selection**

- A. The selected firm will create two presentations of the test site and the final website to the City of Gahanna.
- B. The selected firm may be required to attend a public meeting(s) during the approval process.

**PROPOSAL GUIDELINES**

The proposal must include the following items in this order. Failure of the proposal to respond to a specific requirement may be a basis for elimination from consideration during the evaluation. The City of Gahanna reserves the right to accept or reject any or all proposals.

Each respondent must submit a formal proposal not to exceed twenty-five (25) “8.5 x 11” pages (including tabs, dividers, etc.) and must contain the following sections:

**A. TRANSMITTAL/COVER LETTER**

The cover letter must be signed by a representative authorized to legally bind the firm, and include:

- Name, telephone number, and e-mail address of a contact person with authority to answer questions regarding the proposal.
- Identification of the firm as a corporation or other legal entity; and
- Describe the strategy for meeting the expectations outlined in the Scope of Services section.

**B. PROPOSAL FORMAT**

Specific background information on key individuals who are anticipated to be assigned to the project should be included, specifically the project manager. Identify the location of the office where the majority of the work will be performed. This section will provide an overview of each key personnel collaborating on the project and outline their relationship to the firm and their affiliations. Listed below is the information that is also required at the time of proposal submission:

- Include a table of contents.

- Include any information that is relevant to the specification and/or services proposed, that indicates unique qualifications, specific competence in the field of expertise, technical capabilities, proprietary techniques, or special resources.
- Identify any subcontracting that your firm will be using for the work, and detailed information for each subcontractor, including name, location, scope of services, history of working with that firm, and contact information.
- Provide years of experience related to website design. Include a list of comparable website, including municipalities and governmental agencies (if applicable), designed by your firm over the past three (3) years including the name of the organization, contact information, and links to the website.
- A detailed work plan describing your approach to designing, managing and coordinating this project. The description should include all tasks listed in the scope of work for all phrases of the project and a tentative schedule.
- Four (4) copies of the proposal and one (1) in the form of jump drive in a PDF format.
- All proposals must be submitted on or before 5:00 p.m. EST on November 21, 2016 via U.S. mail, to:

Niel M. Jurist  
 Public Information Manager  
 City of Gahanna  
 200 S. Hamilton Rd.  
 Gahanna, OH 43230

**C. REFERENCES**

Each respondent shall provide a minimum of three (3) references for services comparable to each Scope of Services outlined in the RFP. Include the reference's name, address, project owner's representative, title, telephone number, the time period when the services were rendered, and description of services rendered.

**D. PREVIEW**

Each proposal must provide a general design layout for the [www.gahanna.gov](http://www.gahanna.gov) homepage that will give the RFP Selection Committee a preview of what the page could look like. This should be included in the proposal in the form of a sketch or an online mockup.

**E. TIMELINE**

Each proposal must provide an estimated project timeline.

## **F. COST**

Each proposal must provide an estimated project cost. Respondents must disclose all additional rates that may apply for additional functionality, rebranding, programming or post-project maintenance, including non-routine services, labor, line items, subcontractors, software licensing and any other applicable visual communication or graphic design charges. Specifics should be provided as to definitions of routine versus non-routine tasks, what is fixed as opposed to variable, and how costs are adjusted according to the classification.

## **EVALUATION CRITERIA**

The evaluation criteria are as follows:

### **A. QUALITY & ADEQUACY OF RESPONSE**

- Completeness and thoroughness
- Responsiveness to terms and conditions
- Overall impression

### **B. REFERENCES**

- Ability to provide three (3) past projects with contact information (i.e., name, telephone number, email, etc.), website and the project amount awarded

### **C. CAPACITY**

- Ability to meet the Scope of Services outlined in the RFP
- Ability to allocate resources appropriately to successfully meet the deadlines of this project
- Ability to work cooperatively and closely with the City of Gahanna Marketing Communications Team and IT Department

### **D. CAPABILITY**

- Ability to exercise creativity in the website design within the parameters of the City of Gahanna standards and brand guidelines
- Ability to incorporate and ensure interactive tools, elements of the website and third party applications

### **E. EXPERIENCE**

- Past performance providing services similar to the work identified in the Scope of Services
- Samples of past products similar to those outlined in the Scope of Services

**F. FEES, PRICING & ADHERENCE TO BUDGET**

- Ability to summarize, present and adhere to fees and product pricing that is approved by the City of Gahanna
- Ability to provide a detailed price breakdown explaining all the expenses involved in this project

**Evaluation Committee:**

The City of Gahanna RFP Selection Committee will conduct the evaluation of proposals and reserves the right to reject any and all proposals in whole or in part received in response to this request. The committee may waive minor defects or non-substantive changes.

**Clarification Interviews:**

At the City of Gahanna’s option, the respondent may be required to answer questions about the proposal. The purpose of the interview is to provide clarification of information presented in the proposal. If interviews are necessary, the City of Gahanna will contact the firm’s designated representative to schedule the time, date and method of interview (e.g., in-person presentation or conference call). If in-person interviews are requested, the respondent must comply with no cost or obligation to the City of Gahanna. A respondent’s refusal to make a presentation as described shall result in the respondent being rejected from consideration for the project.

**Selection and Negotiations:**

Based on the evaluation of proposals, the City of Gahanna will attempt to negotiate a contract with the firm most qualified for the Scope of Services. If negotiation with the highest ranked firm fails to result in a mutually acceptable agreement, the City of Gahanna will notify that firm in writing of the termination of negotiations. The next highest ranked respondent will then be invited to enter into negotiations with the City of Gahanna. If negotiations again fail, the same procedure shall be followed, with each next most qualified firm until a contract has been negotiated. If the remaining proposals are considered not to be qualified, the notification and selection processes will be repeated.

**Timeframe:**

Proposals must be received no later than **Monday, November 21, 2016, by 5 p.m. EST**. Submit four (4) copies of the proposal and one (1) jump drive, along with any supporting marketing collateral representing the firm’s qualifications to:

Niel M. Jurist  
Public Information Manager  
City of Gahanna  
200 S. Hamilton Rd.  
Gahanna, OH 43230

A final selection will be made by February 1, 2017. The expectation for the new site to be launched is June 1, 2017.

### TERMS & CONDITIONS

#### **Acknowledgement of Amendments:**

Each firm receiving a copy of this must acknowledge receipt of any amendment to this RFP by signing and returning the amendment and the completed proposal via email to [niel.jurist@gahanna.gov](mailto:niel.jurist@gahanna.gov). The City of Gahanna must receive acknowledgment of time and place specified for the receipt of proposals.

#### **Additional information:**

Questions regarding this RFP must be submitted in writing via email to [niel.jurist@gahanna.gov](mailto:niel.jurist@gahanna.gov). All questions must be submitted no later than **November 11, 2016, by 5 p.m. EST.**

#### **Applicable Laws Shall Apply**

The contract awarded shall be governed in by the laws of the State of Ohio, and any litigation with respect thereto shall be brought in the courts of the State of Ohio. The firm awarded the contract shall comply with applicable Federal, State, and local laws and regulations.

#### **Late Submissions:**

Any proposal received after the deadline will not be accepted or considered.

#### **Nonconforming Terms and Conditions:**

Any proposal that includes the terms and conditions that do not conform to the terms and conditions in this RFP is subject to rejection as non-responsive. The City of Gahanna reserves the right to permit the respondent to withdraw non-conforming terms and conditions from its proposal prior to action by the Gahanna City Council to award a contract.

#### **Withdrawal of Proposal:**

Respondents may withdraw all or any portion of a proposal at any time during and after the review and award process, up to the ratification of an agreement between the City of Gahanna and the designated firm.

#### **Withdrawal of Request for Proposal:**

The City of Gahanna retains at all times the right to cancel or withdraw this RFP, to refuse to accept a proposal from any respondent and to modify or amend any portion of this RFP.

## Addendum #1 – Responses to Frequently Asked Questions

November 10, 2016

**Question: Where is the current website hosted? Does the City have a dedicated or shared server? Is it Windows or Linux-based? Is this a dedicated server, if so what is the RAM?**

*Answer: Our current site is hosted externally on two Windows Servers (limited Sharing). One server only runs Microsoft SQL Server and the other is an application server. Each sever has 12 Gigs of RAM and a monthly throughput is approximately 200 Gigs.*

**Question: How many pages does the current site have? How many pages do you anticipate the new website to have?**

*Answer: Our site has 179 pages. Our goal is to reduce the number of pages, so we are open to options.*

**Question: Who is your ISP?**

*Answer: OARnet and Wide Open West.*

**Question: What are the requirements of the workflow capabilities?**

*Answer: We are open to options presented from firms but below are some desired capabilities we would like to see in our Workflow Management System:*

- *SLA indication*
- *Workflow pattern flexibility*
- *Report generation*
- *Document integration*
- *Graphical representation*
- *Role based accessibility*
- *Form modeling*
- *Email notification*
- *Historical regression restoration*

**Question: What is the function of the “dark site” option?**

*Answer: As part of our crisis communication planning we would like to have an option to create an alert function and have our current site redirected to a temporary page(s) with information related to a specific city-wide emergency.*

**Question: Why WordPress as the CMS?**

*Answer: This is our desired platform and complements our Intranet.*

**Question: Does any of the interactive ward map pull information or data from the current website CMS that would be interpreted as part of this redesign?**

*Answer: We use an external web app for the interactive map, which is managed by our GIS administrator. A link is embedded into the web page, so we will continue to manage that app on our end.*

**Question: What is the project budget range for the website?**

*Answer: \$50,000 - \$75,000*

**Question: What other third party systems will be incorporated into the new site?**

*Answer: Legistar, NeoGov, Rec Trac, Lexis Nexis Crime Map, and GIS mapping tools.*

*Might want to note that these are still natively hosted external to the webserver application and that links would only be embedded in the new site for cosmetic purposes*

**Question: What kind of information do you envision living in the “Members Only” section of the website?**

*Answer: PDF documents for members of boards, committees and commissions.*

**Question: What is the anticipated launch of the new brand? How will this launch impact the new website?**

*Answer: We are in the early stages of development for the City’s new brand. We anticipate having the new brand launched during the second half of 2017. Until the new brand is launched we will use elements of the current brand. Under the Expectations section B of the RFP we have asked firms to include a budget and timeline to re-skin the website to include the new branding.*