



## Request for Proposals Municipal Website Redesign

Schedule of Events	
RFP Released	February 1, 2024
Deadline to Submit Questions	February 15, 2024
Addendum Issued (if necessary)	February 19, 2024
Proposals Due	February 23, 2024, at 12:00PM
Round 1 virtual interview	March 4-8, 2024
Round 2 in person interview	March 11-15, 2024
Award	April 9, 2024

Note: This is the anticipated schedule of events. The dates are subject to change.

### Questions and Requests for Clarification

All questions and requests for clarification shall be made in writing and sent via email to the following individuals no later than the deadline to submit questions identified in the Schedule of Events.

Trina Erickson Project Coordinator  
Email: [t.erickson@wrlsweb.org](mailto:t.erickson@wrlsweb.org)

Nate Torres City Administrator  
Email: [ntorres@viroqua-wisconsin.com](mailto:ntorres@viroqua-wisconsin.com)

# **Section A: Overview**

## **1. Background**

The City of Viroqua (hereinafter referred to as the City) is a municipal corporation of the State of Wisconsin, located in Vernon County and is seeking proposals for website redesign. The City is investigating entering into a contract with a qualified and responsible firm and accordingly is furnishing herein a set of specifications by which such proposals shall be judged. Any firm (hereinafter "Vendor") desiring to furnish a quotation for such services shall submit a proposal according to the instructions and format of the attached Request for Proposal (RFP) documents.

## **2. Project Description**

The City is seeking the aid of an experienced Vendor who specializes in partnering with municipalities to enhance their online capabilities. Specifically, the City needs an updated website to enhance the user experience, simplify content management, and provide improved citizen centric information and customer service to the community, while meeting high standards for design quality and visual appeal. At a minimum, the new website must be developed with a responsive design that will adjust to all devices. Further, the site must be easily maintained without requiring HTML or other specialized knowledge. The new website will have the depth of functionality that will enable the City staff to streamline processes and provide the best user experience for our citizens, more specifically described in Section B.1.

In addition, the Vendor should have a team of experts who have in-depth experience working with local government and will equip our staff with the training, resources, and tools to do their jobs quickly and efficiently, both during implementation and after system launch.

The City also seeks a Vendor that has the capability of integrating additional features and functionality that may be identified in the future. The City is requesting the Vendor provide secure, cloud-based hosting services and 24/7/365 support.

The City seeks a partnership with the chosen Vendor to create an online presence that continually engages our citizens. Responses will only be considered from Vendors who have extensive experience partnering with municipalities and are regularly engaged in the business of providing and performing similar services requested in this solicitation.

## **3. Addenda**

The City will answer all questions and requests for clarification in the form of an addendum that will be published on the City's website by the date outlined in the schedule of events. It is the responsibility of the Vendor to check for any issued addenda before submitting a response. In the event the addendum cannot be located on the website, Vendors should reach out to the City contacts listed above.

#### **4. Submittal Requirements**

Submit one electronic file (.pdf file preferred) via email to: [t.erickson@wrlsweb.org](mailto:t.erickson@wrlsweb.org) and [ntorres@viroqua-wisconsin.com](mailto:ntorres@viroqua-wisconsin.com) by 12:00 p.m. on February 23, 2024.

Indicate in the subject line “RFP Website Redesign – [Vendor Name]”. The City will only accept attachments up to 20MB. Please separate the cost sheet from the original proposal. The cost proposal should state “RFP Website Redesign – Cost Sheet [Vendor Name]”.

Submittals not received on or before the specified deadline stated in the Schedule of Events will not be accepted. Proposals submitted in response to this RFP shall be valid for 90 days from the submittal due date. The City reserves the right to request follow-up information or clarification from Vendors in consideration. A Vendor is responsible to ensure delivery by the date and time included.

#### **5. Evaluation Criteria & Contract Award**

Responses to this RFP will help the City identify the most qualified Vendor and will be indicative of the level of the Vendor's commitment. To determine the most qualified website Vendor, the City will evaluate the qualifications, references, overall fit with the City, as well as take into consideration the proposed scope and pricing submitted.

The award of the contract will be to the Vendor whose proposal is determined by the City to be in the best interest of the City. Lowest monetary proposal is not necessarily the sole determining factor. The contract shall be awarded to the Vendor whose proposal most closely satisfies the overall specifications as well as other factors. Such other factors include but are not limited to the following:

- Cost: The price of the contract for the website redesign process
- Experience of Company and Project Team: Preference will be given to those Vendors who have performed similar types of work.
- Feedback from previous and current clients
- Features Exceeding Minimum Specifications: Any features the Vendor can provide the City that exceeds these specifications will be weighed as a benefit towards the award of the contract. The City shall be the sole determinant if any feature is of benefit and to what degree.
- Ability to meet minimum specifications.

## Section B: Minimum Requirements

The information in this section represents the required functional capabilities necessary to meet the City goals for a website redesign. The items listed are not all-inclusive, and other items may be recommended or added that would benefit the City. The City's selected Vendor must be able to provide, at a minimum, the components shown.

### 1. Website Redesign & Content Management System

Minimum functional requirements must include:

#### Engagement & Communication

- Calendar: Update/publish calendars for departments/categories with a main calendar to display all events.
- ADA compliant
- Multilingual translation service and support
- Accessibility: Easy to use with a desktop, laptop, tablet, and mobile devices
- News & Announcements: Post news releases or updates dynamically to relevant pages based on category. Ability to post quarterly newsletters.
- "Make a Request" or "Submit Feedback" tab for the public to submit tips, ideas, and feedback to individuals or departments.
- Alerts & Notifications: Display alerts prominently on website
- Sharing Capability: Links to share content via email and social media.
- A section for departments to keep the community informed about special projects.

#### Document Management

- Agenda Management: Upload existing, create new, categorize, approve, and manage meeting agendas.
- Online Forms: Create unlimited customizable forms, track, and export results.
- Municipal Code: Link to the clearinghouse. Each ordinance should be available to download and print as a PDF.
- Rotating photos/banners highlighting Viroqua. Slideshow capabilities.
- Access to minutes and recordings of public meetings.

#### Information & Navigation

- Frequently Asked Questions: Ability to categorize FAQs by department or subject.
- Directories for staff with pictures
- Pictures and bios of all elected officials
- Online Job Postings and Applications
- RFP/RFQ/Bid Posting
- Link to GIS mapping
- Downloadable city map
- Downloadable ward maps
- Map showing bike and pedestrian pathways.

- Map showing city parks with detailed information.
- Reminder area for special event licenses, permits, and applications.
- Site search: Internal site search engine and log of search terms
- Quick Links section

### Administrative Features

- Brower Based Administration: Update, delete, and create content from any device with internet access.
- Easy to update by department heads.
- Permissions: Allow system administrators to establish levels of rights for staff to update/manage/access content based upon roles.
- Multilingual support
- Social Media Interface: display feeds and push to social media accounts
- Ability to link the city website to partner websites.
- Content Scheduling: Set dates for content to automatically publish and expire.
- Employee portal
- Printable pages: Print friendly function.
- Online Payments
- Online reservation software
- Push notification app
- Site Statistics: Analytics and site audit reports

## **2. Project Management & Implementation**

The chosen Vendor will supply a professional project team to oversee and provide the implementation services needed for the successful launch of the City's new website. The Vendor's project team shall be responsible for developing a comprehensive project management plan to include outlining methods of communication for implementation, supplying a detailed project timeline, and identifying tasks and deliverables for both City staff and Vendor's staff.

## **3. Training**

The City expects the Vendor to provide in-depth, professional training services which will educate City staff on functionality, features, processes, and best practices. After training sessions, City staff should be confidently prepared to maintain the new website after launch.

## **4. Continuing Services**

The City anticipates an ongoing partnership with the chosen Vendor after launch of the system, which shall include:

### Technical Support & Services

- Technical Support: The Vendor shall provide U.S. based, live technical support, including emergency support after business hours. Technical support shall be

- available through multiple communication channels, including phone, email, and chat.
- Self-service training (video tutorials, documents, or webpages) shall be available for City staff to access at any time.
  - Maintenance: The Vendor shall continually work to enhance and update the systems. This should include, at a minimum, development, testing, backups, and regularly scheduled fixes, patches, and other enhancements.

### Hosting & Security

- 99.9% uptime
- Unmetered bandwidth
- Minimum of 100GB storage for website and backups.
- SSL Certificate
- Daily malware scans
- Malware removal
- Daily Backups within data center
- Weekly offsite backups outside of data center
- Software firewall with DDOS protection.
- Disaster recovery process with a recovery time objective of less than 1 hour for daily backups and 2 hours for weekly backups.

## **Section C: Submittal Format & Requirements**

The City will evaluate Vendor experience, qualifications, and capabilities for developing and implementing the technology requested in this RFP. The narrative portion and the materials presented in response to this Request for Proposals should be submitted in the same order as outlined and must contain, at a minimum:

### **1. Executive Summary**

- Provide a short overview of how the Vendor will assist the City in achieving the goals outlined in this RFP.

### **2. Company Profile**

- Include an overview of Vendor's company, which encompasses a brief company history highlighting your experience working with local governments, the length of time the company has been in business, and the number of current employees.
- Name the Vendor's main point of contact for the RFP process, including their email address and telephone number.
- Describe any differentiators that set Vendor and vendor's systems apart from your competitors.
- One-source vendors are preferred. If utilizing subcontractors for any portion of the RFP requirements, provide subcontractor company information and key personnel involved.

### **3. Experience**

- Provide a minimum of three municipal references, and include the following information for each:
  - Client name
  - Website URL
  - Contact person
  - Contact title
  - Phone number
  - Email address
- Provide a portfolio of 4-6 examples of the Vendor's website design experience.

### **4. Project Team**

- Identify and define the Vendor's project team roles for implementation.
- Include a project team organization chart showing the relationship of each role.

### **5. Features & Functionality**

- Provide a brief description of how Vendor's solution meets the minimum functional requirements as identified in Section B.1.
- Identify any functional requirement Vendor's solution cannot provide as described in Section B.1
- Complete and include Exhibit A – Functional Requirements table.

## 6. Implementation Plan

- Provide a typical phased implementation timeline including major tasks and deliverables.
- Include a description of the Vendor's implementation approach.
- Outline what role the City staff and Council members will play in the implementation of the new website.

## 7. Ongoing Services

- Technical Service & Support
  - Describe Vendor's technical support services, including hours of support, methods to access support, and the availability of emergency support.
  - Identify any online, self-service training, and support resources available after launch.
  - Describe provided maintenance, including system releases, patches, and enhancements.
- Hosting & Security
  - Describe proposed hosting and security services that meets the requirements in Section B.4.
  - Describe security, backup, and disaster recovery processes.

## 8. Investment Proposal

Provide the following information in an itemized format. This should be a thorough list of itemized costs with no hidden fees.

- Design and service fees
- One-Time Implementation Services: Include specific details and amounts of any content or data migration, training hours, and any included enhancements and functionality to meet the requirements.
- Ongoing service fees: Include details on hosting and security, technical support, and maintenance.
- Total first year cost
- Annual fees beginning year two.
- Separately list any optional enhancements that Vendor believes will benefit the City project.

## 9. Exceptions

- Identify any exceptions to the specifications of this RFP and attachments. Exceptions must reference the relevant section(s) and an alternate solution or substitute language in lieu of such requirement or specifications.



## **Section D: General Provisions**

### **1. Contract Negotiation & Insurance**

The proposals submitted in response to this request for proposals will form the basis for further negotiations with the City. It is the intent of the City and the selected Vendor to enter into contract negotiations containing all terms and conditions of the proposed service. The submitted proposal shall constitute the basis for a final agreement to be mutually agreed upon by the City and the Vendor.

Any acceptance of a proposal is contingent upon the execution of a written contract and the City shall not be contractually bound to any bidder prior to the execution of such written contractual agreement.

Before signing a contract with the successful Vendor, the City requires satisfactory proof that the Vendor has adequate ongoing insurance coverage for the work to be performed under the contract. The certificate of insurance must also name the City and its officers, employees, and agents as additional insured for the period of the contract.

### **2. Costs of Proposal**

The City will not be liable for any costs incurred by the Vendor in preparation of a proposal submitted in response to this RFP, in conducting of a presentation, or any other activities related to responding to this RFP.

### **3. No Obligation**

This RFP does not obligate the City to award a contract for services specified herein.

In addition, the City reserves the right to cancel this RFP, to reject any and all proposals, to waive any and all informalities and/or irregularities, or to re-advertise with either the identical or revised specifications, if it is deemed to be in the best interest of the City.

### **4. Modification or Withdrawal of Proposal**

Prior to the scheduled closing time for receiving proposals, any Vendor may withdraw their proposal. Only written requests for the modification or correction of a previously submitted proposal received by the City prior to the RFP due date and time will be accepted. Oral, telephone, or fax modifications or corrections will not be recognized or considered. After the scheduled closing date and time for receiving proposals, no proposal may be withdrawn.

### **5. Proposal Submission Certification**

By submitting a proposal, the Vendor certifies that he or she has carefully reviewed this RFP and understands the nature and scope of the work to be done and the terms and conditions thereof.