REQUEST FOR PROPOSAL (RFP)
For
WEBSITE REDESIGN SERVICES

THE SHERIDAN PUBLIC CITY REQUEST FOR PROPOSALS

Project Title: Website Redesign

Schedule of Events	Date/Time
RFP Release	07/27/2018
Deadline for Questions	08/15/2018
Proposals Due to the City	08/31/2018
Interviews Conducted (If required)	9/17 through 9/21
Announcement of Successful Proposer	09/24/2018
Contract Execution	10/15/2018

The City reserves the right to modify this schedule at the City's discretion.
Notification of changes will be posted to the City's website or sent via e-mail.

RFP Response Due Date and Time:
August 31st, 2018, 5:00 p.m. Mountain Time

RFP Contact:
Project Manager: Cecilia Good, City Clerk
RFP Submission E-Mail Address: cgood@sheridanwy.net

Unless authorized by the City Project Manager, no other City official or employee may speak for the City regarding this solicitation until award decision is complete. Any Proposer seeking information, clarification, or interpretations from any other City official or City employee uses such information at Proposer's own risk. The City is not bound by such information. Following the Proposal submittal deadline, Proposers shall continue to direct communications to only the City Project Manager. Any references in this Request for Proposal (RFP) to the City may also be applicable to City of Sheridan departments, regulations and requirements.

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2. Purpose and Background.

City Website – www.sheridanwy.net

In 2016, the City's website was updated to its current iteration. This update incorporated visual updates that significantly impacted the visual appeal of the website, but kept much of the existing infrastructure of the site. In an effort to increase ease of access to information and services, the City has budgeted in its 2019 Fiscal Year for a complete redesign.

Administrators from each department within the City are responsible for maintaining their respective content. Turnover has led to many pieces of the website either out of date or non-functioning.

As a public entity, content management, archival of records and information transparency are a priority. The City is looking at innovative ideas for managing large amounts of resources and material for use by the public.

In addition to the core website, the Police Department operates a site based off of Google Sites at www.sheridanpolice.com.

Another sister site to www.sheridanwy.net is www.sheridanwyoming.org, operated by the Sheridan Travel and Tourism branch of the City.

Period of Performance and City Project Teams

The overall project schedule including all agencies and in-house team work is 6 months for completion and launch.

The City will create new content as needed. This will be occurring during the design and build phases.

The first three phases, Discovery, Design, and Prototype Page Design, are anticipated to take no more than 3 months.

Project Work Milestones
1. Discovery Phase
2. Design Phase
3. Prototype Page Design Phase
4. Support During the Building Phase (as required)
5. Launch and Post Launch Support

The City will organize a small Core Project Team of City staff that will attend all project meetings and review all deliverables. The Core Project Team will be led by the City Clerk's Office but will also include City staff from various departments.

Additionally, City Council must be kept informed and involved throughout the design process. The selected Proposer shall present key deliverables to both the Core Project Team and City Council as necessary.

The public will be another stakeholder in the design process. The Proposer is expected to obtain public comment and feedback in order to design the site to cater to City of Sheridan citizens.

3. Project Objectives

The City's website redesign objectives shall include but are not limited to:

- Greatly improve discovery and access of City information, collections, resources and content via internal search and external search engine optimization.
- Provide a seamless and integrated experience providing access to content and resources via a single, easy-to-use City-branded online environment.
- Create a user interface that is flexible to citizen's device context, be it desktop/laptop, tablet, or other mobile device.
- Design a user-centric and easily-updateable solution for providing online-help for the City's resources.
- Create a user interface that supports the needs of our citizens who require accessibility tools to use the site, incorporating the fundamentals of Universal Design, as well as aligning the new design with WC3 Priority 1 Accessibility Guidelines to provide optimal accessibility to our users.
- Provide guidance on industry best practices for translated content
- Align with our brand strategy with a clean, elegant, user-centric design.
- Create an organized, user-friendly back-end environment that will allow multiple City of Sheridan departments to post relevant news and updates to their relevant pages.
- Create a repository for multiple document types in order to promote governmental transparency. Media management is a critical component to this project.

4. Minimum Qualifications

Proposers shall demonstrate past experience in meeting these minimum qualifications. Those that do not meet to these minimum qualifications shall be rejected by the City without further consideration:

- Candidate must provide sufficient detailed information that demonstrates successful completion of comparable work on similarly complex projects. Candidate must have performed such work for a minimum of eight years, either as a company or as the median length of experience of team members if candidate company has existed for less than eight years.
- Experience developing web sites that utilize current design best practices (including flexible designs for desktop, mobile, tablet).

- Experience developing web sites that comply with WC3 Priority 1 Accessibility Guidelines to provide optimal accessibility to users.
- Experience delivering large scale projects that included collaborating with a hybrid-team consisting of client-side web teams and 3rd party vendor solutions.

5. Demonstration of Experience

As part of your response, please provide examples and reference information (including company name, project name, company contact name, phone number, e-mail address) demonstrating experience in the areas listed below:

- Provide examples of your work with organizations whose customers represent the full spectrum of a community with Sheridan's demographic diversity.
- Provide examples of your work with non-profit, public sector, higher education, and/or City organizations.
- Provide examples of start-to-finish work that helped organizations solve complex user needs that included providing simplified ways of curating and surfacing related content.
- Provide examples of your clear, data- and research-driven methodology for web development and design.
- Provide examples demonstrating expertise to drive flexible design that performs effectively on desktop, mobile and tablets across all operating systems and multiple browsers.

6. Scope of Work

The City of Sheridan expects the project schedule to be informed by the Scope of Work listed below. The Scope of Work details major phasing for milestone delivery and invoicing. While this Scope has been designed to satisfy the objectives of this project, the City may consider suggestions for different or additional phase details. Note that the first three phases, Discovery, Design, and Prototype Page Design, are anticipated to take no more than 6-9 months.

Throughout the project, the selected Agency will be expected to attend key meetings onsite to communicate project status and findings.

For each phase, it will be required that detailed notes of meetings be recorded and presented as part of the project documentation.

The following are inclusive *but not necessarily exhaustive* lists of requirements and deliverables for each phase. If the responding Agency follows methodologies and process which includes additional or different steps, phases, or deliverables, please include that in your proposal response.

User Testing is expected at all applicable phases, and the testing deliverable will be in the form of a findings report for each applicable phase.

Discovery Phase:

The following is an inclusive *but not necessarily exhaustive list* of requirements and deliverables for the Discovery Phase:

Requirements:

- Performing onsite interviews to understand City's mission, vision and key business drivers and how these criteria inform project objectives.

- Working with internal City teams, conduct a website audit which will be used to identify the core content, prioritize content, eliminate duplicate and outdated content as well as inform the user interface and internal architecture of the site.
- Working with the City team, identify and analyze the City's online resources and their potential for integration into www.sheridanwy.net.
- Reviewing historic web analytic data to meet objectives.
- Developing a detailed project schedule.

Deliverables:

- Deliverable will include both a Findings Report outlining recommendations for meeting project goals and an outline of the proposed site infrastructure.
- Detailed Project Schedule.

Design Phase

The following is an inclusive *but not necessarily exhaustive* list of the requirements, desired features, and deliverables for the Design Phase:

Requirements:

- Conduct necessary user research and usability testing throughout the life of the project to achieve objectives.
- Redesign www.sheridanwy.net to modernize the design and user interface.
- Should use platform-agnostic standards for dynamic content elements such as HTML5.
- The design process will include review and revision cycles as needed to achieve approval of final design.
- Ensure the user interface aligns with search engine optimization best practices.
- Develop new, refined information architecture which will:
    - prioritize content.
    - simplify discoverability.
    - provide the optimal user interface to our citizens.
- Align the new design with WC3 Priority 1 Accessibility Guidelines and the fundamentals of Universal Design to provide optimal accessibility to all of our users.
- No proprietary systems are allowed in the building of the site.
- The City of Sheridan shall retain rights for all written content and all images/video developed for the site.

Deliverables:

- Detailed design layouts for all page and feature templates.
- Detailed functional specifications.
- Usability test results and related data.

Prototype Page Design Phase

The following is an inclusive *but not necessarily exhaustive* list of the elements of the Prototype Page Design Phase. This list includes all of the deliverables necessary to begin building the site. Note that layers in documents must be clearly labeled and contain only the necessary assets.

Deliverables:

- Page Prototypes:
  - Design, create, and deliver files which serve as a non-functional Prototype for each page type.
  - Design, create, and files which serve as a non-functional Prototype for each reusable component type.
- Graphic Assets:
  - Layered-files for all necessary graphic assets.
- Style Guide:
  - A comprehensive website style guide that can be edited by the City on an ongoing basis.

Support During the Building Phase

The following is an inclusive *but not necessarily exhaustive* list of the elements of the Support During the Building Phase:

- Review and Validation
  - Implementation to be performed by our development partner and the City, with the Agency lending support as needed to ensure the integrity of the design.
  - Agency to review prototypes of all page types in the staging environment during the Building Phase to validate integrity of design.

Launch and Post Launch Support

The following is an inclusive *but not necessarily exhaustive* list of the elements of the Launch and Post Launch Phase:

- QA and Testing
  - Ensure integrity of design via robust QA and testing support through launch and post launch

Proposer should clearly address how it plans to accomplish each element of the Scope of Work in the RFP response, as well as provide a project schedule. This will be key documentation that the City will be using to evaluate the quality of the submission.

7. Budget

The estimated budget for this project is an amount not to exceed $30,000.00. This budget includes a variety of project-related costs. The amount available for a contract procured through this RFP may be less than this amount. Proposers should consider this tentative budget for the purpose of preparing proposals.

8. Procedures and Requirements.

This section details the City instructions and requirements for your submittal. The City reserves the right in its sole discretion to reject any Proposer response that fails to comply with the instructions.

8.1 Questions.

Proposers may submit written questions to the Project Manager until the deadline stated on page 1. The City requires all questions to be submitted via e-mail to the City Project Manager at cgood@sheridanwy.net. Failure to request clarification of any inadequacy, omission, or conflict will not relieve the Proposer of responsibilities under in any subsequent contract. While the City will make every effort to inform potential Proposers of such inquiries, it is the responsibility of the interested Proposer to assure they receive responses to questions if any are issued.

8.2 Changes to the RFP/Addenda.

A change may be made by the City if, in the sole judgment of the City, the change will not compromise the City's objectives in this acquisition. A change to this RFP will be made by formal written Addendum issued by the City's Project Manager and shall become part of this RFP and included as part of the Contract.

8.3 Receiving Addenda and/or Question and Answers.

It is the obligation and responsibility of the Proposer to learn of Addendums, responses, or notices issued by the City via an inquiry to the City's project manager.

All submittals sent to the City may be considered compliant to all Addendums, with or without specific confirmation from the Proposer that the Addendum was received and incorporated, at the sole discretion of the Project Manager. The Project Manager may reject the submittal if it does not fully incorporate an Addendum.

8.4 Proposal Submittal.

The following requirements shall be apply:

a. Proposals must be received into the City no later than the date and time on page 1 except as revised by Addenda.
b. All pages are to be numbered sequentially.
c. Proposers are required to submit their proposal electronically.
d. The Proposers have full responsibility to ensure the response arrives at the City within the deadline. A response delivered after the deadline will not be accepted unless waived as immaterial by the City given specific fact-based circumstances.

8.5 Electronic Submittal.

The City requires an electronic submittal of bid responses to facilitate group review and document distribution. No paper bid submittals will be accepted.

a. The electronic submittal is emailed to the City contact (see page 1), by the RFP due date and time deadline.
b. Title the e-mail so it won't be lost in an e-mail stream.
c. Any risks associated are borne by the Proposer.
d. The City email system will allow documents up to 10 megabytes.
e. Do not zip the RFP response. The City email system will strip out any attachments that are in .zip format.

8.6 Proposer Responsibility to Provide Full Response.

It is the Proposer's responsibility to respond in a manner that does not require interpretation or clarification by the City. The Proposer is to provide all requested materials, forms and information. The Proposer is to ensure the materials submitted properly and accurately reflects the Proposer's offering. During scoring and evaluation (prior to

interviews if any), the City will rely upon the submitted materials and shall not accept materials from the Proposer after the RFP deadline; this does not limit the City right to consider additional information (such as references that are not provided by the Proposer but are known to the City, or past City/City experience with the Proposer), or to seek clarifications as needed.

8.7 No Guaranteed Utilization.

The City does not guarantee utilization of this contract. The solicitation may provide estimates of utilization; such information is for Proposer convenience and not a usage guarantee. The City reserves the right to multiple or partial awards, and/or to order work based on the City's needs. The City may turn to other appropriate contract sources or supplemental contracts, to obtain these same or similar services. The City may resolicit for new additions to the Proposer pool. Use of such supplemental contracts does not limit the right of the City to terminate existing contracts for convenience or cause.

8.8 Expansion Clause.

The contract limits expansion of scope and new work not expressly provided for within the RFP.

Expansion for New Work (work not specified within the original Scope of Work Section of this Agreement, and/or not specified in the original RFP as intended work for the Agreement) must comply with the following:

(a) New Work is not reasonable to solicit separately; (b) is for reasonable purpose; (c) was not reasonably known by the City or Proposer at time of solicitation or was mentioned as a possibility in the solicitation (i.e. future phases of work, or a change in law); (d) is not significant enough to be regarded as an independent body of work; (e) would not attract a different field of competition; and (f) does not vary the identity or purpose of the Agreement. The City may make exceptions for immaterial changes, emergency or sole source conditions, or other situations required in City opinion. Certain changes are not subject to these limitations, such as additional phases of Work anticipated during solicitation and time extensions. Expansion must be mutually agreed and issued by the City through written Addenda. New work performed before an authorizing Amendment may not be eligible for payment.

8.9 Effective Dates of Offer.

Solicitation responses are valid until the City completes award. Should any Proposer object to this condition, the Proposer must object prior to the Q&A deadline listed on page 1.

8.10 Cost of Preparing Proposals.

The City is not liable for costs incurred by the Proposer to prepare, submit and present proposals, interviews and/or demonstrations.

8.11 Readability.

The City's ability to evaluate proposals is influenced by the organization, detail, comprehensive material and readable format of the response.

8.12 Changes or Corrections to Proposal Submittal.

Prior to the submittal due date, a Proposer may change its proposal, if initialed and dated by the Proposer. No changes are allowed after the closing date and time.

8.13 Errors in Proposals.

Proposers are responsible for errors and omissions in their proposals. No error or omission shall diminish the Proposer's obligations to the City.

8.14 Withdrawal of Proposal.

A submittal may be withdrawn by written request of the Proposer. After the closing date and time, the submittal may be withdrawn only with permission by the City.

8.15 Rejection of Proposals.

The City may reject any or all proposals with no penalty. The City may waive immaterial defects and minor irregularities in any submitted proposal.

8.16 Incorporation of RFP and Proposal in Contract.

This RFP and Proposer's response, including promises, warranties, commitments, and representations made in the successful proposal once accepted by the City, are binding and incorporated by reference in the City's contract with the Proposer.

8.17 Independent Contractor.

The selected Proposer shall work as an independent contractor. The City will provide appropriate contract management, but that does not constitute a supervisory relationship to the Agency.

The City will not provide space in City offices for performance of this work. The selected Proposer shall perform a majority of the Scope of Services from their own office space or in the field.

8.18 No Conflict of Interest.

Proposer (including officer, director, trustee, partner or employee) must not have a business interest or a close family or domestic relationship with any City/City official, officer or employee who was, is, or will be involved in selection, negotiation, drafting, signing, administration or evaluating Proposer performance. The City shall make sole determination as to compliance.

9. Response Format.

Submit proposal with the following format and attachments. Failure to clearly and completely provide all information below, on forms provided and in order requested, may cause rejection as non-responsive.

1. **Letter of interest.** (Optional)

2. **Legal Name:**

   Submit a certificate, copy of web-page, or documentation from the Secretary of State in which you incorporated that shows your company legal name. Many companies use a "Doing Business As" name or nickname in daily business; the City requires the legal name for your company. When preparing all forms below, use the proper company legal name.

3. **Minimum Qualifications:**

   Provide a single page that lists each Minimum Qualification, and exactly how you achieve each minimum qualification. Remember that the determination that you have achieved all the minimum qualifications is made from this page. The Project Manager is not obligated to check references or search other materials to make this decision.

4. **Proposed Response to RFP:**

   The response should include examples that illustrate Agency's experience outlined in Demonstration of Experience.

   The response should include a detailed description of how the Agency plans to complete the tasks/deliverables/outcomes as described in the Solicitation Objectives and Scope of Work.

The response should include an estimated project schedule that corresponds to the section entitled "Scope of Work." The response should include the estimated number of work hours for each deliverable, the estimated time required (task completion dates) and the Agency's fee schedule [the fee schedule should correspond to "Project Work Milestones table"].

The response should include an organizational chart of proposed team members. Your plan should include the names, roles and bios of staff members and external partners assigned to the project, including anticipated level of participation.

10. Selection Process.

Details of the selection process are outlined below.
The submitted proposals will be initially screened for minimum qualifications. The proposals that move past this screening process will be evaluated based on the Proposal Evaluation criteria below. Candidates judged to be most responsive to the Proposal Evaluation criteria (below) will be invited to be interviewed. After the interviews, the City will select the highest ranked Proposer for award and then move to the contract negotiation process.

10.1 Initial Screening: Proposals will be reviewed for initial decisions on responsiveness and responsibility in meeting the Minimum Qualifications. Those found responsive and responsible based on an initial review shall then be considered for proposal evaluations.

10.2 Proposal Evaluation: The City will evaluate proposals using the following selection criteria, listed below in order of importance:

- Past work examples demonstrating user-centered design methodology on similarly complex projects.
- Proposed Services (responsiveness to Scope of Work)
- Demonstrated strength of research, analysis and testing capabilities either in-house or via external partner
- Proposed cost
- Staff resources to meet desired milestone delivery schedule as needed

10.3 Interviews: The City may interview the firms that are judged to be most responsive to the RFP specifications as described in Section 10.2. Agencies invited to interview are to bring the assigned Project Manager named by the Agency in the Proposal, and should bring other key personnel named in the Proposal. The Agent shall not bring individuals who do not work for the Agency or are on the project team without advance authorization by the City Project Manager.

During the interview, Agency will provide further detail on one or two projects that best exemplify Agency's proposed solutions to our outlined problems. City will further evaluate Agency on the depth and quality of its presentation.

10.4 Professional References: The City may contact one or more professional references that have been provided by the Proposer/Agency or other sources that may not have been named by the Proposer but can assist the City in determining Agency performance/experience.

10.5 Final Selection: Agencies will be evaluated and ranked using the following criteria.

Criteria	Percentage Weight

Past work examples that best exemplify the proposed solutions to our outlined problems. Depth and quality of onsite presentation and reference checks will be a factor.	30%
Proposed Services (responsiveness to Scope of Work). Staff resources to meet desired milestone delivery schedule as needed.	30%
Proposed cost	20%
Organizational fit	10%

The City shall select the highest ranked proposer to begin contract negotiations.

10.6 Contract Negotiations. The City may negotiate elements of the proposal as required to best meet the needs of the City, with the apparent successful Proposer. The City may negotiate any aspect of the proposal or the solicitation. The City does not intend to negotiate the base contract, which has been attached (See Attachments).

10.7 Right to Award to next ranked Proposer.

If a contract is executed resulting from this solicitation and is terminated within 90-days, the City may return to the solicitation process to award to the next highest ranked responsive Proposer by mutual agreement with such Proposer. New awards thereafter are also extended this right.

10.8 Negotiations.

The City may open discussions with the apparent successful Proposer, to negotiate costs and modifications to align the proposal to meet City needs within the Scope of Work sought by this RFP solicitation.

10.9 Taxpayer Identification Number and W-9: Unless the Agency has already submitted a Taxpayer Identification Number and Certification Request form (W-9) to the City, the Agency must execute and submit this form prior to the Contract execution date.