



**Request For Proposals (RFP)
for Website Design, Implementation, Hosting &
Maintenance Support Services**

RFP Release Date: April 24, 2024

Deadline for proposals: 5:00 p.m. on May 24, 2024.

Introduction

The City of Oakley, California (City) is requesting proposals for website design, implementation, hosting, and maintenance support services. Information and requirements for submitting a proposal are included in this request for proposals (RFP).

Background and Context

The City of Oakley celebrates our unique Delta lifestyle and small-town feel where we **Live** in a safe, dynamic community, **Work** together to build the future, and **Play** in our own backyard.

The City of Oakley was incorporated in 1999 and is in Contra Costa County. The City is a “general law” city and is governed by the Council-Manager form of government. The five-member council is elected based on districts and the Mayor is selected annually by a vote of the City Council.

The City provides the following services: administration, finance, information technology, planning and community development, public works and engineering, police, and recreation.

The City website was redesigned around 2015, and is a WordPress based site with several other programs integrated, including Code Publishing, Government Outreach, Civic Rec, and more.

The City of Oakley seeks the bid of a vendor that can accomplish all the functionality identified in this RFP. Qualified applicants must be equipped to integrate additional programs/technologies as outlined in this document for services currently provided by other vendors.

Qualified applicants will provide solutions for current needs and assist with evolving needs in the future. The City also seeks a vendor that has the capability of integrating additional features and functionality that may be identified in the future.

Project Intent

The intent for this project is to accomplish the below tasks:

- Evaluate the current website and provide a transition plan to replace the existing City website (www.ci.oakley.ca.us) with a new website (www.oakleyca.gov) including a Content Management System (CMS).
- Conversion, installation, training, ongoing support, and integration of other City-owned projects and department websites into the new website.

- Replace the current City website with one that offers advanced technology for government organizations.
- Develop a customized, modern website that includes a 100% responsive design so it can be displayed on devices of all sizes and integrates social media technology to engage and inform the community.
- Provide a well-designed, easy to use website that provides a positive user experience.
- An intuitive system for content creation, workflow for approvals and publishing to the website.
- Redesign of the architecture of the City website.
- Replace the existing CMS software.
- Ensure functionality with currently integrated programs and the newly selected ERP software.
- Integrate new branding that is recognizable and utilizes the City’s logo, fonts and color pallet.
- Ensure compliance with Americans with Disabilities Act (ADA) and accessibility consistent with federal, state, and local requirements.
- Capability of the website to translate into various languages.
- Recover existing key documents from current website and install into new website.
- Assist the City with the transition of content from the current website to the new website.
- Provide all hosting and security services for the new website.
- DNS for “oakleyca.gov” to be hosted by the City of Oakley – Subdomains will be made available to vendor for publishing pre-prod/prod/backup websites.
- Provide training to existing staff members who will serve as administrators.

Project Goals

The City has determined that its existing website is outdated and inefficient. The design of the website is also outdated, and site navigation is difficult.

Scope of Services

The proposed services must include installation, configuration, start-up services, migration of content, training of City staff on use and maintenance of system, as well as ongoing technical and service support. The selected bidder will also provide customer configuration and programming services as needed to ensure minimum functional requirements set forth in the RFP.

Part I - Creation of the redesigned website platform

- Cloud based computing resources.
- Management software for a third-party hosted and redesigned website including content management software, conversion, installation, training, and ongoing support.

Part II - Design and Implementation

- Kick-off meeting with City staff.
- Weekly meetings with staff during the design process.
- Bi-weekly meetings during the implementation process with additional meetings to be scheduled as needed.
- City staff will approve the designs. Vendor will develop a minimum of two examples of the homepage, and two examples of a subsection of the website using the approved design.
- Staff will review the examples and suggest changes, and after further review provide approval for design completion.
- Staff will coordinate with the vendor to publish a pilot website to City stakeholders, to generate feedback for improvement.
- Staff and the vendor will work together to determine what feedback to incorporate into the design before final acceptance.
- The vendor will make the agreed upon modifications and provide the final redesigned website to the City for acceptance. The City will review the website for accuracy, navigation, completeness, and adherence to the agreed upon design.
- Vendor will transfer or archive any reusable content from the existing website to the new website and perform any formatting that must be done to load the content to the new site in a fully usable and consistent manner.
- Vendor shall identify any City staff time required in migrating existing content.
- City approves the website (with modification if necessary) and the vendor places the website into production.
- The City wishes to retain the existing domain name, however would also like to purchase a new domain name.

Part III - Training

- A minimum of four trainings will be required.
- The selected vendor will provide department training to web authors (approximately 10) to use the content management module for updates and provide training for website administrators.

Part IV - Website Launch

- The selected vendor will provide a recommendation on the launch timeframe including a soft launch with a minimum of one week soft launch before the official launch.
- The selected vendor will provide technical support during the soft launch, and for the first four weeks from launch with weekly check-in calls to address any issues.

Part V - Hosting Requirements

- Responsiveness of the website: website responsiveness should adhere to industry standards and apply to mobile and tablet devices.

Proposal Format

Proposal submissions should contain a thorough description and analysis of the following information presented in the order below.

1. Cover Letter
 - Include the name and address of the organization submitting the Proposal and the name, address and phone number and email address of the contact person who will be authorized to make representations for the organization. The cover letter shall clearly identify the project the Vendor is proposing.
2. Executive Summary
3. Project Team
 - Description of the team assigned to this project and their roles. It is expected that once the project begins, the team will remain in place. If the team is not available for the duration of the project, please include a statement regarding the length of the commitment.
 - Organizational Chart that includes the team members assigned to this project and their roles.
 - A brief biography of the team members and their experience working on municipal websites.
 - Identify if any subcontractors will be used and their role in the project.
4. Experience and Qualifications
 - A general description of the services provided by the vendor and sub-vendors.
 - A list of projects completed by the firm and team members proposed for this project that best exemplifies the work requested.
 - Vendor/sub-vendor samples for similar projects
5. Scope of Work
 - A narrative describing the approach and work plan, including any studies for the work.
 - If additional services are required for successful implementation, please include those in the proposals with an explanation of all additional services offered and indicate if pricing is ongoing or one-time and pricing terms and frequency.
 - Any suggestions vendor believes would be valuable to include in this re-design and any suggestions for clarifying the scope of work.
 - Provide an estimated timeline and schedule for completion of the project.
 - A signed copy of any addendum to this RFP shall be included in the proposal.
6. Budget Estimate
 - A detailed budget estimate in a matrix form including hourly rates and time commitments for all team members and sub-vendors by task for the project.
 - Indicate the hourly rates that would be applied to any change orders or additional requests.
 - Indicate whether each pricing component is one-time or ongoing.
 - Include payment terms and frequency.
 - Denote any proposed tasks that are optional.
 - Include similar information for any sub-contractors/sub-vendors.

- Provide sample billing invoice.
 - Provide an estimate of travel expenses if any.
7. Project Schedule
- Include the timeframe for completion of tasks, including milestone dates for primary deliverables.
 - Include discussion of where the project timeline is susceptible to delay if any assumptions are not met.
 - The project schedule should include the dates and how often meetings with City staff will occur.
8. Customer Service
- Customer Assistance: support hours, phone, web-based SLA response time, etc.
 - Escalation Process: Procedure or process for escalating support issues.
 - Emergency Situations: Procedure or process for emergency situations including after-hours support.
 - System Failures: Please describe the process for dealing with failure of the system.
9. Contract Requirements
- Proof of Insurance: The City will require minimum insurance coverage. The City reserves the right to request additional insurance coverage and amounts.
10. Reliability
- Resiliency: Include information pertaining to a website uptime.
 - Website should adhere to OWASP standard for Security.
 - CMS, Modules and HTML Code should be patched on a regular basis and reports delivered or made available on the frequency and status of said patches or updates.
 - HTML 5 Code should be primary, no JavaScript, .NET or open-source modules.
 - Vulnerabilities identified for platform components should be patched within 72 hours and City Contact made aware of those activities.
 - All contact information including email address, phone number, titles and City staff names should be obfuscated from Web Crawlers & Code sniffing.
 - No email should be included in the Website Hosting package; no ancillary services should be installed on hosting packages that are not actively in use.
 - Include detailed information on the types of backups along with frequency of backups and detailed information on version control. Historical logs for reviewing changes made, file locking permissions and archiving content.
 - Describe internet connectivity and resiliency used at the hosting site.
 - Describe any DDoS mitigation capabilities.

Questions and Requests for Clarification

All questions and requests for clarification shall be made in writing and sent via email to Danielle Navarro, Assistant City Manager, at navarro@ci.oakley.ca.us no later than 5:00 p.m. on May 9, 2024.

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 www.ci.oakley.ca.us. It is the responsibility of the vendor to check for any issued addenda before submitting a response.

Submission and Deadlines

Submissions must be received by 5:00 p.m. on May 24, 2024. Submittals not received on or before the deadline stated above will not be accepted (no exceptions). Proposals submitted in response to this RFP shall be valid for 180 days from the submittal due date. The City reserves the right to request follow-up information or clarification from vendors in consideration. Vendor is responsible to ensure delivery by the date and time included.

Email Submittal (Required)

Submit one electronic file (.pdf preferred) via email to Danielle Navarro, Assistant City Manager, at navarro@ci.oakley.ca.us. Indicate in the subject line "RFP – Website Redesign – [Vendor Name]." The City will only accept attachments up to 10MB. The vendor will receive confirmation of receipt of the proposal.

Hardcopy submittal (Optional)

Submit one (1) hardcopy proposal in a sealed envelope and mailed to: Danielle Navarro, Assistant City Manager, City of Oakley, 3231 Main Street, Oakley, CA 94561. Clearly mark the submittal envelope with the "RFP- Website Redesign" and vendor's name.

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. The City will evaluate the qualifications, references, overall fit with the City, as well as take into consideration the proposed scope and pricing submitted to determine the most qualified website vendor. A selection committee will review all proposals received as a part of a documented evaluation process. The City will evaluate proposals according to the following criteria:

1. Responses to the City's functional requirements
2. Price and quality of the proposed software solution, training, and implementation services plan; and price and quality of the proposed ongoing software maintenance/support services.
3. Experience, demonstrated performance and financial viability of the proposers firm, including experience in public sector and similar organizations.
4. Compatibility with City's technical architecture, and standards
5. Strategy and responses to technical requirements.
6. Quality, clarity and responsiveness of the proposal in conformance with instructions.

The City has established a proposal review team to evaluate proposers based on the response to the RFP and the City evaluation criteria set forth above. Scoring criteria, review, and calculations methodology to be created by the City and the City maintains full discretion regarding the evaluation process. The ultimate consultant selection will be based upon both technical and merit and cost competitiveness. The cost to the City for performing the work shall be important, but not an overriding consideration. Subsequent to selection of a successful proposer, the City will draw up an agreement reflecting the terms and conditions of the proposal plus the City's standard liability and insurance requirements. The City reserves the right to conduct interviews with prospective consultants to clarify any issues or obtain additional information, as necessary.