

Haines Borough

Request for Proposal for
Website Redesign and Development



131 Third Avenue S., Haines, AK 99827
PO Box 1209, Haines, AK 99827
Telephone: 766-2231 Fax: 766-2716

This packet contains information pertaining to a request for proposals to be used for submitting a proposal for the following website:

- www.hainesborough.us

Date RFP Issued: October 12, 2011
Response Required: November 4, 2011

Website Request for Proposal

1. Summary

The purpose of this Request for Proposal is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The existing website was designed and produced in-house and has been maintained in-house.

2. Proposal Guidelines and Requirements

This is an open and competitive process.

Proposals received after 5:00pm AST, November 4, 2011, will not be considered.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

The price you quote should be all inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

3. Contract terms

The Haines Borough (hereinafter "Borough") will negotiate contract terms upon selection. All contracts are subject to review by Borough legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items. The contract may require assembly approval in a public meeting with a minimum of 4-2 vote. The successful firm will be required to submit a current Alaska business license and a Haines Borough business license.

4. Purpose, Description and Objectives

Purpose

The Borough currently has a web presence that has become a very important information source for the community and is well-used because it is the main online site for the local government and is dependably maintained. It is, however, somewhat outdated in appearance, structure and in the presentation of content, and more time-consuming to maintain than it needs to be. An opportunity exists to re-engineer the site to better organize content, improve organic SEO and to incorporate the latest web technology. Upon completion of the development of the site, the Borough will take full responsibility for website content maintenance and administration. All content, coding and graphics will become the sole property of the Borough. If there is a requirement for future web work outside of the scope of Borough staff, the successful bidder will be contracted on a per project basis or put on a monthly retainer.

Description

Create a fast to download, flexible and informative website that is easy to maintain. We need a friendly site that can deliver large amounts of constantly changing information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, we must also develop a web-based, database-driven administration tool that allows Borough staff members to easily update content without directly accessing source code. Currently, the Borough has a content management system which allows for all of the content to be updated.

To be effective, our websites must be:

- Quick to load
- Easy to operate

Objectives

Our primary Internet objective is to continue to provide easily accessible information to residents as well as the services the Borough provides.

Make it easy

Redesign the site to deliver intuitive navigation, an improved graphical user interface, easy-to-find content organization and a mobile friendly solution.

Make it compelling

Develop tools to deliver timely, relevant answers to the breadth and depth of resident and visitor questions.

5. Proposal and Award Schedule

<u>October 10, 2011</u>	Publish Notice & Distribute Proposal Packets
<u>November 4, 2011</u>	Proposal Due Date
<u>November 15, 2011</u>	Contract Award by Borough Assembly
<u>November 18, 2011</u>	Notice to Proceed

The Borough Assembly will award the Website Update contract based upon the amount of the bid, as long as the bidder has the qualifications and experience to perform the contract as specified in HBC 3.60.160. The Assembly may require the submittal of references and/or that the Contractor provides a performance bond on the services to be provided.

The Borough reserves the right to: 1) reject any or all proposals; 2) accept the proposal which in its judgment best suits the needs of the Borough; 3) waive any and all irregularities or informalities in any proposal.

Borough Contact: Julie Cozzi, MMC, Borough Clerk
Phone: (907) 766-2231, ext. 31
Fax: (907) 766-2716
Email: jcozzi@haines.ak.us

All proposals, including any amendment or withdrawal, must be received at the address and by the time and date shown above. Any proposal, amendment, or withdrawal that has not been actually received by that time will not be considered.

The outside of the envelope or cover sheet shall state "Website Update" and shall be sent to the Borough Clerk's Office, Haines Borough, P.O. Box 1209, Haines, Alaska 99827; faxed to (907) 766-2716; or emailed to jcozzi@haines.ak.us. Proposals or modifications to proposals submitted by facsimile will not be responsive or accepted unless all pages have been received and printed from the Borough's facsimile machine by the deadline. Proposers assume all risk the Borough's fax line will be busy or that the facsimile machine will not be operational at the time of submission.

The Borough is not liable for any costs incurred by the proposer prior to issuance of an approved contract. All costs incurred as a result of responding to this RFP are the sole responsibility of the proposer.

6. Background

The Haines Borough is a Home Rule Borough established under Alaska Statute and chartered to achieve common goals, to support individual rights, to form a more responsive government, and to secure maximum control of our own local affairs.

The charter guarantees to the people of the Haines Borough the following rights that are in addition to the rights guaranteed by the Constitution of the United States of America and the Constitution of the State of Alaska:

The right to a government of the people, by the people and for the people, which safeguards our diversity, harmony between neighbors and respect for the environment;

The right to access a well maintained public record of all actions of public officials in accordance with this charter, so that the citizens of the borough may retain control over the affairs of their government;

The right to enjoyment of private property, chosen lifestyles, traditions, employment, and recreational activities without unnecessarily restrictive or arbitrary laws or regulations.

7. Audience

Customers and audience groups:

Our primary audience includes current residents and property owners, visitors to the area, community members and employees. Our secondary audience includes prospective residents.

8. Scope & Guidelines

The scope of this project is to update the existing Haines Borough website. The Borough Clerk's Office will create/provide all of the site copy and provide the successful candidate with the most necessary original and stock photography. A firm that can handle all site planning, interface design, programming and production is required. The site must include a technology solution that allows the in-house staff to easily and cost effectively update content and modify site design after initial launch. It is also desirable to include a technology solution that makes the site mobile friendly.

Discovery:

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

Design:

Website information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links for each website.

Development Guidelines:

The website designed by the successful candidate must meet the following criteria:

Create an easy content management system that will permit non-technical Haines Borough Staff to instantly update website content to specific pages.

- Easy updating – Once the site has been completed and accepted by Haines Borough, the site will be maintained by the Clerk's office (web editor)
- Convert substantial amount of existing content to new website.
- Be visually appealing – The site must have an attractive mix of text and graphics.

- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.
- Development of web pages to accommodate the proposed navigation scheme.
- Provide the necessary software and licenses to maintain the site internally.
- Project Management – An assigned project manager will be made available to present information to and coordinate with Haines Borough staff, including a reasonable number of meetings to present design and development solutions.
- Once the website has been completed and accepted by Haines Borough, the website design and all of its contents, software and architecture become property of Haines Borough.
- Cross browser accessibility (i.e. Firefox, Internet Explorer 7-9, Safari)

Site Specifications:

The Borough encourages creativity in the proposals submitted; however there are certain requirements for the website project. Your proposal must account for all of these requirements.

- Site must be compatible with Internet Explorer 7-9, Mozilla and all other current browsers.
- Website must not require plug-ins as a default.
- Fast Loading Pages
- The website must be designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average computer.
- Site must recognize mobile devices and load content in mobile friendly format.

Testing:

Conduct testing of site on all applicable platforms and browsers to ensure entire website works as promised.

Delivery:

Delivery and uploading of site to client for internal hosting.

9. Available technology resources

- We will use much of our existing web content.
- Hosting is currently in-house.

10. Staff resources

A successful planning effort is driven by the Clerk’s Office.

Project Manager: Responsible for sign-off on key decisions, keeping the project on schedule and within budget – Julie Cozzi (907) 766-2231, ext. 31

11. Content of Submittal

Responders are to submit a written narrative corresponding to each of the numbered items:

1. Company Profile
 - a. Number of years in business
 - b. Office location(s) (Include business address)
 - c. Demonstrated company financial stability

2. Municipal Website Design Experience
 - a. Please list city name and website URL
 - b. If no previous municipal experience, please explain relevant government website experience (please list other government clients/URLs)
 - c. List other (non-government) website design experience
3. References (minimum three references, including all contact information below)
 - a. Client Name
 - b. Client Contact Person
 - c. Phone and Fax
 - d. Client Address
 - e. Website Address
4. Team Members/Roles (list all personnel to be assigned to this project)
 - a. Name, title, role (e.g., project management, programming, graphics)
 - b. Please include a brief background summary for each key staff member assigned to this project.
5. Contractor's Service Capabilities (Describe all available)
 - a. Web Development
 - b. Content Management System
 - c. Site maintenance
 - d. Client training
 - e. Availability of website diagnostics
 - f. Site marketing online
 - g. 24 x 7 support
 - h. Security for both Borough staff and users
 - i. Other
6. Description of the proposed process for the Scope of Work/Guidelines for the website design including how you intend to gather all of the required information, format preferred, and assistance expected from the Borough in order to complete this project.
7. Proposed phases or steps in implementation of the website design and infrastructure.
8. Accessibility features of the proposed website.
9. Description of how your company intends to meet the minimum requirements desired as well as the additional requirements outlined above.
10. Description of infrastructure, utilities and tools proposed for web page creation and maintenance. This should include the backroom content organization, link finders, etc.
11. Proposal for migration of current website content to the new website.
12. Options for training the Borough staff in creating and maintaining website content.
13. Description of ongoing support provisions.
14. Specifications and configurations required to support the proposed system, including specifications for all software components required for the system, but not provided as part of the proposal. In other words, hardware and software requirements for Borough workstations and network configuration.
15. Requirements, if any, for Borough bandwidth to the Internet necessary to support reasonable performance of website maintenance tools.
16. Separation of one time and recurring costs for: Website design; infrastructure; training, etc. Please note that the Borough expects this to be a "not to exceed" price.
17. Include pricing range/cost for services outlined.

12. Evaluation Criteria

The following criteria will form the basis upon which the Borough will evaluate proposals. The mandatory criteria must be met and include:

Your proposal must be received no later than 5:00pm, AST, November 4, 2011. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to the attention of:

Julie Cozzi, MMC, Borough Clerk
Phone: (907) 766-2231, ext. 31
Fax: (907) 766-2716
Email: jcozzi@haines.ak.us

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposals and references.
- Aesthetic capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage users.
- Candidate experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the site in the timeframe needed.
- Proposal/Presentation - The information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to high service level agreements.

13. Format for Proposals

Please use the following as a guideline to format your proposal:

Title Page:

Haines Borough, Website Development Proposal, your company name, address, website address, telephone number, fax number, e-mail address and primary contact person.

Cover Letter:

Signed by the person or persons authorized to sign on behalf of the company.

Proposal:

Discuss your proposed solution, including the features, benefits and uniqueness of your solution, qualifications and budget.