City of Racine, Wisconsin

Request for Proposal for Website Design Services

City of Racine, Wisconsin

Request for Proposal (RFP) **Schedule of Events**	
July 9, 2019	RFP issued to Proposers
August 9, 2019 by 1:00pm	DUE DATE for RFP Proposals received after this time will not be considered.
September 2019	Evaluation team reviews proposers responses
Method of submittal	Mail | Email | Facsimile | In-person
Submit Proposals to	Monica G. Santos - Purchasing Agent City of Racine Finance – Purchasing Department 730 Washington Ave. | Room 105 | Racine, WI 53403
Purchasing Contact	Office: 262.636.9143 | Fax: 262.636.9100 Email: monica.santos@cityofracine.org

Firm: _____

Name: _____

Title: _____

Date: _____

Phone: _____

Email: _____

Purpose

The City of Racine is seeking proposals from highly qualified vendors specializing in web design services and implementation of state-of-the-art Content Management System (CMS) software. The new website will be contemporary, intuitive, multi-modal, and accessible. The successful vendor will provide the City with an innovative, cutting-edge, information-ready, turn-key website and an intuitive, user-friendly, and robust CMS that includes a full suite of web editing analytics tools, and functionalities.

The planned website redesign project will start in Fiscal Year 2020 and has an estimated completion date of June 30, 2020.

The specific project objects are as follows:

- Design the City's website utilizing current trends in website development in both the public and private sector to provide a website architecture that is accessible, easy to use, and engaging to the visitor.
- Provide a best-in-class search engine for information accessibility, search ability, and optimization.
- Provide a best-in-class content management system software.
- Ensure the website has multilingual translation capabilities pursuant to City policies, industry standards, and best practices.
- Provide for the latest technology to support customer service, online services (including third party integrations).
- Enable updating the website on an as-needed basis by facilitating content creation and editing.
- Incorporate multimedia imagery in the website design including high definition photography and video.
- Exceptional website and content management system support services.

Background:

Racine is a major city in the southeast section of the State of Wisconsin. The City of Racine sits on the shores of Lake Michigan with easy access to Milwaukee, Chicago and all the outdoor activities anyone could imagine. Just about anything you could imagine doing is within an hour drive. (Opera, camping, museums, sports of all kinds, fine dining, hiking, etc.) Racine has the finest harbor in the area, with facilities for all types of boats and boaters. Our downtown offers a wide variety of shops and restaurants. Our neighborhoods have more character and architecture than most, and each has its' own distinct feel and personality.
The City employees approximately 1,000 individuals in a wide range of occupations including Pubic Works, Public Safety personnel (Fire and Police), Parks, Recreation and Cultural Services personnel, Health Department employees and administrative services.

The City of Racine's website (CityofRacine.org) was launched in 2004 and upgraded in 2015. While it continues to be a functional site, the website's design is limited in terms

of navigation and how information is presented to the public. Current trends in website design have necessitated a rethinking of the City's current format and platform. Further, the Content Management System (CMS) software that manages public information, analytics, customer relations, and other important engagement tools is cumbersome and outdated by today's standards. While there are several website and content management system vendors that service government as an industry, the City of Racine is seeking proposals from firms that will INNOVATE from previous models that are utilized throughout the public sector. The City of Racine is seeking a good website, not a government website.

Scope of Work:

Vendor Experience and Development Criteria

Preference will be given to vendors who demonstrate the most innovative approach using state-of-the-art website design standards, with special attention given to vendors' breadth of experience, references, number of years of experience, and expertise of staff. Experience working with government is preferred but not required.

A vendor that can demonstrate a capacity to innovate and re-invent the government website model is highly desirable. The chosen vendor must have expertise with best practices regarding:

- Innovative website design
- User experience and usability testing
- Website development and deployment
- Information content strategy
- Website hosting
- Social media integration
- Search engine optimization
- Responsive web design, include mobile platforms
- Exceptional customer service

In addition, the vendor should have a proven development process, flexible timeline structure, and in-house resources that favor the availability and time commitment of the City of Racine.

Proposed Content Management System (CMS) Software

A successful Content Management System (CMS) will provide maximum functionality for the best possible cost. At a minimum, the CMS should include the following functionality and services:

1. The CMS is accessible from any location and adaptable to current and changing technology. Software updates are included in user/maintenance fees.
2. SSL encryption, user security, and audit trail.

3. The website/CMS includes a search engine solution that will support indexing of all content within the CMS.
4. The CMS must support multi-user entry and specify licensing/cost implications for additional users, if any. An unlimited number of users is preferred.

System Functionality

The administrative portion of the CMS shall be accessible for all content contributors and feature an intuitive guided user interface that allows for, the following:

1. Add, edit, and move content directly on an assigned webpage.
2. Content publishers must have the ability to preview changes prior to publishing on the site.
3. Content scheduling to the site shall feature delayed posting and automatic expiration abilities.
4. Hyperlinking to internal or external pages.
5. Editor should include spell-check functionality.
6. Robust analytics tool to drive website engagement strategies, including the ability to export and filter data.
7. Creation of user-friendly URLs.
8. Advanced site search capability.
9. A service directory that organizes the service offering or functions of an organization instead of by department. The service directory should allow users to search by keyword and should filter by category.
10. A document archive/storage for specified categories of documents with built-in filtering abilities and search capabilities.

Third Party Integrations

Vendor must analyze all third party plug-ins, APIs, and user interfaces for integration with a new web design. Vendor must ensure all third party applications are compatible with the new website, and provide recommendations and solutions to the City to maintain and/or enhance the customer experience. Included in their response the vendor shall:

1. Analyze the City's current website for all third party applications.
2. Provide a list to the City of Racine of all third party applications.
3. Include recommendations for enhancing the end-user experience with third party applications.

Design Guidelines and Qualifications

The redesign of the website should be welcoming, user-friendly, state of the art, and created by a professional design staff with significant input from the City of Racine. The final version of the design should be a collaborative effort between the City of Racine and the vendor, incorporating elements that represent the City of Racine's brand and image.

1. Vendor must provide a project plan for the design phase of the website.
2. Vendor shall provide a minimum of three (3) designs of the proposed website to the City.
3. Vendor must provide design mock ups of primary website sections.
4. Vendor will work with City staff to determine a new website content information architecture and navigation framework to support easy navigation to key City services. Intuitive navigation with a site structure that does not require multiple clicks to reach desired page.
5. Vendor must determine a consistent look and feel for the website, including color schemes, graphic elements, and navigation tools that provide straightforward navigation within a unifying graphic theme.
6. Vendor must design the website to support the City's updated social media brand as well as the design needs of specific departments/services.

Special Notes:

City of Racine shall not be liable for any costs incurred by respondents to this RFP or for any costs associated with discussions required for clarification of items relating to this RFP.

City of Racine reserves the right to revise or amend the RFP in response to a need for further clarification, specification and/or requirement changes including new opening date prior to the due date. Such revisions and amendments, if any, will be announced by an addendum or addenda to the RFP. Copies of any such addenda will be furnished to all known RFP holders. Failure to acknowledge an amendment may result in rejection of the Statement of Qualifications.

The City reserves the right to reject any and all proposals. The City reserves the right to negotiate the terms of the contract, including the award amount, with the selected proposer prior to entering into a contract. If contract negotiations cannot be concluded successfully with the highest scoring proposer, the City may negotiate a contract with the next highest scoring proposer.

Have you performed any work for the City of Racine in the past?   YES   NO

References

As a part of properly completing the bid, provide the names, addresses, phone numbers and contact persons for a minimum of two companies or municipalities for which the bidder has satisfactorily performed work within the past five (5) years.

Company Name: _____

Address: _____

Contact Person: _____

Phone Number: _____

E-mail: _____

Company Name: _____

Address: _____

Contact Person: _____

Phone Number: _____

E-mail: _____

Company Name: _____

Address: _____

Contact Person: _____

Phone Number: _____

E-mail: _____

Indemnification and Insurance Requirements:

Indemnification

To the fullest extent allowable by law, Contractor hereby indemnifies and shall defend and hold harmless the City of Racine, its elected and appointed officials, officers, employees or authorized representatives or volunteers and each of them from and against any and all suits, actions, legal or administrative proceedings, claims, demands, damages, liabilities, interest, attorneys' fees, costs, and expenses of whatsoever kind or nature whether arising before, during, or after completion of the work hereunder and in any manner directly or indirectly caused, occasioned, or contributed to in whole or in part or claimed to be caused, occasioned, or contributed to in whole or in part, by reason of any act, omission, fault, or negligence, whether active or passive, of Contractor or of anyone acting under its direction or control or on its behalf in connection with or incident to the performance of this Agreement regardless if liability without fault is sought to be imposed on the City of Racine, Contractor's aforesaid indemnity and hold harmless agreement shall not be applicable to any liability caused by the sole fault, sole negligence, or willful misconduct of the City of Racine, or its elected and appointed officials, officers, employees or authorized representatives or volunteers. This indemnity provision shall survive the termination or expiration of this Agreement.

In any and all claims against the City of Racine, its elected and appointed officials, officers, employees or authorized representatives or volunteers by an employee of Contractor, any subcontractor, or anyone for whose acts any of them may be liable, the indemnification obligation under this paragraph shall not be limited in any way by any limitation on the amount or type of damages, compensation, or benefits payable by or for the Contractor or any subcontractor under Worker's Compensation Acts, Disability Benefit Acts, or other employee benefit acts.

No provision of this Indemnification clause shall give rise to any duties not otherwise provided for by this Agreement or by operation of law. No provision of this Indemnity clause shall be construed to negate, abridge, or otherwise reduce any other right or obligation of indemnity that would otherwise exist as to the City of Racine, its elected and appointed officials, officers, employees or authorized representatives or volunteers under this or any other contract. This clause is to be read in conjunction with all other indemnity provisions contained in this Agreement. Any conflict or ambiguity arising between any indemnity provisions in this Agreement shall be construed in favor of indemnified parties except when such interpretation would violate the laws of the state in which the job site is located. Contractor shall reimburse the City of Racine, its elected and appointed officials, officers, employees or authorized representatives or volunteers for any and all legal expenses and costs incurred by each of them in connection therewith or in enforcing the indemnity herein provided. Contractor's obligation to indemnify shall not be restricted to insurance proceeds, if any, received by the City of

Racine, its elected and appointed officials, officers, employees or authorized representatives or volunteers.

<u>Insurance Requirements</u>

The Contractor shall not commence work under a contract until he has obtained all insurance required under this paragraph and has filed certificates thereof with the Owner, nor shall the Contractor allow a Subcontractor to commence work until all similar insurance required has been so obtained and filed with the Contractor. Unless otherwise specified in this Agreement, the Contractor shall, at its sole expense, maintain in effect at all times during the performance of the Work, insurance coverage with limits not less than those set forth below with insurers and under forms of policies set forth below.

Worker's Compensation and Employers Liability Insurance - The Contractor shall cover or insure under the applicable labor laws relating to worker's compensation insurance, all of their employees in accordance with the law in the State of Wisconsin. The Contractor shall provide statutory coverage for work related injuries and employer's liability insurance with limits of $1,000,000 each accident, $1,000,000 disease policy limit, and $1,000,000 disease each employee.

Commercial General liability and Automobile Liability Insurance - The Contractor shall provide and maintain the following commercial general liability and automobile liability insurance:

Coverage – Coverage for commercial general liability and automobile liability insurance shall be at least as broad as the following:

1. Insurance Services Office (ISO) Commercial General Liability Coverage (Occurrence Form CG0001)

2. Insurance Services Office (ISO) Business Auto Coverage (Form CA0001), covering Symbol 1 (any vehicle)

Limits -The Contractor shall maintain limits no less than the following:

1. General Liability - One million dollars ($1,000,000) per occurrence ($2,000,000 general aggregate if applicable) for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to the project/location (with the ISO CG 2503, or ISO CG 2504, or insurer's equivalent endorsement provided to the City of Racine) or the general aggregate including product-completed operations aggregate limit shall be twice the required occurrence limit.

2. Automobile Liability- One million dollars ($1,000,000) for bodily injury and property damage per occurrence limit covering all vehicles to be used in relationship to the Agreement.

3. Umbrella Liability- One Million dollars ($1,000,000) for bodily injury, personal injury and property damage per occurrence in excess of coverage carried for Employers' Liability, Commercial General Liability and Automobile Liability as described above.

Required Provisions - The general liability and automobile liability policies are to contain, or be endorsed to contain, the following provisions:

1. The City of Racine, its elected and appointed officials, officers, employees or authorized representatives or volunteers are to be given additional insured status as respects liability arising out of activities performed by or on behalf of the Contractor; on products and completed operations of the Contractor; for premises occupied or used by the Contractor; and on any vehicles owned, leased, hired or borrowed by the Contractor.

2. The coverage shall contain no special limitations on the scope of protection afforded to the City of Racine, its elected and appointed officials, officers, employees or authorized representatives or volunteers.

3. For any claims related to this project, the Contractor's insurance shall be primary insurance as respects the City of Racine, its elected and appointed officials, officers, employees or authorized representatives or volunteers. Any insurance, self-insurance, or other coverage maintained by the City of Racine, its elected and appointed officials, officers, employees, or authorized representatives or volunteers shall not contribute to it.

4. Any failure to comply with reporting or other provisions of the policies including breaches of warranties shall not affect coverage provided to the City of Racine, its elected and appointed officials, officers, employees or authorized representatives or volunteers.

5. The Contractor's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.

6. Each insurance policy required by this agreement shall state, or be endorsed to state, that coverage shall not be canceled by the insurance carrier or the Contractor, except after sixty (60) days (or 10 days for non-payment of premium) prior written notice by U.S. mail has been given to the City of Racine.

7. Such liability insurance shall indemnify the City of Racine, its elected and appointed officials, officers, employees or authorized representatives or volunteers against loss from liability imposed by law upon, or assumed under contract by, the Contractor for damages on account of such bodily injury (including death), property damage, personal injury, completed operations, and products liability.

8. The general liability policy shall cover bodily injury and property damage liability, owned and non-owned equipment, blanket contractual liability, completed operations

liability with a minimum of a 24 month policy extension, explosion, collapse, underground excavation, and removal of lateral support, and shall not contain an exclusion for what is commonly referred to by the insurers as the "XCU" hazards. The automobile liability policy shall cover all owned, non-owned, and hired vehicles. All of the insurance shall be provided on policy forms and through companies satisfactory to the City of Racine, and shall have a minimum A.M. Best's rating of A-VII.

Deductibles and Self-Insured Retentions - Any deductible or self-insured retention must be declared to and approved by the City of Racine. At the option of the City of Racine, the insurer shall either reduce or eliminate such deductibles or self-insured retentions.

Evidences of Insurance - Prior to execution of the agreement, the Contractor shall file with the City of Racine a certificate of insurance (Acord Form 25-S or equivalent) signed by the insurer's representative evidencing the coverage required by this agreement. Such evidence shall include an additional insured endorsement signed by the insurer's representative. Such evidence shall also include confirmation that coverage includes or has been modified to include all required provisions 1-8.

Responsibility for Work - Until the completion and final acceptance by the City of Racine of all the work under and implied by this agreement, the work shall be under the Contractor's responsibility care and control. The Contractor shall rebuild, repair, restore and make good all injuries, damages, re-erections, and repairs occasioned or rendered necessary by causes of any nature whatsoever.

Sub-Contractors - In the event that the Contractor employs other contractors (subcontractors) as part of the work covered by this agreement, it shall be the Contractor's responsibility to require and confirm that each sub-contractor meets the minimum insurance requirements specified above.

END OF DETAILED SPECIFICATIONS