

# City of Pearsall



## Request for Proposal

### Website Design

RFP Circulation Date:  
**Thursday, November 2, 2017**

Proposal Submission Deadline:  
**Monday, November 13, 2017 at 2:00 p.m.**

For more information about the City of Pearsall, visit [www.cityofpearsall.org](http://www.cityofpearsall.org)

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## **I. Introduction and Overview**

The City of Pearsall has initiated a Request for Proposal (RFP) process to identify a vendor qualified to plan, execute and deliver the design of the City's website ([www.cityofpearsall.org](http://www.cityofpearsall.org)) The City of Pearsall requires a vendor who has demonstrated experience in developing website projects and expertise with best practices regarding successful website design, development, and deployment for a municipality or governmental agency.

## **II. About City of Pearsall**

**PEARSALL, TEXAS**, the county seat of Frio County, is located along Interstate Highway 35, fifty-four miles south of San Antonio. The City is named after the vice president of the railroad, Thomas W. Pearsall and became incorporated in 1909.

In 1990 the estimated population was 9,355, and Pearsall had six public schools, a student enrollment of 2,400, thirteen churches representing ten denominations, and a public library housing over 23,000 volumes. By 2000, the census indicated a total population of 7,157, there were 2,201 households, and 1,688 families residing in the city. Today the population is estimated at just under 11,000. According to Data USA, the demographics of Pearsall residents recorded by the American Community Survey. 82.3% of the City's residents were US citizens in 2015, a number that is lower than the national average of 93%. The median age of native-born residents is 29.9, and the most common country of origin for those not born in the US was the Mexico. Pearsall has 8,119 Hispanic residents and 1,173 White residents. 63.5% of the residents are native speakers of a non-English language. In 2015, the median household income in Pearsall was

\$33,311. Compared to other census places, the County has an unusually high number of Mining, Quarrying, Oil, Gas Extraction; Agriculture, Forestry, Fishing, Hunting; and Transportation, and Warehousing. Today Pearsall covers about six square miles and has grown into a vibrant and economically diverse community. For information, please visit the city's website at [www.cityofpearsall.org](http://www.cityofpearsall.org).

## **III. Current Website Information:**

The City website is currently hosted by a third-party provider and utilizes a WordPress template. The site is managed by an IT contractor.

## **IV. Objectives/Goals -**

The goal of this project is to redesign the City of Pearsall's website to bring it up to date and to meet current and future state and federal requirements. The new design should be a secure Content Management System (CMS) that is bi-lingual (English/Spanish), improves navigational flow to other pages/links/and back and forward from home page etc, improves conversions, a site that is more visually appealing, provides better search engine visibility, includes social media integration, as well as fillable forms. The site should be more informative and transparent, and include additional pages, including online utility payment page that links to and is compatible with Tyler Technologies Incode software. The site must be accessible to individuals with disabilities, meeting ADA Title II Regulations, Section 508 requirements, and other applicable ADA requirements. It should include improved W3C Code Standards to build rich interactive experiences. The site must also be easy to maintain, modify, and update by non-technical departmental employees who have no coding or website training. Ultimately, the site must provide a better end user experience, with Call To Action buttons, resulting in higher retention rates.

## **Other objectives/goals to consider:**

The goal of the City's website is to provide the following:

- Design and layout that promotes the City's culture, professionalism, and transparency.
- User-friendly experience where visitors are able to quickly find the information they need and translate website content to the language they are most comfortable with.
- Features that provide visitors the ability to electronically obtain, fill out, and submit desired forms such as reporting citywide maintenance issues.
- Quick and easy management of website design and content by staff at a variety of levels within the organization.
- Design pages to allow for high-speed upload/download response times for both low and high-speed computers used by visitors.
- Enhance communication and have graphics load quickly.
- Include language translation tools and font size adjustor.
- Be compatible with major web browsers (Internet Explorer, Chrome, Google, Firefox, Safari, etc) and have backwards compatibility to at least three (3) previous versions, as well as non-graphical browsers.
- Enable access by smart phones and tablets (mobile version of the website)
- Scale to all online information platforms such as iPads, tablets, desktops, laptops, and smart phones.
- Incorporate printer-friendly feature for all web pages that have links or embedded plug-ins such as Java and Adobe for opening and viewing documents.

### **• Security**

1. The contractor must consider the appropriate and secure use of interactive forms for confidential information such as personnel applications and records.
2. The site must be secured from email harvesters.
3. The site should be built to withstand security attacks including Cross Site Scripting (XSS) and Cross Site Request forgeries (CSRF).
4. Any mailing list modules must be secure in compliance with the stated privacy policies of the City.
5. The City must be able to control levels of permission and approval for City employees uploading information to the site, and must have the ability to immediately delete permissions for terminated employees.

### **• User-friendly Backend Process for City Staff**

1. Develop a content management site where authorized City Staff can update web pages from individual workstations and/or from external sites.
2. Have simple editable website design and content.
3. Master calendar to share events, meetings, holidays, etc. that can be managed in a main calendar and shared across the website by content/subject matter category.
4. Have the ability to embed video, graphics, audio files, and City forms.
5. Provide ongoing technical assistance, maintenance, and content management support.
6. Provide ongoing training on how to maintain and manage the website for site administrators and site content editors.

7. Include regular updates and meetings for site administrators and site content editors to ensure the design and functions of the website development are within the scope of the website redesign project.
8. Have the capability to accommodate the expansion of e-government services and current technology.
9. "Share This" social networking site links for site visitors to share content on Facebook, YouTube, etc.

### **Target Audiences**

The target audiences for the site are as follows:

Current city residents, business prospects, investors, contract & vendor partners, sponsors, general public, potential employees, contractors, policymakers, press, etc.

### **V. SUBMITTAL INSTRUCTIONS**

Please view the City's website prior to the submittal of a proposal for any amendment to this RFP. Any proposals received by the City of Pearsall which do not address additional information required by an amendment shall be considered incomplete.

#### **A. Questions regarding this solicitation shall be emailed to:**

Cleo Garcia, Tourism & Business Development Director at [cgarcia@cityofpearsall.org](mailto:cgarcia@cityofpearsall.org)

**B. The original** and two (1 hard copy and 1 electronic copy) copies of the proposal shall be signed, sealed and submitted to the City Manager. The envelope must be clearly marked as "SEALED PROPOSAL FOR WEBSITE DESIGN." Proposals should be submitted to the City of Pearsall no later than 2:00pm CT on Monday, November 13, 2017. Proposals can be mailed to 215 S. Ash Street, Pearsall, TX 78061. Proposals received in the mail after 2:00 p.m. CT on Monday, November 13, 2017, regardless of the date of their postmarks, will not be accepted.

Timely submission of the proposal is the responsibility of the respondent. Any extension, if granted, shall apply to all recipients of this Request for Proposal. Each page of the proposal shall be identified with the name of the responding firm. The City of Pearsall reserves the right to decide, on a case-by-case basis, whether to reject a proposal as non-responsive. As a precondition to acceptance, the City of Pearsall may request the respondent to withdraw or modify those portions of the proposal deemed non-responsive that do not affect quality, quantity, price, or delivery of service.

**C. Each respondent**, by submitting a proposal, certifies that it is not party to any collusive action or any action that may be in violation of state and federal law.

**D. The City of Pearsall** accepts no responsibility for any expenses incurred by a respondent in the preparation and presentation of a proposal. Such expenses shall be borne exclusively by the respondent.

**E. Any proposal received** at the place designated in this RFP after the time specified for receipt will not be considered unless so authorized by the City.

**F. Respondents may** withdraw all or any portion of a proposal at any time during and after the review and award process, up to ratification of an agreement between the City of Pearsall and the designated firm.

**G. The City of Pearsall** retains at all times the right to cancel or withdraw this RFP, and the right to refuse to accept a proposal from any respondent.

## **VI. BIDDING SOLICITATION**

All proposals shall be submitted in the format outlined herein. In preparing submissions, respondents should describe in detail the services proposed to be provided and how service delivery will be accomplished.

Respondents should also identify equipment requirements and the cost of providing website design for each category identified. The minimum levels of services to be provided are described in *Section IV - City of Pearsall Website Objectives*, of this RFP.

The City of Pearsall will receive proposals from firms having specific experience and qualifications in the areas identified in this solicitation. Under the bidding process, the terms of the service contract, the price of the service, the method of service delivery, and the conditions of performance are all negotiable following selection of the firm. A negotiated contract will be awarded to the firm that best meets the proposed needs at a reasonable price, not necessarily at the lowest price.

For consideration, proposals must contain descriptions of the firm's experience and abilities to perform, at a minimum, pursuant to the *City of Pearsall Website Objectives*. Unless otherwise stated, all proposals shall address each criterion identified in the following subsection.

### **A. Suggested Bid Format.**

**1. Vendor Contact** - List the name, address, email and voice phone number of the Vendor's authorized negotiator. Vendor's authorized negotiator shall be empowered to make binding commitments for the Vendor's firm.

**2. Vendor Profile** - Provide a description of the company, the location of organization's headquarters, and a brief company history with the year the organization was formed and ownership structure.

**3. Vendor Staff** - Submit a prospectus of company and a brief biography showing the qualifications of each individual who will work on the project. It is anticipated that the individuals listed will work on the project until completion unless the City agrees to prior approval for change.

**4. Professional References** - Provide a list of at least three (3) Vendor client references in which a minimum of 80% of the design/content was produced. References of local government or related agencies preferred. The reference list must include:

- Client name, location, and website address.
- Current contact person and phone number.
- Description of services provided by Vendor to client.
- Provide Samples of past website design work

**5. Format of Web Design** - List the applications to be used in the design and construction of the site.

**6. Sample Home Page** - Provide a minimum of one (1) but no more than three (3) samples of the home page design for the new City of Pearsall site.

**7. Project Schedule** - Timeframe needs to be as detailed and as realistic as possible since it will be a part of the contractual agreement. The design and implementation can be broken into sections with different target dates.

**8. Cost** - The bid should be broken down by phases and types of work. The following cost information is required:

- Total cost for the proposal.
- Cost breakdown for training, hosting and objectives.
- Cost for additional options not listed.
- License cost for core functionality.
- License cost for additional modules required to provide the functionality mentioned in this RFP.
- Hourly rate for professional services, including task description.
- Inclusion of website development/design where the use of subcontractors will be utilized. Name of the sub-contractor and work performed is required in proposal.
- Your proposal should be formatted to allow the City to select any or all options.

**9. Technical/Software Information** - Provide the following information as it relates to website development:

- Under what operating systems does the application software run?
- What is the recommended server specification/configuration to run the application effectively?
- Describe the system implementation.
- What software language will be used?
- List all supported network protocols.
- How does the application meet federal ADA compliance requirements? Describe company's experience in making websites as accommodating as possible to disabled and visually impaired visitors.
- Explain system's ability to integrate with third party portal products and identify any with which you have achieved successful integration.
- Additional technical information and/or requirements for website.
- Clearly list additional options available and the fee for each.

**10. Collection of Information** - Statement showing how required information will be collected.

**11. Training** - Submit a plan to transition maintenance, system administration, page development, data transfer and updates to City staff. Include number of days needed for onsite/offsite training, with facility/equipment requirements needed to provide training.

**12. Submission Property of City** - Proposals shall be prepared and submitted at the respondent's sole expense. All proposals will become the property of the City of Pearsall and will not be returned. There will be no public bid opening.

**13. Reservation of Rights** - The City reserves the right to negotiate mutually acceptable project-related conditions, including costs.

The selected vendor will be required to enter into a Professional Services Agreement with the City of Pearsall which includes the City's standard Terms and Conditions including insurance requirements. The selected vendor will be required to include the submitted RFP as part of the scope of services and may not modify the RFP after its submittal to the City.

## VII. SELECTION TIMELINE

Each proposal shall be reviewed and evaluated in detail to ensure that it meets the requirements of this Request for Proposal. Failure to meet the RFP's requirements is cause for rejection. The top finalists may be required to make a presentation to the City.

- Thursday, November 2, 2017 - RFP will be placed on City of Pearsall's website and emailed to a list of firms. RFPs available to vendors via email request and downloadable directly from website ([www.cityofpearsall.org](http://www.cityofpearsall.org)).
- Submittal Deadline Monday, November 13, 2017, by 2:00 p.m. - Respondents assume the risk of the method of submission chosen. The City assumes no responsibility for delays caused by any delivery service. Postmarking by the due date will not substitute for actual receipt of proposals. Proposals shall not be delivered by facsimile transmission or other telecommunication or electronic means.
- Monday, November 13, 2017, 2:01 p.m. – Bid opening at City of Pearsall City Hall.
- November 13-24, 2017 - Vendors' responses will be analyzed and scored by the evaluation team. The total score will factor heavily into the City's decision as to which vendors will be considered.
- November 14-24, 2017 – Finalist vendors demos/presentations at the City of Pearsall; finalists' references may be contacted at the City of Pearsall's discretion after bids are opened.
- November 30, 2017 - A final decision will be made on or before this date as to which vendor(s) will be chosen. All vendors will be notified of the City's decision after approval by the *City Council of award to successful vendor, subject to successful negotiation of terms and conditions.*

## VIII. SELECTION CRITERIA AND PROCESS

The following will be used in evaluating the responses.

- **Experience** – The City will consider the respondents' experience in designing websites, particularly government sites, and overall understanding of site architecture, navigation, search capabilities and other components of website design. References will be verified.
- **Value to users** – The City will evaluate the respondents' proposal to add value to users including recommendations on visual appeal, design consistency, features offered, and technical support.
- **Maintenance and upgrades** – The City will consider how easy the site is to maintain by various users, including non-technical staff, and the ease with which additional

features may be added later.

- **Investment** – The City will consider the ‘total cost of ownership’ of each proposal, including any annual support, license fees, and the effort required to maintain the site. Total cost of ownership will also include City staff time requirements to complete the project.

- **Project Management** – The City will evaluate the team and the methodology proposed for carrying out the project.