



**City of Maysville
Request for Proposal (RFP)**

for

Website Redesign & Implementation

Issue Date: September 15, 2021

Proposal Due Date: October 6, 2021

Submit responses to:

City of Maysville
Attn: Matt Wallingford
216 Bridge Street
Maysville, KY 41056
mattwallingford@maysvilleky.net

Introduction

The City of Maysville seeks to engage the services of a qualified firm or individual to provide design and content management services for two new websites that would both represent the city. One site would primarily focus on city government, and the other would focus on tourism. The City's goal is to create websites that successfully promote our brand, facilitate a user-friendly environment for accessing municipal services, create easy communication between the City, citizens and visitors, and simplify content management while meeting high standards for design quality and visual appeal. The new websites will serve as the public face of Maysville's government and tourism while providing 24/7 services for a wide range of users.

Background and Context

The City of Maysville is a Home Rule City known for small-town hospitality and friendliness. It is run by a City Manager form of government, which includes a Mayor and four City Commissioners. The major operating departments of the City are: City Manager, Administrative Services, Public Works, Utilities, Police, Fire, Engineering, Code Enforcement, Tourism and Main Street. The City's population is approximately 9,000, and it covers approximately 22.5 square miles.

The current version of our website, can be viewed at www.cityofmaysville.com

The City of Maysville seeks the bid of a vendor that can accomplish all of the functionality identified in this RFP and has the flexibility of providing this functionality over time, with respect to potential budgetary constraints. Qualified applicants must be equipped to integrate additional features that may be needed or new technologies that may be developed in the future. The City seeks sites that centralize content management to our City Clerk and Tourism Director with the option of additional supporting users and oversight from the City Manager. Finally, the City of Maysville's website(s) must have the capacity to meet the State of Kentucky's Open Records Law Requirements.

Vendor Qualifications

The City of Maysville seeks a vendor that has produced a minimum of 5 websites and been in the business of website design for at least 4 years. Preference will be given to firms/individuals who have experience in municipal website design. Additionally, the City seeks a vendor with proven capacity to provide the following: Content Management System (CMS) components and tools. Responders are to submit a written narrative corresponding to each of the outlined requirements:

1. Introduction

- A. Company Overview and Summary

2. Company Profile

- A. Company History
- B. Contact Information
- C. Office location(s) (Include business address)
- D. Demonstrated company financial stability

3. Project Team Roles

- A. Name, title, role (e.g., project management, training, design)
- B. Education, years of experience

4. Government Website Design Experience

- A. Minimum three municipal or related client references, including:
 - Client name
 - Website URL
 - Contract duration
 - Client contact person, title, phone number, and email
- B. Any municipal award-winning websites designed by vendor (please list city name and website URL)
- C. Design portfolio (minimum of three screenshots with URLs)

5. Project Development Approach

- A. Proposed timeline
- B. Outline all project phases and the City's role
- C. Explain the design process, if not included in the project phases
- D. Explain the data migration process, if not included in the project phases
- E. Show U.S. Federal Government ADA requirements are met, if not included in the project phases
- F. Training, if not included in the project phases
- G. Ability to integrate municipal branding into new site
- H. Ongoing technical assistance and training opportunities

6. Support and Maintenance (describe all available)

- A. System ownership
- B. Ongoing operations and maintenance
- C. Training opportunities
- D. Availability of robust self-service documentation and technical support (videos and training manuals, etc.)
- E. Beta testing
- F. Normal support hours and emergency support hours
- G. Software updates and site maintenance
- H. Software licensing (if any)

7. Ability to integrate the City's branding and aesthetics into the site design

8. Integrated Content Management System (CMS) Components and Tools

The CMS listing in the Functionality Table below represents functional categories and is not comprehensive; others may be recommended or added. The City's new website(s) vendor must be able to provide the desired components shown.

Table 1 – CMS Features

| Component/ Module Name | Function | Offered (Yes/No) | Vendor Comment |
|------------------------------------|--|-------------------------|-----------------------|
| Browser Based Administration | Create, edit, or delete template-based web pages and news updates | | |
| Calendar | Update/publish calendars w/ optional ability to import multiple Google Calendar feeds | | |
| Departmental Home Pages | Ability to create landing pages for associated municipal departments and other applicable agencies | | |
| Directories, Listing for Staff | Dynamic content | | |
| Document and File Repository | Upload/download capability, back-end ability to search within | | |
| Public Meeting Document Management | Create, manage, and host agendas, minutes, and other relevant documents | | |
| Search / Archive Center | Searchable solution for live or archived content, documents, and news updates (internal site search engine). | | |

| | | | |
|---|--|--|--|
| News Updates | Online publishing of blog-style news updates with email subscription capability | | |
| Alerts & Emergency Notification | Front page solution for emergency notification updates with a registration widget and the ability to share via social media | | |
| Interface to existing systems and databases | Integration or links to Interactive GIS, Smartgov, Land Records Portal, Google Suite, etc. | | |
| Recreation Programming/Event Registration & Facility Management | Web-based registration software for recreation and facility rentals | | |
| Online Payment Solution | Secure online transaction by department | | |
| Survey/Polling Capability | Web-based software for polling, surveys, and answer tracking (or capability to embed third-party programs) | | |
| RFP/RFQ/Bid Posting | Dynamic/Interactive content | | |
| Integrated Human Resources Solutions for Employment Opportunities | Applicants can view job openings and apply (fill out applications, attach resumes and documents) to submit electronically via website. | | |

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|--|--|--|--|
| Security Integration | SSL encryption, https, two factor authentication, etc | | |
| Video Hosting | Ability to embed third-party videos, archive, live-stream, and view webcam | | |
| Site Statistics | Integration of comprehensive analytical status reports | | |
| Sitemap | Dynamic | | |
| Mobile Browsing | Websites can be accessed from any mobile platform | | |
| Online Forms | Forms, publishing, and tracking with email forwarding capability | | |
| Photo Center | Optional - Display community photos in a central location on website | | |
| Multi-Lingual Support | Dynamic content | | |
| Printable Pages | Print-friendly function | | |
| Social Media Interface | Facebook, Twitter, Instagram feeds, etc. | | |
| Real Estate Management | Properties – commercial or residential – can be organized by and searched | | |
| Sideshow (Photos/Banners) | Dynamic image/video display | | |
| Volunteer Management & Registration software | Provide web-based software or enable third-party embeddable portal(s) | | |

This is not a definitive, final list. Possible categories could be added when necessary.

9. Description of Features and Functionality Included with the CMS at minimum include:

- A. Description of page creation
- B. Page content template information
- C. Content scheduling and versioning information
- D. The different back-end user permission levels

10. Hosting and Security (describe all available)

- A. Site hosting (remote or local?)
- B. Hosting location
- C. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
- D. Company's commitment to operational time – or limiting of downtime

11. Project Pricing Estimate/Cost for Services Outlined (specify amounts of items below):

- A. Days/hours of training, number of employees to be trained, on-site or webinar
- B. Amount of content migration (entire website or a specific number of pages)
- C. Hosting costs
- D. Any optional enhancements and consulting packages with deliverables and associated fees

12. Guarantees/Warranties

List any guarantees or warranties the company offers.

13. Conclusion

14: Any additional information (not required)

Submittal Requirements

The deadline for RFP response is **4:30 PM on October 6, 2021.**

Please mail one hard copy and one digital to:

Matt Wallingford, City Manager
mattwallingford@maysvilleky.net
216 Bridge Street, Maysville, KY 41056

Please ensure "RFP Maysville-Website Re-design" is written on the envelope. One bound copy, plus one digital copy should be submitted.

Submittals not received on or before the specified deadline will not be accepted. The City of Maysville reserves the right to request follow-up information or clarification from vendors in consideration. The City reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which in the opinion of the City, will best serve the interests of the City. Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against the City for reimbursement will be accepted.

Evaluation Criteria

The City of Maysville will evaluate the proposals with regard to the proposed services and the experience and qualifications of the firm. As part of the evaluation process, you may be required to present your proposal along with examples, to City staff and/or elected officials. Proposals will be evaluated based on the following criteria:

- **Ability to provide the integrated Content Management System components**
- **Extent of experience in successfully implementing and managing existing municipal websites**
- **Demonstration of the website security credentials**
- **Cost**
- **Review of aesthetics of illustrative examples of design and layout capabilities in existing websites**
- **Creativity and strategic proposals/long-term enhancement**