

IMPORTANT NOTICE!!

If you download these materials and wish to be added to the proposer contact list send an email to:

purchasing@springfield-or.gov

Information to be provided:

- “RFP#3272 City of Springfield Website” in the subject line
- Company name
- Primary contact name
- Primary contact title
- Primary contact direct phone #
- Primary contact email

It will be the responsibility of each participating supplier to refer daily to the City of Springfield – Purchasing/Contracts website <http://www.springfield-or.gov/city/finance/itbrfp> to check for any available addendum to current opportunities, cancellations or intents to award posted.

**CITY OF SPRINGFIELD
OREGON**

**Request for Proposal #3272
Information Technology Department
City of Springfield Website**

Sealed proposals will be received by the Finance Department, City of Springfield, 225 5th Street. Springfield OR, 97477, Attn: Neil Obringer until 2:00 p.m. local time, the 24th of February, 2023 and opened at 2:00 p.m. local time the same day. Sealed proposals must be marked **“RFP#3272: City of Springfield Website”**.

The City of Springfield is seeking an experienced consultant team or vendor to design and implement a new citywide website. The successful proposer will provide a well-developed, fully featured website that meets the needs of all users of the website.

Proposal packets are available on the City’s website at www.springfield-or.gov (City > Finance > Purchasing and Contracts then Request for Proposal #3272) or by contacting Neil Obringer at (541)736-1032 or by email: nobringer@springfield-or.gov.

The City reserves the right to accept or reject any or all proposals or to waive any specifications or requirements, or to negotiate with any vendor submitting a proposal regarding any aspect of this Request for Proposals when doing so is deemed to be in the best interest of the City.

The City of Springfield encourages proposers or sub-contractors who are minority, woman-owned and emerging small businesses to participate in City projects.

If any respondent requires special assistance or auxiliary aids during the proposal, evaluation or award process, please contact Neil Obringer at (541)736-1032 at least two (2) business days prior to the required assistance. TTY users dial Oregon Relay Services at 711.



Request for Proposal

#3272

City of Springfield Website

City of Springfield
Information Technology Department
Springfield, Oregon 97477

January 13, 2023

I. Project Overview

The City of Springfield is seeking an experienced consultant team or vendor to design and implement a new citywide website. The successful proposer will provide a well-developed, fully featured website that meets the needs of all users of the website.

The project's purpose is to design a fully functional website, provide staff training, and ongoing support as needed in a webmaster role. This RFP will include a software solution and implementation including software, licenses, training, hosting and implementation services to develop and manage the city website.

II. Overall Project Description and Scope of Work

The City of Springfield's purpose for issuing this RFP is to establish a contract with a successful proposer for the web design services, which includes but is not limited to website design, staff training for the updating of the website, hosting and web master services. The scope of web design services is described in Attachment 1 - Scope of Work.

III. Proposal Submission Requirements

Your response to the Request for Proposal must contain all of the information requested in the Request for Proposal along with acknowledgement of all addenda. A completeness check will be conducted for each submission. Incomplete submissions will not be accepted. Submissions must include the items organized and numbered to correspond to each requirement below:

Content requirements

1. **General** – Proposals will be clear and concise. The City encourages green options and discourages the use of materials that cannot be recycled such as PVC and spiral binders, plastic or glossy covers and dividers. Further, the City encourages Proposers to print on both sides of a sheet of paper whenever possible.
2. **Cover Letter** – All Proposals must be accompanied by a cover letter signed by an individual who is legally authorized to enter into a contract on behalf of the proposing individual/firm. The letter must:
 - a. Introduce the Proposal, provide an overview of your representation according to the Attachment 1 Statement of Work.
 - b. Affirm that the Proposer accepts all terms and conditions of the Request for Proposals, including the Attachment 2 Sample Contract terms and conditions.
 - c. Designate the Proposer's contact person during the Proposal review process.
 - d. Identify whether you qualify as resident bidder as described in ORS279A.120 (1) (b) and if you are licensed to do business in the State of Oregon.
 - e. Include a statement of the firm's ability to begin work **April 2023** and a statement that the submission is a firm offer for a 90-day period.

- f. **Pending Litigation:** Identify any past, pending or threatened litigation or administrative or state ethics board or similar body proceedings to which you or any of your partners are a party and which would either materially impair your ability to perform the services enumerated herein, or, if decided in an adverse manner, materially adversely affect the financial condition of your firm. Any firm selected pursuant to this RFP will be required to advise the city of any developments during the term of this appointment with respect to existing and/or any new civil or criminal legal investigations, pertinent litigation and/or regulatory action involving the firm or its employees which could impact the firm's role or ability to perform the consulting services.
3. **Qualifications-** The statement of qualifications must include a detailed statement of the qualifications of the firm and sub-consultant firms who will be assigned to the project. This should include organizational history, clients presently served, and extent of web design and hosting work.
4. **Resumes-** The proposal must include a resume for each member of the project team assigned to this engagement. Please describe each member's role in the project.
5. **Approach -** The proposal must set forth a work plan, including an explanation of the web design and hosting methodology to be followed, to perform the services required in this request for proposal.

The Approach must include the following information:

- a. Identify key personnel, including sub-consultant key personnel, who will be working on the project, as well as an itemization of each member's direct involvement by task.
 - b. Specify a project manager and a primary contract person for project delivery.
 - c. Demonstrate through a written narrative the proposer's understanding of the city's objectives, issues and features as related to the project and outlined in Attachment 1 – Scope of Work.
 - d. Describe in detail the proposed approach to providing the requested services.
 - e. Include the sequence of activities to be undertaken and identification of specific tasks and deliverables within each activity.
 - Provide a detailed work plan showing tasks and the schedule.
 - Include task completion dates and each team member's direct involvement in tasks.
 - Allow ample time for city staff to review the draft website and subsequent revision.
 - f. Describe in detail the expected work products, which include but are not limited to, website style guide, training, completed final web design and implementation, ongoing webmaster services, website hosting, progress reports, presentations to stakeholders, and other applicable materials.
6. **Fee Proposal -**The fee proposal must list the total person-hours, hourly rates, and cost by work task and function. The fee proposal must show all costs for the project, including

overhead costs, miscellaneous expenses, and sub-consultants and must include the proposer’s method of calculating the fee.

In addition, proposers are to break those hours down by type of employee that will be assigned to this engagement. A suggested format is:

Job Title	Number of Employees	Estimated hours
Partner		
Manager		
Supervisor		
Senior		
Junior		
Total		

*Job titles may vary between firms.

Additional Services - If it should become necessary for the City of Springfield to request the consultant team to render any additional services to either supplement the services requested in this RFP or to perform additional work as a result of the specific recommendations included in any report issued on this engagement, then such additional work shall be performed only if set forth in an addendum to the contract between the City of Springfield and the firm. Any such additional work agreed to between the City of Springfield and the firm shall be performed at the same rates set forth in the Fee Proposal.

7. **References** - Provide a minimum of five (5) references for Web Design and Hosting Services for organizations for whom you have provided similar services. The references should include, at a minimum, the name of the organization, the address, the contact person, title, email address and a telephone number. References cannot include current or former City Staff. (Former staff include staff employed by the City of Springfield within the last five years.)
8. **Attachment #2 – Sample Contract.** (Exceptions to the terms and conditions must be noted in your cover letter.) The proposal does not need to include a signed sample contract.
9. **Signed Attachment #3 – Authorization to Legally Bind Bidder.** The proposal must include a signed authorization to legally bind the proposer to their proposal, except as may be negotiated between the City and the successful proposer following notification of Intent to Award.
10. **Signed Attachment #4 – Minority Women Emerging Small Business Form (MWESB).** A complete and signed MWESB form must be included in the proposal.

IV. Evaluation and Selection Criteria

A committee comprised of representatives from the City will review the Proposals for conformance with the requirements of the Request for Proposals. Conforming Proposals will be evaluated according to the criteria listed below.

1. Proposal Review

- a. The proposals will be examined to determine that the firm satisfies the mandatory elements as identified in section IV(2)(a). Firms who do not meet the mandatory elements will be eliminated from further consideration.
- b. The evaluation committee will score each proposal according to the criteria in subsection 2 below. Based on the preliminary scores of each proposal, the committee may elect to identify finalists and schedule appointments for presentations and/or interviews. Following the presentations and/or interviews, if any, the committee will make a final selection based on the highest overall score. The final score will be based on information provided in the Proposals and during interviews, if any, as well as information provided by the proposer’s references.

2. Evaluation Criteria

Proposals will be evaluated using two sets of criteria. First, the evaluation committee will determine whether proposals meet the mandatory criteria. Next, the evaluation committee will evaluate and score proposals that meet the mandatory criteria using the proposal evaluation criteria and possible points as provided below.

- a. Mandatory Criteria: Proposal Submission Requirements (Section III)
- b. Proposal Evaluation Criteria

Criteria	Possible Points
Understanding of work to be performed and ability to manage work (Reference Section III(5))	20
The qualifications of the firm (Reference Section III(3))	20
Experience (Reference III(3 & 4))	20
References (Reference Section III(7))	10
Cost (Reference III(6))	25
Completeness of RFP	5
Total	100
Oral Presentation for selected firms (if any)	20
Grand Total	120

- c. Oral Presentations (if any) and Final Scoring
 - i. After the technical proposals have been evaluated and finalist firms have been identified, those firms will be invited to make an oral presentation to the committee.
 - ii. Presentations provide the firms an opportunity to answer any questions or provide clarifications to the committee; however, no changes are allowed to be made to the originally submitted cost.
 - iii. Finalist proposers who do not respond to the City’s request to schedule an oral presentation within three business days of being contacted by the City may forfeit the opportunity to provide an oral presentation.
 - iv. The committee will score the firm’s presentations in the context of the criteria listed in section IV(2)(b) of this document and whether the presentation and responses enhance the scoring of the written proposals. Firms may receive up to an additional 20 points on the presentation. Following the oral presentation, the evaluation committee may adjust their preliminary scores based upon the information provided during the oral presentation.
 - v. The evaluation committee will compile final cumulative scores for each proposal by adding the final score for the written proposal with the oral presentation score. The highest ranked proposer will be tentatively selected as the successful proposer. Negotiations will be conducted according to section X.

- d. Tie Breaker
 - i. If two or more proposals have the same preliminary score, the evaluation committee may decide, in the best interests of the City, whether it is necessary to apply a tie-breaker or else invite all tied proposers to give an oral presentation. If the evaluation committee applies a tie-breaker, proposals will be ranked by the preliminary score for Qualifications of the Firm.
 - ii. If two or more proposers have the same final cumulative score, proposals will be ranked by the final scores for Qualifications of the Firm. If these scores are also tied, selection of the successful proposer will proceed as provided in OAR 137-047-0300.

V. Schedule for Selection Process

RFP Package Available	Jan 13, 2023
Request for Clarification Due (if applicable)	Feb 13, 2023, noon local time
Response to Clarification Due (if applicable)	Feb 17, 2023
Proposals Due by:	Feb 24, 2023, 2pm local time
Review & Interview (if applicable)	Mar 6, 2023
Intent to Award Notice (approximate)	Mar 17, 2023
Contract Award (approximate)	Apr 3, 2023

Prospective Proposers may contact Neil Obringer by email at purchasing@springfield-or.gov for further information regarding this process or to request clarification. Contact with other City officials regarding this RFP may be grounds for disqualification. Please note that the City of Springfield has implemented this policy to ensure fairness and transparency in the selection process.

VI. Instructions to Proposers

The RFP may be found on the City of Springfield website at www.springfield-or.gov (<http://www.springfield-or.gov/city/finance/itbrfp> select the document titled **RFP#3272** City of Springfield Website).

Each Proposal must include one (1) original signed submission, marked “**RFP#3272 City of Springfield Website**” and (1) electronic copy (PDF format) on a CD or thumb drive. Each original Proposal and required materials must be contained in a sealed envelope or box and must be received no later than 2pm, local time, Feb 24, 2023 at the following address:

City of Springfield
Finance Department
Attention: Neil Obringer
225 Fifth Street,
Springfield, Oregon 97477

VII. Late Proposals Not Considered

Proposals must be received by the time specified at the address listed above. Any Proposal received after the deadline will not be considered. Faxed or emailed submissions will not be accepted.

VIII. Addenda to RFP

1. Prospective proposers may submit a written protest to anything contained in this RFP or may request clarification or a change to any provision, requirement, or contract term by submitting them in writing to Neil Obringer, by email at purchasing@springfield-or.gov, no later than 12:00 pm PST February 13, 2023. Each protest or request for change must include the reasons for the protest or request, and any proposed changes to the RFP provisions, requirements, or contract terms.
2. The City will post an addendum to this RFP if the City determines it is necessary to amend, revise, or supplement any part of this RFP, addenda will be posted on

Springfield's website at www.springfield-or.gov (<http://www.springfield-or.gov/city/finance/itbrfp> select the document titled **RFP#3272 City of Springfield Website**). The City will make a reasonable effort to provide the addenda to all Proposers to whom the City provided the initial Proposal. This includes the amendment of dates in the Schedule for Selection Process.

The City is not responsible for any explanation, clarification, interpretation or approval made or given in any manner except by written addenda issued by City. In case of any doubt or differences of opinion as to the services to be furnished hereunder, or the interpretation of the provisions of the Proposal, the decision of the City shall be final and binding upon all parties.

IX. Contract

The successful Proposer will be expected to enter a professional services contract with the City. The contract will specify the extent of services to be rendered, the means and methods of providing the services, and the amount of compensation. A sample contract is included as Attachment 2.

X. Negotiation of Price Agreement

The City reserves the right to negotiate a final contract that is in the best interest of the City considering cost effectiveness and quality central control. After the evaluation committee scores and ranks each proposal, the City will begin negotiating a contract with the highest-ranked Proposer. If the City and highest-ranked Proposer are unable to reach agreement on a contract within a reasonable amount of time, the City will formally terminate negotiations with the highest-ranked proposer orally or in writing. The City may thereafter negotiate with the second-ranked Proposer, and if necessary, third-ranked Proposer, and so on, until negotiations result in a contract or until the City decides to terminate this RFP.

XI. City Selection Discretion

The City reserves the right to reject any or all proposals and to cancel this RFP at any time if doing either would be in the public interest as determined by the City. The City further reserves the right to seek clarification of each proposal.

XII. Proposal Ownership

All material submitted by the Proposers shall be considered property of the City, and the City will not be required to return same to any Proposer. The material submitted by Proposer will be treated in the same manner as the City's own records.

After opening, all Proposals become part of the public record unless exempt under Oregon Public Records Law. Proposers wishing to exempt appropriate portions of their proposals from disclosure as public records are encouraged to discuss their concerns with the City prior to the submissions of their Proposals:

Nathan Bell Finance Director
City of Springfield Finance Department
225 Fifth Street
Springfield, OR 97477

XIII. Exceptions to Request for Proposal

If, for any reason, a Proposer should find fault with the structure of this Request for Proposal or with the evaluation process, concerns may be submitted in writing to:

Neil Obringer
Springfield Finance Department
225 Fifth Street
Springfield, OR 97477
Phone: (541) 736-1032
purchasing@springfield-or.gov

The City will make every effort to answer questions and, if warranted, to amend the Request for Proposal as provided in section VIII. Proposers who are unable or unwilling to meet any of the requirements of this Request for Proposal must include, as part of their response, written exceptions to those requirements.

XIV. Protest Procedure

Any Proposer who has submitted a proposal to the City and who is adversely affected by the City's award of the Contract to another proposer has seven (7) days after issuance of the Notice of Intent to Award the Contract, to submit a written protest of the award to the City. This right to protest shall conform to the written requirements of OAR 137-047-0740 and specify the grounds upon which the protest is based.

An adversely affected Proposer must exhaust all avenues of administrative relief and review before seeking judicial review of City's Contract award. Protests must be submitted to:

Nathan Bell
Finance Director
City of Springfield
225 Fifth Street
Springfield, OR 97477

XV. Cost of Proposal

The City is not liable for any costs incurred by vendors for the preparation and presentation of their Request for Proposals. This includes any costs in the submission of a Proposal or in making necessary studies or designs for the preparation thereof.

XVI. AMERICANS WITH DISABILITIES ACT COMPLIANCE

If any respondent requires special assistance or auxiliary aids during the proposal, evaluation or award process, please contact Neil Obringer, 541.736.1032 at least two (2) business days prior to the required assistance. TTY users dial Oregon Relay Services at 711.

Attachment 1

Scope of Work

1. Project Management
 - 1.1. Coordinate and manage weekly project team meetings
 - 1.2. Coordinate and direct activities of subconsultant team meetings
2. Initial analysis and review of the existing city website
 - 2.1. Collect relevant website data, documents, and other needed information
 - 2.2. Review project objectives, issues, and features
 - 2.3. Prepare an analysis of the current website noting areas of improvement to be implemented in the new website
3. Develop Initial Website Concept
 - 3.1. Platform
 - 3.2. Theme
 - 3.2.1. Modern look and functionality
 - 3.2.2. Intuitive navigation of 3 clicks to access most content from the home page
 - 3.2.3. Efficient use of menus
 - 3.2.4. Minimize whitespace
 - 3.2.5. Look and function well for mobile devices and computers
 - 3.3. Searching
 - 3.3.1. Fully functional search tool built in
 - 3.4. Test page
 - 3.4.1. Provide a sample home page for review and approval of design concept
 - 3.4.2. Respond to departmental feedback
 - 3.4.3. Presentation to City Council for feedback
 - 3.5. Employee Portal
 - 3.5.1. Allows for an area for employees to log in with network credentials
4. Hosting
 - 4.1. Identify a minimum of 3 potential hosting services with a comparison and recommendation
 - 4.2. 99.9% uptime
 - 4.3. 24/7 support
 - 4.4. Ongoing training resources available
 - 4.5. Separate testing, staging, and production environments
 - 4.6. Data resides on US based data centers
 - 4.7. No performance issues due to regular web traffic
 - 4.8. Website metrics
 - 4.8.1. Number of clicks and reporting, click throughs, what platforms users are accessing from, mobile versus computer, etc.
5. Content Management System
 - 5.1. Content review process

- 5.2. Ongoing and automatic Content Management System updates
- 5.3. Bulk management tools
 - 5.3.1. Filtering media that isn't used and finding specific media
 - 5.3.2. Audits to find dead links, typos, and other errors
- 5.4. Tools to organize pages
- 5.5. Bulk un-publish
- 5.6. Ability to locate duplicate information
- 6. Content Creation
 - 6.1. Efficient editing interface
 - 6.2. Implement the brand and common design elements with existing printed materials
 - 6.3. Be uniquely Springfield, incorporating Springfield's identity
 - 6.4. Navigation and site content is intuitive for the user
 - 6.5. Screen reading and accessibility audits
 - 6.6. Test links in editor
 - 6.7. Training and support documentation
 - 6.8. Fillable forms
 - 6.8.1. Handle fillable forms completely through the site
 - 6.8.2. Display, submission, and backend routing of fillable forms to the correct user group, department, email, or other end user
 - 6.9. Style guide
 - 6.9.1. Create a web style guide for use by all website content creators
 - 6.9.2. Have guidelines to allow for consistent flow, tone, look, and feel for all areas of the website
- 7. Webmaster services
 - 7.1. Ongoing training
 - 7.2. Overall site management
 - 7.3. Knowledge, updates, new tools and features, reports, ADA accessibility
 - 7.4. 24/7 support
 - 7.5. Technical expertise
- 8. Security
 - 8.1. Use data encryption and secure web connections
 - 8.2. Define security by individual user or role-based attributes and limit access based on a role-based access control model
 - 8.2.1. Robust permissions control for different areas of the website
 - 8.3. API integrations support rotating keys and only grant necessary privileges
 - 8.4. No multi-user accounts
 - 8.5. Ensure data security and no City data is shared with parties or entities without prior City agreement
 - 8.6. Ensure city is notified of any compromise of city data by cloud service providers or third parties

9. Integrations

- 9.1. Calendar for public meetings
- 9.2. City social media accounts
- 9.3. Mitel phone system for employee directory
- 9.4. Others

10. ADA Accessibility

- 10.1. Text size, color, and alternative text for all photos and graphics
- 10.2. All electronic forms are accessible by screen reading software
- 10.3. To the extent created or uploaded by the consultant, all PDF documents are created using the original editable source of Adobe Acrobat or equivalent
- 10.4. Photos with text are not used unless another link to an accessible PDF or text only document is with it
- 10.5. No document scanner will be used to create a PDF or TIF on any web page unless a text version of the document is also provided

11. Finished Website

- 11.1. Testing
 - 11.1.1. Provide for a testing environment prior to go live for city users
 - 11.1.2. Facilitate meetings with departmental representatives to ensure that the website is sufficient and ready
- 11.2. Training
 - 11.2.1. Provide training for content creation, navigation and ongoing as needed
- 11.3. Go live
 - 11.3.1. Presentation to City Council
 - 11.3.2. Provide support through the go live period
- 11.4. Project wrap up