

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#3307 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 #3307
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 31st of March, 2023 and opened at 2:00 p.m. local time the same day. Sealed proposals must be marked “**RFP#3307: 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 #3307 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

#3307

City of Springfield Website

City of Springfield
Information Technology Department
Springfield, Oregon 97477

February 28, 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-A - 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-A 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 **May 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-A – 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	Feb 28, 2023
Request for Clarification Due (if applicable)	Mar 16, 2023, noon local time
Response to Clarification Due (if applicable)	Mar 23, 2023
Proposals Due by:	Mar 31, 2023, 2pm local time
Review & Interview (if applicable)	Apr 14, 2023
Intent to Award Notice (approximate)	Apr 24, 2023
Contract Award (approximate)	May 15, 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#3307** City of Springfield Website).

Each Proposal must include one (1) original signed submission, marked “**RFP#3307 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, March 31st, 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 March 16, 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#3307 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-A

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

Attachment 1-B Questions and Answers

Attachment 1-B of this RFP summarizes questions and answers from the cancelled RFP #3272 and is incorporated into the Scope of Work of RFP #3307.

Question 1. Is there an incumbent for this contract? If so, please provide the incumbent name, current contract number, duration, historical level of effort and value of the contract?

Answer 1. The City currently contracts with Lane Council of Governments for website services (LCOG). The specifics of this contract are not relevant to the new website because the City is looking for a different level of service.

Question 2. Can the government be willing to accept new Content Management Systems platforms other than WordPress, such as Drupal?

Answer 2. Yes, the City is willing to consider other Content Management Systems providing there is sufficient documentation, training and it will meet the needs of the City. However, because the City currently uses Wordpress, a non-Wordpress proposal should include sufficient additional training time and cost to train staff on a different CMS.

Question 3. How large is the CMS user base (i.e., number of users)?

Answer 3. The answer to this depends on what type of users the question is referring to. For access to the backend, this would be a few dozen users.

Question 4. What is the budget for this contract?

Answer 4. The budget is \$150,000 for the initial website, plus an assumed yearly contract for ongoing maintenance and support.

Question 5. Can we perform the tasks (related to RFP) outside the USA? (Like, from India or Canada)

Answer 5. The requirement is any company submitting a proposal will conduct business in English, be available during the City's office hours of 8AM to 5PM, Monday through Friday, Pacific Standard Time.

This RFP is open to proposals from firms both inside and outside the State of Oregon. No firm will be disqualified based solely on being a non-resident proposer. However, the City makes no representations to potential proposers or contractors regarding tax liability, corporate responsibility, requirements to register with the State of Oregon, or any other regulatory compliance concern under state or federal law.

The City will not contract with any entity or individual that is listed as ineligible on the federal System for Award Management (SAM), nor with any entity or individual listed on the U.S. Office of Foreign Assets Control list of Specially Designated Nationals and Blocked Persons or listed on any other sanctions list maintained by the U.S. government.

Question 6. We are not resident bidder nor don't have license to do business in State of Oregon? We are Florida Based company supporting state clients for more than 17 years. Is it fine for us to submit RFP with certification of state of FL.

Answer 6. The resident bidder requirement only applies to scoring and would not apply because this is a Request for Proposal, not a bid.

Question 7. Do we need to provide minimum 5 references is must. or 3 references if fine.

Answer 7. The City is asking for 5 references.

Question 8. We are Florida based Minority company still we need to get certification from state of Oregon.

Answer 8. Please fill out the MWESB/DBE Voluntary Self-Declaration form as instructed in Attachment 4. As stated on the form, "The City of Springfield is seeking information on the various business entities that submit bids and proposals for working with the Department. We request that you provide the following information to assist us with evaluating our efforts at reaching the underrepresented sectors of the business and construction communities. The Department does not intend to use this data as criteria for selecting the successful bidders or proposers for city-funded procurements."

The form is seeking information about Oregon and federally-certified entities only; information about other state certifications is not requested.

Question 9. Can the proposal be submitted in email?

Answer 9. Per section VII of the RFP, email is not an acceptable submission format.

Question 10. As with any software development, the sky's the limit as far as features, requirements, and costs. Does the City have any type of budget range that would be helpful in understanding the scope and scale of this project? The best example I can give is asking how much it would be to go on vacation. Where are we going, how long are we staying, what kind of accommodations would you like, flying vs. driving, eating in or dining out, and so on....as you can see it's virtually impossible to tell you how much this would be without further defining some parameters. With a budget range we can offer an exacting approach and methodology to meet the needs of the City and/or possibly take a phased approach to the work.

Answer 10. The budget is \$150,000 for the initial website, plus a yearly contract for ongoing maintenance and support.

Question 11. Is any Business license needed in the state of Oregon while submitting the proposal? We are a Delaware-based company, and can we take the license if the project is awarded to us?

Answer 11. The requirement is any company submitting a proposal will conduct business in English, be available during the City's office hours of 8AM to 5PM, Monday through Friday, Pacific Standard Time.

This RFP is open to proposals from firms both inside and outside the State of Oregon. No firm will be disqualified based solely on being a non-resident proposer. However, the City makes no representations to potential proposers or contractors regarding tax liability, corporate responsibility, requirements to register with the State of Oregon, or any other regulatory compliance concern under state or federal law.

The City will not contract with any entity or individual that is listed as ineligible on the federal System for Award Management (SAM), nor with any entity or individual listed on the U.S. Office of Foreign Assets Control list of Specially Designated Nationals and Blocked Persons or listed on any other sanctions list maintained by the U.S. government.

Question 12. Is there any preference for the CMS to be used? Can we use WordPress?

Answer 12. Yes, the current City website uses WordPress and it is an allowable CMS.

Question 13. What's the budget for this?

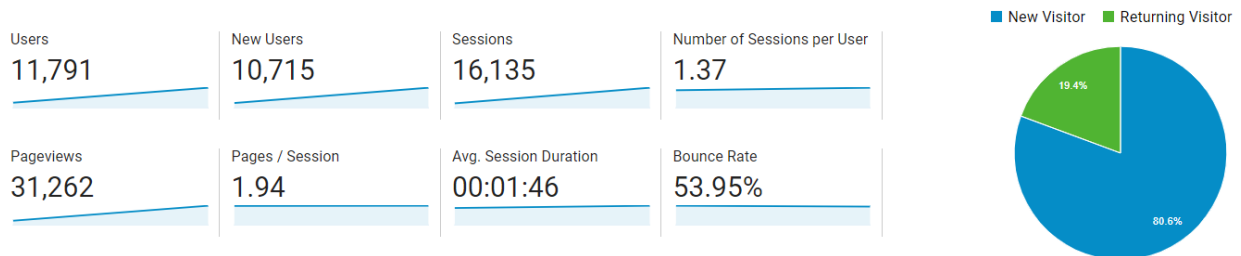
Answer 13. The budget is \$150,000 for the initial website, plus a yearly contract for ongoing maintenance and support.

Question 14. What is the duration of the contract? Are you looking for maintenance and support after the website is launched? Should we include it in the pricing? If yes, what's the duration?

Answer 14. Yes, the City is looking for Maintenance, Support and other ongoing Webmaster services. A yearly price for those services should be included in the RFP.

Question 15. Should we include the pricing of hosting in the proposal? Or should we compare three options? What is the current and expected traffic to the website? It will help us to choose the hosting spec.

Answer 15. Yes, include the price of hosting in the proposal. Yes, the City is looking for a comparison of 3 different hosting options. Here is a sample of our website traffic for a 30-day period. The City is seeking a hosting platform that is both responsive and has room for growth.



Question 16. It was noted that the cover letter should discuss our certification in Oregon and there are agreements for the City to complete. All of the requirements are fine, but it was unclear to me if I need to be local to submit for this opportunity. We are based in Los Angeles but certainly would travel for meetings, interviews as needed. Would you be so kind as to clarify that requirement for me?

Answer 16. The requirement is any company submitting a proposal will conduct business in English, be available during the City's office hours of 8AM to 5PM, Monday through Friday, Pacific Standard Time.

This RFP is open to proposals from firms both inside and outside the State of Oregon. No firm will be disqualified based solely on being a non-resident proposer. However, the City makes no representations to potential proposers or contractors regarding tax liability, corporate

responsibility, requirements to register with the State of Oregon, or any other regulatory compliance concern under state or federal law.

The City will not contract with any entity or individual that is listed as ineligible on the federal System for Award Management (SAM), nor with any entity or individual listed on the U.S. Office of Foreign Assets Control list of Specially Designated Nationals and Blocked Persons or listed on any other sanctions list maintained by the U.S. government.

Question 17. ...presentations to the City, including any meetings, are those in-person or virtual?

Answer 17. Virtual presentations are allowed.

Question 18. Is there a budget range that you'd like to stay within?

Answer18. The budget is \$150,000 for the initial website, plus a yearly contract for ongoing maintenance and support.

Question 19. What is your expected timeline for launching the new site?

Answer 19. The City would like to have a new website ready to launch within 3 months of execution of the contract. This can be subject to change if the project scope changes or additional features are requested by the City.

Question 20. Are you open to moving from WordPress to Drupal, another open-source content management system?

Answer 20. Yes, the City is willing to consider other Content Management Systems providing there is sufficient documentation, training and it will meet the needs of the City. However, because the City currently uses Wordpress, a non-Wordpress proposal should include sufficient additional training time and cost to train staff on a different CMS.

Question 21. Can companies from Canada submit a proposal?

Answer 21. The requirement is any company submitting a proposal will conduct business in English, be available during the City's office hours of 8AM to 5PM, Monday through Friday, Pacific Standard Time.

This RFP is open to proposals from firms both inside and outside the State of Oregon. No firm will be disqualified based solely on being a non-resident proposer. However, the City makes no representations to potential proposers or contractors regarding tax liability, corporate responsibility, requirements to register with the State of Oregon, or any other regulatory compliance concern under state or federal law.

The City will not contract with any entity or individual that is listed as ineligible on the federal System for Award Management (SAM), nor with any entity or individual listed on the U.S. Office of Foreign Assets Control list of Specially Designated Nationals and Blocked Persons or listed on any other sanctions list maintained by the U.S. government.

Question 22. Can the work be performed outside the U.S.?

Answer 22. The requirement is any company submitting a proposal will conduct business in English, be available during the City's office hours of 8AM to 5PM, Monday through Friday, Pacific Standard Time.

This RFP is open to proposals from firms both inside and outside the State of Oregon. No firm will be disqualified based solely on being a non-resident proposer. However, the City makes no representations to potential proposers or contractors regarding tax liability, corporate responsibility, requirements to register with the State of Oregon, or any other regulatory compliance concern under state or federal law.

The City will not contract with any entity or individual that is listed as ineligible on the federal System for Award Management (SAM), nor with any entity or individual listed on the U.S. Office of Foreign Assets Control list of Specially Designated Nationals and Blocked Persons or listed on any other sanctions list maintained by the U.S. government.

Question 23. What is your maximum budget for the project?

Answer 23. The budget is \$150,000 for the initial website, plus a yearly contract for ongoing maintenance and support.

Question 24. We are located in California and are not licensed in Oregon, so we are curious if we can still bid.

Answer 24. The requirement is any company submitting a proposal will conduct business in English, be available during the City's office hours of 8AM to 5PM, Monday through Friday, Pacific Standard Time.

This RFP is open to proposals from firms both inside and outside the State of Oregon. No firm will be disqualified based solely on being a non-resident proposer. However, the City makes no representations to potential proposers or contractors regarding tax liability, corporate responsibility, requirements to register with the State of Oregon, or any other regulatory compliance concern under state or federal law.

The City will not contract with any entity or individual that is listed as ineligible on the federal System for Award Management (SAM), nor with any entity or individual listed on the U.S. Office of Foreign Assets Control list of Specially Designated Nationals and Blocked Persons or listed on any other sanctions list maintained by the U.S. government.

Question 25. Regarding Section 8.1 (Scope of Work): Data Encryption – can you expand on your needs? For example, are you looking for the entire website content to be encrypted or only the forms?

Answer 25. The City is looking for the entire website to use HTTPS and for any personal details that are transmitted to or from a user to be protected through encryption. For example: name, address, payment information, etc.

Question 26. Regarding Section 9.3 (Scope of Work): Can you expand on the type of Integration you are looking for with the Mitel Phone system?

Answer 26. The City would like to have an employee phone directory that integrates with the Mitel system so it can automatically update when the Mitel directory is updated. Currently the City has a manually updated employee directory and with the recent addition of the Mitel phone system, automating an employee directory is the goal.

Question 27. Is there an approximate budget allotted for this project? If so, what is that amount?

Answer 27. The budget is \$150,000 for the initial website, plus a yearly contract for ongoing maintenance and support.

Question 28. I would like to confirm if you are open for proposal from India based Agency.

Answer 28. The requirement is any company submitting a proposal will conduct business in English, be available during the City's office hours of 8AM to 5PM, Monday through Friday, Pacific Standard Time.

This RFP is open to proposals from firms both inside and outside the State of Oregon. No firm will be disqualified based solely on being a non-resident proposer. However, the City makes no representations to potential proposers or contractors regarding tax liability, corporate responsibility, requirements to register with the State of Oregon, or any other regulatory compliance concern under state or federal law.

The City will not contract with any entity or individual that is listed as ineligible on the federal System for Award Management (SAM), nor with any entity or individual listed on the U.S. Office of Foreign Assets Control list of Specially Designated Nationals and Blocked Persons or listed on any other sanctions list maintained by the U.S. government.

Question 29. Is it mandatory to submit the proposal physically? Can we email it as well... since I already shared that we are HQ in India.

Answer 29. Per section VII of the RFP, email is not an acceptable submission format. A physical copy of the proposal must be received prior to the 2pm PST on February 24th.

Question 30. Is there a budget range for this project?

Answer 30. The budget is \$150,000 for the initial website, plus a yearly contract for ongoing maintenance and support.

Question 31. Is there a deadline by which you would like to complete this project?

Answer 31. The City would like to have a new website ready to launch within 3 months of execution of the contract. This can be subject to change if the project scope changes or additional features are requested by the City.

Question 32. The current website has 597 pages of blog and news story content. Does the city wish to migrate this content to the new site?

Answer 32. The goal is to not bring over legacy content and build new content moving forward.

Question 33. The current website has 810 legacy (past) events stored in the system. Does the city wish to migrate this content to the new site?

Answer 33. The goal is to not bring over legacy content and build new content moving forward.

Question 34. Do you wish to keep the current translation functionality?

Answer 34. Yes, translation functionality is important to the new website.

Question 35. Scope of Work 5.4 “Tools to organize pages.” What is the desired behavior of the CMS? Are there specific use case scenarios you have in mind, beyond simple grouping of pages by topic or department?

Answer 35. The intent is for simple grouping as indicated in your question.

Question 36. Scope of Work 8.2.1 “Robust permissions control for different areas of the website.”

Please provide more detail/use case scenarios for this functionality

Answer 36. The intent is to have different permission levels for access to the back end of the system. Some users would only post content updates. Some users would provide structural changes. An ideal solution would also limit content by areas within the website. For example, if one user only needs to post new content for a particular department, then limit access to those portions of the website.

Question 37. Scope of Work 8.3. “API integrations support rotating keys and only grant necessary privileges.” How many API integrations are on the site? Are you able to name them? Do any of them use rotating keys currently?

Answer 37. The intent here is to maintain site security with a new website. The new website will have expanded functionality from the current website, including intake of sensitive personal data through forms, and possibly other ways. Handling of that sensitive data, whether stored or passed through to another system is of utmost importance. Ensuring that data is not freely accessible by other components of the website that do not require that information is also important.

Question 38. Scope of Work 8.4 “No multi-user accounts.”

Please clarify what you mean by no multi-user accounts.

Answer 38. The intent is to define permissions on a per user account basis. Example, no generic login for a departmental content update.

Question 39. Scope of Work 8.5 “Ensure data security and no City data is shared with parties or entities without prior City agreement.”

Can you provide use case scenarios for this?

Answer 39. The intent is to limit the flow of data to/from the website with third parties by only giving access to the minimum level needed.

Question 40. Scope of Work 9.3, “Mitel phone system for employee directory”.

Is this integration currently present on the current website? If yes, please provide a high-level overview of the functionality. If no, please describe desired behaviors/outcomes, and what challenges it’s expected to solve.

Answer 40. The City would like to have an employee phone directory that integrates with the Mitel system so it can automatically update when the Mitel directory is updated. Currently the City has a manually updated employee directory and with the recent addition of the Mitel phone system, automating an employee directory is the goal.

Question 41. Scope of Work 9.4, “Integration: Others” Since amount and types of integrations can affect budget, the more detail you provide here, the better we can respond in the Budget portion of our proposal.

Answer 41. The budget is \$150,000 for the initial website, plus a yearly contract for ongoing maintenance and support.

Question 42. Do you currently store any sensitive user data in the current website CMS? By “sensitive” we mean things like name, SSN, address, banking information, birthdate, etc.

Answer 42. The new website will need to be able to take in, store and possibly distribute sensitive data. The current website does store names, but that is the only sensitive data.

Question 43. Are there any specific issues or experiences you’ve had with the current website that are prompting the need for a redesign at this time?

Answer 43. The current website was built years ago, and lacks features of modern websites. There is a lot of clutter that will be cleaned up, a fresh look, and better navigation are some of the reasons of the new website.

Question 44. You note that there will be periodic reviews by the City Council. Have you identified a team of internal staff who will engage on a more regular basis with the selected vendor? If so, who are the members of this team?

Answer 44. Yes, there is an internal team that will work with the vendor, representing each department.

Question 45. Does the City of Springfield have established and documented brand guidelines to share with the selected vendor?

Answer 45. Yes, there is branding for the city. As part of this RFP, there will need to be style guidelines created that will compliment the existing branding.

Question 46. Are there any driving factors for the 3 month completion window (budget timing, specific event, etc.).

Answer 46. It is a goal and the City recognizes that timelines may go longer than 3 months. Members of the City Council have wanted a new website for some time, a window of 3 to 6 months after the award of the RFP would be acceptable for implementation. A timeline that greatly exceeds this is not desirable.

Question 47. Project timing can vary widely based on many factors (team review process, content development timing, approval step requirements, training, etc.) Is there any flexibility in timeframe based on initial requirement review steps, or is the timeframe effectively “locked”?

Answer 47. There is some flexibility as noted in the previous answer.

Question 48. The stated goal is to not bring over legacy content and instead build new content moving forward. Who will be responsible for developing this new content and what role would the awarded company play in relationship to this new content (if any)?

Answer 48. Once the overall site is set up, ongoing content will be provided by the departments. New features, site security and site updates will be the responsibility of the vendor, along with other webmaster type roles.

Question 49. Regarding the desired 3 month launch timing, do you intend to:

- a) launch a “live” site with all new content complete? Or,
- b) launch a “staged” site with a fully implemented content management system, management tools and page templates deployed for the Springfield team to use as a base for populating your own content?

Answer 49. B is a better representation of what the City is looking for.

Question 50. Does the current site provide the level of “conditional editing permissions” functionality required? If not, what is currently missing?

Answer 50. No. Each department has access to modify all of the website, including areas that do not pertain to their department.

Question 51. 3.5: What is the “employee portal” and what content/functionality is actually being used there?

- Is this simply a link to a portal that is independent of the site and not part of the core project scope, or is there some form of integration/pass-through access required?

Answer 51. It is part of the project scope. It is a place to put employee specific information. Examples: phone directory, HR documentation, IT documentation, or other documents not meant for public consumption.

Question 52. If some form of pass-through access by “network credentials” is required, what network is being referred to here (on prem/intranet, possible vpn access, Microsoft cloud services, something else?). Is this effectively a request to have “single-sign in” for a section of the website?

Answer 52. Yes, the intent is that the employee would login with network credentials to the website, not requiring a VPN, from a remote location or on prem.

Question 53. 9.1: Is there a current calendar service that is expected to be leveraged by the new site or is the vendor expected to make a recommendation?

Answer 53. The vendor can make a recommendation.

Question 54. .3: When you mention rotating security keys, are you referring to the site’s security keys for general access/connection, or to security keys related to user access/login?

Answer 54. Site’s security keys for general access/connection. In addition, user access/login credentials will need to be strictly controlled and follow best practices. This may include password length, 2FA, or other recommendations to be discussed with the vendor.

Question 55. Is the idea that the site would allow for future potential API connectivity, or is there something already existing that requires direct connection?

Answer 55. Future potential API connectivity, which would go alongside some of the features requested in the RFP document, and/or future features to be added to the website.

Question 56. There is a note on one of the purchasing websites that is sharing this RFP that the submission deadline might be extended from February 24; can you confirm if the submission/bid close deadline is being extended and, if so, to when?

Answer 56. There is currently no planned extension beyond the original submission date and time.

Question 57. For the requirement of "Presentation to City Council for feedback," can you confirm what the selected vendor is to do with any council feedback? Will council be heavily involved in the final design process?

Answer 57. The intent is the vendor will create a template for a homepage and a few additional pages, which showcases the look and feel of the new website. This would provide enough for City Council to provide feedback through the early design phase. There will also be at least 1 additional presentation to the City Council as the project is nearing completion, but before "go live".

Question 58. Please describe any 3rd party integrations that are anticipated to be used in the new site.

Answer 58. See Attachment 1-A item 9 for examples of the types of integrations that the City is looking for with this new website.

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

Question 59. Regarding the Oral Presentations for selected firms (if any), will this be via online meeting (e.g., Microsoft Teams, Zoom) or will vendor attendance be required in person?

Answer 59. Yes, this would be over a virtual meeting.

Question 60. In the Scope of Work, Section 4. Hosting, you request a minimum of 3 potential hosting services; our organization only works with Microsoft Azure. Does this preclude us from bidding on this project?

Answer 60. The intent is to have a reliable hosting service. Microsoft Azure would be sufficient.

Question 61. In the Scope of Work, Section 8.3 Security, can you please provide us with the required APIs you are referencing for integration?

Answer 61. This section is intended for the new website and any APIs that will be utilized in creation of the new website.

Question 62. In the Scope of Work, Section 10. ADA Accessibility, there is reference to PDFs created or uploaded by the consultant in section 10.3. and 10.5.; is it the expectation of the City that the vendor/consultant will remediate your PDFs for accessibility and upload them to new

website? Is this part of the budget limit provided for (\$150,000) and should these costs be included in the fees/costs submitted?

Answer 62. The intent is that all new documents going to the website will be generated in a way that meets ADA Accessibility. The vendor will work with the City for bringing legacy documents to the new website with the goal of having them also be accessible. Depending on how the documents were created, this may not always be possible without recreating the document. Yes this should be factored into the budget.

Question 63. In the Scope of Work, Section 10. ADA Accessibility, there is reference to photos in 10.4.; is it the expectation of the City that the vendor will be providing the photos to populate the new website?

Answer 63. The City has photos which can be used to populate the new website. Other items, such as graphics or other non-photo material would be expected to be provided by the vendor.

Question 64. Is there any part of the project that will require in-person meetings/visits/consultation, or can the entirety of the project be performed remotely?

Answer 64. The entire project can be done remotely providing the vendor can provide adequate training, ongoing support and is responsive.

Question 65. In the Scope of Work, 2. Initial analysis and review of the existing city website, as user engagement was not mentioned, we wanted to understand if this is something required or desired by the City for this project? If it is desired, we have the option of doing in-person focus groups for sitemap/navigation testing with your staff and users (and Council is welcome to join as well), is this something that interests the City? Would the City prefer online testing using a digital tool to collect user feedback?

Answer 65. User feedback is very important, as site navigation is one area in need of improvement for the new website. Each department will have a representative to provide feedback, as will the City Council and other stakeholders. Additional feedback from other sources is something that can be discussed with the selected vendor, but is not required for the RFP submission.