CITY OF JANESVILLE, WI

REQUEST FOR QUALIFICATIONS/PROPOSALS

FOR

Public Website Redesign Services

www.ci.janesville.wi.us

Proposals must be submitted no later than 12:01 PM

on June 21, 2010

LATE PROPOSALS WILL BE REJECTED

For further information regarding this

RFQP contact Rebecca Smith at 608-755-3104

smithr@ci.janesville.wi.us

Issued: May 17, 2010

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Public Website Redesign
www.ci.janesville.wi.us

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I. Introduction and Background

The City of Janesville, County of Rock, State of Wisconsin is soliciting Requests for Qualifications and Proposals ("RFQP") from qualified, experienced information technology management companies to redesign and construct its public city website. This project will also include the development of a parallel economic development site.

The goal of the City's website is to provide simple and intuitive electronic access to public services; serve as a public communications tool; reduce transaction costs for the City and citizens; streamline business operations; provide greater accessibility to City services; improve transparency and communication; and generate interest among residents, visitors, and businesses in the resources and attractions Janesville has to offer. As the current website is challenging to navigate for citizens and businesses interested in locating to Janesville and cumbersome for staff to maintain, the redesigned site should have a theme that promotes the City with a welcoming, friendly, and professional feel. The new site will be flexible, interesting and easy for city staff to maintain. The City will be in charge of content management and will own all content. Upon completion and acceptance of the project structure and design, the website will become the domain of the City of Janesville.

II. Purpose of the RFPQ
The purpose of this RFPQ is to provide a fair evaluation to all candidates and to provide them with the evaluation criteria against which they will be judged. This is an open and competitive process.

III. Scope of Work
The City wants to establish a website that provides improved access to information, interactive communications, and future support for business transactions over the Internet. To meet this goal, the City wants to establish a web presence that will provide uniform interfaces to current and future web applications provide robust search capabilities, and use icons, color, text and graphics in a consistent manner to improve communication. The site will include interactive forms and other web enabled information services that will enhance the users' experience with the City web site. The public's expectation is that online services are always available, that transactions are secure, and that government organizations are not sharing information about citizens unnecessarily. Meeting these expectations is a necessity.

The project will also include a parallel site for economic development. Both sites will link to each other, but the domain names may be different. The site will have a similar color scheme and feel; however, the audiences will be different and toolbars and other functions on the economic development site will differ from the city website.

1. Develop a highly beneficial, cost-effective, easy-to-use, interactive, visually appealing and architecturally flexible website that supports the City's needs.
2. Create a standardized format and enhanced user experience for all pages, thereby establishing a unified theme.

3. Create a content management system that allows multiple nontechnical users to have responsibility in managing their information in an easy to complete manner.
4. Provide a framework and architecture that will permit future expansion and the addition of new online services as the City's budget, technology needs and demand dictate. Possible online services include online bill paying, making reservations online or applying for permits online.
5. Provide a secure site that meets emerging industry standard guidelines on privacy and accessibility including Section 508 of the Workforce Rehabilitation Act and meet ADA Priority 1 requirements (www.ada.gov/websites2_prnt.pdf).

The information on the City website should be directed towards the following groups:
1. Citizens
2. Businesses
3. Visitors
4. Prospective residents
5. Civic groups & associations
6. Youth and senior citizen groups
7. Other government agencies
8. Any person or agency seeking to or obtain information about, the City of Janesville

The information on the economic development website should be directed towards the following groups:
1. Prospective businesses
2. Prospective developers
3. Any person or agency seeking to conduct business with, the City of Janesville

IV. Content Components

Content will come from existing posted web pages, as well as new information. A broad range of information will be accessible through the City website including, but not limited, to the following:

1. Home page
2. Robust search feature
3. Welcome statement
4. Frequently asked questions (FAQs)
5. Departmental homepages
6. Information pages for a variety of topics within each department
7. Document library to display maps, applications, forms, documents in an easily accessible and organized manner
8. Parcel Information
9. Weather
10. Periodic use of "pop up box" on homepage for emergency weather, closures or other city warning/notices
11. City contacts/locations/hours directory
12. Customer contact form to supplement and/or interact with Govern eGov solution

13. A-Z listing
14. "What's new" section to highlight upcoming events or "hot topics"
15. Press release section to display all current press releases
16. Online calendar of events
17. Employment section with online application capabilities
18. Online database to determine polling place
19. Requests for proposals and lists of items going out for bid
20. Section to highlight city newsletter and other advertising
21. Links for agenda materials for city council and committees
22. Ability for citizens to register to receive emails from the City of Janesville
23. Some pages may require "Printer-friendly" component on each webpage.
24. In addition to various components listed above, the economic development site will include: information display through City's GIS system (photos, parcel info, valuation, etc.)

Although the City has some specific requirements, we are also interested in your ideas for content, and more specifically, your approach in re-designing the style of the City's website. We encourage respondents to consider and propose alternative solutions and recommendations.

V.   Design Components

The design component is the conceptual development for the look and format of the new website. It includes the scope of information and identification of how pages will be accessed. It includes accessibility, navigational tools, interactivity, search capabilities, ADA compliance, tracking hits to various web pages, and is to be developed as a content management site where the City of Janesville can update and change content when necessary. The City strives for the highest degree of professionalism and the best use of current technologies in its website. Included in the design phase of the website will be regular meetings and updates with City of Janesville designated staff.   The following basic design principles should be incorporated in the website design:

A. Use consistent unified or common themes.
> A basic shell with modestly sized banner graphics or logos, signature icons and action buttons should be provided as a main page design and should be adaptable for each subsequent page of the website. There should be a unifying graphic theme as well as flexibility for inclusion of different City functions. There is to be a consistent and unique color scheme throughout the entire website, the City logo should be placed on every page, the background graphic should be the same on every web page, and a navigation bar with key links should appear on every web page as well. It should be apparent that it is the City's site on every page, but this must be balanced with the desire for each page to have flexibility in meeting its specific needs.

B. Provide a user-friendly site.
  a. Use logical and intuitive links.
  b. This site should be designed for use on major web browsers as well as non-graphical browsers.

    c. This site should not overwhelm the user with visual clutter.
    d. Design should be accessible to individuals with disabilities, meeting ADA Priority 1 requirements.
    e. This site design must be useable, offering a quick and user-friendly way to locate the information the customer is seeking, without requiring the customer to understand city government or the city organization.

C. Provide navigational tools.
    Include graphic navigation buttons or bars offering shortcuts and leading forward, back, up, down and back to the home page.

D. Allow for interactivity.
    Include e-mail response, surveys, feedback, forms, online payments, and access to various City calendars. The designer must incorporate the ability for users to complete interactive on-line forms for such tasks as employment or volunteering for a committee.

E. Graphic files should be relative to site.
    Design with simplicity to allow for quickest loading. Web pages should be tested at both 28K and 56K dial-up modem speeds to ensure each webpage can be accessed timely.

F. Allow for search capabilities.
    Use existing search engines and/or create City database within home site.

G. Track page hits
    Other tracking functions, such as determining which pages are visited most frequently, would be ideal.

H. Content management.
    The development of a content management site where authorized City staff can update web pages from individual workstations.

VI. Technical Components

The City's core computing environment consists of: Gigabit Ethernet, 100mb to the desktop; 5 Mbyte Fiber to the Internet; Windows Server 2003, 2008 and 2008 R2 for network resource management; Windows XP Professional, Windows Vista and Windows 7, Desktop OS; Office 2007 for office applications and Laserfiche.

1. The website must provide for high-speed upload/download response times for low-end to high end computers that are used by the average citizen. A page size of less than 250kb for template elements is preferred.
2. The website must provide webpage meta data to search engines.
3. The website must have extensive capability to create links/linkage symbols and appropriate graphics.

4. As per the Americans with Disabilities Act, the City must provide the same level of service to individuals with visual, hearing, motor, or cognitive disability that we do to the general public.
5. All proposals must include the utilization of W3C Content Accessibility Guidelines when designing and developing the City's website. The City expects respondents to offer suggestions regarding accessibility.
6. The site must be designed to function effectively with common versions of software and hardware, which must be identified in your proposal including NN/IE 6 for PC and Mac, Safari, Mozilla, Firefox and Opera browsers.
7. Include links for citizens to download any browser supplement products, such as Acrobat Reader, that is necessary to view information on the site.
8. The site should take into consideration the City's future desire to include e-commerce capabilities to enable secure on-line credit card purchases, verification, fulfillment, and acceptance and e-government (using the Govern ERP eGov and credit card processing systems) transactions such as on-line permitting, park and facility reservations, class registrations, employment recruitment applications and other interactive forms.
9. The current site capabilities for public works permits, job applications, committee volunteers, polling place database, Section 8 housing applications, customer eContacts and other online forms must be maintained. A future capability for landlord notifications is in development. These functions are provided through various .NET connections to a back-end SQL database.
10. The property search function must be maintained. This function will transition to Govern eGov by mid-summer 2010.
11. Tight integration with the public GIS information site is desired. This site utilizes GeoCortex essentials and ESRI SDE to display public map components.
12. Integration with the Laserfiche Weblink document management platform is required.
13. All documents formatted in PDF must include the ability to perform a full text search within the PDF document.
14. The site should be able to provide a news feed via Real Simple Syndication (RSS).
15. The site must be secured from email harvesters.
16. The site should be built to withstand security attacks including Cross Site Scripting (XSS), SQL Injection attacks and Cross Site Request forgeries (CSRF).
17. The City should be able to control levels of permission and approval for City employees uploading information to the site, and must have the ability to immediately delete permissions for terminated employees.
18. The site should be compatible with Google Analytics.

VII. Examples

In preparing your proposals, please keep in mind the following sites that we like:
http://www.ci.lenexa.ks.us/ - We like the use of columns to display information
http://www.cityofmadison.com/ - We like their use of color and display tabs, particularly their use of a seasonal tab ("spring") available from the homepage.
http://www.wauwatosa.net/ - use of space, icons, and news/announcements section

http://www.planotx.org – overall layout, economic development information
Economic development information on these sites:
- o http://www.indypartnership.com/
- o www.eauclaire-wi.com - overall layout
- o http://www.englewoodsites.com/ –

VIII.   City of Janesville Responsibilities

Project Management: Rebecca Smith, Management Assistant, will be the point of contact for this information technology effort. She will coordinate contract issues, approval of invoices and payments for services rendered, review of progress, scheduling of meetings, and other necessary managerial tasks through this project. The City will also use a team approach when making decisions regarding the use of technology and the design and content of the site. The team may include the IT Manager, the Economic Development Director, other city staff, citizens, Common Councilmembers or others.

IX.   Terms of the Agreement

The successful firm will be required to sign a City of Statement of Work agreement that outlines the City's and the vendor's responsibilities and expectations.

X.   Proposal Requirements
The written proposal to be submitted should outline your approach to re-designing Janesville's city website. The proposal should be sufficient to allow the selection committee to thoroughly evaluate and compare the qualifications and approach of your company with the other RFQP respondents. It should include the following information and any other information and data that you believe should or desire to be considered in the selection process:
- A. Overview
    1. Provide a description of your company and your philosophy toward the re-design of public city websites. Describe any concepts, techniques, and management tools you intend to utilize in managing Janesville's site re-design
    2. Size, location.
    3. Number of years in operation.
    4. Governmental website re-design contracts in last 5 years.
    5. Economic Development website re-design contracts in last 5 years.
    6. Financial status and condition of your company.
    7. All previous and all pending litigation against respondent.
    8. Names, titles, duties and assignments of all individuals on your management team who will be responsible for the management and of this website re-design project. Include any information which highlights their qualifications and expertise.
    9. Name, telephone number, and email address of the contact person from your company who will respond to questions or requests from the City for additional information.

B. Format of Web Design - List the applications to be used in the design and construction of the site.
C. Conversion – Explain how you will take information that's posted on our current site and convert it to the new site.
D. Sample Home Page - Provide a sample of what you envision as the home page for city and economic development sites.
E. Site Map - Provide a sample site map showing the number of levels envisioned.
F. Project Schedule - Be as realistic as possible since this will be a part of the agreement. The design and implementation can be broken into sections with different target dates.
G. Collection of Information - State how you intend to collect required information.
H. Training - Submit a plan to transition maintenance and updates to City staff.
I. Technical/Software Information – Provide the following information as it relates to website development:
   1. Under what operating systems does the application software run?
   2. What is the recommended server specification/configuration to run the application effectively? Include a diagram or layout chart to illustrate and identify where each software component will run.
   3. Describe how your system is to be implemented.
   4. What software language is the program written in?
   5. List all supported network protocols.
   6. How does the application meet federal ADA compliance requirements? Describe your company's experience in making websites as accommodating as possible to disabled and visually impaired visitors.
   7. Explain your system's ability to integrate with third party portal products and identify any with which you have achieved successful integration.
   8. Any additional technical information and/or requirements for website.
J. Fees
   In a separate *sealed* envelope labeled "Proposed Fees" please provide your proposed fees for the following:

   1. Fee to re-design the City's website and other functions outlined in Section III Scope of Work. Please list the fees for the city website and the economic development site separately.

   The envelope containing the proposed fee will only be opened once each respondent's submittal has been evaluated and rated based upon the other criteria identified in Section XIV Evaluation of proposals.

XI. Provisions Relating to Request for Qualifications/Proposals

A. The City of Janesville is seeking to enter into a website re-design agreement which, in the sole opinion of the City, provides the most advantageous relationship and terms for the taxpaying citizens, residents, and businesses of Janesville. To this end, at any time during this process, the City may choose to reject any and all responses and not enter into an agreement with any or all respondents or any other person without cause, other reason, or recourse.

B. By submitting a written proposal, respondent will be making an offer to re-design the website owned by the City of Janesville. When a preferred respondent, or other entity or person, is selected, the City will attempt to negotiate the terms of a definitive Statement of Work agreement with such entity or person.

C. The City reserves the right to reject any and all responses and shall not be bound to any response, even from a preferred respondent, unless: (a) the terms are agreed upon in writing between the City and the selected entity or person; (b) the Agreement is signed by both parties. There is no contract and the City is not obligated in any manner to any respondent or other person or entity, until all of these contingencies/conditions precedent, are fully satisfied. The City Manager has the authority to enter into any contract or legally obligate the City to any contract and then only if so authorized by the Janesville Common Council in open session. The City will have no obligation or liability to respondent or to any other person or entity in the event that a final definitive Agreement is not negotiated, entered into, or approved by the Common Council; or if negotiations reach an impasse or cease for any reason(s) with any respondent or other persons or entities.

D. If the City and the preferred respondent are not able to reach agreement on a definitive contract, the City will notify the respondent in writing of its decision to discontinue negotiations and will begin and/or continue negotiations for an agreement with other respondents and/or other person(s). This process will continue until a satisfactory Agreement is finalized, and executed with some person or entity.

E. The City expressly reserves unto itself the right and ability to request and obtain, and negotiate, other proposals of similar or different nature, scope, and intent at any time. The City may negotiate additional terms, provisions, promises, and obligations with such other potential managers, respondents, and other persons or entities.

F. The City forever reserves unto itself the exclusive right and ability to accept any proposal and to reject any and all proposals without cause or reason. The City may contract with a non-bidding or non-responding entity. The City may accept and/or negotiate any agreement it desires with any entity.

G. The City of Janesville is subject to the Open Records law of the State of Wisconsin, and cannot assure confidentiality of terms contained in a response or other information provided by respondent where confidentiality would be inconsistent with the City's compliance with its statutory requirements.

XII. Provisions Project Schedule

The following schedule is tentative and subject to change, but is being provided to give respondents some idea of the timeframes for this project and RFQP:

Date	Task
May 17, 2010	RFQP mailed to prospective information technology companies.

June 21, 2010	Responses due no later than 12:01 PM CDT.
June 22 – July 12	Review of responses by selection committee.
Week of July 19th	Interviews with preferred respondent(s), if necessary
Early August	Select preferred respondent and begin negotiation of an agreement.
August 30, 2010	If administratively finalized, the respondent returns a fully signed agreement to the City.
December 27, 2010	New city website and economic development site becomes available to public

XIII. Submission of Proposals

All proposals shall be submitted to:

Rebecca Smith, Management Assistant
City of Janesville
PO Box 5005
18 N. Jackson Street
Janesville, WI 53547-5005

All written proposals must be complete, signed, submitted in a sealed envelope marked: "Response to City of Janesville RFQP for Website Re-design", and received **no later than Monday, June 21, 2010 at 12:01 PM central daylight savings time**. A total of ten (10) copies of the proposal shall be simultaneously submitted.

XIV. Evaluation of Proposals

Responses will be evaluated by a committee which may be comprised of members of the Janesville Common Council, one and/or more ad hoc groups and/or individuals, and City staff. Criteria that will be considered in the evaluation of responses may include, but are not limited to:

1. Demonstrated competence and professional qualifications necessary for successfully performing the work required by the City.
2. Recent experience in successfully performing similar services.
3. Background and experience of the specific individuals to be assigned to this project.
4. Experience in making a website interactive, user-friendly, informative, and attractive to the website user.
5. Experience in content management website construction.
6. Commitment to work with the City of Janesville in addressing current and future needs with respect to website development, content, equipment and service requirements of City website.

7. Understanding of the work required by the City.
8. Completeness of responses to specific requirements of the solicitation.
9. Proposed approach in completing the work.
10. References of other governmental agencies and contact information.
11. Extent to which the design concept reflects the objectives noted in this RFPQ.
12. New equipment or license requirements that may affect short-term and long-term costs to the City of Janesville.
13. Demonstrated creativity in governmental website development.
14. History of excellent customer service and approach to achieving customer satisfaction.
15. History of compliance with obligations and responsibilities in other governmental website re-design agreements.
16. Proposed consulting fees

Based upon this evaluation, the selection committee may choose to invite one or more respondents to an interview to help clarify their responses and qualifications.

XV. Inquiries

All inquiries regarding this RFQP or operation of city's website shall be directed to:
> Rebecca Smith, Management Assistant
> City of Janesville
> PO Box 5005
> Janesville, WI 53547-5005
> (608) 755-3104