

Town of Moraga

Request for Proposals

Website Services



RESPONSES DUE:

September 19, 2019 at 4:00 p.m.

Town of Moraga
Parks and Recreation Department
2100 Donald Drive
Moraga, CA 94556

Background

The Town of Moraga is located just 18 miles east of San Francisco in the rolling hills of Contra Costa County. This secluded and highly educated residential community of 17,000 is known for its excellent schools, beautiful scenic views, and reputation as one of the safest places in California. More than 67% of its residents over the age of 25 have a bachelor's degree or higher. Incorporated in 1974, Moraga occupies approximately 9.3 square miles of land and is adjacent to the cities of Lafayette and Orinda. Home to Saint Mary's College, three elementary schools, one middle school and one high school, Moraga provides a wealth of quality educational opportunities.

1.0 Introduction

The Town of Moraga (the "Town") is soliciting proposals for a comprehensive website redesign. Potential systems must meet the requirements set forth in this Request for Proposal (RFP) and be flexible to meet future business and technology needs of the Town.

The Town's existing website www.moraga.ca.us was last designed in 2010 by Happy Pixel Studios.

The Town seeks proposals from interested vendors that have proven experience in designing, implementing and supporting websites for local governments (Town, City, County, etc.).

2.0 Minimum Requirements for New Town Website

DESIGN

Vendor is expected to develop a professional design theme in alignment with Moraga's reputation for scenic beauty with updated colors, typography, and layouts. A primary focus of the updated design should focus visual and functional improvements and improvements to the user experience.

FUNCTIONAL REQUIREMENTS

General

1. Site Design must meet ADA requirements.
2. Links to Town mobile applications.
3. Must meet California Open Data requirements.

Managed Web Hosting Services

Provide a fully managed enterprise level web hosting service to include:

4. Multiple geographically diverse datacenters, operated to industry Tier 3 or greater standard with a minimum of N+1 redundancy of power, cooling and all critical infrastructure including diverse network providers.
5. Datacenter facilities that are SOC2 Type 2, PCI DSS and HIPAA compliant.
6. 24/7/365 Network Operations Center staffing, website availability and security monitoring and online and telephone technical support.

7. Provide and manage firewalls, intrusion detection systems, software updates, security updates and security monitoring, data backup and DDoS mitigation services.

Content Management

8. Agenda Management - Upload, create and manage agendas
9. Alerts & Emergency Notification - Alerts posted on website and public notifications sent out through email, text message and social media
10. Approval Rights - allow system administrator to establish specific rights and capabilities for internal staff to update content based upon the role they have in updating the website.
11. Archive Center - Store agendas, minutes, newsletters and other documents
12. Automatic expirations – the ability to set a date for content to automatically expire
13. Broken Links Finder - Site visitors can enter comments concerning how they accessed the page
14. Calendar - Update/publish calendars by both department, town wide
15. Citizen Engagement Tool - Encourages citizen idea submission, engaging discussions, voting, etc.
16. Departmental Home Pages – the ability for departments to have dedicated pages within the site that follow the same design as the other interior pages
17. Directories, Listing for Staff and Resources – with search functionality
18. Document Center - Upload/download capability, back-end ability to search within
19. E-Notifications - Electronic subscription, scheduled notifications for email and SMS
20. Frequently Asked Questions - Dynamic content
21. Live Edit - create and edit pages live from the front end
22. Multi-Lingual Support – using Google Translate or similar
23. News & Announcements - Dynamic content
24. News Releases - Online publishing
25. Online Forms - Forms/publishing/tracking
26. Online Job Postings
27. Online Payments - Secure online transaction by department
28. Photo Display - Display community photos in a central location on website
29. Printable Pages - Print-friendly function
30. Responsive Design - fully mobile responsive design - site adjusts to the screen size of all devices it is being viewed on, includes forms, calendars, etc.
31. RFP/RFQ/Bid Posting – allow for easy posting of bids to the site
32. Rotating Photos/Banners - Dynamic image display
33. RSS Feeds out - Registration by Department
34. Quick Links - Links can be placed directly on the pages
35. Site Search - Internal site search engine, site search log
36. Site Statistics - Analytics and site audit reports
37. Social Media Interface – Facebook, Instagram and Twitter feeds
38. Templates - Update, delete and create template based web pages

SUPPORT AND MAINTENANCE

Support should include ongoing training opportunities and the availability of self-service documentation and technical support (videos and training manuals, etc.).

Availability of ongoing support service technicians and technical assistance during and post website implementation to resolve issues and maximize system usage is required.

3.0 Submittal Requirements

1. Introduction
Provide an overview and summary of how your company will assist the Town in reaching our website goals.
2. Management Team
List staff on the management team including titles, roles (e.g., project management, training, design) including years of experience.
3. Project Development Details
 - Average timeline
 - Detailed explanation of all project phases including consultation, design, development, training, implementation
 - Statement that website will meet Accessibility Compliance requirements
 - Training options
 - What role Town staff will play in the project
4. References
Vendor must provide a minimum of three municipal (Town, City, County) references. Provide client contact information including name, title, email, phone number and the website URL.
5. Cost Estimate / Pricing Outline
Cost estimate for website design and development fees including:
 - Days/hours of training, number of employees to be trained, on-site or webinar based
 - Content migration (entire website or a specific number of pages)
 - Additional products/functionalityCost estimate for ongoing annual fees for hosting, maintenance and support.
6. Description of features and functionality (must meet minimum functional requirements outlined above in items 1-38).

Deadline

The deadline for RFP responses is **Thursday, September 19, 2019 at 4:00p.m.**

Submit one copy of the RFP response as a PDF to bbrandt@moraga.ca.us with the subject line "Town of Moraga Website Design & Development RFP."

Submittals that are not received on or before the specified deadline will not be accepted (no exceptions).

Written Questions

The deadline to submit written questions is September 9, 2019.

Written questions should be submitted to bbrandt@moraga.ca.us with the subject line "Moraga Website RFP Inquiry." Responses will be received no later than September 13, 2019.

4.0 Selection Process

Proposals are to be reviewed by an evaluation committee using a rating matrix to determine ranking. Proposals will be rated on the following criteria: 1) the basis of understanding of the work to be done 2) experience with government/municipal websites 3) quality of staff 4) capability for developing innovative and advanced techniques 5) cost proposal and 6) demonstrated technical abilities. The evaluation committee will rank the proposals and determine if interviews are necessary and/or recommend the most qualified vendor.

The selection process will involve the following phases:

Phase 1: A Town review committee will evaluate vendor submittals. The initial review will rate submission using a rating matrix.

Phase 2: Interviews will be conducted if determined necessary.

Phase 3: Review Committee will check references provided.

Phase 4: The Town will enter into negotiations leading to a contractual services agreement.

Schedule

The approximate RFP schedule is summarized below:

<u>Event</u>	<u>Date</u>
• RFP Released	August 22, 2019
• Written Questions Due	September 9, 2019
• Proposals Due	September 19, 2019 at 4:00 pm
• Vendor Interviews (if needed)	September 23-28, 2019
• Vendor Selected, Negotiations Commence	October 1, 2019

All dates are tentative and subject to change.