



**REQUEST FOR PROPOSAL (RFP)**  
for  
**WEBSITE DESIGN AND CONSTRUCTION**  
**CITY OF GROVER BEACH**

RFP Circulation Date:  
Tuesday, January 27, 2009

Pre-submittal Conference Date:  
**Wednesday, March 4, 2009 at 9:00 a.m.**  
Grover Beach City Council Chambers

Proposal Submission Deadline:  
**Friday, March 13, 2009 at 4:00 p.m.**

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# I. DESCRIPTION OF WORK

The City of Grover Beach is requesting proposals for City website design and development services. The City's objectives for its web presence are outlined in Section II. Respondents should read these objectives and are encouraged to attend the pre-submittal conference at *9:00 a.m. on Wednesday, March 4, 2009* in the Council Chambers in City Hall. Final proposals submitted are to be received by the City of Grover Beach no later than *4:00 p.m. on Friday, March 13, 2009*. Late proposals will not be accepted.

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, and to streamline business operation. Specifically, the City would like the redesigned site to support e-government transactions such as on-line permits, on-line forms and applications, on-line payments, and a variety of other activities in the near future. As the current website is challenging to navigate 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 City will consider streaming video in the future. 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 Grover Beach.

## II. CITY OF GROVER BEACH WEBSITE OBJECTIVES

### PURPOSE

The City's website should provide easy access to City services, be adaptable to current and changing technology, provide content management for City Staff and be used as a public communications tool. The website shall meet the following criteria:

- Provide easy electronic access to public information for use by the target audience
- Provide the public with an alternative means of communicating with City officials and staff
- Provide enhanced delivery and awareness of public services and facilitate a process for public inquiry
- Provide a redesigned site favoring a build-to-suit website and long term external hosting, but not a month-to-month content management relationship
- Provide a 24-hour City Hall, and the eventual ability to conduct secure financial transactions online
- Provide pages for all major City programs, departments, services, and functions.
- Meet ADA Priority 1 requirements  
See Example: [www.ada.gov/websites2\\_prnt.pdf](http://www.ada.gov/websites2_prnt.pdf)
- Be upgradeable

The information on the City website should be directed towards the following groups (listed in priority order):

- Citizens
- Businesses
- Visitors
- Prospective businesses
- Prospective residents
- Prospective investors and developers
- Civic groups
- Associations
- Youth and senior citizen groups
- Other government agencies
- Any person or agency seeking to conduct business with, or obtain information about, the City of Grover Beach

### CONTENT

A broad range of information will be accessible through the City website including, but not limited, to the following:

### General Information

- Home page
- Search feature
- Site map or index
- Welcome statement
- Frequently asked questions (FAQs)
- Information for new residents (e.g., registering to vote, utilities, public facilities, parks, etc.)
- History of the community
- Local maps: features of interest, highways, legislative districts, and boundaries
- City demographics and Census Bureau link
- Community and/or City “photo gallery”
- Weather
- Emergency information

### City or County Government

- General information about local government
- Information about major City functions
- City departments
- City contacts
- City services
- Locations of various City facilities
- “What’s new” in the City government
  - Special events
  - Press releases
  - Project updates
- Telephone or e-mail directory of government officials and agencies
- Photos and biographical information for elected officials
- Meeting schedule for the year
- City Council, Redevelopment/Improvement Agency and Commission meeting agendas
- Meeting Minutes - City Council/Improvement Agency, Planning Commission, Parks and Recreation Beautification Commission, and the Traffic Committee
- Description of local government’s organizational structure, departments, and services
- City Goals and Work Program, and Status Updates
- City Municipal Code
- City Financial Information
  - City Budget
  - City Financial Reports
  - Audited Financial Reports
- Description of local taxes and rates
- Status update of Local Sales Tax measure allocation and spending

- Information about General Plan, Local Coastal Plan, zoning, and planning (including maps, and assorted documents)
- Requests for proposals and lists of items going out for bid
- Employment opportunities with the City
- Request/Inquiry/Feedback system that automatically sends request to corresponding department
- Links to other government agencies (e.g., County of San Luis Obispo)
- Links to local schools (e.g., Lucia Mar Unified School District, Cal Poly State University, Cuesta Community College, Allan Hancock Community College, etc.)

#### Tourism and Economic Development

- Economic Development Strategy
- Location of community
- Tourism information
- Population and other demographic information
- Redevelopment / economic development opportunities
- Information regarding Improvement Agency Areas
- Links to Grover Beach Chamber of Commerce and other agencies (e.g., Economic Vitality Corporation and the Cuesta College Business and Economic Development Center)
- Conducting business with the City of Grover Beach, see the following examples:
  1. <http://www.vbgov.com/business>
  2. <http://ca-morganhill.civicplus.com/index.asp?NID=27>
  3. <http://www.la-quinta.org/Index.aspx?page=111> or <http://www.la-quinta.org/Index.aspx?page=249>
- Local industries
- Available commercial / industrial properties
- Local and state economic profile
- Transportation
- Key facts about the community

#### Recreational Activities

- Recreation and leisure
- Senior citizen activities
- Youth activities
- Recreation activities
- Community centers, parks, and Skate Park facility
- City-sponsored special events and photos

#### Community Affairs

- Local civic clubs and organizations
- Upcoming City-sponsored events
- Local weather

## Other

- Links to other governmental websites
- Grover Beach Chamber of Commerce and San Luis Obispo County Visitors & Conference Bureau
- Local media outlets (newspaper and television)
- Transportation information
- Libraries
- Schools

In addition, a range of transactions should be able to be completed online including, but not limited to, the below services. Your proposal should include an individual cost to provide these services. The City shall have the option of including some, all, or none of these services in the final package.

- Utility billing payment
- Permit payment
- Business tax certificates - payments/renewals
- Form submission for a variety of City activities (such as code enforcement reports, class registration, setting up a utility account, etc.)
- Parks and Recreations on-line registration and/or payments
- Other electronic transaction services. See the following sites for examples:
  - <http://www.pismobeach.org/documentcenterii.asp>
  - <http://ca-morganhill.civicplus.com/index.asp?nid=577> or <http://www.morgan-hill.ca.gov/index.asp?NID=578>
  - <http://www.ci.irvine.ca.us/depts/cd/formcatalog/default.asp>
  - <http://www.ci.rancho-cucamonga.ca.us/forms.htm>
  - <http://www.la-quinta.org/Index.aspx?page=111>

## DESIGN COMPONENT

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 Grover Beach 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 City of Grover Beach website will be regular meetings and updates with City of Grover Beach designated staff.

The following basic design principles should be incorporated in the website design:

- **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 of Grover Beach 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.

See the following website examples

- <http://www.pismoeach.org/>
- <http://www.morgan-hill.ca.gov>
- <http://www.redondo.org>
- <http://www.ci.rancho-cucamonga.ca.us>

- **Provide a user-friendly site.**
  1. Use logical and intuitive links.
  2. This site should be designed for use on major web browsers as well as non-graphical browsers.
  3. This site should not overwhelm the user with visual clutter.
  4. Design should be accessible to individuals with disabilities, meeting ADA Priority 1 requirements.
  5. Incorporate "printer friendly" feature for all web pages.
  6. 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.
- **Provide navigational tools.** Include graphic navigation buttons or bars offering shortcuts and leading forward, back, up, down and back to the home page.
- **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, business tax certificates and building permit applications.
- **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.
- **Allow for search capabilities.** Use existing search engines and/or create City database within home site.
- **Track page hits per City function.** Locate hit counter information in web statistic page only.
- **Content management.** The development of a content management site where authorized City staff can update web pages from individual workstations.

- **Form printing.** A number of static forms will be available for printing. Website must have links or embedded plug-ins such as Java and Adobe for opening and viewing these documents.

### TASKS FOR WEBSITE DESIGN

- Design main components/page layouts of website.
- Test website for compatibility on all platforms.
- Website to comply with ADA Priority 1 website requirements (include a site map to help meet these requirements).
- Use of various flash characteristics and sound to enhance appeal of website.
- Register website with a variety of search engines; use meta tags to make pages visible to automatic searches; provide appropriate links; and upload to Internet search engines that may include, but are not limited to, the following: Lycos, Infoseek, Yahoo, Excite, Google, and Ask.
- Provide training to City staff on how to maintain and manage the site.
- Provide regular updates and meetings with City staff who are responsible for website to ensure the design and functions of website development are within the scope of website redesign project.
- At completion and acceptance of project structure and design, the website will become the domain of the City of Grover Beach.
- Provide ongoing technical assistance through a separate maintenance contract.
- Ability to accommodate plug-in software modules in the future (as determined by the City) to accommodate expansion of e-government services.
- Provide a fully operational website, complete with information, forms, maps, links, operational interactive components, signature verification and payment transaction tools.
- Design an e-government site which can provide the following services should the City choose to utilize these functions:
  1. Secure transmission of credit-card numbers.
  2. Transmission of signatures for contracts or applications.
  3. Credit-card authorization and capture.
  4. Real-time completion of transactions with updates to the City of Grover Beach's database.
  5. Ability to download, complete, and submit back to the City of Grover Beach various PDF forms.
- Inform the City of Grover Beach of any work which must be contracted directly by the City of Grover Beach and not through company hired for development.

### WEBSITE MAINTENANCE

The City has not yet determined whether it will be maintaining the website in-house with City personnel or contracting out this service. If the service is contracted out, the following is the scope of services the City would like to have provided:

- Monthly inspections of the entire City website for accuracy of information, date timeliness, and grammatical and spelling accuracy. Designated department representatives should be contacted directly by the contractor regarding any outdated information and elimination thereof.
- Posting of City press releases and other information provided in an agreed upon standardized format within 48-hours of submittal by the City (weekends and holidays excepted).
- Minor test/date corrections within 24-hours of notification by the City (weekends and holidays excepted). Acceptable notification methods by the City are e-mail, facsimile, or telephone.
- Periodic posting of special reports such as the City's General Plan, Budget, Water Quality Report, etc. within 72 hours of submittal by the City (weekends and holidays excepted); unless otherwise approved by the City.
- Periodic as needed on site meetings and/or coordination with the City's Project Manager and/or Website Committee.

### **III. CITY OF GROVER BEACH TECHNICAL INFORMATION**

The Responder will determine what type of server to use. Anything non-Windows is preferred as by design it would be less "hackable" than a windows-based server.

- The City of Grover Beach has no plan to run the website on an in-house web server in the immediate future. The website may be hosted by the winning company (bid).

## IV. INSTRUCTIONS

This section instructs respondents on procedures related to the submission of proposals.

- A. **Acknowledgement of Amendments.** Each agency receiving a copy of this shall acknowledge receipt of any amendment to this RFP by signing and returning the amendment with the completed proposal. The acknowledgement must be received by the City of Grover Beach at the time and place specified for receipt of proposals.
- B. **Additional Information.** Questions regarding this solicitation shall be submitted in writing or e-mailed to:

**Donna McMahon, City Clerk**

By mail:  
City of Grover Beach  
154 South 8<sup>th</sup> Street  
Grover Beach, CA 93433

Or email to: [dmcMahon@grover.org](mailto:dmcMahon@grover.org)

Respondents are cautioned that any oral statements made that materially change any portion of this solicitation are not valid unless subsequently ratified by a formal written amendment to this RFP. No technical questions that may materially change any portion of this solicitation will be accepted during the fourteen calendar days prior to the time and date set for receipt of proposals.

- C. **Alternative Proposals.** Respondents proposing to offer service-delivery methods other than those specified under *Section V – Competitive Negotiation Solicitation* and *Section II – City of Grover Beach Website Objectives*, of this RFP, may submit a separate proposal with a heading marked “Alternative Proposal.” Alternative proposals will be examined prior to final selection. An alternative proposal may include bids on a portion or on portions of the website development which you have particular expertise. Such examination of alternative proposals may result in cancellation of all proposals received to permit rewriting the City of Grover Beach Website Objectives to provide for the alternative method, or the alternative method may be considered either on its own merit or for future requirements.
- D. **Applicable Laws Shall Apply.** The contract awarded shall be governed in all respect by the laws of the State of California, and any litigation with respect thereto shall be brought in the courts of the State of California. The company awarded the contract shall comply with applicable federal, state, and local laws and regulations.

- E. **Proposal Submission.** The original and two (2) copies of the proposal shall be signed and submitted to:

**City of Grover Beach**  
**Attn: Donna McMahon, City Clerk**  
154 South 8<sup>th</sup> Street  
Grover Beach, CA 93433

Respondents shall submit proposals no later than *4:00 p.m., Friday, March 13, 2009*. Timely submission of the proposal is the responsibility of the respondent. Any extension, if granted, shall apply to all recipients of this Request for Proposal.

Each page of the proposal shall be identified with the name of the responding agency.

The City of Grover Beach reserves the right to decide, on a case-by-case basis, whether to reject a proposal as non-responsive. As a precondition to acceptance, the City of Grover Beach may request the respondent to withdraw or modify those portions of the proposal deemed non-responsive that do not affect quality, quantity, price, or delivery of service.

- F. **Change in Website Objectives.** The City of Grover Beach reserves the right to materially change the Website Objectives prior to the RFP deadline. Such changes may include additions, deletions, or other revisions within the general scope of RFP requirements prior to the deadline.
- G. **Collusion Among Respondents.** Each respondent, by submitting a proposal, certifies that it is not party to any collusive action or any action that may be in violation of state and federal law.
- H. **Exceptions.** A respondent taking exception to any part or section of this solicitation shall indicate such expectations in a separate section of the submitted proposal – such section shall be entitled “Exception of Conditions.” Failure to indicate any exception will be interpreted as the respondent’s intent to comply fully with the requirements of this RFP as written.
- I. **Expenses Incurred.** The City of Grover Beach accepts no responsibility for any expenses incurred by a respondent in the preparation and presentation of a proposal. Such expenses shall be borne exclusively by the respondent.
- J. **Late Submissions.** Any proposal received at the place designated in this RFP after the time specified for receipt will not be considered unless so authorized by the City.

- K. **Nonconforming Terms and Conditions.** Any proposal that includes terms and conditions that do not conform to the terms and conditions in this RFP is subject to rejection as non-responsive. The City of Grover Beach reserves the right to permit the respondent to withdraw non-conforming terms and conditions from its proposal prior to action by the Grover Beach City Council to award a contract.
- L. **Pre-submittal Conference.** An optional pre-submittal conference will be held at 9:00 a.m. on Wednesday, March 4, 2009, at Grover Beach City Hall. All interested parties are encouraged to attend. The purpose of the pre-submittal conference is to allow potential respondents an opportunity to present questions to staff and obtain clarification of RFP requirements. The pre-submittal conference will be conducted in the Grover Beach City Council Chambers, 154 South 8<sup>th</sup> Street, Grover Beach.
- M. **Withdrawal of Proposal.** Respondents may withdraw all or any portion of a proposal at any time during and after the review and award process, up to ratification of an agreement between the City of Grover Beach and the designated agency.
- N. **Withdrawal of Request for Proposal.** The City of Grover Beach retains at all times the right to cancel or withdraw this RFP, to refuse to accept a proposal from any respondent, and to modify or amend *Section II – City of Grover Beach Website Objectives*.

## V. COMPETITIVE NEGOTIATION SOLICITATION

This section defines the proposal format to be used by respondents. All proposals shall be submitted in the format outlined herein. In preparing submissions, respondents should describe in detail the services proposed to be provided and how service delivery will be accomplished. Respondents should also identify equipment requirements and the cost of providing website design for each category identified. The minimum levels of services to be provided are described in *Section II – City of Grover Beach Website Objectives*, of this RFP.

The City of Grover Beach will receive competitive proposals from agencies having specific experience and qualifications in the areas identified in this solicitation. Under competitive negotiation procedures, the terms of the service contract, the price of the service, the method of service delivery, and the conditions of performance are all negotiable. A negotiated contract will be awarded to the agency that best meets the proposed needs at a reasonable price, not necessarily at the lowest price.

For consideration, proposals must contain descriptions of the agency's experience and abilities to perform pursuant to the City of Grover Beach Website Objectives. Unless otherwise stated, all proposals shall address each criterion identified in the following subsection.

**A. Selection Criteria.** The Grover Beach City Manager, or committee of individuals selected by the City Manager, shall review and evaluate all proposals and, if appropriate, request a preliminary concept for the design and navigation of the City's website. Evaluation of responses will be based, in part, on the following criteria:

1. Qualifications of respondent, including:
  - a. Demonstrated competence and professional qualifications necessary for successfully performing the work required by the City.
  - b. Recent experience in successfully performing similar services.
  - c. Background and experience of the specific individuals to be assigned to this project.
  - d. Standard hourly billing rates for the assigned staff, including any sub-consultants, sub-contracts, project rate or module design rate.
  - e. Experience in integrating online bill payments into website content.
  - f. Experience in making a website interactive, user-friendly, informative, and attractive to the website user.
  - g. Experience in content management website construction.
  - h. Demonstrated creativity in governmental website development.

2. Commitment to work with the City of Grover Beach in addressing current and future needs with respect to website development, content, equipment and service requirements of City website.
3. Understanding of the work required by the City.
4. Completeness of responses to specific requirements of the solicitation.
5. Proposed approach in completing the work.
6. References of other governmental agencies and contact information.
7. Extent to which the design concept reflects the objectives noted in this RFP.
8. Proposed compensation and payment schedule tied to accomplishing key tasks.
9. New equipment or license requirements that may affect short-term and long-term costs to the City of Grover Beach.
10. Vendor costs

**B. Evidence of Ability to Perform.** Before the award of any contract, each respondent may be required to demonstrate to the satisfaction of the City, or the designated committee, that it has the necessary facilities, ability, and resources to provide the services specified herein. The City of Grover Beach may make reasonable requests deemed necessary and proper to determine the scope-of-work, and the respondent shall furnish to the City of Grover Beach all information for this purpose.

The City shall require proof of all applicable liability, worker's compensation and errors and omissions insurance with minimum amounts of Two Million Dollars (\$2,000,000).

**C. Proposal Format.** Proposals shall be submitted in the format outlined on the following pages. Respondent should describe in detail the services proposed, how those services will be accomplished for each service component and specific details regarding module design, interactive features, thematic elements, interactive characteristics, and ADA compliance objectives. Identify the cost of providing each service category. If appropriate, include service level options. The respondent may include any relevant information, attachments, or exhibits to further elaborate on the proposal.

## PROPOSAL FORMAT

Tab No.	Information Item
I.	<b>Vendor Contact</b> – List the name, address, FAX number, e-mail address and voice phone number of the Vendor’s authorized negotiator. Vendor’s authorized negotiator shall be empowered to make binding commitments for the Vendor’s firm.
II.	<b>Vendor Profile</b> – Provide a description of the company including a brief company history. Include the location of your organization’s headquarters, the year the organization was formed and ownership structure.
III.	<b>Vendor Staff</b> – Submit a prospectus of your company and a brief biography showing the qualifications of each individual who will work on the project. It is anticipated that the individuals listed will work on the project until completion unless the City agrees to prior approval for change.
IV.	<b>Professional References</b> – Provide a list of at least three (3) Vendor client references that you or your assigned agent prepared a minimum of 80% of the design/content. References of local government or related agencies preferred. The reference list must include: <ul style="list-style-type: none"> <li>• Client name, location, and website address.</li> <li>• Current contact person and phone number.</li> <li>• Description of services provided by Vendor to client.</li> </ul>
V.	<b>Format of Web Design</b> - List the applications to be used in the design and construction of the site.
VI.	<b>Sample Home Page</b> - Provide a sample of what you envision as the home page for this site.
VII.	<b>Site Map</b> - Based upon the information provided, provide a sample site map showing the number of levels envisioned.
VIII.	<b>Project Schedule</b> - Be as realistic as possible since this will be a part of the contractual agreement. The design and implementation can be broken into sections with different target dates.

Tab No.	Information Item
IX.	<b>Collection of Information</b> - State how you intend to collect required information.
X.	<p><b>Cost</b> - The bid should be broken by phases and types of work. The following cost information is to be provided:</p> <ul style="list-style-type: none"> <li>• Total cost for the proposal</li> <li>• Cost breakdown for options listed on bottom page 4 or listed under Website Maintenance on page 7 of the RFP listing title or name of option</li> <li>• Cost for additional options not listed</li> <li>• License cost for core functionality.</li> <li>• License cost for additional modules required to provide the functionality mentioned in this RFP.</li> <li>• Hourly rate for professional services, including task description.</li> <li>• Include any component of the website development/design where the use of sub-contractors will be utilized. State the name of the sub-contractor and work they are to perform on the proposal. Any use of sub-contractors is to be included on proposal.</li> <li>• <b>Your proposal should be formatted to allow the City to select any or all of the options</b></li> </ul>
XI.	<p><b>Technical/Software Information</b> – Provide the following information as it relates to website development:</p> <ul style="list-style-type: none"> <li>• Under what operating systems does the application software run?</li> <li>• 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.</li> <li>• Describe how your system is to be implemented.</li> <li>• What software language is the program written in?</li> <li>• List all supported network protocols.</li> <li>• 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.</li> <li>• Explain your system’s ability to integrate with third party portal products and identify any with which you have achieved successful integration.</li> <li>• Any additional technical information and/or requirements for website.</li> </ul>

Tab No.	Information Item
XII.	<b>Training</b> - Submit a plan to transition maintenance and updates to City staff.
XIII.	<b>Submission Property of City</b> - Proposals shall be prepared and submitted at the respondent's sole expense. All proposals will become the property of the City of Grover Beach and will not be returned. There will be no public bid opening.
XIV.	<b>Reservation of Rights</b> – The City reserves the right to negotiate mutually acceptable project-related conditions, including costs.
XV.	<b>Ownership</b> - Provide agreement granting the City of Grover Beach exclusive ownership and right to control, modify, and otherwise alter the look, interactivity, and content of the website. City agrees to not reproduce or otherwise duplicate the vendor's design for any other agency, business, or entity other than departments or divisions of the City of Grover Beach.