



REQUEST FOR PROPOSAL WEBSITE DESIGN AND HOSTING SERVICES

The City of Ladue, Missouri is issuing a Request for Proposals (RFP) from an experienced website designer and website host. The selected firm would redesign and migrate existing content from the City's existing website. The City's goal is to offer clear, user-centered navigation; simplify content management; present a unique and creative visual design; promote a greater understanding of the services and programs of local government; and promote the City's image in the community and beyond. The site must be easily maintained without requiring HTML knowledge. The new website will have the depth of functionality that will enable the City of Ladue staff to streamline processes and provide the best user experience for our citizens.

The City of Ladue seeks a partnership with the chosen vendor to create an online presence that continually engages our citizens.

SCOPE OF SERVICES:

The known expectations of the City are that the website design and hosting should include:

1. Designing and building the site, including migrating content; and
2. The site must include ability to maintain an events calendar, site search capability, archiving, posting of meeting agendas and minutes, news items, email subscriptions, and search PDF documents; and
3. A content management system with levels of permission and approvals; and
4. Web content management software; and
5. Hosting and annual maintenance of the website; and
6. Implement a content management system which allows City staff easy access to update content, images, and menus; and
7. Incorporate design elements that make the website ADA accessible, easy to navigate, appealing, functional, and searchable; and
8. Implementation of a website that is quickly loaded on commonly utilized browsers as well as common mobile devices; and
9. Allow for integration of streaming video; and
10. Allow for integration or provide e-commerce features for online payments; and
11. The website should include a backup and restore feature, provided by the selected firm; and
12. Technical assistance and training to City staff

SUBMISSION REQUIREMENTS:

The submitted proposal must, at a minimum, include the following:

- The firm's name and location of the office providing the services under the contract, telephone number and e-mail address.

- A general description of the firm, including size, number of employees, primary business, and other business or services offered.
- Identification of the project manager who will be the primary contact through all phases of the project, as well as identification of other personnel who will be performing engagement work.
- Hosting and security features including a description and location of the operations center for website hosting and administration, physical security, power, bandwidth, monitoring, backup, guarantee of online availability, antivirus, data security, hacking prevention, intrusion detection, and staff certifications, if applicable.
- Date available to begin and number of days to complete the project.
- Description of the firm's experience in providing services similar to those in the Scope of Services for municipal clients.
- List of references of at least three municipal clients for which services have been provided which are similar to those in the Scope of Services of this document. References should include client name, address, telephone number and email address for the contact person in each organization. Also include the services provided and total fees paid by each referenced agency for the project.
- Description of the firm's understanding of the requested services including the proposed approach, specific project steps, timeline to include specific milestones, and interim and final work products. Innovative approaches or concepts, especially those reducing project cost, are encouraged.
- Fees should be submitted on the Proposal Submission Form, or similar form, provided in this document.
- Proposal Submission Form should include a signature of a representative of the firm with acknowledgement that such individual is authorized to bind the firm contractually.
- Proposals shall provide a statement as to whether any portion of work performed under this proposal will be subcontracted or performed under a partnership or joint venture. Information on such entities must be included in the proposal such as related experience and qualifications of assigned staff.
- Submissions should also include, at a minimum, links to other municipal websites created by the firm within the last 12 months.

SELECTION CRITERIA:

All proposals will be reviewed to determine compliance with requirements of the RFP. Primary factors in the evaluation include, but will not necessarily be limited to:

- Firm's demonstrated experience in providing similar services to municipal clients as identified in the Scope of Services.
- Staff's demonstrated qualifications and expertise regarding relevant experience with municipal clients.
- The ability of the firm to provide the requested services as demonstrated in the proposal.
- Firm's past record of performance, if any, with respect to quality of work and ability to meet stated timelines.
- The quality, conciseness, and completeness of the proposal.
- Project timeline.
- Proposed fees.

GENERAL TERMS AND CONDITIONS:

1. The City of Ladue reserves the right to waive defects and informalities in proposals, to reject any or all proposals, or to accept any proposals as may be deemed in the best interest of the City, in its sole discretion.
2. The City of Ladue reserves the right to accept single line items of the bid and to reject others.
3. Any submission may be withdrawn at any time prior to the time specified herein for the opening of submissions, but no submission may be withdrawn for a period of ninety (90) days thereafter. Once the bids have been opened, demonstrations will be scheduled with no fewer than one (1) and not more than three (3) vendors before formal selection of the vendor is made. Once the demonstration(s) have been held and the vendor selected, the bid proposal of the vendor selected will be contacted to begin contract negotiations. Once the contract has been negotiated and approved by the City Council, City Clerk, Stacey Mann, will notify the successful bidder of contract approval.
4. The City of Ladue will not be liable for any costs that a Contractor may incur in the preparation of or presentation of the proposal.
5. The City of Ladue shall not be obligated to return the Contractor's proposal once submitted, whether the proposal is withdrawn or not.
6. The selected bidder shall provide all equipment, products, materials, supplies and services necessary for the proper execution and implementation of the agreement.
7. The costs agreed to are to be firm and final. Underestimation of the complexity of the task will not warrant an increase in the price. Bidder should make any additional inquiries necessary to properly evaluate its compensation and prepare its bid proposal accordingly.
8. Any explanation desired by a bidder regarding the meaning or interpretation of the RFP must be requested in writing with sufficient time allowed for a reply to reach bidders before the deadline for submission.
9. The City of Ladue reserves the right to waive any informality, reject any or all proposals and/or cancel this RFP, all without any obligation to the City. The City shall select the vendor which, based upon its response to this RFP, it regards to be the best qualified, responsible, and capable of performing the desired work in a timely fashion at the lowest price.

SUBMISSION OF PROPOSAL AND OTHER RELATED INFORMATION

Proposals should be brief and concise (6-10 pages, excluding cover page and proposal submission form), plus example websites. Interested firms shall submit one (1) printed and bound copy of their submission and one (1) flash drive containing the entire submission (including example websites) in PDF format.

The deadline for proposal submission is below:

4:00 P.M. on Wednesday July 27th, 2022

All responses should be delivered by the stated deadline to:

Stacey Mann
City Clerk
City of Ladue
9345 Clayton Road
Ladue MO 63124

Firms are expected to fully utilize the city's web site to gain more information and answer most questions from this resource. Questions regarding the RFP that cannot be answered from study of the City's web site should be directed in writing to Stacey Mann, primary contact for the City at:

Stacey Mann, City Clerk
314-993-3439
smann@cityofladue-mo.gov

A proposal may be withdrawn any time prior to the deadline by written notification. The proposal may be resubmitted with any modifications, prior to the deadline.

The City reserves the right to accept or reject any and all proposals or to choose no firm. The successful firm will be required to meet standard City insurance requirements.

PROPOSAL SUBMISSION FORM:

Note: Failure to provide the information requested on this form may be cause for rejection of your proposal on the grounds of non-responsiveness.

Business Name: _____

Federal Tax ID Number: _____

Street Address: _____

Mailing Address if Different: _____

City: _____ State: _____ Mailing Zip: _____

Telephone: _____ E-Mail: _____

FEE PROPOSAL:

TASK	FEE PROPOSED
Designing and building the site; including content migration	\$
Annual web content management software licensing and technical support	
Website hosting fees and annual maintenance	
Any other costs, fixed or variable, associated with this project	
TOTAL	\$

AUTHORIZED SIGNATURE

Must be signed by a person having the authority to contractually bind the business listed above.

Signature

Date

Print Name and Title

Phone Number