

REQUEST FOR PROPOSALS

FOR

WEBSITE REDESIGN AND IMPLEMENTATION

Issued October 4, 2019

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MUNICIPALITY OF PENN HILLS, PA
102 Duff Road, Pittsburgh, PA 15235

**REQUEST FOR PROPOSALS TO
PROVIDE A WEBSITE REDESIGN**

The Municipality of Penn Hills is seeking the services of a qualified firm to provide a new design for the municipal website. The Goal is to make a website that successfully promotes the brand, facilitates a user-friendly environment for accessing municipal services, and simplifies content management while meeting high standards for design and appeal. The new website will serve as the primary public face of the Municipality and community while providing 24/7 services for a wide range of users.

The current version of our website can be viewed at www.pennhills.org

A. VENDOR QUALIFICATIONS

The Municipality of Penn Hills seeks a vendor that has produced a minimum of 5 municipal websites and has been in the business of municipal websites for at least 5 years. Additionally, the Municipality seeks a vendor with a proven capacity to provide an easy to use Content Management System (CMS) for our Information Technology Director to use its tools and components. Responders are to submit a written narrative corresponding to each of the outlined requirements:

1. Introduction

- a. Company Overview and Summary

2. Company Profile

- a. Company History
- b. Contact Personnel Information
- c. Office Location(s) (include business address)

3. Municipal Website Design Experience

- a. Minimum of three municipal references, including:
 - Client Name
 - Website URL
 - Contract Duration
 - Client Contact Person, title, phone number, and email
- b. Design Portfolio (minimum of three screenshots with URLs)

4. Project Development Approach

- a. Proposed Timeline
- b. Outline of all project phases and the Municipality’s role
- c. Explain the design process, if not included in the project phases
- d. Explain the data migration process, if not included in the project phases
- e. Meet U.S. Federal Government ADA requirements, if not included in the project phases
- f. Training, if not included in the project phases
- g. Ability to integrate municipal branding, present and future, into the website
- h. Ongoing technical assistance and training opportunities

5. Integrated Content Management System (CMS) Tools and Components

The CMS listing in the Functionality Table below represents functional categories and is not comprehensive; others may be recommended or added. The new municipal website vendor must be able to provide the desired components shown. Possible budgetary constraints may require that this project be implemented in phases.

Component/ Module Name	Function	Offered
Browser Based Administration	Create, edit, or delete template-based web pages	
Departmental Home Pages	Ability to create landing pages associated for municipal departments; including directories and documents associated with said departments	
Alerts and Emergency Notifications	Front page solution for emergency notifications.	
Publicly Warned Meeting Document Management/	Create, manage, and host agendas, minutes, and other relevant documents	
Search/Archive Center	Searchable solution for live or archived content, documents, and notifications (internal site search engine).	
Interface to Existing Systems	Integration or links to Interactive GIS, Savvy Citizen (Calendar/Agendas/Notifications), Code Enforcement Software, etc.	
Recreation Programming/ Event Registration & Facility Rentals	Web-based registration software for recreation and facility/pavilion rentals	
RFP/REQ/Bid Postings	Dynamic Content	

Integrated Human Resources Solution for Employment Opportunities	Applicants can view job openings and apply (fill out applications, attach resumes, and documents) to submit electronically via website	
Online Contact Forms	Forms, publishing, and tracking with email forwarding capability	
Video Hosting	Ability to embed third party videos/streams	
Site Security	Ensuring that the site is secure against attacks within the system	
Site Statistics	Integration of comprehensive analytical status reports	
Sitemap	Dynamic	
Mobile Browsing	Website can be accessed from any mobile platform	
Multi-Lingual Support	Dynamic Content	
Printable Pages	Print Friendly function	
Social Media Galleries Interface	Optional – Display dynamic image/albums from social media accounts	

6. Description of Features and Functionality Included with the CMS at minimum include:

- a. Description of page creation
- b. Page content template information
- c. Content scheduling and versioning information
- d. The different back-end user permission levels

7. Project Pricing Estimate/Cost for Services Outlined (specify amounts of items below):

- a. Days/hours of training, number of employees to be trained, on-site or webinar
- b. Amount of content migration (entire website or a specific number of pages)
- c. Any optional enhancements and consulting packages with deliverables and associated fees

8. Guarantees/Warranties

- a. List and guarantees or warranties offered the company offers.

9. Conclusion

10. Additional Information (not required)

- a. Hosting Services Offered (with price)
- b. Support and Maintenance Offered (With price)

B. FACTORS FOR AWARD

The Municipality will evaluate each proposal, determine whether oral discussions with the offerors are necessary, then, based on the content of the proposal and oral discussions, if any, select an organization best qualified for the assignment based on the data submitted and whose offer is most advantageous to the Municipality, price and other factors considered.

In evaluating the proposal, the Municipality will assign points for each segment of the proposal in accordance with the criteria hereinafter set forth. The organization with the highest total points will be selected for the purpose of negotiating a contract. If the Municipality is not satisfied with the basis used by the organization or with the price of the services to be rendered, the Municipality may proceed to negotiate a contract with the organization with the next highest point total.

Proposals will be evaluated on the following criteria:

- Ability to provide the integrated Content Management system components (30 points)
- Review of aesthetics of illustrative examples of design and layout capabilities in existing websites that facilitate ease of use for the public (20 points)
- Demonstrating Security measures in the system and design (20 points)
- Cost (20 points)
- Extent of experience in successfully implementing and maintaining existing municipal websites (10 Points)

C. SUBMISSION REQUIREMENTS

A mandatory conference for all vendors intending to submit a proposal will be held on: Wednesday, November 13, 2019 at Penn Hills Government Center, 102 Duff Road, Pittsburgh, Pennsylvania 15235 at 10:00 AM. All questions regarding the RFP will be entertained and answered at that time. No calls or emails, please.

The Deadline for RFP Responses is Monday, December 2, 2019.

Please mail two (2) copies to:

Penn Hills Municipality
Attn: Jesse P. Toth
Information Technology Director
102 Duff Road, Pittsburgh, PA. 15235

No e-mailed proposals, please. Submittals not received on or before the specified deadline may not be accepted. The Municipality of Penn Hills reserves the right to request follow-up information or clarification from vendors in consideration. The Municipality reserves the right to reject and or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which the opinion of the Municipality, will best serve the interest of the Municipality. Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against the Municipality for reimbursement will be accepted.