

City of Pleasant Ridge
23925 Woodward Avenue
Pleasant Ridge, Michigan 48069
(248) 541-2900

Request for Proposals
City Website

Mayor

Ralph A. Castelli, Jr.

City Commission

Jerry A. Bushey

George Lenko

Lauran Howard

Charles P. Kellett

City Manager

Sherry W. Ball

Three copies of the RFP response must be received by Wednesday, August 15, 2007, at 2:00 p.m., in the Office of the City Clerk, 23925 Woodward Avenue, Pleasant Ridge, Michigan 48069. Proposals must be received in a sealed envelope clearly labeled, "WEBSITE RFP RESPONSE".

**City of Pleasant Ridge
23925 Woodward Avenue
Pleasant Ridge, Michigan 48069**

**Request for Proposals
City Website**

Introduction

The City of Pleasant Ridge is interested in creating a City Website. The goal for the website includes, but is not limited to, the following:

- Improve communication between the City Commission and City Administration with the constituents they serve.
- Promote community and economic development.
- Support special events within the community.
- Enhance the community image and identity.
- Delivery of eGovernment services.
- In the long term, allow 24-hour access to City information, forms, inquiries and the ability to conduct business that would otherwise occur over the phone, in person, or via regular mail delivery.

The City is soliciting a vendor that has the desire, experience, and talent to develop a superior plan or “blueprint” for its website. The vendor must be willing to come on site and work with each of the city’s department managers. Most importantly, the website must be designed from the customer’s perspective.

Overview

The City of Pleasant Ridge is requesting proposals from qualified vendors for the hosting, planning and development and maintenance of a website. The proposal consists of three parts.

- I. Initial Website Presence Development
- II. Long-term Website Strategy and Planning
- III. Secure Website Hosting

Part I. Initial Website

It is imperative that the initial phase of the City of Pleasant Ridge website be developed so that it meets at least the following objectives:

- 1. Easy to expand.** Since the website will continue to evolve over several years, it is important that the site be designed with flexibility for future growth. For example, the City may require a change in server speed/bandwidth/storage, web page reorganization, page template redesigns, cascading style sheets, ability to add feature like a shopping cart, RSS, Podcasts, etc. Vendor references that can attest to your firm's ability to do this are required. Indicate what toolsets will be used to develop the website.
- 2. Easy to maintain.** ALL content pages, including features of the website that requires frequent updating (e.g., agendas, minutes and event calendars), must be designed so that non-technical City Staff will be able to update information on the site as needed. Templates (or administration screens in a dynamic interface) for each section should be created to ensure consistency as new pages are added. **However, vendors must include a fee schedule and/or monthly site maintenance plan in the RFP response for all maintenance items, especially those that are more technical in nature.**

Identify any software installation/initial setup requirements. Document the installation/configuration of any software.

Vendor must list any and all training requirements, including number of employees that will be trained and the cost of each, the courses and timeframe for training.

Vendor must include a 5-year maintenance fee schedule for costs and labor.

Vendor must provide their change control policy and notification for hardware and software changes.

- 3. Easy to use.** It is important that the site be designed so that residents and visitors, regardless of computer expertise and equipment, are able to easily navigate through this website. To that end, the vendor should conduct a usability test to ensure the design meets the City's ease of use requirement. Vendor must provide any design usability, information architecture and template documentation.
- 4. Easy to find.** The website must have a strong presence on the Internet. Service should therefore include metatag development. Non-residents searching for information about the City of Pleasant Ridge must be able to find the website with major search engines using keywords such as "Pleasant Ridge Michigan" or "City of Pleasant Ridge".

In general, the initial website will include the following features:

1. A complete and accurate presentation of the City of Pleasant Ridge and all departments thereto and their related services, contacts, telephone numbers, frequently asked questions.
2. Non-interactive forms from each department for user download in PDF format (with ability to readily download Adobe Acrobat). There may be a need to convert hardcopy documents to PDF; vendor should provide cost for this service.
3. Photographs and graphic elements should be placed on pages where appropriate. Assume that photographs will be provided in be digital format, however, also assume the use of historical photographs in hard copy format. Graphics should be optimized in order to decrease download time.
4. Links to relevant websites (Oakland County, Oakland Access, Fire Department, Library, City Code, State of Michigan, etc.)
5. Email communication and ability to gather list of email addresses for individuals interested in receiving information about government services. Vendor should be prepared to discuss options, including email subscription application, how email lists may be managed, etc.
6. Website must be secure. Secure servers and code, secure socket layer web pages, firewalls, anti-virus, penetration test, security patches, etc. and cost for applying all regularly scheduled patches, anti-virus updates, firewall and router patches.

A general outline of information to be included in the initial website development is shown on Attachment A. *Note: The outline is not necessarily how the designer site should organize the site. Rather, it is provided to give vendors an indication of the scope of the initial website content desired.*

Part II. Long-term Website Strategy and Planning

As mentioned above, the long-term plan is the development of a “24-hour City Hall” via the Internet. For this reason, the City requests that interested vendors submit a proposal for the development of a strategic long-term plan. This plan will serve as a management tool for proper planning and budgeting of future enhancements to the City’s website and eGovernment strategy. It is anticipated that this aspect of the project may include two to four brainstorming sessions with interested parties. This phase shall include investigation of online payment, interactive form submission, online service request submission, program registration, ADA Compliance, resource requirements (hardware, software and other costs), organizational impact and opportunities for partnering with other public and private groups.

Part III. Website Hosting

Please provide information for the following key features of your hosting service.

1. Reliability (including downtime, mirroring and recovery in quantifiable terms).
2. Amount of disc space allotted to the City of Pleasant Ridge, or whether a dedicated server would be used.
3. Data transmission speeds and method.
4. Identify your web server platforms and architecture.
5. Hardware/software usage and license policy.
6. Identify your server hosting building(s) site security.
7. Provide backup and disaster recovery documentation. Do you have a disaster recovery plan and is it tested?
8. Backup and offsite storage procedures.
9. How often is equipment replaced.
10. Indexing.
11. Provide an encryption plan including SSL (Secure Socket Layer).
12. Support for authentication.
13. Site traffic monitoring (including tracking sessions, page views, time spent per page and referrals to the website).
14. Provide communication plan for customer information and routine maintenance notifications. This should include an escalation policy for production support issues.
15. Pricing.
16. Bandwidth minimum and maximum.
17. Other pertinent considerations.

Other Items

1. **Project Plan** – Vendor must provide a Project Plan that considers company and City's resources defined with a timetable for completion. Payments will be based on successful completion of phases or tasks.
2. **Privacy and Legal** – Privacy and legal issues/policies shall be addressed **prior** to the web site launch.
3. Vendor will be expected to meet with City Administration to discuss various items such as hours required for web site support, service level agreement, start date and completion date.

City of Pleasant Ridge

Contract Specifications

1. The terms of the contract will be for three years with at least an annual review based upon the needs of the community and direction given by the Pleasant Ridge City Commission and City Administration.
2. In the event that the website developer does not also host the website, the proposed contract must provide for the City to take over hosting the site should the City choose to do so. The dollar amount for this transfer should be stipulated in the RFP response.
3. The City of Pleasant Ridge will own the copyright to the web site. The City of Pleasant Ridge will own the code to the site. All licensed and customer software used, or developed, for the site must be made known to the City along with the associated function. Should the City decide to host the site in-house, this information will be necessary for the continuous operation of the site.
4. The City retains ownership and rights of any and all graphic design elements and text provided.
5. The URL used for the site will be registered to and owned by the City of Pleasant Ridge. One URL is currently owned by the City ([www.CityofPleasant Ridge.com](http://www.CityofPleasantRidge.com))

City of Pleasant Ridge

Selection Criteria

Proposals will be reviewed and evaluated according, but not limited to, the following criteria.

Qualifications

- Years in business
- Experience of Staff assigned to the City's project
- Experience in technology strategy and planning
- Service capability
- Local government expertise

Understanding of the Project

- Demonstration of understanding the City's objectives
- Examples of other sites developed
- Suggestions for ease of maintenance, expansion and use of the website
- Ideas/suggestions for efficiency of layout and design for both the end user and those charge with website maintenance

Cost (shown separately for each part), including

- Hours proposed
- Hourly rates
- Training for City Staff
- Discount for single source of all three parts
- Whether fee proposed is a "not-to-exceed" amount

Maintenance (Part II)

- Options for a monthly website maintenance plan
- Use of readily available tools (e.g., Microsoft, Adobe, etc.) so that non-technical City employees may update information as needed
- Guaranteed turnaround time
- Quality control process

Timeline

- Start and completion dates for Parts I and II (shown separately)

Other Criteria

- The selection process will likely include a proposal presentation and interview by the City Administration

Client references (please provide at least three)

The City reserves the right to accept or reject any or all proposals and waive any formalities and/or minor irregularities in the proposals received. Further, the City reserves the right, at its sole option, to negotiate with vendors in the event of, but not limited to: 1) no proposals are received, 2) a single proposal is received, and/or 3) fees quoted are over budget and/or unreasonable.

Any questions regarding the Request For Proposal should be directed to:

Sherry W. Ball
City Manager
248) 541-2900

Three copies of the RFP response must be received by Wednesday, August 15, 2007, at 2:00 p.m., in the Office of the City Clerk, 23925 Woodward Avenue, Pleasant Ridge, Michigan 48069. Proposals must be received in a sealed envelope clearly labeled, "WEBSITE RFP RESPONSE".

The City of Pleasant Ridge is an Equal Opportunity Employer.

City of Pleasant Ridge

ATTACHMENT A

The following is an outline of information that should be included in the initial website to better define the scope of Part I of the Request for Proposal. This outline is not necessarily how the designer should organize this site. Content information will be provided by the City.

An asterisk (*) indicates items that will require timely update by City Staff or successful bidder.

The City of Pleasant Ridge logo should appear on all pages. Departments that have their own logo for display on that department's page(s) are also indicated. In addition, graphics/photos should be included on the front of each new section (i.e., first level of the following outline, numbered 1 through 20). Logos will be provided by the City in digital format.

Forms will be provided by the City. It is anticipated that the initial website presence will provide forms for download that could be faxed in, mailed or dropped off at City offices. The long-term plan should address the ability to email forms to the appropriate department and a method to monitor the timeliness of the city's response. It should also address the ability to accept credit card payments. Input from vendors regarding improvements in this area would be beneficial. Familiarity with ability to utilize services such as eRegister.com will be given additional consideration.

In addition, an acknowledgement of email receipt for departmental email submissions would be beneficial.

City of Pleasant Ridge Website

Outline of Information

Welcome to the City of Pleasant Ridge

- Mayor's welcome letter and photos
- General Information about the City of Pleasant Ridge

Calendar of Events*

Your Local Government

- Mayor and City Commission
 - Photo, term of office, biographical information
 - Email to elected officials
 - Procedures
 - Meeting dates and location*
 - Meeting agendas*
 - Meeting minutes*
 - City Charter (link to MuniCode)
 - Frequently asked questions (FAQ)
- **City Manager**
 - Photo, biographical information
 - Email
 - Open Meetings Act and FOIA Information
 - Frequently asked questions (FAQ)
- **City Attorney**
 - Photo, biographical information

City Departments

- **Police Department** (Badge or Patch on these pages)
 - Mission Statement or Letter from Chief
 - Photos of Police Chief and Officers
 - Fire Protection Agreement (link to Ferndale Fire Dept)
 - Dispatch Services (link to Berkley PD)
 - After Hour Calls or Assistance Needed
 - Reporting Crimes, Accidents and other incidents
 - Obtaining Copies of Reports
 - Parking restrictions
 - Gun Permits
 - Dog License (link to Dog Run Information)
 - Crime Prevention (images/illustrations)
 - Community Policing
 - Vacation (vacant house) Inspections
 - Forms and Fees (vacation, garage sale permits)
 - Frequently Asked Questions (FAQ)

- **City Clerk**

- Photos
- Election
 - Register to Vote (form)
 - Absentee Ballots (application)
 - City Election Dates
 - Election Commission
 - Election Inspectors Needed (application)
- Licensing and Information
 - Dog Licenses
 - Peddler/Solicitor License
 - Business Registration
 - Charitable Solicitations
- Notary Service
 - Hours available
- City of Pleasant Ridge Maps
 - City map
 - Zoning Map
 - Master Plan Map
 - Voter Precinct Map

- **City Treasurer**
 - Tax Information
 - Proposal A
 - Tax Rates
 - Due Dates
 - Payment Options for taxes
 - Installment Payments
 - Drop Box for After Hour Payments
 - Online tax data for each parcel: link to BS&A software
 - Delinquent Real Property Taxes
 - Senior Citizen Deferment
 - Link to paylocaltaxes.com
 - Buying and Selling a Property
 - Homestead Exemption – Form #2368
 - Rescind Homestead Exemption – Form #2602
 - Assessing Information
 - Online assessing data for each parcel (link to *Access Oakland*)
 - Board of Review (include meeting dates)
 - Frequently Asked Questions (FAQ)
 - Special Assessment Information
 - Water and Sewer
 - Other
 - Contact the City Treasurer
 - Frequently Asked Questions (FAQ)

- Recreation Department
 - Mission Statement and Comments from Director
 - Photos of Director, Assistant Director and Staff
 - Electronic Copy of *The Ridger**
 - City Parks and Activity Areas
 - Quarterly Calendar of Events *
 - Summer Program
 - Classes
 - Special Events

 - Community Center Information (including visual tour)
 - Hours of Operation
 - Rules and Regulations
 - Rental Information
 - Rental Fee Schedule
 - Tables, Chairs, Tent Rental Fees

 - Wellness Center – photos included
 - Hours of Operation
 - Rules and Regulations

 - Community Pool – photos included
 - Hours of Operation (adult swim)
 - Moberly Park access
 - Swim Team
 - Swim Lessons

 - Pleasant Ridge Dog Run
 - Dog Run Annual Pass
 - Location
 - Rules and Regulations

- **Water Department**

- Water and Sewer Combined Rate*
- Garbage Disposal Rate
- Meter Maintenance Charge
- Billing Quarters
- Due Dates
- Quarterly Water Report (link to SOCWA)
- Frequently Asked Questions (FAQ)
 - Where does our water come from?
 - How residents are billed for water and sewer
 - Irrigation Wells/Second Meters
 - Do I have a leak?

- **Building Department**

- Construction Permit Requirements
- Zoning Board of Appeals Process
- Site Plan Review Application
- Lot Split Procedure
- Sign Permit
- Rental Property License and Inspections
- Permit Fee Schedule
- Property Maintenance (Rodent Information)
- Code of Ordinances
 - Link to Municipal Code Corporation (MCC)
 - Zoning Ordinance
 - International Building Code (all others)
- Frequently Asked Questions (FAQ)

- **Public Works Services**
 - Trash Disposal Service
 - Recycling Information
 - Composting Schedule
 - Brush and Leaf Collection
 - Street Sweeping
 - Snow Removal
 - Frequently Asked Questions (FAQ)

- **Planning Commission**
 - Procedures
 - Meeting dates and location*
 - Meeting Agendas*
 - Meeting Minutes*
 - Commercial Site Plan Review
 - Frequently Asked Questions (FAQ)

- **Downtown Development Authority (DDA)**
 - Procedures
 - Meeting dates and location*
 - Meeting Agendas*
 - Meeting Minutes*
 - Frequently Asked Questions (FAQ)
 - DDA District Map

- **Zoning Board of Appeals**
 - Procedures
 - Meeting dates and location*
 - Meeting Agendas*
 - Meeting Minutes*
 - Frequently Asked Questions (FAQ)

- **Historical Commission**
 - Procedures
 - Meeting dates and location*
 - Meeting Agendas*
 - Meeting Minutes*
 - National Register of Historic Places Designation
 - Frequently Asked Questions (FAQ)

- **Recreation Commission**
 - Procedures
 - Meeting dates and location*
 - Meeting Agendas*
 - Meeting Minutes*
 - Frequently Asked Questions (FAQ)

- **Application for Board and Commission Appointments**
- **Resident Notification by email feature**
 - Resident who choose to, may sign up to be on an email list to receive email about significant dates, community events, and other news

**The Calendar of Events shall include meeting dates and times and special events that may be included on Department calendars as well and may require frequent updates.*

Three copies of the RFP response must be received by Wednesday, August 15, 2007, at 2:00 p.m., in the Office of the City Clerk, 23925 Woodward Avenue, Pleasant Ridge, Michigan 48069. Proposals must be received in a sealed envelope clearly labeled, “WEBSITE RFP RESPONSE”.

The City reserves the right to accept or reject any or all proposals and waive any formalities and/or minor irregularities in the proposals received. Further, the City reserves the right, at its sole option, to negotiate with vendors in the event of, but not limited to: 1) no proposals are received, 2) a single proposal is received, and/or 3) fees quoted are over budget and/or unreasonable.

City of Pleasant Ridge

Request for Proposals For City Website

NOTICE IS HEREBY GIVEN that sealed proposals will be received in the Office of the City Clerk, 23925 Woodward Avenue, Pleasant Ridge, Michigan 48069 (248) 541-2900, on or before Wednesday, August 15, 2007 at 2:00 p.m., for the following:

WEBSITE FOR THE CITY OF PLEASANT RIDGE

Proposals must be submitted on forms furnished by the City Clerk, in a sealed envelope endorsed with the title: "Website RFP". Proposal forms are available at the City Clerk's Office.

The City reserves the right to accept or reject any or all proposals and waive any formalities and/or minor irregularities in the proposals received. Further, the City reserves the right, at its sole option, to negotiate with vendors in the event of, but not limited to: 1) no proposals are received, 2) a single proposal is received, and/or 3) fees quoted are over budget and/or unreasonable.

Amy Allison
City Clerk

Published: The Daily Tribune
Friday, August 3, 2007
AFFIDAVIT REQUESTED