

Village of West Dundee
Request for Proposals
For
Web Content Management System

Contents	Page
A. Introduction	2
B. Scope of Work	2
C. Requirements for Proposal I (General)	3
D. Requirements for Proposal II (Technical)	5
E. Additional Information	9
F. Terms and Conditions	9
G. Selection Process	10

A Introduction

The Village of West Dundee (henceforth referred to as “The Village”) is requesting proposals for a Web Content Management Solution that will reduce web site maintenance, improve productivity, and provide better management and control of The Village Website. This solution will replace the Village’s current web platform. The proposed solution must be able to support all specifications and requirements identified in this RFP. The selected firm shall report to and be responsible to the Village Manager’s Office through the Information Technology Department. The chosen provider of the solution is henceforth referred to as “The Vendor”.

There is no expressed or implied obligation for The Village to reimburse responding firms for any expense incurred in preparing proposals in response to this request.

B Scope of Work

Current Site:

Currently, The Village’s website (www.wdundee.org) is maintained by Information Technology Staff and hosted internally. The information in it constantly needs to be updated. All modifications to the web site currently flow through a central point of contact at The Village and are done by employees. The process is tedious, time consuming and costly.

Desired Site:

The Village wants to be able to maintain its own web site content and provide more interactive features to site visitors. The Village needs a web based, database driven content management solution that will allow designated employees to effectively manage the site content. The solution should not require any special software to be installed on the desktop. Updating web site content should not require knowledge of HTML and should be able to be performed by someone with basic computer skills. The Village wants to decentralize web site maintenance; therefore, the solution needs to provide the appropriate level of security and content approval.

The Village needs the web site on a platform that allows them to effectively integrate the site with their back office business applications. This will allow The Village to provide better and more cost-effective services to the people.

The Village is seeking proposals for the redesign and reformat of its website. The goal for the website includes, but is not limited to:

- Improving communications between the village and its residents
- Promoting community and economic development
- Supporting special events within the community.
- Enhancing the county’s image and identity
- Delivering e-government services
- 24-hour access to county information, forms, and make inquiries to minimize phone calls, in-person visits and outgoing mail that would otherwise occur

- Migration of current site information to new site

Rather than license the software, The Village would prefer to enter into an Applications Services Provider (ASP) agreement with the supplier. The ASP agreement should include web site hosting and software leasing. The Village will own the website code.

C Requirements for Proposal (General)

The Village prefers proposals to be concise and easy to understand. Do not include unnecessary or extraneous information. Please format the proposal with the following sections. Include all information requested.

Section I – Executive Summary

This section should include a brief overview of the key elements of your proposal. Highlight any features or areas that differentiate your services and products from competitors.

Section II – Corporate Profile

This section should include a brief overview and history of your company, to include the organizational structure and target technologies. Highlight information regarding municipal clients and knowledge and experience in Content Management Solutions.

Section III – Technical Specifications

Provide the technical information about the proposed system requested in section ‘**D – Requirements for Proposal II (Technical)**’ of this Request for Proposal. Include all points requested. Information provided should be explained as it relates to The Village. Do not simply include brochures or technical documents as an explanation of the system proposed.

Section IV – Implementation/Conversion

1. Create a phased implementation plan for installation of the proposed solution. This implementation plan should be detailed.
2. Include an approximate timeline for installation of each phase. Include a single point of contact for each stage of implementation.
3. Include any requirements that will be the responsibility of The Village for implementation.

Section V – Training

Outline the training process required for key Village of West Dundee personnel to effectively maintain the proposed software solution. The training should include technical training for IT staff that covers topics such as installation, configuration, and maintenance of the proposed solution.

Section VI – Warranties and Support

1. Provide warranty information. Be sure to list any and all exclusions to the warranty offered.
2. Provide support services options. Please include hours of operation, response times, etc. At what cost?
3. Include information about customer support services, trouble reporting, and maintenance agreements.

Section VII – Cost Information

Please break out the cost into the following components.

1. Software and installation system costs for Web hosting and software leasing.
2. Training costs to include travel expenses, i.e., per diem.
3. Freight charges, if any.
4. Annual maintenance costs over a five-year period.
5. Hourly rate for custom updates. (Indicate the number of updates available in base cost)
6. Price for Web add-on modules that are not part of base system.
7. Cost of any conversions.

Section VIII – Additional Information

1. Provide the number of municipal content management installations your company has performed.
2. Also include a list of five references of municipal customers with similar installations as the proposed system. Include company name, address, phone number, and point of contact.

Section VIII Appendixes

Include any additional information relevant to the proposal.

D Requirements for Proposal II (Technical)

Please provide the following information in the submitted proposal.

Functional Specifications:

The content management solution should support the functionality in the existing website. The solution should also provide the additional features listed below.

1. **Content Management (CMS)** – The solution should provide a secured browser-based interface that will allow an employee with basic computer skills to manage the web site and act as a Content Editor. The solution should have the flexibility and functionality to allow each page to be uniquely formatted. Content Editors should be able to navigate the site for editing in the same manner that they would navigate the site for viewing.

2. **Content Approval** – The solution should allow at least two levels of content approval before a piece of content can be displayed on the web site.
3. **Web Site Page Creation** – The solution should not limit the number of pages. Users should be able to create new pages from pre-defined templates or submit completely new pages using an external editor.
4. **Web Site Page Management** – The solution should allow Content Editors to modify page titles and meta keywords for all the editable pages in the site. Additionally, advanced editors should be able to rename and move pages in the site hierarchy when necessary, and all links in the managed site should be updated with the new path information. History of these changes should be tracked and managed by the Content Approval process.
5. **Image and File Uploading** – The solution should allow multiple file types to be easily uploaded to the site. File types include PDF, Microsoft Office files, graphics, audio, video, etc. Once on the site, these images and files should be able to be renamed (with the change going through the Content Approval process), and any pages linking to the renamed file should be automatically updated with the new link. A page should be able to display/process multiple images and/or files.
6. **General Design** – User-centric, intuitive, mobile responsive design for simple navigation – easy to find and use tabs and drop-down boxes – two clicks to find desired information. Standard website features while maintaining a unique and consistent look. For viewing with the major browsers and operating systems on PC, Mac, tablets, and mobile devices of any manufacturer. The user experience should be similar across all devices, allowing for differences in device layouts or requirements. For non-mobile devices, there should be limited scrolling down the site pages to hunt for information.

On the Home Page (or on a menu list for Citizen Services), prominently feature links (on separate pages) to the following features:

- Submit a request for service
 - Pay a bill online
 - Village Ordinance Lookup
 - FOIA
 - Police Department
 - Lost Dog
 - Overnight Street Parking
 - Fire Pit Regulations
 - Ambulance Billing
 - Permit Applications
 - New Transparency in Governance Page
7. **Color Scheme** – Vendor should choose a new color scheme and provide a sample of the Home Page in those colors plus one in our current color scheme.
 8. **Standardized links to other information sources on the web.**

9. **Site Search Functionality** – The solution should allow site visitors to search for content published to the site.
10. **Role Based Security** - The solution should allow certain roles to be defined for people accessing the administration site. Roles may include content creator, page creator, content approver, etc. Different roles would give grant access to different functions in the administration site. Roles would also limit where user may publish content in the site. For example, a Human Resource person should not be able to publish content in the Procurements section of the site, and vice versa.
11. **Web Application Integration** – The solution should allow integration with other web applications in order to maximize the types of information and functionality supported by the site. Web application integration should support the ability of web applications to maintain context as the user navigates the application while still presenting the user with the navigation and style elements of the website.
12. **Dynamic Navigation Bars** – The solution should provide hierarchical navigation bars that can be easily managed by adding and removing pages and external links to the navigation bar. Any changes to the navigation bars should follow the same approval process that is used for Content Approval.
13. **Time Sensitive Information** - The solution should provide a mechanism whereby specific content can be earmarked as being time sensitive, with that information rolling on to or off of the site at a time designated by a Content Editor. Content Editors should still be able to view and maintain the content and change the time designations relevant to the content regardless of the status of the content. This information should be placed in a prominent position on the home page, i.e. major accident, construction issues, etc.
14. **Search Engine Support** – and robust, Google-like, intuitive site search functionality. The site should provide for search engine optimization to allow the highest possible ranking of the individual pages within the site from all major search providers, including but not limited to Bing, Google, MSN Search and Yahoo!. The site should be accessible and crawlable by spiders for the purpose of indexing the site with meta-title and meta-description tags that can be maintained by village staff. It should provide robust and prominent smart search functionality allowing users to type in a word or phrase to find information on the site pages as well as linked PDF files and provide this information in order of relevance and frequency of location.
15. **External Editor Integration** – The solution should allow certain advanced users to maintain the site using a third-party editor, such as Microsoft FrontPage or Macromedia Dream weaver. Any changes made using these tools should still go through the Content Approval process before going live.
16. **Download Speeds** – a portion of the village residents do not have high-speed/broadband internet access and have slow download speeds as a result. Thus, fast download is a critical consideration in page design.
17. **Detailed Analytics Reporting**

18. Ability to plug in future technologies

19. Integration of audio and video

20. Content – should include (note in proposal if any content will not be provided) but not limited to:

- A. Data and file migration from existing site and integration into new site
- B. Current events, announcements, and news on the home page. Ability to post news to page(s) on the site. News should have the ability to be automatically archived in an easily retrievable manner at a predefined time after publishing and scheduled to be published at a future date and time. News headlines should have the option to be displayed on the homepage in an order defined by staff
- C. Village Logo on each page
- D. Photo slideshow header, with ability to change out photos as needed using the CMS
- E. Ability to embed audio and video in website pages.
- F. Home Page emergency alert feature that all staff has access to modify via the CMS
- G. Each department will have its own main page (and potentially subpages) to guide visitors to department specific news and services
- H. Searchable Employee Directory
- I. Allow visitors to request information, submit requests for service, or submit comments for review
- J. Forms and Questions – The solutions should allow any number of forms and associated questions to be created and displayed on any page of the site. A form is defined as a page that allows a visitor to supply information. Questions are considered to include free-form fields such as Name, Telephone, Birth date, etc. The forms should also allow for the user to define questions with a limited set of valid responses from which the respondent may choose. The responses to the questions on the forms should be captured in a database for reporting purposes.
- K. Calendar of Events – The solution should allow numerous graphical event calendars. The calendar should be searchable and have the ability to be filtered by event location and event type. Visitors should be able to submit an event to the Village for posting to the calendar. In addition, the ability to add to specific days hyperlinked events that can lead to either a web page or a document (such as a PDF) is required. It is preferable that the calendar maintain the look and feel of the new website but retain the standard calendar look. Online calendar entries must be downloadable and available for import into users' personal calendars
- L. Newsletter Mail Outs – The solution should allow multiple newsletters and associated mailing lists to be maintained through the administration site. Website Visitors should be able to subscribe and unsubscribe to the newsletter(s) of their choice. The administrator should be able to use the site to transmit the newsletters in HTML or plain text format. The site may also be configured to automatically post new newsletters to the public website upon transmission.
- M. Online reservation and payment system (currently use Illinois E-Pay)
- N. Online job posting and resume submission
- O. Ability to forward pages to friends, coworkers, etc. using a simple form that asks for the sender and recipients email addresses and allows the sender to include a short message to the recipient.

- P. Integration with social networking applications, including, but not limited to, Facebook and Twitter, so users can share village information with their social media contacts. The ability to integrate with future social media tools should also be provided
- Q. RSS Feed Reader: Ability for staff to set up feed readers for important village information
- R. RSS Feeds: Ability for users to sign up to receive RSS feeds
- S. Incorporate The Village's Geographical Information System (GIS) maps and/or data to show aerial and street level views of all county buildings, parks, facilities, and local businesses, etc. Provide door-to-door directions and brief information
- T. Incorporate The Village's Geographical Information System (GIS) maps and/or data to show aerial and street level views of properties that are development prospects. Provide door-to-door directions and brief information
- U. Documents - Indexed document archiving and retrieval system
 - i. Board Agendas and Minutes. Ability for department users to store and access board meeting agendas and packets
 - ii. Other pdfs

21. Application Service Provider Specifications - Rather than license the software for the Internet, The Village would prefer to enter into an ASP agreement with the supplier. The ASP agreement should include web site hosting and software leasing. The Village will continue to manage their email. Minimum requirements for the hosting portion of the ASP agreement should include the following service:

- A. Web site hosting for the public web site and administration site (if separate).
- B. Database access via website only.
- C. Online web site usage statistics.
- D. Backup of data to (daily and weekly).
- E. 24 x 7 monitoring of web site availability with e-mail alerts to support personnel in the event of failure.
- F. Server maintenance including hardware, software updates, and anti-virus.
- G. Physical data center security, power, and climate control.
- H. Data Storage: up to 2 gigabytes (RAID 1 / RAID 5) for web pages and database.
- I. Page Views: up to 10,000 web page views per month.
- J. The Village will own the website code.

21. Indicate system features:

- A. Does the system allow custom navigation according to content availability?
- B. What type of logic coding is system developed in?
- C. Does system provide integration services for future integrations with backend systems for transaction capabilities?
- D. Does site support HTTP, HTTPS and SSL3?
- E. Does site ensure compliance with HTML5 and CSS3?
- F. Does the Site have a mobile site
- G. Does the system use propriety languages, operating systems, and other such devices?
- H. Does the proposed solution support Web Services?
- I. Does the proposed solution support 508 compliance in accordance with the American with Disabilities Act? Can it scale fonts? Does it support the Web Content Accessibility Guidelines, WCAG 2.0.

22. **System Integration Services** - The solution should be built on a platform with tools that make it efficient to integrate the web site with other Village business systems. The solution provider should have the business and technical experience and skills necessary to assist The Village in this endeavor.
23. **Web modules** - Please provide a list and cost of other optional Web based modules your company has developed.
24. **Board Agenda Management System** – provide a shared, secure space for users to store and access board documents and provide a means to build board packets from these documents. Note: this should be quoted separately in the proposal and can be considered as an add-on subsystem, not as a requirement.

E **Additional Information**

A **bi-weekly mandatory** meeting will be required between Village personnel and key members of the installation/conversion team until project completion. If the vendor’s primary point of contact is unavailable for a particular meeting, another representative from the company must be available to attend the meeting.

F **Terms and Conditions**

During the evaluation process, The Village reserves the right, where it may serve the Village’s best interest, to request additional information or clarifications from proposers. At the discretion of The Village, firms submitting proposals may be requested to make oral presentations as part of the evaluation process.

The Village reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between The Village and the firm selected.

Questions regarding this request for proposal should be directed to:

Michael Spiro
IT Department, Village of West Dundee
900 Angle Tarn
West Dundee, IL 60118
(847)586-5576

A 3-year contract for ongoing services is contemplated, subject to the annual review and recommendation of the evaluation committee, the satisfactory negotiation of terms (including a price acceptable to both The Village and the selected firm), and the annual funding of an appropriation for this purpose. Payment of service will be made upon receipt of a yearly invoice.

If any addenda are issued on this request for proposals, they will be made available on The Village website, www.wdundee.org. However, it shall be the sole responsibility of those offering proposals to contact the Village prior to submitting their proposals to determine whether any addenda have been issued.

HOLD HARMLESS AGREEMENT: The Vendor, its agents and assigns shall indemnify and hold harmless The Village, including but not limited to, its elected officials, its officers, and agents, from any and all claims made against the Village, including but not limited to, damages, awards, costs and reasonable attorneys fees, to the extent any such claim directly and proximately results from the wrongful, willful or negligent performance of services by the Vendor during the Vendor's performance of this Agreement or any other Agreements of the Vendor entered into by reason thereof. The Village agrees to give the Vendor prompt notice of any such claim and absent a conflict of interest, an opportunity to control the defense thereof.

NON-COLLUSION CLAUSE: By signing and submitting this proposal, proposer states that his proposal is genuine and not collusive or sham; such proposer has not colluded, conspired, connived, or agreed, directly or indirectly, with any proposer or person, to put in a sham bid, or that such other person will refrain from proposing and has not in any manner, directly or indirectly, colluded, conspired, connived, or agreed, with any person, to fix the price of affiant or any other proposer, or to fix any overhead, profit or cost element of said proposal price

G Selection Process

General

The selection committee, which is comprised of representatives from various departments within The Village, will evaluate all qualifying proposals. All requirements in this RFP should be satisfied to ensure that the proposal will qualify for consideration. The Village desires to receive only proposals from firms who can demonstrate the specified qualifications mentioned this RFP.

Proposers References

Current and previous municipal clients of each firm that submits a proposal may be approached with specific questions regarding performance. Responses to these questions will be used as part of the evaluation process.

Proposal Evaluation Criteria

The following criteria will be used by the Selection Committee to evaluate all proposals. The order in which they are listed is not intended to imply any ranking of importance:

1. Responsiveness of the written proposal to the purpose, scope and requirements of the project.
2. Reputation and professional qualifications of the specific individuals assigned to complete the project.

3. Experience with governmental entities in the completion of similar programs.
4. Cost of the work to be done.

Final Selection

The Selection Committee will present their recommendation to the Village Manager for final selection.