City of
Panama City Beach

PCB City Hall
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Parkway
PCB, FL. 32413
P: (850) 233-5100
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NOTICE
CITY OF PANAMA CITY BEACH
REQUEST FOR PROPOSALS

Website Redesign and Content Management System

The City of Panama City Beach (the "City") hereby gives notice that it has issued a Request for Proposals from experienced and qualified person or firms to **redesign its current website, www.pcbgov.com, and thereafter host, manage and maintain the redesigned website.** The City envisions a new website that is responsive, mobile, dynamic and resourceful. The City seeks qualified government website designers who focus on innovation as well as functionality. The City's emphasis is on incorporating extensive content management tools and database driven architecture. The website must be user-friendly, intuitive and ADA compliant with an attractive interface. The City would like a vendor to provide hosting services for the website in a secure data center. Interested Firms are asked to carefully consider the City's expectations of experience and qualification as stated in the RFP Instructions.

Sealed proposals will be received by the City Manager at City Hall located at 17007 Panama City Beach Parkway, Panama City Beach, FL 32413 until 2:30 PM (CST) on March 5th, 2020. Submittals will be publicly opened and receipt acknowledged immediately thereafter. The qualifications and other information should be submitted in strict compliance with the directives provided in the RFP Instructions. The City is under no obligation: either express or implied, to reimburse responding firms for any expenses associated with preparation and submittal of the Proposals in response to this request.

Proposals shall be submitted in a sealed envelope or box, plainly marked with respondent's name, address, date, time of RFP deadline and stating "Proposal for Website Redesign and Content Management System." Eight (8) hard copies, and one digital copy, shall be submitted.

RFP Instructions are available to prospective Firms at the City Public Services Building, 116 South Arnold Road, Panama City Beach, FL 32413. Inquiries regarding this RFP should be directed to Jason Pickle, IT Manager, email jpickle@pcbgov.com or FAX to 850-233-5116.

The City reserves the right to accept or reject any and all Proposals in whole or in part, to waive informalities in the RFP documents, to obtain new Proposals, or to postpone the opening of Proposals, or if unable to negotiate a satisfactory contract to terminate all

Mayor	Vice Mayor	Ward 1	Ward 3	Ward 4	City Manager
Mike Thomas	Phil Chester	Paul Casto	Geoff McConnell	Hector Solis	Tony O'Rourke

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negotiations under the RFP and proceed by whatever appropriate means it may elect. Each Proposal shall be valid to the City for a period of sixty (60) days after opening.

The City of Panama City Beach is an Equal Opportunity Employer.

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NOTICE TO PUBLISHER: This legal ad to appear on February 4th, 2020.

Please forward the original "Proof of Publication" and the invoice to:
               Panama City Beach Public Services Building
               116 South Arnold Road
               Panama City Beach, Florida 32413

CITY OF PANAMA CITY BEACH
REQUEST FOR PROPOSALS

Website Redesign and Content Management System

The City Council of the City of Panama City Beach is requesting proposals from qualified persons or firms to redesign the City's current website, www.pcbgov.com, and thereafter hosting, managing and maintaining the redesigned website. The City envisions a new website that is responsive, mobile, dynamic and resourceful. The City seeks qualified government website designers who focus on innovation as well as functionality. The City's emphasis is on incorporating extensive content management tools and database driven architecture. The website must be use-friendly, intuitive and ADA compliant with an attractive interface. The City would like a vendor to provide hosting services for the website in a secure data center.

I.   General Information

1)   Panama City Beach is comprised of its own Police, Fire, Parks and Recreation, Utilities and Water Billing, Public Works, Building and Planning, and Administration Departments. On any given month the City receives 20,000-70,000 active website users with 61% of the traffic on mobile devices, 33% on desktop, and 6% on tablets. The City's Water Billing and Job Postings receives the highest pageviews next to the Home page.

The City of Panama City Beach has a population of 13,975 (U. S. Census Bureau, 2018 Estimate). It is estimated that more than 4 million people visit Panama City Beach each year.

2)   Questions regarding the Request for Proposal (RFP) are to be addressed to:

> Jason Pickle, IT Manager
> City of Panama City Beach
> 116 South Arnold Road
> Panama City Beach, Florida 32413
> Telephone: (850) 233-5100

3)   All responses to this RFP must be received no later than 2:30 p.m. (CST) March 5th, 2020, at the address listed above. Original and eight signed hard copies and one digital copy of your proposal shall be submitted in one sealed package clearly marked on the outside "Proposal for Website Redesign and Content Management System". All responses received by the deadline above will be unsealed at 2:31 p.m. (CST) March 5th, 2020, at the address listed above. Any responses received after the deadline will be returned to the proposer unopened and marked "RECEIVED AFTER

DEADLINE". All costs incurred by the responding persons or firms in preparing proposals to this request will not be reimbursed by the City of Panama City Beach.

4)   The City reserves the right to reject any or all proposals submitted and to request additional information from the respondents. At the discretion of the City, persons or firms submitting proposals may be requested to make oral presentations as part of the evaluation process.

5)   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 City of Panama City Beach and the firm selected. All requirements and conditions set forth in this RFP shall be incorporated into the contract between the City of Panama City Beach and the selected firm unless expressly provided otherwise by the contract.

6)   RFP Calendar:

February 4th, 2020	Request for Proposal noticed
March 5th, 2020	All inquiries submitted in writing
March 5th, 2020	Responses to RFP due (2:30 p.m. CST)
March 5th, 2020	The Evaluation Committee will meet to evaluate the proposals and make a formal recommendation to the City Council.
March 26th, 2020	City Council action on committee recommendation

7)   The City's current website was designed by Vision Internet and is hosted by Granicus.

8)   Timeline Goal:

April 3rd, 2020	Poll Employees and Citizens
June 5th, 2020	Rough layout of new web design
September 4th, 2020	Citizen engagement with beta draft
December 4th, 2020	Full website release date

9)   The City is pursuing the option of changing from a dot com to a dot gov address in house.

II.   Description of Work and Services Required

The City is looking for a qualified person or firm to redesign its current website, and thereafter host, manage and maintain the redesigned website. The City envisions a new

website that is responsive, mobile, dynamic and resourceful. The City seeks qualified government website designers who focus on innovation as well as functionality. The City's emphasis is on incorporating extensive content management tools and database driven architecture. The website must be user-friendly, intuitive and ADA compliant with an attractive interface. The City would like a vendor to provide hosting services for the website in a secure data center.

The City's new website vendor must be able to provide at a minimum the components listed below. Other features may be recommended or added.

<u>Website:</u>
A) Portray a positive image of the City through design and engagement features:
    1) Promotion of City brand through graphic elements, photography, colors and design
    2) Website is easily accessible on popular mobile and desktop devices
    3) Provide responsive design compatible with popular devices and browsers, specifically
        a) Browsers that operate on iOS, Android, Windows (7, 8.1, 10) and MacOSX devices
        b) Site visitors using Google Chrome (v55 and later), Apple Safari (v10 and later), Microsoft Internet Explorer (v11 and later), Microsoft Edge, Firefox (v58 and later)
        c) Content managers using Google Chrome on Android, Windows or MacOSX; Microsoft Internet Explorer on Windows; or Safari on iOS or MacOSX
B) Create satisfying and effective user experience with important and needed resources easily found
    1) User-driven navigation
    2) In-site search functionality
    3) ADA Compliance – Section 508 compliance
    4) Effective search engine optimization
    5) Frequently asked questions – dynamically generated content
    6) Newsroom function without standard template and shareable to social media and other platforms
    7) Calendar function configured for displaying on department pages, shareable to social media and other platforms and linkable to direct calendar items
C) Facilitate interactivity between the City and residents
    1) Online forms for content editors to create and insert onto department pages
        a) Polls/Surveys
        b) Interactive Online forms for secure submittal
        c) Video
    2) Printable pages – print friendly function

3) Website security with https
D) Ability to integrate with currently-used applications and envisioning expansion for future software companies
   1) Third-party products such as Site Improve, Google Analytics, SuiteOne Agenda Management, Passageways Ensemble
   2) Social Media interface (Facebook, Twitter, and Instagram feed shares and follow buttons)
   3) Portal function for additional resource access
E) Easy to manage CMS with robust tracking, reporting and governance tools
   - Management reporting capabilities to identify website analytics, broken links, etc.
   1) Easy to use editor/modules for content managers
   2) Easy to configure approval workflow
   3) Templates to allow for flexible use of graphics, widgets, photos with cutlines, etc.
   4) Easy to organize resource modules for images, PDFs, etc.
   5) Ability to track content in the workflow processes and document when content was submitted/edited and by whom
   6) Ability to track when content was last updated and run reports on that data
   7) Easy to use process for creating new pages or reorganizing existing content
   8) Ability to run reports on broken links and fix those links
   9) Ability to utilize analytics to analyze site usage, demographics, etc. and to identify content that is either of little interest or difficult to locate
   10) Efficient, organized administration of user accounts, profiles and permissions to edit content
   11) Ability to set dates for content to automatically expire
   12) Ability to roll back page content to previous 2-5 versions
F) Provide efficient transition from old site to new site
   1) Efficient process of migration of identified content from old site to new site
   2) Efficient process for training users with detailed user manuals that include specifications for specific template content such as images, video, calendar entries, etc.
   3) Pages should be redirected from the old site to the new site
G) Provide comprehensive and detailed training for content managers
   1) Training should be conducted on site or remotely with all participants able to work at computers
   2) Online CMS documentation and training materials
   3) Provide best practices for content organization and presentation such as text, use of graphics and images, metadata tagging, PDF organization, file name protocol, etc.

H) Ability to provide required features as well as features and functionality available on the exiting website
   1) Alerts and notifications displayed prominently on website with notifications sent to subscribers via email and text messages
   2) Browser-based administration to update, delete and create content from any device with Internet access
   3) Update and publish calendars for departments and categories, with a main calendar to display all events
   4) Content scheduling
   5) Ability for departments to have dedicated pages within the site that may or may not follow the same design as other interior pages
   6) Searchable directories for staff contacts
   7) Searchable document center
   8) E-notifications
   9) Facility management
   10) Frequently asked questions
   11) Live edit
   12) Multilingual support
   13) Development of a dedicated newsroom page; migration of content from existing news website
   14) Online form
   15) Photo center
   16) RFP/Bid postings
   17) RSS Feeds out
   18) Rotating photos and slideshows
   19) Sharing capability
   20) Site search (internal site search with auto complete)
   21) Site statistics
   22) Sitemap and breadcrumbs
   23) Social media interface
   24) Online job applications

Hosting Components:

- 99.9 percent uptime outside of scheduled maintenance, guaranteed by Vendor provided and City approved Service Level Agreement
- Data Center – Tier II. Minimum requirements: reliable data center, managed network infrastructure, on-site power backup and generators, multiple telecom/network providers, redundant network, secure facility, 24/7/365 system

monitoring.

- Hosting. Minimum requirements: automated software updates, server management and monitoring, multi-tiered software architecture, software updates and security patches, database updates and security patches, antivirus management and updates, server-class hardware, redundant firewall solutions, high performance SAN with N+2 reliability
- Bandwidth. Minimum requirements: multiple network providers, burst bandwidth of at least 22Gb/s
- Disaster Recovery. Minimum requirements: 24/7 emergency support, on-line status monitor, event notification emails, recovery time objective for at least 24 hours, pre-emptive monitoring for disasters, multi-geographic region redundant back up data center
- DDoS Mitigation. Minimum requirements: defined DDos attack process including the ability to identify the attack source and type of attack, the ability to monitor the attack for a threshold and a plan once threshold is reached
- Upgradeable security packages

Support and Maintenance

- Dedicated account management
- Ongoing training opportunities and availability of robust, self-service documentation and technical support (videos and training manuals, etc.)
- Availability of continued communications post website implementation (with US based live support staff)
- Support services—emergency and non-emergency situations

III. **Information to be Included in the Proposal**
1) Title page showing the RFP subject, the name of the respondent, address, telephone number, the name of the contact person and the date

2) A table of contents providing a clear identification of the material by section and by page number

3) An executive summary setting forth the respondent's understanding of the work to be done and approach to implement the City's vision for the redesigned website, a brief analysis of trends affecting the use and design of local government websites, the Firm's corporate philosophy and customer service goals, and a positive commitment to perform the work within the specified time period

4) A company profile indicating whether the respondent is local, regional or national, the location of the office(s) from which the work is to be done and

the number of personnel in that office who would be working on the project, and a description of the nature and length of the Firm's work for local governments generally and in Florida specifically

5) An identification of the partners, managers and supervisors who will work on the project. Resumes for each key team member to be assigned to the project should be submitted and include the following information:

   a. Formal education
   b. Supplemental education relative to website design
   c. Experience in website design in general
   d. Experience in private business or government
   e. Experience providing services for governmental units
   f. Professional recognition, licenses, awards, etc.

6) A listing of at least five (5) public sector or municipal clients for whom the respondent has provided website services. Each listing should identify the client, their website URL, a description of services provided, and client contact information

7) A specific work plan for the project, including a timeline and schedule of deliverables and all project phases including consultation, design, development, content migration, training and implementation. The work plan should identify deadlines by which City action, information or participation is required to move the project forward

8) A written narrative evidencing the respondent's ability to provide each item or element set forth in the Section II Description of Work and Services Required, including a statement that the website will meet accessibility requirements

9) Proposed compensation. Proposals should include completed cost estimate sheets and any other necessary cost information in a **separate, sealed envelope marked "Cost Estimate."** The City plans to evaluate the qualifications of all firms submitting proposals before considering the Cost Estimate. Lump sum pricing is required. Pricing should include:
   - Development cost
     - Days/hours of training, number of employees to be trained, on-site or virtual
     - Content migration – number of pages/URLs included
     - All products/functionality included
     - Proposed hosting and security option
     - Customization/templates cost
   - Ongoing cost for hosting, maintenance and support

- Cost for future website redesign
- Cost for CSS Modification / Theme Generation

10) Additional products or services offered by the Respondent

11) Any other information deemed necessary by the respondent

IV. <u>Evaluation Procedures</u>

1) All responses will be reviewed by an Evaluation Committee of CVS users using the mandatory and technical quality elements below.

2) The responses will be evaluated using three sets of criteria. Firms meeting the mandatory criteria will have their proposals evaluated for responsiveness. Responsive firms will then be scored on technical qualifications only. Upon the conclusion of this ranking of qualified firms, the firms will then be scored on cost.

The following represent the principal criteria which will be considered during the evaluation process.

Mandatory Elements:
   a. The firm has no conflict of interest with regard to any other work performed by the firm to the City of Panama City Beach.
   b. The firm adheres to the instructions in this request for proposal on preparing and submitting the proposal.
   c. Ability to provide the required services in a timely fashion.

Technical Quality (Represents 80% of score):
   a. Degree to which the proposal meets or exceeds the needs described in the Description of the Work and Services Required (40 points)
   b. Project Approach, methodology and proposed Timeline (25 points)
   c. References and Qualifications of individuals assigned to project (10 points)
   d. Ability to integrate with currently used applications (5 points)

Cost of Services (Represents 20% of score. Maximum of 20 possible points).
The Respondent submitting the lowest total estimated cost will receive the maximum points for the cost element of the evaluation. The other Respondents' scores will be based on a relative percentage of the dollar amount higher than the lowest price. The Price points will be determined in accordance with the following formula:

Lowest Price - A
Proposer's Price - B

Total Possible Points for Price - C
Points Earned by Proposer - D

$$\frac{A}{B} \times C = D$$