

NOTICE TO BIDDERS

Notice is hereby given that the City of Livermore invites sealed proposals for; **WEBSITE CONTENT MANAGEMENT SERVICES, RFP #4079.**

Each proposal shall be in accordance with the conditions and specifications on file in the office of the **Purchasing Specialist, 1052 South Livermore Avenue, Livermore, California 94550**, where copies of said conditions and specifications may be inspected or obtained at no charge. All proposals must be enclosed in a sealed envelope and **clearly identified with RFP #4079 title, name of vendor and date of closing** to preclude premature opening of proposal.

Sealed proposals shall be delivered to the Purchasing Specialist at the above indicated address on or before **2:00 P.M., Monday, October 12th, 2009**. The City of Livermore reserves the right to award or reject proposals in part or in whole and on any basis it deems in the best interest of the City.

Reference is hereby made to said specifications for further details which specifications, general conditions, and this "Notice to Bidders" shall be considered part of any contract made pursuant thereto.

PUBLISHED: September 11th, 2009

CLOSING: October 12th, 2009

CITY OF LIVERMORE
REQUEST FOR PROPOSAL #4079
FOR: WEBSITE CONTENT MANAGEMENT SERVICES
REQUEST FOR PROPOSAL
#4079

For Website Content Management Services

For the
City of Livermore
Livermore, CA 94550

September 2009



CITY OF LIVERMORE

REQUEST FOR PROPOSAL #4079

FOR: WEBSITE CONTENT MANAGEMENT SERVICES

GENERAL TERMS AND CONDITIONS

1. Notice is hereby given that the City of Livermore, Alameda County, California, will receive sealed proposals for; **WEBSITE CONTENT MANAGEMENT SERVICES.**
2. Each bid shall be in accordance with specifications on file in the office of the Purchasing Specialist, City of Livermore, 1052 S. Livermore Ave., Livermore, California 94550, where a copy may be obtained at no charge.
3. **Each Bid shall be sealed and filed with the said Purchasing Specialist at 1052 S. Livermore Avenue, Livermore, CA 94550 prior to 2:00 PM, MONDAY, OCTOBER 12TH, 2009. It is the bidder's responsibility to ensure that bids are received prior to the 2:00 P.M. bid closing time. LATE BIDS WILL NOT BE ACCEPTED!**
4. Each bid must be accompanied by a **complete copy** of these specifications. All blanks in specifications must be filled in or bid will be considered unresponsive. **Please submit a total six (6) sets – one (1) signed original and five (5) copies.**
5. All prices must be typed or written in ink. **Bids written in pencil will not be accepted.** Mistakes may be crossed out and corrections inserted adjacent, but the correction must be initialed in ink by the person signing the bid.
6. Any claim of error by a bidder must be made before the time of opening, otherwise it shall be deemed waived.
7. The City reserves the right to reject any and all bids on any basis deemed in the best interest of the City. Any changes, omissions, or variations in specifications or conditions of bid may be considered cause of rejection.
8. No bidder may withdraw his or her bid for a period of sixty (60) days after the date set for the opening thereof.
9. The bidder, by submitting their bid, agrees to save, defend, keep, bear harmless, and fully indemnify the said City and any of its officers, officials, agents, employees, or volunteers from all damages, claims for damages, costs, or expenses, whether in law or in equity, that may at any time arise or be set up for an infringement of the patent rights, copyrights, or trade-marks of any person or persons in consequence of the use by said City, or by any of its officers, officials, agents, employees, or volunteers or articles to be supplied under this bid.

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10. This Bid will be awarded to the contractor whose Bid represents the Best Value to the City of Livermore. Pursuant to Municipal Code Section 2.68.360 (A) (5), the determination of which proposal represents the Best Value shall be based upon but not limited to, the following considerations:
- a. Cost;
 - b. The ability, capacity, and skill of the contractor to perform the contract or provide the services or equipment required;
 - c. The ability of the contractor to provide the services or equipment promptly or within the time specified without delay or interference;
 - d. The character, integrity, reputation, judgment experience, and efficiency of the contractor;
 - e. The quality of the contractor's performance on previous contracts with the City.
 - f. The ability of the contractor to provide future maintenance, repair, parts and services for the use of the supplies purchased.

Upon receipt of all bids and determination of the bid which represent the Best Value, the City will enter into negotiations, if required, with the selected bidder regarding the final contract terms and condition, per the Livermore Municipal Code Section 2.68.370.

11. The City of Livermore will furnish exemption certificates for all federal taxes, if required. California State, Alameda County, and City of Livermore taxes are applicable and shall be shown separately.
12. Before submitting proposal, bidders must read the Specifications and complete all required documents.
13. Any questions regarding procedures may be directed to the Purchasing Specialist, Leslie Young at lmyoung@ci.livermore.ca.us. Any questions regarding the scope of work may be directed to City of Livermore Assistant Library Director, Tamera LeBeau at tklebeau@livermore.lib.ca.us.
14. Bidder's attention is directed to Section "X", page 15, for Insurance Requirements. It is highly recommended that bidders confer with their respective insurance carriers or brokers to determine in advance of proposal submission the availability of insurance certificated and endorsements as prescribed and provided herein. If an apparent Best Value bidder fails to comply strictly with the insurance requirements, that bidder may be disqualified from award of the bid and or contract.

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SCOPE OF WORK

I. Introduction

The City of Livermore is committed to updating its website to improve online customer service, increase e-government site functionality and simplify content management and administration for City staff, while meeting high standards for design quality, usability, and visual appeal.

A robust and powerful Content Management System (CMS) solution will enable the City to further decentralize the responsibility for updating web content from a single web master to multiple content managers in each department and division while still maintaining adequate content control and quality assurance. This project will involve utilizing information posted on the existing website as well as the implementation of new information, products, and features as suggested by the City and the firm selected. A successful re-design will result in a website that serves as a promotional tool as well as an online information center offering multiple services to the public. The City of Livermore is seeking to enter into a professional services agreement with a qualified vendor to design and implement a new City website based on the above strategies.

II. General Information

About the City of Livermore

Founded in 1869, the City of Livermore (pop. 83,604) encompasses twenty-four square miles in Alameda County and is the easternmost city in the San Francisco Bay Area; the gateway to the Central Valley. As home to renowned science and technology centers, Lawrence Livermore National Laboratory and Sandia National Laboratory, Livermore is a technological hub and an academically engaged community. Livermore's arts, culture, western heritage and vibrant wine industry provide a unique blend to this special community.

The City of Livermore is a municipal entity comprised of the following departments: City Manager's Office, City Attorney's Office, Community Development, Economic Development, Finance, Fire (consolidated with the City of Pleasanton), Human Resources, Library, Police, Public Works, and various divisions under each.

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Current Website Information

The City of Livermore's website serves as a vital information tool for the local citizens in accessing their City government. Livermore's technologically savvy citizens expect not only to easily find needed information through the site, but also expect the ability to conduct City business there. As a result, the City website serves as a promotional tool, an information resource, and a virtual City Hall.

- o Web-Address – <http://www.ci.livermore.ca.us>
- o Number of pages – 1,879
- o Current data store size – 6 GB

III. Project Goals

- a. Improve citizen access to City government by providing a website that is easy to use, contains complete and comprehensive information, has intelligent and rapid search capabilities, provides a seamless interface to additional applications, and is in compliance with ADA Accessibility Standards.
- b. Provide a City website that serves as a 24-hour online information center for citizens to access public services and have the ability to do more online (such as make bill payments, apply for permits, apply for employment, file police reports, respond to bids, view the latest city news, read blogs, view calendars, etc).
- c. Implement a two way system allowing customers to communicate and request City services.
- d. Improve use of website as a customer service tool for both external customers (citizens) and internal customers (City employees) by providing the tools and standards for the timely and high quality presentation of information. Provide employees with a wide range of rights and privileges to carry out the daily workload by making it easy to update and maintain departmental web pages with minimal technical skill while maintaining quality assurance.
- e. Provide a uniform and consistent look and feel to City web pages that incorporates City identity program elements.
- f. Integrate the City website with third party applications such as e-commerce, GIS, permitting, and more.

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IV. Scope of Work

- a. Consultation with City staff to assess and refine specific needs.
- b. Based on defined needs, presentation of three (3) possible designs for the City of Livermore website, using the proposed CMS solution, for City consideration and further refinement.
- c. Fully developed and functional website, based on prior refinements and feedback, including migration of current site's data into the CMS.
- d. Hosting services on vendor servers, including fail and disaster recovery redundancy, with site accessible 24/7.
- e. Technical support that is available 24/7 with multiple contact mechanisms (telephone, email, etc.)
- f. Initial training as part of the CMS project with ongoing training options.
- g. Documentation, including templates, for future support and maintenance of website.
- h. Guaranteed full access to all data and content, including the CMS, in the event the City and vendor mutually decide to dissolve any contractual arrangement.

V. Content Management System (CMS) Solution Requirements

Service offerings may be more comprehensive than the following specifications. The specifications below are the minimum requirements necessary for consideration:

- a. Comprehensive work flow processes for the creation, evaluation, and publication of all content.

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- b. The option to implement various enhanced features such as news feeds, video feeds, calendars, blogs, rotating graphics, surveys, and online forms, including database-driven forms. Support for prominently displayed emergency notification announcements.
- c. A service allowing for external customers to self subscribe to notifications of web page updates or special announcements provided by the City.
- d. The ability to integrate with third party applications such as e-commerce, GIS, permitting, etc.
- e. The ability to set content for timed removal or change
- f. Page Statistics – counts/usage statistics available for every page
- g. Appealing graphic design
 - 1. Homepage - organized, non-cluttered, visually appealing
 - 2. Reflects City marketing plan in use of color, visuals, etc.
 - 3. Tasteful use of graphics and icons
 - 4. Consistent, uniform theme, but with the flexibility to have a unique look and feel for City functions with unique identity
- h. Easy to navigate
 - 1. Makes use of consistent global navigation with any changes replicated to all pages
 - 2. Ability to customize local navigation with any changes replicated to departmental pages only
 - 3. Navigation uses clear and understandable labeling, refraining from use of jargon
 - 4. Includes a site-wide search engine with a search box provided as part of the consistent navigation
 - 5. Smart Linking - ability to map key pages to English-based URLs for marketing purposes and ease of access

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- i. High level of accessibility
 - 1. Compliance with Section 508 ADA requirements (see www.ada.gov/websites2_prnt.pdf)
 - 2. Cross platform compatibility, including multiple browsers (Internet Explorer, Firefox, Safari, etc.) and multiple platforms (PC, Mac, mobile phone, etc.).
 - 3. Must provide for high-speed upload/download response times for low-end to high end computers that are used by the average citizen
 - 4. Universal sizing to accommodate various monitors
 - 5. Print-friendly page options

- j. Ease of maintenance for non-technical staff
 - 1. Ability to work with a variety of design tools – Dreamweaver, Contribute, etc.
 - 2. Ability to edit using a PC or Mac
 - 3. Ability to change links and add and delete pages without vendor intervention
 - 4. Style rules to maintain consistency
 - 5. Templates to assist in page creation
 - 6. Spell check and grammar check functions

VI. Proposal Format and Submission Procedure

Deliver six (6) copies of your proposal by **2:00 PM, Monday, October 12th, 2009** to the following address. Proposals received after that time will be returned, unopened, to their sender. Please submit to:

Leslie Young
Purchasing Specialist
Finance Division
City of Livermore
1052 S. Livermore Avenue
Livermore, California 94550

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All proposals must include the following:

- a. **Cover letter** – Summarize the proposal and how it will satisfy the project goals and scope of work
- b. **Company background**
 1. Portfolio/References with contact information.
 2. Five (5) projects that demonstrate working with a municipality, at least three (3) of which are similar in size and character to Livermore.
 3. Information about use of sub-contractors, if any.
- c. **Qualification of personnel** – Resumes listing experience with web, graphics, database, E-Commerce
- d. **Description of project understanding, method and approach** - Detailed description of how the RFP goals and each item in the scope of work will be addressed; description about how the proposed solution meets the stated requirements and how the proposer will guarantee the City is satisfied with the final product .
- e. **Suggestions** – Suggest additions or modifications to the scope that will enhance the user experience of the website and the functional use of the site for agency and citizen purposes.
- f. **Future expandability**
 1. Include information about the number of users who can be authorized to make updates to the website and how many of these can be committing updates simultaneously.
 2. Include information about whether the City could expand this CMS solution for use in a City Intranet at a future time; if so, please briefly outline what this would entail.
- g. **Training offered/recommended** – Describe the training provided or recommended.

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- h. **Technical support** – Describe the type of technical support provided, including ways in which this support can be accessed, hours and days available, and any service level guarantees.
- i. **Proposed implementation schedule**
- j. **Mock up** – Provide a mock-up of the proposed website re-design including: City of Livermore homepage, about the City, etc.
- k. **Software needed** – Provide a list of software that would be used to create the site including any development or graphics software and state what software and licenses the City would need to acquire if necessary for the continued maintenance of the website.
- l. **Pricing** – an itemized list of costs, such as:
 - o Site redesign
 - o Specific cost, if any, associated with different design elements
 - o Data migration to CMS
 - o Staff training
 - o Hosting
 - o Rate for future maintenance/support
 - o Please specify upfront costs versus ongoing costs
 - o Please include available payment options

VII. City Contact

Questions concerning the bid process should be addressed to City of Livermore Purchasing Specialist, Leslie Young, at lmyoung@ci.livermore.ca.us. Questions concerning the project goals, scope of work, or CMS requirements should be addressed to City of Livermore Assistant Library Director, Tamera LeBeau, at tklebeau@livermore.lib.ca.us.

- o All contact must be by mail or email.
- o Only information derived from the official City contacts, Tamera LeBeau or Leslie Young, shall be considered in responding to this RFP.

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VIII. Selection Criteria

The City of Livermore intends to engage the most qualified consultant available for this assignment that demonstrates a thorough understanding of developing websites for a reasonable cost. It is imperative the consultant's proposal address all aspects of the RFP. It must provide the City's staff with clearly expressed information concerning the consultant's understanding of the City of Livermore's specific requirements which would result in the conduct of this study in a thorough and efficient manner. The top firms, as determined by the evaluation of the proposals, may be invited for an oral interview and presentation tentatively scheduled for late October or early November, with the final vendor selection to be completed in December.

Evaluation criteria include:

- a. Previous work with municipal websites
- b. Qualifications of personnel
- c. Ability to communicate effectively
- d. Ability to tailor the new site to meet the City's needs
- e. Level of ongoing technical support
- f. Geographic location of principal offices
- g. Demonstrated success in similar projects
- h. How closely the RFP is aligned with the City's goals, scope of work, and requirements
- i. Technical ability, capacity, and flexibility to perform scope of work
- j. Cost
- k. Clarity

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IX. Discretion and Liability Waiver

- a. The City reserves the right to cancel the award of the agreement without liability to the Proposer at any time before the agreement has been fully executed by all parties.
- b. By submission of this proposal, Proposer acknowledges and agrees that the proposal may be considered a public record and subject to disclosure upon request under the California Public Records Act (Government Code Sections 6250, et seq.).
- c. Proposer agrees it shall indemnify and hold harmless the City, its officers, agents and employees from any and all claims, costs, liabilities, or damages, including attorney's fees and court costs, resulting from the City's or Proposer's acts or omissions pursuant to its disclosure under the California Public Records Act. Proposer expressly waives any claims, costs, liabilities or damages against the City from this proposal's status, if any, as a public record.
- d. In the event Proposer believes that specific items in its proposal are proprietary, Proposer understands that the City has reservations as to whether any such information may be exempt from disclosure under the California Public Records Act (Government Code Section 6250, et seq.). Proposer must specify, in writing, those items of the proposal which it deems proprietary.

Additionally, Proposer agrees that the City may make such disclosure or reproduction of such claimed proprietary information as is deemed necessary or convenient by the City, its officers, agents, or employees, for the City's use in proposal evaluation and comparison; provided, however, if any person makes a request as contemplated by the Public Records Act to review or be provided with copies of such claimed proprietary information or any part thereof, and the City denies such requests, immediately upon notification thereof, Proposer agrees to defend the City and its officers, agents and employees against any action resulting from denial of such request and agrees to hold the City and its officers, agents and employees harmless from

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any costs, expenses or damages that may result.

If the Proposer fails to promptly provide such defense, the City, its officers, agents and employees shall be free to grant such requests, and the Proposer shall be deemed to have waived any cause of action whether in law or in equity, that it may have against the City respecting such disclosure.

The City will not reimburse the respondents to this RFP for any costs involved in the preparation and submission of proposals or in the preparation for and attendance at interviews. Furthermore, this request for proposal does not commit the City to award a contract. The City reserves the right to request any firm submitting a proposal to clarify or modify its proposal or supply additional information. The City reserves the right to reject any and all proposals and to waive informalities and minor irregularities in any proposal received.

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INSURANCE REQUIREMENTS

X. Insurance Requirement

- a. The vendor who is awarded the bid shall procure and maintain for the duration of the Agreement insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Consultant, his agents, representatives, or employees.
- b. Minimum Scope of Insurance – coverage shall be at least as broad as:
 1. Insurance Services Office Commercial General Liability coverage (occurrence form CG 0001).
 2. Insurance Services Office form number CA 0001 covering Automobile Liability, code 1 (any auto).
 3. Workers' Compensation insurance as required by the State of California and Employer's Liability Insurance.
 4. Errors and Omissions Liability Insurance appropriate to the consultant's profession. Architects' and engineers' coverage is to be endorsed to include contractual liability.
- c. Minimum Limits of Insurance – consultant shall maintain limits no less than:
 1. General Liability, including operations, products and completed operations, as applicable:
 2. \$1,000,000 per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.
 3. Automobile Liability: \$1,000,000 per accident for bodily injury and property damage.
 4. Employer's Liability: \$1,000,000 per accident for bodily injury or disease.
 5. Errors and Omissions Liability: \$1,000,000 per occurrence.

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INSURANCE REQUIREMENTS

d. Deductibles and Self-Insured Retention:

Any deductibles or self-insured retention must be declared to and approved by the City of Livermore. At the option of the City of Livermore, either: the insurer shall reduce or eliminate such deductibles or self-insured retention as respects the City of Livermore, its officers, officials, employees and volunteers; or the Consultant shall provide a financial guarantee satisfactory to the City of Livermore guaranteeing payment of losses and related investigations, claim administration and defense expenses.

e. Other Insurance Provisions – the general liability and automobile liability policies are to contain, or be endorsed to contain, the following provisions:

1. The City of Livermore, its officers, officials, employees and designated volunteers are to be covered as insureds as respects: liability arising out of activities performed by or on behalf of the Consultant; or automobiles owned, leased, hired or borrowed by the Consultant. The coverage shall contain no special limitations on the scope of protection afforded to the City of Livermore, its officers, officials, employees or volunteers.
2. For any claims related to this project, the Consultant's insurance coverage shall be primary insurance as respects the City of Livermore, its officers, officials, employees and volunteers. Any insurance or self-insurance maintained by the City of Livermore, its officers, officials, employees or volunteers shall be excess of the Consultant's insurance and shall not contribute with it.
3. Any failure to comply with reporting or other provisions of the policy including breaches of warranties shall not affect coverage provided to the City of Livermore, its officers, officials, employees or volunteers.
4. The Consultant's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.
5. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be canceled by either party, except after thirty (30) days' prior written notice by certified mail, return receipt requested, has been given to the City of Livermore.

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INSURANCE REQUIREMENTS

f. Acceptability of Insurers

Insurance is to be placed with insurers with a current A.M. Best's rating of no less than A: VII, unless otherwise acceptable to the City of Livermore.

g. Verification of Coverage

Consultant shall furnish the City of Livermore certificates of insurance and endorsement(s) effecting coverage to the City of Livermore for approval. The endorsements shall be on forms acceptable to the City of Livermore. All certificates and endorsements are to be received and approved by the City of Livermore before work commences. The City of Livermore reserves the right to require complete, certified copies of all insurance policies required by this section.

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BIDDER'S PROPOSAL

The undersigned bidder declares that he/she has carefully examined the General Conditions and Scope of Work for: WEBSITE CONTENT MANAGEMENT SERVICES for the City of Livermore. The undersigned further declares that this proposal is made according to the provisions and under the terms of the "Notice to Bidders" which document is made a part of this bid.

City of Livermore

Leslie Young, Purchasing Specialist

1052 South Livermore Avenue

Livermore, California 94550

FOR: ONE WEBSITE CONTENT MANAGEMENT SERVICES

PLEASE MAKE SURE TO INCLUDE ALL REQUIREMENTS FROM PAGE 9, 10 AND 11 WITH FINAL SUBMITTAL.

COOPERATIVE PURCHASING

Would you be willing to offer the above services to other Government Agencies at the same proposed pricing? (Your response to this question will in no way affect the award of this Bid.)

YES _____

NO _____

DATE: _____

BY: _____

(PLEASE SIGN)

(PRINT NAME & TITLE)

COMPANY: _____

ADDRESS: _____

PHONE: _____ **FAX:** _____ **E-MAIL:** _____

ALL BLANKS IN SPECIFICATIONS MUST BE FILLED IN OR BID WILL BE CONSIDERED UNRESPONSIVE. EACH BID MUST BE ACCOMPANIED BY A COMPLETE COPY OF THESE SPECIFICATIONS, INCLUDING ANY ADDENDA ISSUED (IF ANY).