



**CITY OF YACHATS
REQUEST FOR PROPOSAL
Website Redesign, Hosting, and Support**

Due: August 8, 2018 by 4:00 pm PST

Table of Contents

Introduction	3
Project Requirements	5
Requested Information and Proposal Format	10
1. Company Profile.....	10
2. References	10
3. Proposal Terms	11
4. Project Plan	11
5. Project Budget.....	12
Proposal Evaluation and Selection Process	12
APPENDIX A: CURRENT CITY OF YACHATS WEBSITE	14

Introduction

The City of Yachats is a small coastal city located in Lincoln County, Oregon that is home to 740 residents. The principal industries of Lincoln County are lumber, fishing, tourism and recreation and food products manufacturing – the City’s main industry is tourism. Yachats has a very active volunteer force.

The overall goal is to redesign the website to improve citizen engagement, to increase communication, and to provide transparency of government, to incorporate current website technologies, all with simple navigation. An opportunity exists to re-engineer the site to better reflect the City’s emphasis on improving citizen engagement, communication and using the latest technology. The City also wants to continue integration of licensing and billing systems, a facilities reservation system, and an email/text notification system into the site.

The City of Yachats received feedback from citizens and staff in a series of meetings. That feedback is summarized in the Table under *Project Requirements* and includes topics such as: increase user friendliness with one or two click navigation, mobile device compatibility, an easy to use reservation & calendaring system, integration with social media platforms that will enable the City to broadcast and publish information to multiple sites and locations. The selected system should provide for quick & easy uploading of documents by staff to the front page and into the document library and a way for simple navigation and intuitive retrieval of those documents by citizens and staff. Vendors should focus on the table as objectives identified with this request.

The City of Yachats is seeking the services of an experienced website design firm to re-design, develop, implement, and host a website for the City. The City recognizes the importance of having a website that provides effective citizen engagement and communication and functions as a single source site of information for the following constituencies:

- Residents looking for current information regarding City Council and City Commission/Committee meetings and minutes, community activities, form applications, policies, contact information, and utility billing. Residents want a simple way to contact City government and have their inquiries routed to the appropriate personnel. Residents rely heavily on the City calendar for finding events and meeting times.
- Local businesses needing easy methods to access regulations and policies affecting their operations as well as obtain relevant licenses and make payments of required fees.
- Regular visitors who want to stay abreast of City business and events by easily searching site content and subscribing to periodic site updates such as the City newsletter.
- Tourists who seek information on services and activities available in the City. Tourists are drawn to the active, welcoming, and vibrant nature of the community.
- City staff who need to have a full featured, easy to manage content management system (CMS) for posting and changing content, updating and managing multiple calendars and responding to inquiries posted to the site without needing to have extensive technical knowledge. Staff need

front and backend access to a reservations system that can provide daily, weekly, monthly, and summary information on schedules.

- Facilities Users/Event Planners seeking information about facilities and availability and wanting a simple way to reserve rooms and equipment.

The resulting website should be based in current, commercially available web technologies, be professional and appealing in appearance, and offer users a simple, consistent navigation scheme to promote:

- Improved citizen engagement;
- Increased communication between residents, the visiting public and government; and
- Provide governmental transparency.

The following are the business goals of the project:

- Migrate the City's existing web site content to a new platform and standardize on a layout and functionality that will be easy for users to navigate and comply with existing federal and state regulations.
- Implement an easy to use content management system (CMS) and train City staff to manage information on the site.
- Integrate existing City databases and applications (Licensing, Billing, Reservations).
- Combine multiple existing sites (www.yachatspw.com for Public Works, www.goyachats.com for visitor destination and event information) into a single hosted site as well as, have other departments located within a single site.
- Allow for adding new information or design elements to the site, incorporating 3rd party products and applications and updating features as suggested by the City and its residents.

Vendor qualification will be based upon multiple factors such as technical capability and staffing, prior experience in providing solutions to small governmental entities, the proven ability to work within mutually agreed upon time and budget constraints and a solid project governance and communications protocol.

Appendix A contains the current menu and site structure of the City's existing web site.

Project Requirements

The City of Yachats desires a website that provides electronic access to services and information with clean, obvious, and intuitive one- or two-click access to desired resources. Priority information includes forms and applications, processes and procedures, meeting information including agendas and minutes, policies, reservations, the calendar, and other activities

The following table contains the functionality requirements for the project. Proposals should indicate how the numbered requirements are met. Applicants may opt to complete the table and attach to their proposal.

ID	TOPIC	OBJECTIVE	HOW DOES VENDOR FULFILL OBJECTIVE?
1	DESIGN THEME	Create an appearance with: <ul style="list-style-type: none"> a. Consistent format and graphical look for all pages b. Use of graphics/icons to visually enhance text c. Menu dropdowns, popups, and hovers that provide intuitive location within the site. d. Clear link to homepage from all pages 	
2		Promote a consistent image of the City as a welcoming and active community	
3		Promote the ability of citizens to self-service (access to forms, payment processing, etc.)	
4	NAVIGATION	Have intuitive, simple navigation to be user-friendly to experienced and novice users	
5		Clear site, one- or two-click, site navigation using intuitive menus (hover dropdowns) to key departments and resources, including Planning/Land Use, Public Works, Code Enforcement, Accounting and Billing, Utilities, Council and Commissions, Facilities Reservations, Government Business, Policies and Regulations, Library, Trails, etc.	
6		Locate city staff/official contact information search with ability to send email from site.	
7		Enable easy citizen self-service access to forms, payment processing, and information. Simple, intuitive navigation functionality to accommodate experienced and novice site users.	

8	SITE SEARCH	Full site search capability for documents by type (policies, regulations, minutes, schedule/calendar, forms), key word (Commons, reservations, meetings), date (upload date, event/meeting date) or title.	
9		Ability to create special purpose pages (emergency notifications, county/state emergency/disaster pages) and to promote those pages under certain conditions.	
10	CONTENT	Have one host site (combine yachatsoregon.org and goyachats.com)	
11		Integrate separate websites into one site, such as Trails (yachatstrails.org), Library, Public Works (yachatpw.com). Ability for website to combine multiple sites/departments into a single location. Ability to migrate data & content from existing websites managed by the City	
12		Postings for news updates, including integration for specific posts to be shared onto social media. Ability for specific document updates or postings to be directed to social media Ability to access links on site to email/phone City staff	
13		Ability for user to sign up for notification of changes to specific content areas and to receive Newsletter and other updates. Ideally would allow for email or text message notifications	
14	MANAGEMENT	Allow for easy updating of site components by non-technical staff to post, edit, and upload without coding skills	
15		Ability for public users to upload documents to a public portal and allow staff to post to site. Public Photo Gallery. Ability to link mapping locations (Google/Bing Maps)	
16		Allow different levels of access for content management by non-technical staff. Staff should be able to add/modify forms, add/update news items, send email/SMS notifications, upload documents, revise content, post meeting	

		information (including dates, agendas, and minutes), and perform other updates and maintenance work. Document automatic date controls (expiration dates)	
17		Allow a given document to be linked in multiple site locations so that updates to the document are reflected throughout the site. Document links to single or multiple locations.	
18		Track document workflow upload date, changes/date edited, and author/editor – pre-stage, current, archive	
19		Be automated for editing so that a change in one place occurs throughout the site. Allow for automated document link updates so that changing a document location or category on the site updates the existing links.	
APPLICATIONS & MODULES			
20	A. DOCUMENT LIBRARY	Must be fully searchable by title, keyword and date	
21		Must offer simple, streamlined upload of new documents	
22		Front page access to agendas, minutes, and meeting packets (City Council, 5 Commissions, 3 Committees)	
23	B. FORMS	Ability for staff to create and manage forms and have form content be directed to relevant parties. Ability to fill out forms related to filing complaints, permit applications, land use matters & other issues.	
24		Need ability to direct a given form to relevant parties	
25		Create online fillable forms for applications, permits, and various request forms (Estimated at least 35 forms)	
26		Interactive online forms with ability to add survey questions & route responses to relevant departments (radio buttons, multiple choice, rating scales, etc.)	
27		Ability to route form responses to relevant parties and export data collected to Excel. Ability to route emails from specific content areas to appropriate staff.	

28	C. RESERVATIONS SYSTEM	Room reservation calendar system that provides appropriate levels of access to the public and City staff to request, manage, respond and update to reservations to City building, equipment and other resources. Provide reservation system for 12 spaces that can:	
29		Enable viewing and printing by day, week, and month	
30		Have public and administrative distinctions in what can be viewed	
31		Interface with City meeting calendar (public version)	
32		Allow for backend blocking of time for administration, such as setup and cleanup	
33		Allow for recurring events (weekly, monthly)	
34		Allow for booking of different rooms and times in one reservation	
35		Integrate rental costs	
36	D. CALENDAR	Calendar for public meetings and events on City property (should pull events from reservations system). Manage multiple calendars including the ability to merge calendars into a single document. Ability to send ICS or other email calendar file to subscribers.	
37	E. VOLUNTEER LOG	Enable creating user (public) accounts to track hours volunteered that could provide summary data on all volunteer activities	
38	F. UTILITY BILLING	Incorporate online payment portal for utility billing (Munibilling)	
39		Interface with existing utility billing system for uploading meter reads (using Sensus software on City computers), exporting usage data to Munibilling, and creating customer bills (using standard formats such as XML, JSON)	
40	G. PAYMENT PROCESSING	Make recommendations for payment collection and reporting for tax collection (food and beverage, transient rentals), licensing fees, rental fees, and property-related development charges with integration to City's bank & 3 rd party billing providers. This system could	

		interface with the existing payments systems or be incorporated as separate modules. Ability to link internal and external payment systems. Ability to link external finance applications or export data into standard formats (XML, JSON)	
41	PROPERTY DATA BASE	Incorporate interface with existing City applications databases such as property database where applicable	
42		Retain property data base editing capabilities	
43	POSTS	Provide real-time news and content, such as latest news section on home page, site crawler, pop-up, or other feature	
44	SOCIAL MEDIA	Allow users to share across various social media platforms. Social Media integration.	
45	GENERAL DESIGN	Allow for quick loading pages, files, and images. Ability to link external websites.	
46		Ability for users to print pages from site to local devices	
47		Prioritize access to information over presentation of pictures/graphics	
48		Provide a framework that permits future expansion and addition of new online services such audio and/or video streaming of meetings	
49		Techniques to ensure Search Engine Optimization (SEO) and compatibility across multiple browsers	
50		Optimize for mobile devices	
51		Meet current ADA Web Content Accessibility Guidelines	
52		Compliant with Oregon public records laws	
53	SECURITY	Incorporate a timely backup system	
54		Include disaster/recovery plan. Audit reports or history which detail actions performed on the site.	
55		Incorporate role based security system that controls management and access of all site elements such as public user, administrative user hierarchy with ability to tailor both roles with specific functional permission. Document security processes (upload, edit, move); Document controls (approval, deletion)	

56	CONTENT MIGRATION	Transfer relevant content from exiting sites to new site and archive unused information	
57	ANALYTICS	Ability to report on site metrics (site usage, popular documents, email traffic and responses).	

The City will consider alternative suggestions to above-listed elements as long as the basic function requested is met.

The existing document library, property database, license and tax database, and website use the following: C# on .NET Framework, ASP.NET MVC including Razor, LINQ to SQL, HTML 5 and CSS 3.0 (and less), JavaScript and TypeScript, SQL Server Reporting Services, JQuery UI, React, YUI Grids, and Entity Framework 6.

Requested Information and Proposal Format

All proposals must be submitted in accordance with the instructions outlined herein to receive consideration. Any firm submitting inadequate, incorrect, or incomplete information may not receive consideration. Proposals should be brief and to the point. The City of Yachats reserves the right to waive irregularities in the proposal, reject any and all proposals and to request additional information from responding firms if deemed necessary.

Proposals must include the following:

1. Company Profile
 - a. Firm name, address, telephone, principal contacts, and email address.
 - b. Number of years in operation.
 - c. Primary business activities.
 - d. List company officers and form of legal business organization.
 - e. If company is owned by entities other than company officers, provide a list or description of the entity or entities.
 - f. List of proposed primary technical team to be assigned to the project, including technical responsibilities, length of employment, technical competencies (development languages, network communications/security protocols), relevant education and/or certifications.
 - g. Description of standard development cycle and client engagement methodology.
 - h. Description of current technologies used to design and deliver solutions.
2. References

Describe your experience in delivering successful projects for the municipal government market including:

 - a. Experience with organizations located within the State or Oregon.
 - i. Name of municipality
 - ii. Contact information of personnel involved in the project
 - iii. List of features/capabilities and services delivered
 - iv. Overall project budget amount and project duration

- v. Length of business relationship (e.g. 5 years after initial design & implementation)
 - vi. Site URL
- b. Please provide at least 3 successful projects for municipalities of the City's size and economic sphere.
 - i. Name of municipality.
 - ii. Contact information of personnel involved in the project.
 - iii. List of features/capabilities and services delivered
 - iv. Overall project budget amount and project duration
 - v. Length of business relationship (e.g. 5 years after initial design & implementation)
 - vi. Site URL.

If your organization does not have experience with delivering projects in the municipal governmental market, describe any related work performed for governmental agencies or other governmental clients. Please include:

- i. Name of agency or client.
- ii. Contact information of personnel involved in the project.
- iii. List of features/capabilities and services delivered.
- iv. Approximate project budget amount and project duration.
- v. Length of business relationship (e.g. 5 years after initial design & implementation)
- vi. Site URL.

3. Proposal Terms

- a. Proposed agreement structure to include:
 - i. Initial contract length and conditions
 - ii. Renewal options
 - iii. Hosting service level agreement.
 - iv. Support plan scope, terms, levels of service, service level agreement (SLA)
- b. Non-disclosure agreement (NDA) term and conditions.
- c. Description of project acceptance criteria, terms, and remediation procedures.
- d. Description of change order criteria, process and terms.

4. Project Plan

- a. Identification of any sub-contractors that will participate in the development, training, or hosting of the website.
- b. Identification of any third-party applications, services, or contractors necessary in order to provide a coherent end product that the proposer recommends be utilized in their proposed website. These components should be addressed in the schedule and budget.
- c. Project milestone dates.

Note: It is understood that this project may require multiple iterations of review and approval, and that the initial start and end dates for the following project milestones may change.

- i. Initial design consultation
- ii. Completion of design concept for presentation to City
- iii. Completion of website prototype
- iv. Prototype testing period

- v. Gap/fit determination and remediation
 - vi. Training (Administrator, general user)
 - vii. Go live date
 - d. Training plan for administrators and staff
- 5. Project Budget
 - a. Detail the project budget into one-time and recurring/future cost elements
 - b. One-Time
 - i. Web Site Redesign:
 - 1. Site Development (navigation layout, content migration, graphics standards, and elements)
 - 2. 3rd-party applications or plugins costs
 - 3. Additional costs related to site re-design and deployment
 - ii. Staff Training
 - c. Recurring/Future Costs:
 - i. Maintenance and Support
 - ii. Estimated future site “refresh”
 - iii. Software or other license fees
 - iv. Expected monthly site fees

Proposal Evaluation and Selection Process

It is the intent of the City of Yachats to receive competitive proposals from firms having specific experience and qualifications in the areas identified in this solicitation. Under competitive negotiation procedures, the terms of the service contract, the price of the service, the method of service delivery and conditions of performance are all negotiable. The negotiated contract will be awarded to the agency that best meets the proposed needs at a reasonable price, not necessarily at the lowest price.

Proposals will be evaluated by City Staff and a Selection Committee based on:

- a. Experience in web design, specifically for cities of a similar size
- b. Ability to provide ongoing support, including support during business hours and response times
- c. Extent to which the design concepts reflect the objectives for the City website
- d. Comprehensiveness of proposal
- e. References
- f. Costs and ability to stay within budget
- g. Ability to deliver work according to proposed timeline

Final Selection

Following the review of the proposals, and possible presentation and interviews, the City may further invite a firm or firms to meet with City staff prior to making a final determination to address additional inquiries and to discuss and/or negotiate terms and conditions for a final contract. The top respondents may be asked to virtually present their proposals and provide a demonstration of sample projects to the Yachats Community or City Council.

Following the review process, it is the intent of the City to enter into an agreement with a firm to provide the services listed in this RFP. However, the City reserves the right to reject any and/or all proposals received; waive any informality in proposals; and to accept, reject, and/or add any items when such actions are in the best interest of the City.

Agreement

The selected firm will be required to enter into a negotiated Agreement with the City to provide the services listed in this RFP and to specify the guaranteed update/availability of the website and anticipated restoration timeframes and any additional costs. Minimum uptime should be 99.99%, 24/7/365 for hosting platform, CMS, server site database integrations and any other application hosting. Such Agreement shall not be effective unless and until approved by the City Manager and potentially the City Council. Upon approval of the Agreement, the successful firm shall start within 30 days.

Official Contact

Please direct any questions regarding the scope of services and/or the RFP process must be directed to:

Shannon Beaucaire, City Manager
PO Box 345
441 Highway 101 N
Yachats, OR 97498
541-547-3565 fax: 541-547-3063
Shannon@YachatsMail.org

One hard copy and one electronic file on thumb drive of the proposal in a sealed envelope marked, **“Confidential: City of Yachats Website Redevelopment Proposal”** must be delivered to the above contact no later than **Friday, August 8, 2018 at 4 pm PST**. Facsimile transmitted proposals will not be accepted. Late proposals will be kept by the City, but not considered for award. Proposals must be sealed and clearly addressed and marked with the RFP title.

Proposed Timeline

The City anticipates the following schedule of events: *

RFP Advertised	July 17, 2018
Proposals Due	August 8, 2018 at 4 pm
Interviews, if necessary	August 13-17, 2018
Notice of Intent to Award	August 22, 2018
City Council Vendor Approval	September 5, 2018
Contract Finalized	September 10, 2018
Development and Conversion	September - December 2018
Training	January 2019
Anticipated “Go Live”	February 2019

*Dates are approximate and subject to change

APPENDIX A: CURRENT CITY OF YACHATS WEBSITE

Menu and Site Structure

CURRENT MENU		MENU PAGE	Page Type
TABS	DROP DOWN	MENU ON NEW PAGE	Link or PDF
	How do I		
	Apply For		
		Alcohol Permit	PDF
		B & B Application	PDF
		City License	req lic page
		City Reservation	help page w img
		Chicken Permit	PDF
		Commission Application	PDF
		Driveway Culvert	PDF
		Excavation & Fill Permit	PDF
		Home Occupation Certificate	PDF
		Information Request	PDF
		Land Use Application	PDF
		Low Income Waiver - Water	PDF
		Partition/Subdivision	PDF
		Property Line Adjustment	PDF
		PUD Application	PDF
		Riparian Buffer Permit	PDF
		Sign Permit	PDF
		Utility Bill Evaluation	PDF
		Water Service	PDF
		Water Service Temporary	PDF
	Locate		
		About Us	page
		Area maps	page link to map pdfs
		CC&R's for Yachats	page - doc lib search
		City E-mail Addresses	PDF
		Construction Info	PDF
		Council/Commission Members	PDF
		Demographic Info	page w links - some dead
		Document Library	page

CURRENT MENU		MENU PAGE	Page Type
TABS	DROP DOWN	MENU ON NEW PAGE	Link or PDF
		Emergency Information	PDF
		Food & Lodging	goyachats
		History	page w links
		Maps	page w links to docs
		Drainage Basin Map	PDF
		Neighborhood Map	PDF
		Sewer Basin Map	PDF
		Urban Renewal Map	PDF
		Water System Map	PDF
		Zoning map	PDF
		My Water/Sewer Account	page - munibilling login
		Neighborhood Map	PDF
		Policies & Regulations	This section is same thing as Policies & Regs under Government TAB
		Trails Information	page - trails site
		Tsunami Information	PDF (not current)
		Vacation Rentals	page - goyachats
		Zoning Map	PDF
		Property Information	page
	Pay for		
		City Taxes	page - goyachats login
		Water Sewer Bill	page login
	Search for information		
		Document Library	page
		Doc. Library Search Help	img
		Index Filter Search Results	img
		Home Page Search	img
	Reports		
	Taxes Due		page - goyachats login
	Code Violations		PDF (form)
	Comp. Plan Survey		PDF
	Vacation Rental Complaints		PDF (form)
	Water Reports		
		Rainfall - by month	PDF
		River Monitor	page - state site
		Water Report	PDF - under construction
		Water Use	page - go yachats

CURRENT MENU		MENU PAGE	Page Type
TABS	DROP DOWN	MENU ON NEW PAGE	Link or PDF
		Water Use - Business Filters	similar to above
		Water Use - Local Filter	similar to above
		Weather - Sewer Plant	page - abt WEATHER
	Yachats Taxes		page - goyachats login
	Live/Visit		
	About Us		page
	Attractions		page - goyachats
	Event Calendar		page - goyachats
	GoYachats		page - goyachats
	Library Catalog		page - lib page
	Property Information		page
	Trails Information		page Trails Website
	Utility Billing		Cust Portal Munibilling
	Virtual Tours		page - goyachats
	Yachats Weather		page - weather site
	Government		
	About Us		same as above
	Council & Commissions		PDF
	Citizen's Handbook		PDF
	Document Library		page
	Forms & Application		doc lib page
	Library Catalog		page - lib site
	Policies & Regulations		
		Administrative Policies	PDF - all 23
		Comprehensive Plan	PDF - large
		Comp Plan Survey Results	PDF
		Council Rules	PDF - large
		Document Library	page
		Governing Authority	PDF
		Parks & Commons Policies	PDF - large
		Yachats Charter	PDF
		Yachats Code	page - code online
		Zoning Map	PDF
	Newsletters		links to doc lib
	Property Information		
		Lien Docket	PDF

CURRENT MENU		MENU PAGE	Page Type
TABS	DROP DOWN	MENU ON NEW PAGE	Link or PDF
		Property Inventory	page
		Zone Map	PDF
Business			
	Business License		page
	Chamber of Commerce		page
	Food and Lodging		page
	Service Categories		page
	Tax Forms		links to goyachats login pg
	Vacation Rental License		page
Search			
	shows google search box		
Login			opens login page