



**CITY OF MEQUON, WISCONSIN  
REQUEST FOR PROPOSALS FOR  
Public Website Redesign Services**

<http://www.ci.mequon.wi.us/>

**Proposals must be submitted by no later than  
12:00 p.m. on June 24, 2016  
LATE PROPOSALS WILL BE REJECTED**

**For further information regarding this RFP,  
contact Zach Navin at 262-242-3100 / [znavin@ci.mequon.wi.us](mailto:znavin@ci.mequon.wi.us)**

**Issued: May 18, 2016**

## **I. General Information**

The City of Mequon, Wisconsin is soliciting proposals for the purpose of obtaining the necessary services for a redesign of the City's website, offsite hosting, and maintenance or technical support options. All detailed information needs are outlined in the following section of this Request-for-Proposal (RFP).

Located on the western shores of Lake Michigan just north of Milwaukee, the City of Mequon (population, 23,334) boasts majestic lakeshore bluffs, stately homes, lush farmland and expansive open space. The community enjoys many parks, five golf courses, the winding Milwaukee River and easy access to the I-system for a convenient commute to Milwaukee. Mequon's rural heritage is preserved by high development standards and low-density zoning regulations. The K-12 school system is ranked one of the best in Wisconsin. Concordia University Wisconsin and the North Campus of the Milwaukee Area Technical College are located in Mequon and offer a broad range of programs. Prime healthcare facilities and services are readily available throughout the City and include Columbia St. Mary's Hospital. Mequon is also a business-friendly community with over 300 businesses and two industrial parks.

### **The existing key components of the City's website are:**

- a) Access to governmental information for City residents and the public pertaining to departmental services and documents.
- b) E-Services such as Point & Pay and Govolution that allow for online payment, permits and reports, and for municipal code.
- c) The City uses Tyler-Munis for its financial software.
- d) Information for new residents and businesses that have moved to or relocated within the City.
- e) Social media integration using Facebook, YouTube, Twitter, and Instagram.

## **II. Purpose of the RFP**

The purpose of this RFP is to provide a fair evaluation to all proposers and to furnish evaluation criteria against which proposers will be judged. This is an open and competitive process.

## **III. Scope of Work**

A redesigned Mequon Web site will be the public face of government and the community. The website will attract more business to the City, make City services easier to access and will improve communication. The Mequon website will provide 24/7 service for a wide range of users. It will introduce Mequon to prospective visitors, residents, developers, and business owners and make it easier for those who currently live and work in the City to get the help they need from local government. Meeting these expectations is a necessity to achieve the City's end goals. To this end, the City seeks to:

- a) Develop a highly beneficial, cost-effective, easy-to-use, interactive, visually appealing and architecturally flexible website that supports the City's needs.
- b) Create a standardized format and enhance the user experience for all pages, thereby establishing a unified theme.
- c) Create a content management system that allows multiple non-technical users to maintain responsibility for managing information in an easy to complete manner.
- d) Provide a framework and architecture that will permit future expansion and the addition of new

online services as the City's budget, technology needs and demand dictates. Current online services include bill payment services and some permitting. Possible future services may include park facility reservations or applying for development permits online.

- e) Provide a secure site that meets emerging industry standard guidelines relative to privacy and accessibility, including Section 508 of the Workforce Rehabilitation Act and ADA Priority 1 requirements ([www.ada.gov/websites2\\_prnt.pdf](http://www.ada.gov/websites2_prnt.pdf)).

#### **IV. Information on the City website should be directed towards the following groups:**

**It will benefit residents** by being the “go to” place at any time for answers to questions about City services. It will save phone calls and trips to City Hall and will provide up-to-date City news, a calendar of community events and an e-newsletter covering local government issues and important dates. E-commerce service will support secure online credit card payment of fees for City services. There will also be an option to sign up for automatic notification by email or mobile devices about emergencies or hazardous conditions.

**It will benefit businesses** by providing instant access to City information and regulations, as well as online permitting and fee payments. Businesses will benefit from both from people who access the City's website and from out-of-towners who locate Mequon businesses through search engines.

**It will benefit prospective homeowners and business owners** by offering them a comprehensive profile of the community, including attractive photos, demographics, recreational and cultural opportunities, local organizations and religious institutions, and residential and commercial real estate data. The website should be a marketing tool that conveys the welcoming look and feel of a highly desirable destination. The user interface, images and copy tone should be consistent with this objective.

**It will benefit visitors** by presenting an engaging, enticing view of the City. Specific functions for visitors might include driving and public transit directions, maps of the major business areas, parking information, special event listings, descriptions of parks and open spaces, diagrams of pedestrian and bike trails, and promotional/subject videos.

**It will benefit City employees** by relieving them of time-consuming, redundant requests for information. Instead, they will be able to direct individuals to details on a Web page or to an online permit application. The new website will be easy to maintain with users from each department authorized to post, edit and delete specific content. The improved website will support efficient use of City computing resources.

**It will benefit service providers** who serve both homeowners and business owners planning to remodel or add on to their home or business who need access to up to date information on City codes and processes, as well as forms and handouts needed for applications and requirements.

**It will benefit Mequon residents and those who govern the City by providing them a platform for digital democracy.** Examples of such tech-enabled governance would be the ease with which citizens could participate in the policy-making processes of the City. This would include communicating with the City boards and committees, participating in meetings via video and audio streaming, and reviewing video, audio and textual archives of City board and committee meetings, and participating in polls or surveys.

## **V. Content Components**

Content will come from existing web pages, as well as newly developed information. A broad range of content will be accessible through the website including, but not limited, to the following:

- a) Home page
- b) Robust search feature
- c) Welcome statement
- d) Frequently asked questions (FAQs)
- e) Departmental homepages
- f) Information pages for a variety of topics within each department
- g) Document library to display maps, applications, forms, and documents
- h) Open records requests
- i) Links to Parcel Information
- j) Weather
- k) Periodic use of “pop up box” for emergency weather alerts, closures or other notices
- l) City contacts/locations/hours directory
- m) Customer contact form
- n) A-Z listing
- o) “What’s New” section to highlight upcoming events or “hot topics”
- p) Press release section to display all current press releases
- q) Online calendar of events
- r) Employment section with online application capabilities
- s) Online database to determine polling place
- t) Requests for proposals and bid notices
- u) Bilingual & language font capability
- v) Links for agenda materials for Common Council, boards and committees
- w) Links to the County’s interactive mapping site
- x) Ability for citizens to register to receive emails from the City of Mequon
- y) Some pages may require “Printer-friendly” component on each webpage
- z) Capability of finding broken links throughout the site
- aa) The City is also interested in other ideas for content, and more specifically, your approach to re-designing the style of the City’s website. The City encourages respondents to consider and propose alternative solutions and recommendations.

## **VI. Design Components**

The City strives for the highest degree of professionalism and the best use of current technology within its proposed new website. Included in the design phase of the website will be regular meetings and updates with City of Mequon staff. The following basic design principles should be incorporated into the new website's design:

**Visually appealing** - Design of this site is extremely important. The eclectic nature of Mequon should be conveyed from the initial impression given on the homepage. The redesigned website should reflect Mequon's beauty and unique charm, while offering an easy-to-use user interface.

**Common theme** - Each section of the site should have a unified look and feel that reinforces Mequon's image. Each section of the site should be visually related, yet retain some degree of individuality that reflects the service, department or audience being served.

**Easily updated** - Once the site has been completed and accepted by the City, the site should be easy to maintain by non-technical members of the City's staff. The content management system should provide for at least page level specific permissions, approvals and roles, including creating and publishing as well as version control.

**Easy to navigate** - The site should be easy to navigate, with information grouped and presented in a logical manner. During the initial phase of the project, the successful contractor will be required to develop a comprehensive site map, which shows the strategy for information architecture decisions.

**Search engine** - The site should provide for rapid search capability of the entire site, generating results of high relevance to users.

**Future flexibility** - The site should include a flexible design template that can easily accommodate the addition of new functionalities at a later date.

**Mailing lists** - There should be a mechanism that permits users to sign up (using a double opt-in system) for various distribution lists targeted at different topic interests. Users should also be able to opt-out at any time.

**Social Media** - The site should include the opportunity to link to various social media platforms.

**Track page hits** - Other tracking functions, such as determining which pages are visited most frequently, would be ideal.

**Mobile user friendly** - The site should be viewable in its full or mobile version on all devices.

**Outreach**- The chosen vendor must be willing to engage with five to ten key stakeholder groups throughout the design phase to give short demonstrations and receive input from groups other than the committee. (E.g. Economic Development board, elected officials, resident focus groups, etc.)

## **VII. Technical Components**

The City desires an off-site hosted solution to avoid any required in-house managed hardware, server licensing, website firewalls and security solutions, bandwidth requirements, and other items associated with hosting a modern robust website. Further, the City would like the ability (via secured browser or software login) to do “normal” content management for the majority of the day-to-day changes within the website.

The following summary of the City’s technical environment is for informational purposes only. The City does not believe its equipment, network or software would impact any firm’s proposal for an “off-site” solution. If there is a need to have something specific within the City’s environment to fulfill a proposed solution, you must include and indicate this and specify all those requirements in your RFP response.

The City’s core computing environment consists of: HP Server Array with SAN data store, utilizing a Citrix XenSystem Server & Application environment virtualized over 18 Microsoft servers (various versions). The majority of work stations have installed Windows 7 Professional operating systems, with new and replaced equipment containing Windows 10 operating systems. The core document production software is currently MS Office Professional 2010 and will be upgraded to the newest version within a year or two. The network consists of: 13 cisco network switches (the core are POE Gigabit), and the network to data jacks are nearly all Gigabit. The City maintains two server rooms and all are connected via three fiber connected independent City building facilities. The City’s internet is 20/20MB bandwidth, and the organization operates a new IP-based Mitel phone system.

## **VIII. City of Mequon Responsibilities**

Project Management: Zach Navin, Management Intern, will be the point of contact for this information technology effort. He will coordinate contract issues, approval of invoices and payments for services rendered, review of progress, scheduling of meetings, and other necessary managerial tasks through this project. The City will also use a team approach when making decisions regarding the use of technology and the design and content of the site. The team will include city staff and may also draw upon feedback from the other appointed and elected officials within the City.

## **IX. Terms of Agreement**

The successful firm will be required to sign a City of Statement of Work agreement that outlines the City’s and the vendor’s responsibilities and expectations.

## **X. Proposal Requirements**

- a) All inquiries must be in writing, comprehensively outlining your firm’s approach to re-designing the City of Mequon’s website. The proposal should be sufficient to allow the selection committee to thoroughly evaluate and compare the qualifications and approach of your company with other RFP respondents. It should include the following information and any other information and data that you believe should or desire to be considered in the selection process:

- b) Format of Web Design - List the applications to be used in the design and construction of the site.
- c) Site Map - Provide a sample site map showing the number of levels envisioned.
- d) Provide a detailed work plan and timeline explaining how services (outlined in this proposal) will be designed, approached and executed for the City of Mequon based on the above line items.
- e) An explanation of how your company will transfer Mequon's information/data off of its current website to the new site.
- f) A sample home page of what you envision the City's new site would look like.
- g) Firm History and Staff Experience - All proposals shall provide a brief history of the firm including staff's qualifications, experience, and accomplishments that are relevant to the scope of services stated in this proposal. Include the name and contact information of the person overseeing this project on behalf of your firm.
- h) Firm's Philosophy and Organizational Chart - All proposals shall include the company's organizational structure and philosophy. Potential vendors shall explain what differentiates their work from similar companies.
- i) All proposals shall include a separate pricing statement. The pricing statement will include all fees and charges necessary to undertake your proposed activities from start to finish. The price quoted should be inclusive. If the price excludes certain fees or charges, please provide a detailed list of excluded fees with a complete explanation of the nature of those fees. Proposals should include pricing clearly differentiating between core scope items and optional scope items, as well as additional recommended enhancements.
- j) Insurance - Provide a summary of insurance coverage carried by your firm.
- k) Provide a minimum of three (3) references of (past clients) and include their municipality or company name, website URL and name and contact information of appropriate website manager. References must be utilizing a finished website, CMS functionality, experienced training from Vendor, etc.

## **XI. Pricing Statement**

**In a separate sealed envelope** labeled "Proposed Fees" please provide your proposed fees for the following:

- a) A line item cost structure regarding website redesign fee from start-to-finish based on the requirements stated in this proposal. If the website is module or add-on based, please identify requirements, description/summary, and pricing of each. Vendor may include additional services, modules, and add-ons pricing on a separate appendix. Please reference to appendix in pricing statement.
- b) Yearly maintenance/ technical support fees. If there is no yearly maintenance support fee, please identify in the quote as, "No Yearly Maintenance Fee".
- c) The cost for hosting the City website.
- d) Onsite and web-based staff training. Identify if based on hourly and/or group rates.
- e) Consulting fees for assistance after project completion, on a per hour basis. Identify if block hours must be purchased. If this is part of yearly support maintenance, please identify in the quote as, "Part of Yearly Maintenance".
- f) Price statement must include an overall total cost.

**XII. Right to Reject Proposals and Negotiate Contract Terms**

The City and the Website Evaluation Committee reserve the right to reject any and all proposals. The City and the Committee reserve the right to negotiate the terms of any contract, including the award amount, with any selected proposer prior to entering into a contract.

**XIII. Project Schedule**

The following schedule is tentative and subject to change, but is being provided to give respondents some idea of the timeframes for this project and RFP:

<b>Date</b>	<b>Task</b>
May 18, 2016	Release RFP on website redesign, development, and implementation services
June 1, 2016	Pre-bid Meeting 10:00 a.m. at City Hall
June 6, 2016	Submit all inquiries by 12:00 p.m. CDT
June 10, 2016	Addenda issued (as necessary)
June 24, 2016	Responses due no later than 12:00 p.m. CDT
Early July, 2016	Review of responses by selection committee
July/August 2016	Vendor Demonstrations & Proposal Evaluation
August 2016	Select preferred respondent and begin negotiation on an agreement
September 2016	If administratively finalized, the respondent returns a fully signed agreement to the City
September/October 2016	Design and implementation process commences
First/Second Quarter 2017	New City website goes live

**XIV. Submission of Proposals**

All proposals shall be submitted to:

Zach Navin  
City of Mequon  
Attn: City Administrator’s Office  
11333 N. Cedarburg Road  
Mequon, Wisconsin 53092

All written proposals must be complete, signed, submitted in a sealed envelope marked: “Response to City of Mequon RFP for Website Re-design”, and received **no later than Friday, June 24, 2016 at 12:00 p.m. (Noon) Central Daylight Savings Time**. A total of 5 written/hard copies of the proposal shall be simultaneously submitted, along with one electronic copy.

## **XV. Evaluation of Proposals**

Responses will be evaluated by a committee which may be comprised of representatives of the Mequon Common Council, one or more ad hoc groups and/or individuals, and City staff. Criteria that will be considered in the evaluation of responses may include, but are not limited to:

- a) Experience - The City will consider the respondents' experience in designing websites, particularly local government sites, and overall understanding of site architecture, navigation, search capabilities and other components of website sign.
- b) Value to users - The City will evaluate the respondent's proposal to add value to users including recommendations on visual appeal, design consistency, features offered, and technical support.
- c) Maintenance and upgrades - The City will consider how easy the site is to maintain by various users, including non-technical staff, and the ease with which additional features may be added later.
- d) Investment - The City will consider the 'total cost of ownership' of each proposal, including any annual support, license fees, and the effort required to maintain the site. Total cost of ownership will also include City staff time requirements to complete the project.
- e) Project management - The City will evaluate the team and the methodology proposed for carrying out the project.
- f) Commitment to work with the City in addressing current and future needs with respect to website development, content, equipment and other potential service requirements.
- g) Client references and contact information.
- h) Customer service history and approach to achieving customer satisfaction.
- i) History of compliance with obligations and responsibilities in other governmental website re-design agreements.
- j) Proposed consulting fees.

Based upon this evaluation, the selection committee may choose to invite one or more respondents to an interview and/or demonstration to help clarify responses and qualifications.

## **XVI. Inquiries**

All inquiries regarding this RFP or operation of City's website shall be directed to:

Zach Navin, Project Coordinator/Management Intern  
City of Mequon  
Mequon, WI 53092  
znavin@ci.mequon.wi.us  
(262) 242-3100

**ATTACHMENT A:**

**PROPOSAL SUBMISSION FORM**

**REQUEST FOR PROPOSAL (RFP)**

Public Website Redesign

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**CERTIFICATE OF NON-COLLUSION: REQUIRED FORM**

The undersigned certifies under the penalties of perjury that this bid or bid has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word “person” shall mean any natural person, business partnership, corporation, union, committee, club or other organization, entity or group of individuals.

\_\_\_\_\_  
Signature of Person Submitting Contract/Bid

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name of Business

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**ACKNOWLEDGEMENT OF ADDENDA:**

Acknowledge the receipt of addenda, if any (indicate date(s)): \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.