



**Request for Proposal**  
**for**  
**City Website**  
**Design and Replacement**

**Date Issued: February 16, 2021**

## **INTRODUCTION**

### **1. Background**

The area where the City of Little Falls now resides was first settled in 1849. The community is rich with history and epitomizes the great qualities of life in Minnesota with connections to timber, farming, and life on the Mississippi River. Located in Morrison County in Central Minnesota and on the banks of the Mississippi River, this community of approximately 8,800 residents has small-town charm with numerous opportunities to visit, shop and dine. The boyhood home of Charles A. Lindbergh is located within our zip code, the City is home to many other historical sites and tourist amenities, including the Charles A. Weyerhaeuser Museum and the Linden Hills Historic Estate. Little Falls has a strong connection to outdoor recreation, especially fishing due to its close connection to the Mississippi River, and is home to one of the last remaining stands of native white pines in Minnesota. The City is also home to an 18-hole municipal golf course that features three finishing holes along the Mississippi River, as well as numerous City parks.

The City of Little Falls is a “Mayor-Council Plan” form of government. The City is divided into three wards, with two council members elected from each ward and one at-large. Both the Mayor and City Council are elected for a term of four (4) years. The City of Little Falls is a “Home Rule Charter City”. The Charter establishes the rules, regulations, and procedures of the City.

The City Council sets policies and the City Administrator directs City operations to implement policies set by the City Council.

The address for City Hall is 100 Northeast Seventh Avenue, P O Box 244, Little Falls, MN 56345-0244.

### **2. RFP Purpose**

The City's website was established in 2007 and had a redesign complete in 2017. The City Website Design and Replacement Project is to update the City's website with a new design and an updated content information infrastructure. Easy navigation to important services, a content management system (CMS), updated content, mobile and browser friendly format and online payment capabilities need to be supported.

## RFP TIMELINE AND INSTRUCTIONS

### 1. RFP Timeline

Day/Date	Description
February 17, 2021	RFP will be released on the City of Little Falls website; a notification will be published in the Morrison County Record and on the League of Minnesota Cities Marketplace. It will also be available by email request ( <a href="mailto:info@cityoflittlefalls.com">info@cityoflittlefalls.com</a> )
March 19, 2021	RFP responses must be received by the City of Little Falls, Attn: City Administrator, 100 Northeast Seventh Avenue, P O Box 244, Little Falls MN, 56345, or email <a href="mailto:info@cityoflittlefalls.com">info@cityoflittlefalls.com</a> . Responses received after the close of business (5:00 p.m. CDT) will not be considered.
March 29, 2021	Vendor's responses will be analyzed and scored by the evaluation team. The total score will factor heavily into the City's decision as to which vendors will be considered finalists. All vendors will be notified of the status of the scoring the following day.
March 30 to April 9, 2021	Finalists will present demonstrations of their designs to the City of Little Falls evaluation team; finalist's references may be contacted at the City of Little Falls' discretion.
April 19, 2021	Recommendation of the evaluation team will be presented to the City Council and they will select a vendor to negotiate the terms of conditions of the website redesign.

### 2. RFP Evaluation Criteria

The evaluation team will be comprised of city staff and members of the City Council. The evaluation team will review the RFP responses from vendors. Preference will be given to vendors with experience programming government websites. **RFP scoring will be based on the following criteria, and failure to meet these requirements will result in immediate rejection of the RFP:**

- Provision of examples of previous work and design mockups of the website;
- Ability to meet the requirements of all the features in the CMS;
- Ability to integrate with all 3<sup>rd</sup> Party websites and software partners;
- Ease of updates and maintenance; and
- An articulated price and service agreement.

## SCOPE OF SERVICES

### Goals of the Project

The primary goal of the City Website Design and Replacement project is to replace the current website with a new and improved website. The new website will make navigation easier, provide a wider array of services to the citizens of Little Falls, and will be a turn-key website that City staff can immediately begin to control and migrate information into.

## **Project Outcomes**

- A mobile-friendly website design that functions well on tablets and smartphones in addition to the desktop (full) version of the site;
- Improvement of a CMS that allows City staff to easily update and modify the website, including:
  - The ability to update the details of a public meeting immediately, without a lag (the current software can take several minutes to update information).
  - User-friendly template for adding photos and banners to individual webpages.
- A home page that includes:
  - Video and/or a picture slideshow highlighting visual elements of the City.
  - A master calendar to share events, meetings, holidays, etc., that can be linked to desktop calendar programs such as Outlook.
  - A website search bar.
- The ability for residents to sign up for notices on a specific subject (i.e. news, improvement projects, City Council information, watermain breaks, etc.);
- The ability to have employees sign into the website to download forms, information, etc., specific to employee/employer;
- The ability for staff to archive outdated news articles;
- Incorporation of online bill payment and mass notification systems;
- Interactive GIS Maps for zoning, garbage and recycling services, improvement project areas.

## **Scope of Work**

### **1. Vendor will be responsible for the following elements:**

Redesigning the City website to make it look and feel modern, user friendly, and easily navigable.

- Providing a project plan for the design phase of the website replacement project.
- New website content information architecture that supports easy navigation to key services.
- Determining a consistent look and feel for the website, including color schemes, graphic elements, and navigation tools that prove straightforward navigation within a unifying graphic theme.
- Applying a search bar function that successfully aids users in finding relevant information within the City webpages.
- Providing design mockups of primary website sections: Homepage, City Information, Resident, Business and Community.
- Applying website redesign mockups to website CMS software implementation to enable information ready website.
- Providing a website CMS software implementation project plan. This can be integrated with the overall project plan.
- Installing and configure website CMS software on external server infrastructure.
- Consulting with City staff to determine how the website CMS navigation will support the City template requirements.
- Providing CMS training for site administrators and content contributors, as well as ongoing support.

## 2. Final Deliverables

The successful vendor will deliver the following:

- Minimum of 2 design mockups for the proposed website.
- Estimated cost for a perpetual license for the website design.
- A comprehensive CMS solution.
- The system shall integrate smoothly and efficiently with Microsoft 365 Products.
- The CMS shall be accessible via external access.
- The Vendor will provide a search engine solution that will support indexing of all contents within the CMS as well as external City website resources.
- The Vendor shall ensure that the City website has SSL capabilities.
- The Vendor shall provide a fully operational and working website framework (“information ready”).
- After approvals of website template/design, Vendor shall immediately begin updating and migrating information.
- The Vendor shall assist in addressing any URL name changes and /or URL naming conventions.
- The website shall integrate all existing e-government applications and shall be designed for easy integration of additional e-government applications.
- The Vendor will provide full and complete training on the use of the CMS.
- The Vendor will ensure that the website is ADA/508 standards complaint throughout the life of the agreement.

## ADDITIONAL INFORMATION

### 1. Single Point of Responsibility/Accountability

- a. The City’s expectation is to have a single point of contact, (i.e. a single point of authority and a single contracting entity for this project). This is of a critical nature for this RFP; a contract will NOT be awarded to a vendor who does not have this single point of accountability. Indicate your understanding of and compliance with this requirement.

### 2. General Questions

- a. Provide a brief overview of your company, (furnish your business philosophy, mission statement, management structure, years in business, primary line of business etc.).
- b. Provide a profile of the website team, including experience and recent/relevant websites created, and provide the key contact name, title, address, telephone, and fax numbers.
- c. Include names and contact information for three (3) current customers (title and phone numbers) that have had a scope of work like that described in this RFP.

### 3. City of Little Falls Software partnerships

- a. Tyler Technology – Incode
- b. Dude Solutions – SmartGov permits
- c. American Legal Publishers – Charter, Ordinances, City Code
- d. ArcGIS – GIS Mapping
- e. OpenGov – Financing and Budgeting Transparency.

## **PRICING**

The prices proposed for website design, CMS software, implementation, training, and maintenance **MUST** remain firm for 365 days after award. Any price adjustments through the life of this agreement must be mutually agreed upon in writing. Please provide Annual Maintenance costs. If discounts are available for multi-year support agreements, please provide this information regarding the length of term and the net discount percentage. Please also ensure that your prices below are firm for one (1) year after final written acceptance of services by the City.

# Appendix A. Website Content Management Requirements

For your benefit, please review the checklist that will be used by the review committee to determine eligibility.

## Website Content Management Software

### Software Needs Summary

The City is looking for website content management software that will be adaptable to current and changing technology, enable content subject matter experts to efficiently publish and manage their content on the City website, and provide easy access of City services to website visitors.

### Product Requirements

Product requirements are outlined below. This list is a comprehensive set of requested features based on input from Website Advisory Committee members and analysis of Communication Assets Items support requirements.

### General Website Content Management System features:

#### 1. Content Editor

- WYSIWYG rich text editor
- Spell checker;
- Ability to limit certain features of WYSIWYG editor to maintain common look and feel throughout the website.
- Content editors must produce ADA / 508 standards compliant content
- Content publisher control of associated metadata
  
- Content Management**
- Ability to organize and manage uploaded documents and images, including download capability.
- Ability to optimize uploaded pictures and graphic files for quickest page loading.
- Interactive photo galleries to publish and display photo assets.
- Document galleries to organize and publish documents according to subject matter.
- List module for creation and organization of logically related items into lists that can be shared on multiple pages but managed within single list. Example list content: contacts and links.
- Ability to determine specify a publishing schedule for specific content.
- Ability for residents to sign up to receive notices on subjects of interest.
- Multi-lingual Content Integration with website content translation capabilities in up to five (5) languages.

- **Navigation**
- MEGA dropdown menus.
- Breadcrumb navigation.
- Secondary level navigation within specific content subject matter areas
- Friendly URLs.
- Addition of external pages to navigation
- Flexible navigation tools that facilitate management of common links across site.
- Ability to reorganize content to different sections of the website without manually changing content links.
  
- **Master Calendar Functionality**
- Master calendar to share events, meetings, holidays, etc., that can be managed in a main calendar and shared across the website by content/subject matter category.
- iCal links for users to add events to desktop calendar programs such as Outlook.
- Interactive maps of event locations.
- Provide RSS feeds by calendar based on content creator defined categories.
  
- **Forms**
- Standard contact forms.
- Ability to easily add custom forms to site pages and manage content produced by the forms.
- Surveys and ad hoc reporting.
  
- **Security/Authorization**
- Ability to centrally add and manage users and specify access rights.
- Ability to create groups with different access rights.
- Ability to limit certain group members from specific content and content management functionality.
- Ability to manage logged in users.
- Publishing Workflow with ability to customize by security group and user.
- Audit trail and reports of changes to content within the CMS.
- Provide SSL certificates compatible with Microsoft Exchange Server.
- Ability to maintain https:// credentials.
  
- **Additional Functionality**
- RSS consumption and display of external resources.
- RSS production on frequently updated content such as news releases and calendar events.
- "Share This" social networking site links for site visitors to share content on Facebook, Twitter, etc.
- Site templates must be ADA / 508 standards compliant.
- CSS template features for viewing text only, printing, and mobile access versions of the site.

- Software Development Kit. Ability for the City Information Technology Division or outside Vendor to create custom pages and content within the site's templates to facilitate integration of other e-Gov services software such as GIS, permitting, online bill payment, etc.
- Search engine that can be directed to index both internally and externally hosted website resources.
- Ability to manage an interactive multimedia top stories section within the CMS.
  
- **Site Look and Feel**
- Site must display correctly in all major browsers.
- Site themes and/or style sheets that maintain common look and feel throughout website.
- Department / Service Marketability. Ability to apply customized look and feel within different departments/services while maintaining global navigation and website common look and feel.
  
- **Technical Support**
- Vendor should describe:
- The availability and responsiveness of their technical support staff;
- The annual cost for a technical support service;
- How the City's requests for technical support will be balanced and prioritized with the requests and projects from Vendor's other customers.