

9. Must have the capability to define predetermined timeframes of “live” content and be able to preset archival abilities.
10. The CMS must be usable for all city departments and coherently integrate the requirements of each.
11. Must include an employee-only-access/password-protected intranet that allows staff to access privileged information, at the discretion of the City.
12. The site must be fully capable of handling e-commerce both within the site and interactively with third parties (such as PayPal) via secure portals. This capability will be essential for conducting business across several departments.
13. The site must be fully capable of hosting and collating, including archival procedures, for an array of government public documents. This includes the following:
 - a. Board agendas, minutes, packets
 - b. Newsletters and Community Updates
 - c. Police/Fire/Parks outreach/marketing materials.
14. The site must be fully searchable, with a highly capable search engine and website directory.
15. The site must include state-of-the-art ADA accessibility capacities.
16. The site must integrate with all of the existing platforms by the City’s third-party software providers, both internally and externally. (Internal example: Rectrac. External example: REJIS, OSCA)
17. The site must include a robust array of security protocols, following up to date BMPs for site and user protection.
18. The provider must be able to fulfill industry standard levels of hosting and ongoing maintenance throughout the term of any agreement acceptable to the City.
19. The website must be continually backed up with restorative features.
20. Must include seamless integration with social media platforms, including the ability to simul-stream live events.
21. Must integrate with i-Frame functionalities.
22. Must be able to host a city directory and email/contact list-serve, complete with searchability.
23. Must provide the capacity to easily upload content, including pictures (easily resize, reformat, and move).
24. Must designate a project manager through the term of the project.
25. The provider must include full technical assistance for the City. This will include start-up CMS training for each department as well as ongoing technical assistance. (Back-end/staff user training. Approval levels)
26. Post launch: Customer service must be provided 24/7.

Submittal Requirements

The submittal must include a written narrative respondent to each of the following items.

1. Introduction

- A. Company Overview and Summary

2. Company Profile

- A. Company History
- B. Contact Information
- C. Office location(s) (Include business address)

3. Project Team Roles

- A. Project Manager Name, title, role (e.g., project management, training, design)
- B. Education, years of experience

4. Municipal Website Design Experience

- A. References (minimum five references, including all contact information below)
 - 1. Client name
 - 2. Website URL
 - 3. Contract duration
 - 4. Client contact person and title
 - 5. Phone
 - 6. Email address
- B. Include a sample of municipal websites designed by the vendor
- C. Design portfolio
- D. If no previous experience with municipal governments, please explain relevant website experience (please list client URLs)

5. Project Development Approach

- A. Average timeline
- B. Outline all project phases and the City's role in each
- C. Explain the design process, if not included in the project phases
- D. Training, if not included in the project phases
- E. Post-website go live website communication (award entries, annual website review, etc.)

6. Support and Maintenance (describe all available)

- A. System ownership
- B. Ongoing training opportunities
- C. Availability of robust self-service documentation and technical support (videos and training manuals, etc.)
- D. Continued communication post website go live with consultants and support staff.
- E. How the City can share ideas, opinions and sign up for beta testing

- F. Normal support hours and emergency support hours
- G. Software updates and site maintenance
- H. Software licensing (if any)

7. Description of Features and Functionality Included with the CMS

At minimum include:

- a. Description of page creation
- b. Page content template information
- c. Content scheduling and versioning information
- d. Approval process
- e. The different back-end user permission levels

8. Project Pricing Estimate/Cost for Services Outlined

Specify amounts of items below:

- a. Website creation
- b. Days/hours of training, number of employees to be trained, on-site or webinar
- c. Amount of content migration (entire website or a specific number of pages)
- d. Also, list optional enhancements and consulting packages with deliverables and associated fees.

9. Hosting and Security (describe all available)

- a) Site hosting
- b) Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
- c) Has a site you are hosting ever been involved in a DDOS attack. If yes how long was the site down?
- d) List in detail how your company has or is ready to handle a DDOS attack.

Selection Criteria

The City will evaluate the Proposal based on, but not limited to, the following selection criteria:

1. The company's demonstrated qualifications and expertise in performing the services required.
2. The extent to which the product most closely matches the City's needs.
3. The past record of performance with respect to quality of work and ability to meet schedules.
4. References from past customers.
5. Cost of services.

Cost of RFP Preparations and Submission Requirements

Any costs incurred by vendor in preparing or submitting an RFP are the vendor's sole responsibility. All responses, inquiries, or correspondence relative to or in reference to this RFP, and all other reports and documentation submitted by the vendor will become the property of the City of Shrewsbury.

Public Record

Responders are advised that all information submitted in response to this RFP is considered a public record pursuant to Chapter 610 of the Revised Statutes of the State of Missouri. The City of Shrewsbury assumes no responsibility for the release of information pursuant to the law governing public records.

Delivery of Proposals

The RFP response must be provided in a sealed deliverable, and must be received by the City Clerk's Office by 12:00 p.m. on Wednesday, August 18, 2021 CDT. The submittals must include three copies bearing an original signature and must also include a fully electronic version on a flash drive.

The envelope shall be marked with the title Website RFP. Sealed proposals shall be submitted to the
Office of the City Clerk,
5200 Shrewsbury Avenue,
Shrewsbury, MO 63119.

All proposals received after the deadline will be considered non-responsive and will be returned to the Vendor unopened. Faxed or emailed proposals will not be accepted.

Questions

All questions regarding the request for proposal should be submitted in writing, including e-mail, to Elliot Brown, Assistant City Administrator/City Clerk at ebrown@cityofshrewsbury.com. No questions will be accepted by phone. Any questions deemed important to the process or all vendors will be communicated via an update to the 'Bids/RFPs' section of www.cityofshrewsbury.com.

Demonstrations and Presentations

Vendors may be required to provide detailed demonstrations of proposed application software. Vendors may also be required to make presentations and/or provide written clarifications of their responses at the request of the City. Demonstrations can be scheduled by conference call or through web conference.

Right of Refusal

Vendors are cautioned that this is a Request for Proposal, not a request for contract, and the City of Shrewsbury reserves the right to reject any and all RFP responses. The City reserves the right to award the contract in any manner deemed to be in the best interest of its citizens.

Insurance Requirements

Contractor, upon its part, agrees to protect, indemnify, hold harmless, and insure the City from any liability to any person from injuries to the person or damage to property, resulting from the acts or omissions of the Contractor for performing its obligations under this contract. The parties expressly recognize that the relationship between the Contractor and the City is that of independent contractor, and that neither Contractor, nor any of its agents or employees shall ever be considered to be an agent or employee of the City.

Contractor shall obtain and maintain, at Contractor's expense, the following insurance and shall not commence work hereunder until such insurance is obtained and approved by the City:

Professional Liability Insurance

The minimum amount of insurance shall be \$2,000,000 per occurrence. The Contractor shall not commence work until it has obtained the insurance required and such insurance has been approved by the City. The Contractor shall not permit any subcontractor or employee to commence work in relation to the contract until insurance equivalent of that required of the Contractor has been so obtained and approved by the City. An original Certificate of Insurance from the company of record must be furnished to the City and provide that the City of Shrewsbury is named as an "Additional Insured" during the term of the contract.

Conflict of Interest

Contractor will disclose all business interests or family relationships with any city officer or employee who was, is, or will be involved in Contractor's selection, negotiation, drafting, signing, administration, or evaluating Contractor's performance. As used in this section, the term "Contractor" shall include any employee of Contractor who was, is, or will be involved in the negotiation, drafting, signing, administration, or performance of the Agreement. As used in this section, the term "family relationship" refers to the following: spouse or domestic partner; any dependent parent, parent-in-law, child, son-in-law, or daughter-in-law; or any parent, parent-in-law, sibling, uncle, aunt, cousin, niece or nephew residing in the household of a civic leader, elected official, city officer or employee described above.

Through submittal Contractor certifies, to the best of their knowledge, that they have no conflict of interest regarding provision of the services as detailed herein. Contractor will inform the City if a potential conflict of interest arises during the period in which services are rendered.

Non-Discrimination

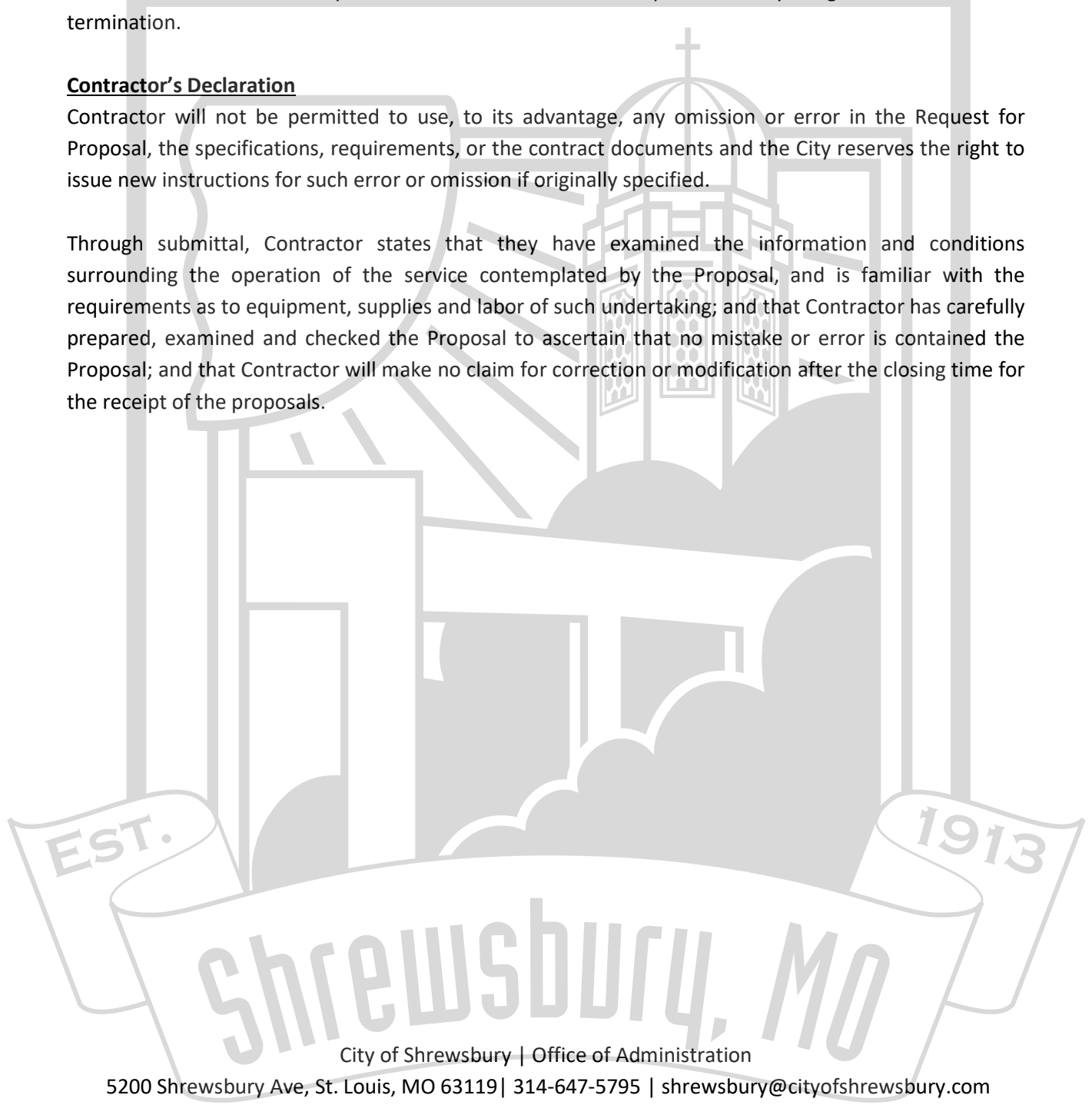
Contractor shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, or disability. Such action shall include, but not be limited to, the following: employment, upgrading, demotion, or transfer; recruitment; advertising; layoff or termination; rates of pay or other forms of compensation; and selection of training, including apprenticeship.

Contractor shall state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, or disability. Contractor shall incorporate the foregoing requirements of this paragraph in all of its subcontracts for work performed under the terms and conditions of this anticipated contract. A breach of this provision may be grounds for Contract termination.

Contractor’s Declaration

Contractor will not be permitted to use, to its advantage, any omission or error in the Request for Proposal, the specifications, requirements, or the contract documents and the City reserves the right to issue new instructions for such error or omission if originally specified.

Through submittal, Contractor states that they have examined the information and conditions surrounding the operation of the service contemplated by the Proposal, and is familiar with the requirements as to equipment, supplies and labor of such undertaking; and that Contractor has carefully prepared, examined and checked the Proposal to ascertain that no mistake or error is contained the Proposal; and that Contractor will make no claim for correction or modification after the closing time for the receipt of the proposals.



City of Shrewsbury | Office of Administration
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