



City of Elmhurst

Request for Qualifications (RFQ)

for

Elmhurst.org website redesign & implementation

Issue Date: March 11, 2022

Proposal Due Date: April 25, 2022

Submit response to:

**City of Elmhurst
Attn: Kassondra Schref
209 N. York Street
Elmhurst, IL 60126**

Kassondra.schref@elmhurst.org

Introduction:

The City of Elmhurst seeks to engage the services of a qualified vendor to provide design and content management services for a new website. The primary goal of this project is to replace the current website with a new and improved website, along with an updated content management system using the latest technologies for municipal sites. The new website will be easier for users to navigate, more efficient for City staff to manage, and provide a variety of services to the community in a clear and concise manner. Along with facilitating a user-friendly environment for accessing municipal services, the new website will also successfully promote the City's brand, create two-way communication between the City and citizens, and simplify content management while meeting high standards for design quality and visual appeal. Improved Search Engine Optimization and ADA Compliance will also be a necessity. The website provider will deliver an informative, turn-key website that City staff can immediately begin to migrate information into. The new website will serve as the public face of Elmhurst's government and community while providing 24/7 services to a wide range of users.

Background and Content:

The City of Elmhurst is an ideal location with proximity to two major airports and minimum drive time to significant commercial centers. Situated as the eastern gateway to DuPage County, Elmhurst is located 16 miles west of Chicago, minutes from O'Hare airport and at the crossroads of key Illinois expressways. This dynamic suburban city is home to more than 46,000 residents and 2,500-plus businesses. Founded in 1836, Elmhurst has a wide variety of housing, a vibrant downtown, bustling commercial districts and downtown access to the Metra – all of which make the City an attractive place to be.

Elmhurst has a long history of leadership under the Council/Manager form of government. The City Council is comprised of the Mayor, City Clerk, Treasurer and 14 Aldermen. The Mayor, City Clerk, and Treasurer are elected at-large to serve four years. There are two Aldermen from each of the City's seven wards elected on a rotating basis. Day to day operations are under the direction of the City Manager.

The City of Elmhurst is a full-service community, including the following departments: Administration, Community Development, Finance, Fire, History Museum, Human Resources, Information Technology, Police and Public Works. The City employs approximately 280 full-time and part-time employees.

The current version of the website can be viewed at Elmhurst.org.

The City of Elmhurst seeks the qualifications of a vendor that can accomplish the functionality identified in this RFQ and has the flexibility of providing this functionality over time, with

respect to potential budgetary constraints. Qualified applications must be equipped to integrate additional features that may be needed or new technologies that may be developed in the future. The City seeks a website that centralizes content management to our Communications team with the option of additional supporting users and oversight from the Communications Manager. Finally, the City of Elmhurst's website must have the capability to meet all ADA and State of Illinois Open Meetings Act Law Requirements.

Vendor Qualifications:

The City of Elmhurst seeks a vendor that has produced a minimum of twenty websites and has been in the business of municipal website design for at least five years. Additionally, the City seeks a vendor with proven capacity to provide Content Management System (CMS) components and tools. Responders are to submit a written narrative corresponding to each of the outlined requirements:

1. Introduction

- a. Company Overview and Summary

2. Company Profile

- a. Company History
- b. Contact Information
- c. Office location(s) (Include business address)
- d. Demonstrated company financial stability
- e. List of any current or past litigation

3. Project Team Roles

- a. Name, title, role (e.g., project management, training, design)
- b. Education, years of experience

4. Municipal Website Design Experience

- a. Minimum three municipal references, including:
 - i. Client name
 - ii. Website URL
 - iii. Contract duration
 - iv. Client contact person, title, phone number, and email
- b. Any municipal award-winning websites designed by vendor (please list city name and website URL)
- c. Design portfolio (minimum of three screenshots with URLs)

5. Project Development Approach

- a. Proposed timeline
- b. Outline all project phases and the City's role
- c. Explain the design process, if not included in the project phases
- d. Explain the data migration process, if not included in the project phases

- e. Evidence of meeting U.S. Federal Government ADA requirements, if not included in the project phases.
- f. Training, if not included in the project phases
- g. Ability to integrate municipal branding into new site
- h. Ongoing technical assistance and training opportunities

6. Support and Maintenance (describe all available)

- a. System ownership
- b. Ongoing operations and maintenance
- c. Training opportunities
- d. Availability of robust self-service documentation and technical support (videos and training manuals, etc.)
- e. Beta testing
- f. Normal support hours and emergency support hours
- g. Software updates and site maintenance
- h. Software licensing (if any)
- i. Service request response time standards

7. Ability to integrate the City’s branding and aesthetics into the site design

8. Integrated Content Management System (CMS) Components and Tools

The CMS listing in the Functionality Table below represents functional categories and is not comprehensive; others may be recommended or added. The City's new website vendor must be able to provide the desired components shown. Possible budgetary constraints may require that this project be implemented in phases.

CMS Features

Component/ Module Name	Function	Offered (Yes/No)	Vendor Comment
Browser Based Administration	Create, edit, or delete and template-based web pages and news updates		
Calendar	Interactive. Update/publish calendars w/ optional ability to import all		

	main stream Calendar feeds		
Departmental Home Pages	Ability create landing pages for associated municipal departments		
Directories, listing for staff	Dynamic content		
Document and File repository	Upload/download capability, back-end ability to search within		
Publicly warned / notification meeting document management	Create, manage, and host agendas, minutes, and other relevant documents with easy search functionality		
Search/Archive Center	Searchable solution for live or archived content, documents, and news updates (internal site search engine)		
News Updates	Online publishing of blog-style news updates with email subscription capability		
Alerts & Emergency Notification	Front page solution for emergency notification updates with a registration widget and the ability to share via social media		

Interface to existing systems and databases	Integration or links the City's external systems		
Facility Management	Ability to make reservations		
Online Payment Solution	Secure online transaction by department. Merchant services integration for credit cards		
API Integrations	Third party API integrations such as MyGIS, Tyler-MUNIS, EngerGov, etc.)		
Survey/Polling Capability	Web-based software for polling, surveys, and answer tracking (or capability to embed third-party programs)		
RFP/RFQ/Bid Posting	Dynamic content		
Integrated Human Resources Solution(s) for Employment Opportunities	Applicants can view job openings and apply (fill out applications, attach resumes and documents) to submit electronically via website.		
Security Integration	SSL encryption		
Video Hosting	Ability to embed third-party videos		

Site Statistics	Integration of comprehensive analytical status reports		
Sitemap	Dynamic		
Mobile Browsing	Website can be accessed from any mobile platform		
Online Forms	Forms, publishing, and tracking with email forwarding capability		
Photo Center	Optional - Display community photos in a central location on website		
Multi-Lingual Support	Dynamic content		
Printable Pages	Print-friendly function		
Social Media Interface	All mainstream social media feeds		
Real Estate Management	Properties – commercial or residential – can be organized by and searched		

Volunteer Management & Registration software	Provide web-based software or enable third-party embeddable portal(s)		
Intranet	Ability to allow authorized representatives to assign access to the Intranet. Navigation to be displayed after the appropriate user has logged onto the application. The user will only view links to features that are available to them based on user login permissions.		
FAQ	Ability to provide a frequently asked question section.		
Mobile App	Ability to create a mobile app that connects to key functions of the website		
Service Request System	Module/system that allows for submitting service requests		
Search engine function ability	Ease of use and accuracy of search functionality		

9. 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. The different back-end user permission levels

10. Hosting and Security (describe all available)

- a. Site hosting (remote or local?)
- b. Hosting location
- c. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
- d. Company's commitment to operational time – or limiting of downtime

11. Project Pricing Estimate/Cost for Services Outlined (specify amounts of items below):

- a. Days/hours of training, number of employees to be trained, on-site or webinar
- b. Amount of content migration
- c. Hosting costs
- d. Any optional enhancements and consulting packages with deliverables and associated fees

12. Guarantees/Warranties

- a. List any guarantees or warranties that the company offers.

13. Any additional information (not required)

Submittal Requirements

The deadline for RFP responses is **5:00 PM on April 25, 2022.**

Please mail three hard copies and one digital to:

Kassondra Schref
Communications Manager
Kassondra.schref@elmhurst.org
209 N. York St., Elmhurst, IL 60126

Please ensure "RFQ 2022 For Municipal Website Redesign" is written on the envelope. Three bound copy, plus one digital copy shall be submitted.

Submittals not received on or before the specified deadline will not be accepted. The City of Elmhurst reserves the right to request follow-up information or clarification from vendors in consideration. The City reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which in the opinion of the City, will best serve the interests of the City. Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against the City for reimbursement will be accepted.

Evaluation of Proposals

The City of Elmhurst will evaluate the proposals with regard to the proposed services and the experience and qualifications of the firm. Specifically, proposals will be evaluated based on the following criteria:

- Ability to provide the Integrated Content Management System components
- Extent of experience in successfully implementing and managing existing municipal websites
- Demonstration of the website security credentials and functionality based on the needs of the City of Elmhurst
- Review of aesthetics of illustrative examples of design and layout capabilities in existing websites
- Search engine function ability

Vendor selection will be on the basis of those having the greatest overall benefit to the City, as well as the experience, qualifications of the designer, organization of the work plan, meeting the requirements and completeness of the RFQ.

The City of Elmhurst reserves the right to reject any and all proposals.

Proposal Format

- a. The title page of the proposal must contain your firm's name, address, telephone number, principal contact, fax number, and e-mail address.
- b. The proposal should include all principals to be involved in the project and their roles and responsibilities for the proposed project.
- c. The proposal should include necessary software and hardware, any additional communication requirements, integration needs and potential costs necessary to maintain the website (i.e. hardware, software, installation, licensing, training, etc.)
- d. Proposal should be all encompassing, with a single vendor identified as the "responsible lead vendor." Please indicate any needed subcontracted services required to meet the needs of the proposal or clearly indicate what portion of the services are not included as part of your proposal.
- e. The proposal should include an estimated summary timeline for completion of each phase of the project. The description should include all tasks listed in the scope of work for all phases of the project and a tentative schedule.
- f. Please state how you intend to gather all the required information, format preferred, and assistance expected from the City in order to complete this project.

- g. Provide a list of comparable websites, including municipalities and governmental agencies, designed by your firm. Include the website address, company/agency contact person, address, telephone number, and hard copies of the home pages. These companies/agencies may be contacted for reference.
- h. The vendor must complete comment section of the CMS listings in the Functionality Table.
- i. The proposal should contain, **in a separate sealed envelope**, the total project cost, as well as detailed costs for components/phases of the project. All hourly rates, fees, charges, costs, monthly fees, and reimbursable cost must be clearly stated. All sealed envelopes will be returned to vendors who are not selected.

General Terms and Conditions

Indemnification: The contractor shall indemnify, defend and save harmless the City of Elmhurst, its officers, agents, employees, representatives and assigns, from lawsuits, actions, costs (including attorneys' fees), claims or liabilities of any character brought because of any injuries or damages received or sustained by any person, persons, or property on account of any act or omission, neglect or misconduct of said contractor, its officers, agents and/or employees arising out of, or in performance of any of the provisions of the contract, including any claims or amounts recovered for any infringements of patent, trademark or copyright; or from any claims or amounts arising or recovered under the "Worker's Compensation Act" or any other law, ordinance, order or decree. In connection with any such claims, lawsuits, actions or liabilities, the City of Elmhurst, its officers, agents, employees, representatives and their assigns shall have the right to defense counsel of their choice. The contractor shall be solely liable for all costs of such defense and for all expenses, fees, judgments, settlements and all other costs arising out of such claims, lawsuits, actions or liabilities.

Venue: The parties hereto agree that for purposes of any lawsuit(s) between them concerning the contract, its enforcement, or the subject matter thereof, venue shall be in DuPage County, Illinois, and the laws of the State of Illinois shall govern the cause of action.

Either party shall have the right to terminate this relationship with or without cause at any time upon 30 days prior written notice by registered mail or personal delivery.

If you have any specific questions requiring explanation of the content of these proposal specifications, submit a written request via mail or e-mail for interpretation or additional information. Any information sent to one bidder will be sent to all.