City of Ottawa

Request for Proposal (RFP)

Website Design, Development, and Hosting

Issue Date: April 8, 2025

Submission Deadline: 2:00 pm on May 22, 2025

Introduction

- **Purpose of the RFP:** The City of Ottawa is seeking a qualified and innovative website provider to design, develop, and host a new municipal website. Our goal is to create a modern, user-friendly platform that enhances accessibility, quick navigation, and delivers a seamless digital experience for residents, businesses, and visitors. The new website will serve as a central hub for information, and access to city services, reflecting the City of Ottawa's commitment to transparency, efficiency, and connectivity. This project offers an exciting opportunity to collaborate with the city in creating a dynamic online presence that meets the needs of our community and aligns with the city's values.

- **Background Information:** The current municipal website, www.ottawaks.gov while functional, no longer meets the City's needs for accessibility, usability, and integration of modern technology. As Ottawa continues to make more features accessible to residents, a more robust and dynamic digital platform is required to provide timely information, streamline online interactions, and foster greater community access to City resources.

Instructions to Offerors

- **Submission Details:** Request for proposals will be received by the City Clerk prior to 2:00 pm on May 22, 2025. Late submissions will not be considered. Bid proposals should be clearly marked with "City of Ottawa Website RFP" to the following:

  > By mail or hand delivery to:
  > City of Ottawa
  > Attn: City Clerk
  > PO Box 60
  > 101 S Hickory Street
  > Ottawa, KS 66067

- **Contact Information:** For questions about the RFP, please contact:

  > Paul Sommer
  > IT Director
  > City of Ottawa
  > psommer@ottawaks.gov
  > 785 229 3641

- **Vendor Qualifications:** Include the following vendor qualifications in the proposal.

- Number of years in business
- Office Location(s)
- Minimum of 3 references and active websites – preferably municipal website examples.
- Financial Stability

- **Proposal Format:** Include Vendor Qualifications, scope of work worksheet.
- **Scope of Work Worksheet:** As part of your proposal, please complete the attached worksheet. This worksheet lists items in the Scope of Work. For each item listed under Deliverables /Requirements, Technical Requirements and Performance standards, indicate whether your proposal fulfills the requirement by selecting "YES", "Partial", or "NO" in the corresponding column.
  - Yes: The deliverable is fully included in your proposal and meets the specifications.
  - Partial: The deliverable is partially included, with limitations or alternative solutions. Please provide a brief explanation in the "Notes" column.
  - NO: The deliverable is not included in your proposal.

The completed worksheet must be submitted with your proposal. Proposals without a completed worksheet may be deemed non-responsive.

Scope of Work (SOW)

1. **Project Description:** The City of Ottawa is seeking a qualified provider to design, develop, host, and maintain a modern, user-friendly municipal website that reflects the City's commitment to accessibility, transparency, and community engagement.

2. **Requested Features and Capabilities:**
   a. User-Centered Design: Create a visually appealing design that aligns with the City's branding and prioritizes user experience (UX).

   b. Responsive Design: Ensure the website is fully responsive, providing optimal functionality and appearance across all devices (desktop, tablet, and mobile).

   c. Accessibility Compliance: Design the website to comply with the Americans with Disabilities Act, ensuring accessibility for all users.

   d. A robust and user-friendly content management system (CMS) that allows non-technical City staff to easily manage and update website content.

   e. The CMS must include functionality to schedule content for both publishing and removal. Users should be able to set specific dates and times for content to go live and for content to be automatically unpublished or archived, ensuring timely and accurate updates to the website.

   f. User Roles and Permissions: Configure the CMS to support multiple user roles with varying levels of access and permissions.

g. Content Migration: Migrate existing website content to the new platform, ensuring accuracy, quality, and organization.

h. Audit logs that capture the CMS user, date, and time of edits to the website.

i. Seach Functionality: Implement an intuitive and robust search tool capable of indexing and retrieving results from all pages, as well as any documents containing text (e.g., PDFs, Word files). The search tool must provide accurate, relevant results to help users locate information quickly and efficiently.

j. Service Directory: Provide a clear and organized directory of City services with relevant descriptions and contact information.

k. Event Calendar: Create an interactive calendar for public meetings, events, and community activities.

l. News: Develop sections for posting news updates, and announcements.

m. Forms: Integrate online forms, and/or other tools to streamline interactions with City departments.

n. Language Support: Include functionality for multilingual support.

o. Analytics Integration: The website must include robust analytics functionality to track and report on visitor behavior, page views, session duration, user flow, and other key performance metrics.

p. Document Repository: A document repository to store, organize, and manage documents such as PDFs, Word files, and other resources. The repository should support search functionality and allow tagging or categorization of documents.

q. Agenda Management: Ability to upload, organize, and display meeting agendas (e.g., in PDF or text format) linked to specific meeting dates.

r. Video Integration: Seamless embedding or linking from agenda items to timestamped video recordings for each meeting, with support for popular hosting platforms (e.g., YouTube, Vimeo) or internal storage.

s. User-Friendly Agenda Interface: An intuitive layout for visitors to browse meetings by date, agenda item, or video, with search and filter options.

t. Third-Party Integrations: The ability to Integrate existing systems and third-party tools (e.g., GIS maps, social media feeds, embed code snippets).

u. Browser Compatibility: Ensure the website functions properly on all major web browsers (e.g., Chrome, Safari, Edge, Firefox).

v. SEO Optimization: Implement best practices for search engine optimization (SEO) to improve website visibility.

w. Training: Provide training sessions for City staff on how to use the CMS, update content, and manage website features.

x. Documentation: Deliver comprehensive user manuals and technical documentation for website management and troubleshooting.

3. **Technical Requirements:**
    a. The website hosting provider must ensure adequate bandwidth to support high traffic volumes without performance degradation, including during peak usage periods. Additionally, the hosting solution must provide scalable storage capacity to accommodate all website content, including pages, media files, and documents, with room for future growth. The provider should specify their bandwidth limits, storage allocation, and any associated costs for exceeding these limits in their proposal.

    b. Hosted data will be stored in the United States.

    c. The provider should have redundant locations in place to minimize downtime.

4. **Schedule:** Include a timeline for project milestones and completion dates calculated from agreement execution.
5. **Expected Performance Standards:**
    a) 99.9% Uptime
    b) Page load times under 3 seconds.

Evaluation Criteria

- Evaluation Process: Proposals will be reviewed by a selection committee comprised of City staff. The committee will evaluate each proposal based on the criteria outlined below.
- Criteria and Weighting:

Criteria	Weight
Experience and Qualifications	20%
Technical Capability and Proposed Solution	30%
Cost Proposal	20%
Project Timeline and Implementation Plan	15%
References and Past Performance	15%

Proposal Content Requirements

Proposals must include the following sections, clearly labeled:

1. **Executive Summary**
   Brief overview of the proposed solution, including the vendor's understanding of the project and key differentiators.

2. **Company Information**

   o   Company background and history

   o   Number of years in business

   o   Office locations

   o   Financial stability

3. **Technical Proposal**

   o   Description of the technical approach

   o   CMS platform and technologies used

   o   Hosting environment and security

   o   Approach to accessibility, search, and performance optimization

   o   Content migration plan

4. **Past Performance**

   o   Case studies or summaries of at least three similar projects (preferably municipal)

   o   References with contact information

   o   URLs of active sites

5. **Cost Proposal**

   o   Total project cost

   o   Cost breakdown by phase (design, development, migration, training, support)

   o   Optional/ongoing support and maintenance costs

6. **Scope of Work Worksheet**

   o   Completed worksheet indicating "Yes," "Partial," or "No" for each item, with explanations as needed

Attachments

- Standard Forms: Scope of Work Worksheet to be completed and submitted with the proposal.

Administrative Information

- RFP Amendments: Amendments to this RFP will be posted to https://www.ottawaks.gov/bidsandproposals
- Pre-Proposal Conference: There will be no pre-proposal conference.
- Proposal Validity: Proposals should remain valid for 90 days.

Legal Requirements

- Compliance with Laws: The vendor shall comply with all applicable federal, state, and local laws, ordinances, regulations, and codes in the performance of this project. This includes (but is not limited to) data privacy laws, Americans with Disabilities Act accessibility standards, and public records laws.
- Public Records: All materials submitted in response to this RFP will become public records and may be subject to disclosure under Kansas Open Records Act (KORA).
- Contractual Requirements: The selected vendor will be required to enter into a formal agreement with the City, which may include standard municipal contract terms such as insurance requirements, indemnification clauses, and termination provisions.
- Conflict of Interest: Vendors must disclose any potential conflicts of interest with the City or its employees and affirm that none exist.
- Licensing and Insurance: Vendors must possess all required licenses and carry appropriate insurance, including general liability and, if applicable, cyber liability insurance.

Submission Checklist

To ensure a complete submission, please confirm the following components are included in your proposal:

- Executive Summary

- Company Information

- Technical Proposal

- Past Performance / References

- Cost Proposal

- Completed Scope of Work Worksheet

- Any Additional Supporting Materials