



Request for Proposals

WEBSITE DESIGN

OBJECTIVE

The City of Charlevoix is seeking a vendor to redesign and develop its website (www.charlevoixmi.gov).

The goals for the website include, but are not limited to, the following:

- Enhance functionality of the website
- Expand online service capacity
- Extend reach on multiple platforms (Responsive Web Design-mobile friendly)
- Improve communication between the City Council and City staff with the constituents they serve
- Promote community and economic development
- Support special events within the community
- Enhance the community image and identity
- Delivery of eGovernment services
- Allow 24-hour access to City information, forms, inquiries and the ability to conduct business that would otherwise occur over the phone, in person, or via regular mail delivery

The current domain www.cityofcharlevoix.org is being phased out and all future web references will be www.charlevoixmi.gov. Additionally, the City of Charlevoix created and implemented a new brand and design standard. Full details will be provided to the selected vendor. The site should automatically redirect users from the .org domain to the .gov domain.

The new website will be hosted in the United States. Our vision is to have a secure site that is multi-platform for MAC and PC users, tablet users, and smart-phone users. The focus will be on the user's experience to quickly and directly navigate to the information, services and contacts they may need in an efficient and simple manner.

ABOUT THE CITY OF CHARLEVOIX

Charlevoix is a small municipality located in northwestern-lower Michigan; the City of Charlevoix is situated on an isthmus between Lake Michigan, Lake Charlevoix, and Round Lake. It is bordered by Charlevoix Township on the north and south, Lake Michigan to the west, and Lake Charlevoix to the east. The Pine River Channel bisects the City and extends from Lake Charlevoix to Lake Michigan through Round Lake. The total area of the City is roughly 1,352 acres, excluding Round Lake and the Pine River Channel. Also located in the City, are the historic Belvedere and Chicago Clubs.

Charlevoix Municipal Airport is the region's third largest airport and is the base for two commercial airlines serving Beaver Island. Charlevoix's harbor is one of the busiest in the region and is home to a 69-slip municipal marina. The harbor also serves as a port for the Beaver Island Boat Company ferries and the United States Coast Guard.

The City operates under the council-manager form of government.

The City contains 2,270 residential, 218 commercial, and 17 industrial classified properties with a total assessed value (50% of estimated market value) of \$310,676,700, and a taxable value of \$621,353,400. Its population by the 2010 Census was 2,513, and there are 2,221 registered voters in the City. The City employs 43 full time employees and more than 25 people part time and 83 seasonal employees in more than job titles.

Charlevoix EMS has approximately 900 runs a year. The Charlevoix City Police Department responds 24/7 to requests for accident, medical assistance or general assistance. It averages 4600 patrol miles a month and successfully closes over 90% of its cases each year.

The City Electric Department provided over 58,000 MWh of electricity to our 4,400 city and rural electric customers, which are made up of more than 3,500 residential; 800 commercial customers; and 7 industrial customers. Electricity is distributed to our customers on over 39 miles of overhead and 41 miles of underground lines. Our electric power is obtained from coal, gas and renewable energy sources. The City has approximately 30 miles of water mains and can produce 1,500,000 gallons of drinking water a day. The City also maintains approximately 38 miles of sanitary sewer lines, 17 sewer pump stations and treats 134,500,000 gallons of wastewater a year.

AUDIENCE

The key users of the site will be residents, visitors, business owners, community groups, City Council, Boards and Commissions and City staff. Be mindful that the City of Charlevoix is a resort setting with many users using search engines to find information for one-time uses.

REQUIRED TOOLS AND FUNCTIONALITIES

- Ease of expansion and evolution
- Adaptive browsing
- Integration with current apps and platforms including the Life in Charlevoix app, Novus Agenda Solutions, RecDesk, a hosted municipal code from American Legal Publishing, and yet to be determined third party applications and platforms
- Ability to embed other web based formats including GIS, Social Media platforms, recreation program software, and shared calendars
- Gather information on forms, databases and other tools for general information or department specific areas
- Capability for easy and fast searching of the site
- A user-friendly, industry standard and non-proprietary content management system that will allow staff with minimal technical expertise to update pages
- Website analytics and reporting and site traffic monitoring
- Provide communication plan for customer information and routine maintenance notifications – this should include an escalation policy for production support issues
- Website must have a strong presence on the Internet and include metatag development and search engine optimization
- A complete and accurate representation of the City, all departments and their related services, contacts, telephone numbers, and FAQ's
- Non-interactive forms from each department for user download in PDF format (with ability to readily download Adobe Acrobat)
- Responsive PDF capabilities

- Photographs and graphic elements should be placed on pages where appropriate; photographs will be provided in digital format; and graphics should be optimized in order to decrease download time
- Website should serve as vehicle for communication between Council, staff and constituents; this may include the ability for residents and visitors to opt-in to general and department specific newsletters, text alerts, or mailed information about a range of City topics and news. Vendor should be prepared to discuss options, including email subscription application, how email lists may be managed, etc.
- Newsletter capabilities with several pre-set email update formats to ease the ability of staff to communicate with large groups of users.
- Inclusion of video and other graphic elements now or in the future

SCOPE OF WORK

The City of Charlevoix is open to creative options that will enhance the user's experience and modernize the overall look of the City's online home. Final structures and designs will be decided in consultation with the successful vendor. Vendors should organize their proposal into the following areas for consideration:

1. Design

- Redesign the City of Charlevoix website, including overall theme, consistency of look and feel with our current branding standards, and ease of navigational options
- Provide at least three (3) proposed design mock-ups for review or three (3) acceptable past examples of government website work

2. Content Management

- As noted in Tools and Functionality previously
- Focus on ease of use for City of Charlevoix staff to maintain, update and expand website
- Hosting solution for forms, data caches, documents, etc.

3. Production

- The successful vendor will provide a fully operational and working website
- Undertake content migration as needed and directed in consultation with City of Charlevoix
- Must have cross browser capability; including mobile device considerations (auto detect)
- Include industry-standard security measures and solutions
- Use methods to secure email addresses from spammers and hackers
- Be designed with functionality on the back end that facilitates integration of additional features in the future

4. Training and Support

- Provision of full training on CMS usage for applicable staff
- Creation of a user manual for City of Charlevoix
- Outline of ongoing support options
- Site monitoring solutions

5. Proposed Project Costs

- Breakdown of costs by production hours, tools and functionalities
- Use and identification of subcontractors
- On-going/future maintenance and support

- License fees
- Training and style guide
- Hosting
- Other miscellaneous costs

6. Proposed Timeline

- RFP Release Date – October 16, 2017
- Proposals due and publicly opened- November 20, 2017
- Proposal selection date – December 18, 2017
- Initial meeting – January 2018
- Beta Site Launch – May 2018
- Final Site Launch – June 15, 2018

The City of Charlevoix is responsible for the content and provision of the content to the successful developer, including existing content files, graphics, guidelines, copy and other source files and information.

VENDOR INFORMATION/CRITERIA

The following information is required as part of any proposal:

- Outline of experience including sample work
- Municipal website experience
- Biographies of key personnel who will be working on the project and contact information
- A proposed process plan for the project
- Your testing and evaluating process
- Demonstration of understanding the City's objectives
- Suggestions for ease of maintenance, expansion and use of the website
- Costs including hours proposed, hourly rates, training for City staff and whether fee proposed is a "not-to-exceed" amount
- Options for a monthly website maintenance plan
- Guaranteed turnaround time
- Content Management System
- Provide at least five (5) references
- Hosting reliability record over the past five years

SELECTION

The successful vendor will enter into a contract with the City of Charlevoix based on the information contained in the RFP and successful proponent's submission and any modifications.

The successful vendor will be notified by City staff. The RFP and completed proposal will be incorporated by reference in the contract and included in the formal agreement which will form part of the contract/agreement between the City and the vendor.

ADDITIONAL SERVICES

If the successful vendor is required to perform additional services, outside the scope of the tasks identified, these additional services can be invoiced on a time charge basis in accordance with the approved fee. Any additional services must be approved in writing by the City of Charlevoix, before the vendor undertakes the additional services.

TERMS & CONDITIONS

1. Vendors shall review the RFP documents, and promptly report and request clarification for any discrepancy, deficiency, ambiguity, error, inconsistency or omission. These requests must be submitted in writing no later than November 1, 2017 to markh@charlevoixmi.gov.
2. The City of Charlevoix reserves the right to cancel this RFP for any reason without any liability to any vendor or to waive irregularities at their own discretion. Proposals may be withdrawn by written notice only provided such notice is received at the City of Charlevoix prior to the date/time set as the closing time for receiving proposals.
3. Proposals shall be open for acceptance for 60 days following the submission closing date.
4. All proposals are subject to the Michigan Freedom of Information Act (FOIA).
5. The City of Charlevoix at its sole discretion, may elect not to accept any submission for any reason and reserves the right to negotiate final project terms and conditions.
6. The City of Charlevoix is not responsible for any costs incurred by vendors in preparing and submitting proposals, and further accepts no liability of any kind to a vendor until its proposal is accepted and a formal agreement signed.
7. The City of Charlevoix will have ownership rights to all data and intellectual property generated or developed by this project including all graphic design elements, text provided, photos, videos, etc.
8. In the event that the website developer does not also host the website, the proposed contract must provide for the City to take over hosting the site should the City choose to do so. The dollar amount for this transfer should be stipulated in the RFP.
9. The City of Charlevoix will own the copyright to the website. The City of Charlevoix will own the code to the site. All licensed and customer software used, or developed, for the site must be made known to the City along with the associated function. Should the City decide to host the site in-house, this information will be necessary for the continuous operation of the site.
10. The domain used for the site will be registered to and owned by the City of Charlevoix. The primary domain www.charlevoixmi.gov is currently owned by the City and the old domain, www.cityofcharlevoix.org is also owned by the City of Charlevoix.

SUBMISSION INFORMATION

Sealed proposals will be opened and read aloud on Monday, November 20, 2017 at 10am EST at City Hall. Proposals must be mailed or hand-delivered to the following address and be clearly marked "Website Proposals":

Joyce Golding, CMMC
City Clerk
210 State Street
Charlevoix, MI 49720

Emailed, faxed or late proposals will not be considered for any reason. Further, the City retains the right to accept or reject any and all proposals for any reason deemed in the interest of the City of Charlevoix.