

Millcreek
Request for Proposals
Website Design Services
Due Date and Time: _____

1. **Introduction/Background.** Millcreek (“City”) was incorporated on December 27, 2016. The City’s current website is <http://millcreekut.org>, a Wordpress.com blog created by volunteers for temporary use only.

The City has approximately 60,000 residents, and is located just to the south of Salt Lake City and South Salt Lake City. The City is currently a member of the Salt Lake County Municipal Service District (“MSD”), and currently relies on the MSD for the bulk of its municipal services. Thus, the City has one part-time employee, several contracting professionals, and a number of volunteers, helping to establish municipal services. The City has limited start-up funds, and anticipates full revenues by July 2017. The City is exploring the option of leaving the MSD, and may do so in the next few months. If that occurs, the number of employees will likely expand.

The City seeks to enter into a professional services agreement with a qualified vendor to design and implement a new City website that will provide information and customer service to the community, and meet high standards for design quality and visual appeal (“Services”). The City has procured the domain: millcreek.utah.gov, and wishes to develop the site at that DNS. The website needs to be simple at the outset, but contain sufficient architecture to allow the addition of pages, links, and content by the City’s employees. The City would like to assign content management to multiple managers under the oversight of the Mayor.

Some of the functionality components the City has mentioned it would like to have included in the website are:

- The ability to collect fines
- The ability to accept business license and planning/zoning applications
- Who are the elected officials?
- Access to city documents including ordinances, agendas, minutes and other official documents.
- An “I Want To . . .” functionality, example from Irvine TX
- Archiving
- CMR (Content Management System)
- Contact Us – emails
- Integrate with social media

- Push out messages – Residents can check boxes for items they would like to view
- Capture email addresses (Join our email list) by integrating with Constant Contact, MailChimp or other similar services.
- Mayor’s blog – example from Provo City UT
- Options for expansion and additions

The end goals are to ensure a user friendly website that the public can readily find and then navigate, and that the City’s managers can easily add information and pages.

The City is requesting proposals (sometimes referred to as “Request”, “Proposal” or “RFP”) from qualified firms/individuals (“Proposer”) to provide the Services.

2. **Proposal Requirements.** Five (5) written copies and an electronic copy in Word of the RFP are required to be submitted to Mayor Jeff Silvestrini, as listed below, no later than 5:00 p.m. local time on February __, 2017. Other than the Word version of the RFP there is no specific format for use when submitting responses to this Request. Any response, modification, or amendment received after the due date and time is late. No late response, modification, or amendment will be accepted. No electronic Responses (facsimile, e-mail, or telegraphic) will be accepted. RFPs must include the following elements and be signed by an authorized representative of the Proposer:

2.1 **Introductory Letter.** An introductory letter expressing an interest in providing the Services should be included. The introductory letter should be addressed to:

Mayor Jeff Silvestrini
 Millcreek
 3932 South 500 East
 Millcreek, UT 84107

Include an e-mail address for the primary contact of the Proposer.

2.2 **Qualifications.** The Proposer’s demonstrated ability to perform the required Services at specified levels described in this RFP. The Proposer’s indication of the understanding of the purpose and scope of the proposed Services as evidenced by the quality of the Proposal submitted. Identify the type of business (corporation, partnership, sole proprietor, etc.) under which your firm operates, date business started, and license number to do business in the State of Utah. Indicate the address for the office that would provide the Services and location of headquarter office. Indicate the number of employees in the office providing the Services.

2.3 **Project Team.** Provide an organizational chart showing the level of organizational responsibility of all major participants of your proposed project team. For each person listed in the chart, please provide the estimated number of hours or the percentage of time the person is expected to work on the project. The percentages should be based on a 40 hour work week. Include resumes of those principals, partners and other key staff members who will be directly involved in the overall project. By listing the individuals in the proposal, the Proposer is making a commitment that the personnel listed are the personnel who will be assigned to this

project. The City must approve any changes to the personnel indicated. The City reserves the right to request a substitution of personnel. If any part of the work will be provided by a subcontractor(s), please state their company name, their role in this contract, and the estimated amount of time. The Proposer will be responsible for verifying the qualification and validity of all licenses or permits for any out-sourced work to subcontractors.

2.3 Relevant Experience. Provide detailed relevant experience for projects of similar scope and comparable size and complexity which shall include the following: name of client, contact person and current phone number, brief description of project, date, total contract amount, and any other pertinent information regarding the experience. The City may contact any or all of your clients for a reference. A Proposer who has completed a feasibility study in the past for another municipality should submit a copy of said study.

2.4 Proposed Approach. Describe how the Proposer will approach each task of the project. Describe the overall philosophy and how it will be applied to the project. Give a full description of the methodology to be employed in completing the tasks and deliverables of this RFP. Rather than stating commonly followed practices, focus on discussing issues and ideas that are unusual to this project and identifying unique practices of your firm.

2.5 Schedule. Time is of the essence in all project activities to assure the earliest possible project delivery. Provide a brief history of the Proposer's past experience and the ability to complete projects in a timely manner. Provide a time schedule stating when the key tasks of your Proposal would be completed. This Section shall demonstrate the Proposer's ability to provide desired Services within time frames specified and at specified levels as described in the scope of work.

2.6 Cost. The Proposal must include a total "not-to-exceed" price to complete the project that includes any and all fees and any and all costs the Proposer may incur, including any costs for transportation, lodging, communication, printing, etc. The Proposal must also include an hourly rate for each project team member who the Proposer plans to utilize in completion of the project. The City is not willing to pay an hourly fee for travel time.

3. Identification of Anticipated Potential Problems. Proposer should identify and describe any potential problems with respect to providing the Services.

4. Evaluation Criteria and Scoring Process. All Proposals received will be reviewed by a Review Panel (defined below). Each evaluation criterion has been given a percentage based on its relative value as a whole. The criteria and each associated percentage are as follows:

<u>Evaluation Criteria</u>	<u>Weight</u>
Qualifications	20%
Municipal Experience	20%
Proposed Approach	10%
Project Schedule	10%

Cost
Total

40%
100%

5. **Selection.** Discussions may be conducted with Proposers determined by the City to be reasonably susceptible of being selected for the award. In addition, one or more Proposers may be invited to interview. Provided, however, that Proposals may be accepted without discussion or interview. The above criteria will be used unless modified in the interview evaluation. A Review Panel or individual(s) will be appointed by the Final Candidates (referred to hereinafter as “Review Panel”). The Review Panel reserves the right to modify the interview criteria during the course of this process. If such modification occurs, each Proposer being interviewed will be notified at least twenty-four (24) hours prior to the interview of the revised criteria. Based on the results of discussions, if any, interviews, if any, and proposal scoring, the Proposers will be rated by the Review Panel, and such recommendations will be forwarded to the City Council and the City Council will select a Proposer to provide the Services. The City Council may select one or more Proposers to provide the Services.

6. **General Information.** The City reserves the right to reject any and all Proposals. The City reserves the right to amend, modify or waive any requirement set forth in this Request. Response to this Request is at the Proposer’s sole risk and expense. All Proposers must comply with applicable federal, state, and local laws and regulations. Except for written responses provided by the contact person described below (“Contact Person”), the City has not authorized anyone to make any representations regarding the subject matter of this Request. All requests for clarification or additional information regarding this Request must be submitted in writing to the Contact Person no later than _____, at 3:00 p.m. The Contact Person will endeavor to respond to such request for clarification or additional information; and if the Contact Person deems, in his sole and absolute discretion, that such response is of general applicability, his response, if any, will be posted at _____ (which constitutes a written response). Entities responding to this Request are encouraged to review such website frequently. The City anticipates selecting one or more of the responding Proposers, but there is no guarantee that any responding Proposer will be selected. Responses will be placed in the public domain and become public records subject to examination and review by any interested parties in accordance with the Government Records Access and Management Act (Utah Code Ann. § 63G-2-101, et seq.). All materials submitted in response to this Request will become the property of the City and will be managed in accordance with the Government Record Access and Management Act.

7. **Terms of Contract.** The successful Proposer will be required to enter into a written agreement with the City to provide the Services. If the selected Proposer and the City are unable to negotiate an acceptable agreement, then another Proposer(s) will be selected by the City Council or City Council elect and negotiation will continue with such other Proposer(s) until an acceptable agreement is completed.

8. **Contact Person.** For further information or for American with Disabilities Act (ADA) accommodation, contact Leslie Van Frank, the City’s Acting City Recorder, at 801-541-8838, millcreekrecorder@millcreek.utah.gov.