



City of Holladay

**REQUEST FOR PROPOSALS (RFP)
for HOLLADAY WEBSITE REDESIGN**

The City of Holladay, Utah (City) desires to completely redesign its existing website, www.cityofholladay.com, to establish a high-quality, high-speed, engaging and reliable community tool for its residents, businesses and visitors. The website will serve as the cornerstone of the City's communication channels and the main portal to access online City services and resources. It should reflect the City's branding, utilize modernized website features, promote a resident-oriented organization structure, embrace a clean, easy to navigate layout and have utility across various devices.

Project Name	Holladay Website Redesign
Deadline for Proposal Submissions	Friday, September 30, 2022 at 12:00 p.m. Noon MST
Proposal Submission	Submit your proposal by email (single PDF of the complete proposal that includes all required information and documents) to hsmith@cityofholladay.com with the email subject "Proposal for Holladay Website Redesign." Proposals will not be publicly opened or read.
RFP Contact	Holly Smith, Assistant City Manager City of Holladay 4580 South 2300 East Holladay, UT 84117 Telephone: 801-272-9450, ext. 118 Email: hsmith@cityofholladay.com
Questions & Answers	All questions must be submitted no later than Thursday, September 15, 2022 at 5:00 p.m., MST. Please submit all questions in writing to hsmith@cityofholladay.com . The question period will open concurrently with the release of the RFP. Answers will be posted on the CITY's website, www.cityofholladay.com , by Wednesday, September 21, 2022. The CITY requests that interested parties coordinate with the RFP contact and refrain from communicating with other City staff or officials regarding this project.
Modifications & Addenda	Any modifications or addendums to the RFP will be made in redline form on the website. Please check the RFP on the website for changes.

SECTION I: GENERAL INFORMATION

1. **City Background:** The City of Holladay was officially incorporated on November 30, 1999. Although a relatively young city, the community's rich history dates back to 1847 as one of Utah's earliest settlements. Today, the City's approximate 8.4 square miles is home to roughly 32,000 residents. Holladay not only boasts easy access to the amenities of the metropolitan region, but also the outdoor recreational areas of nearby canyons and national forests. The community is well-known for its iconic tree canopy, unique and charming neighborhoods, award-winning Holladay Village business district, burgeoning 57-acre mixed-use Royal Holladay Hills redevelopment site, excellent schools, outstanding arts and cultural offerings and high quality of life. Under the City Manager form of government, the Mayor and 5-member City Council provide policy direction and long-term vision with the City Manager overseeing approximately 20 staff members and all the administrative functions of the City on a day-to-day basis. The City has a robust group of appointed residents and volunteers that serve on a variety of City committees.

The City directly provides services in the areas of management, building permits, inspections, planning, finance, public services/engineering and justice court. The City contracts with the Unified Police Department and Unified Fire Authority for public safety services, and public works and animal services through contracts with Salt Lake County. The City also contracts for professional services, including legal, engineering support, financial administration, IT and human resources, and the city shares a sustainability analyst and emergency manager with other cities. The City is in the process of developing a stormwater management function, which will operate as a public utility. No other public utilities are owned or operated by the City, nor does the City manage any direct resident billing on an ongoing basis for any services. Other organizations provide culinary water, sewer, electricity, gas and waste collection services.

2. **Mission Statement:** The City of Holladay is committed to community, safety and responsible growth, while preserving our charm, history and iconic features, with open communication and quality services for all residents and businesses.

- a. Key Messages and Core Values:

- Community - Our public communication, events and resources support our residents and businesses and the tight knit community that we create.
- Preservation - We're committed to preserving our charm and iconic features and celebrating our rich history of people, places, and stories.
- Transparency- We provide transparent, direct, up-to-date and open communication to our residents and businesses through the City organization and administration.
- Efficiency - We use resources responsibly and deliver high quality, efficient, responsive, and cost-effective public services.
- Responsible Growth - Our growth is culturally diverse, economically viable, and environmentally sustainable; we do this through thoughtful land use development and well-maintained public assets.
- Quality of Life - We support the exceptional quality of life that is a hallmark of our community. We take pride in our unique neighborhoods, history, culture, high quality schools, and stunning tree canopy. Our natural environment, open space, arts, cultural offerings, and civic amenities work together to make our City an exceptional and safe place to live, work, and play.

3. **Demographics:** Please visit the [City of Holladay's US Census Profile](#) to learn more about the City's demographics.

4. **Website Redesign:** The City's existing website, www.cityofholladay.com, was originally launched shortly after its 1999 official incorporation and has undergone updates and modifications over the years. The City currently handles most content management in-house and has a contract for more complex website design support and server hosting. There is not a website manager, public information officer or IT professional on staff; these roles are provided through a combination of other staff members and limited IT professional services contract. The City desires to contract with a company to completely redesign the website, assist with complex website design support and host the website or be able to recommend and work with a hosting firm.

a. Goals

- Establish a high-quality, high-speed, engaging and reliable tool for residents, businesses and visitors.
- Enhance the website's role as the cornerstone of the City's communication channels and main portal to access online City services and resources.
- Ensure the site has current and complete information that is user-friendly utilizing modernized website features, promoting a resident-oriented organization structure, embracing a clean layout and having maximum utility across various devices.
- Embrace the City's branding to positively reflect Holladay's unique community qualities.
- Provide a content management solution that is easy to learn and use for City staff to keep information up-to-date and maintain design consistency.
- Support flexibility to integrate existing and future website capabilities and functionality as needed.

- b. Scope of Work – The information listed below is intended to provide interested consultants with a preliminary scope of work, but is not meant to limit a potential contract for services or exclude any relevant or essential data, tasks or project steps. The City and the selected consultant will finalize the scope of work during the contract negotiation period. Consultants are strongly encouraged to exercise creativity and to recommend innovative approaches and practices in performing the website redesign, given their expertise. The proposed project is anticipated to include the following.

- **Understand Users** – Establish where to focus efforts and streamline the design process.
- **Website Stats/Analytics** – Use data to inform the redesign plus provide data dashboard or access to data on an ongoing basis for easy monitoring to support future site adjustments as needed. Evaluate existing homepage interaction.
- **Design** – Use existing branding (logo, fonts, colors) as detailed in the City's new Communications Guide with no anticipated change to the URL, unless recommended by the consultant, to create a clean, intuitive and visually appealing site.
- **Website Accessibility** – Integrate accessibility features.
- **Site Architecture Based on Desired User Experience/ Available Data** – Identify menu items/structure oriented to the primary audience of residents, and secondary audiences of business owners, contractors, Justice Court clients and visitors. Identify quick links to most popular items and optimize homepage interaction.
- **Responsive Web Design** – Be viewable on multiple platforms, resolutions, browsers and devices.
- **Content Strategy** – Inventory the existing website to determine the current number of webpages and uploaded documents on the existing site, determine the ideal number of

webpages and documents that are necessary for migration, identify new information, pages and documents that need to be created and assist with developing a strategy to keep information current and the design consistent going forward.

- **Cloud-Based Content Management System** – Easy to use program with features for City PM to conduct overall site administration and individual staff to manage assigned webpage(s).
- **Calendar** – Ability to subscribe to calendar for various platforms.
- **Livestream/Video Integration** – Easy way for residents to access the livestream of public meetings and other recorded videos.
- **Dynamic Breadcrumbs** – Show the navigation trail of the current page.
- **Internal Site Search/Log** – Improve the ability for website guests to search and find information.
- **SEO Keyword Analysis** – Increase ability to find City website and services in Google.
- **On-line Fillable Forms** – Replace paper forms and transition some PDF forms to website/cloud-based fillable forms.
- **Social Media Links/Integration** – Link communication channels together to streamline processes and assist with public information and engagement efforts.
- **AI Chat or Other Engagement Features** – Augment the City staff's limited resources by providing website users with an interactive, engaging experience that is automated.
- **Ability to Establish Password Protected Sections of the Website** – Current ideas include staff intranet, City Council packets, file sharing, etc.
- **Downloadable Document Library** – Create a complete library of available documents and forms.
- **Maps** – Integrate mapping features and improve utility for residents, i.e., allow a resident to type in their address and see their Council Member, zoning classification and other details pertaining to their property.
- **Archive Function** – Provide a solution to archive webpages for completed projects and other items.
- **Email Marketing Integration** – Ability to sign-up for e-newsletter and other alerts, like public hearing notices.
- **Website Training** – Provide content management staff training and ongoing customer support.
- **Website Maintenance and Hosting** – Including software updates/ security.

c. Existing Third-Party Programs the City Uses

- Bamboo HR –time clock/approval, recruitment, hiring, onboarding and performance review (new, under development)
- Bluebeam – PDF management
- Caselle – accounts payable, accounting and payroll
- ClearGov – budget development and book preparation, grant management and asset management (new, under development)
- ESRI Online Pro – GIS and mapping
- iWorQ – building permits, code enforcement, citizen requests, business licenses and park facility and room rentals
- Square – credit card processing for special events
- SuiteOne – public meeting webcasting and agenda/packet management
- Xpress Bill Pay – credit card processing

SECTION II – SUBMISSION REQUIREMENTS AND INSTRUCTIONS

The responding consultant must address and clearly label all items indicated in this section within their proposal in the order as outlined below. The proposal should not exceed twenty-five (25), 8.5"x11", single-sided pages. The City may reject any incomplete proposals during the selection process.

Submission Requirements

1. Letter of Interest/Executive Summary
 - a. Overview of how your company will approach the project.
 - b. Statement of guaranteed hosting uptime and website speed.
 - c. Statement that the company has read and understands this RFP and accepts the written instructions contained herein.
 - d. Identification of the consultant's primary point of contact for the RFP that is responsible for disseminating information to the consultant team; include the person's name, direct phone number, email address and mailing address.
 - e. Signature of an officer or employee authorized to bind the company contractually.
2. Company Profile
 - a. Company overview and history.
 - b. Percent of current business that is devoted to website design for local government.
 - c. Number of current employees.
 - d. Location of team members, including support and development staff.
3. Local Government Website Experience
 - a. Include a minimum of three (3) local government references, with client name, website URL, dates of service, contact person, direct phone number and email address.
 - b. Describe local-government specific approaches that you have implemented to address unique needs like transparency, resident feedback, avoiding jargon, etc.
4. Mobility
 - a. If the City decides to switch consultants in the future, describe how the transition process works.
 - b. Describe options available to secure a backup copy of the files (pictures, css, layouts, sql, coding).
 - c. Specify if the consultant requires site hosting with their firm or if third-party hosting is preferred.
5. Project Development
 - a. Approach to meet website redesign goals and preliminary scope of work. (See Section 1.4.)
 - b. Estimated timeline/schedule.
 - c. Process used to determine design needs.
 - d. Most important design issues to consider, both generally and specific to local government.
 - e. Number and types of contact with the City during the design and implementation phases.
6. Project Manager + Key Project Personnel (Please only include team members that will directly work on the project.)
 - a. Identification of the project manager.
 - b. Names, titles, experience and roles of key team members.
 - c. Subcontractor(s) role and history working together on past projects. (if applicable)
7. Proposed Fees
 - a. Provide fees based on the information provided in the proposed Project Development section.
 - b. Include a line item budget for each major project element plus estimated hours required to complete each element (including subconsultants, if applicable).
 - c. Include a total number of hours and the total fee estimate for the full website redesign project.
 - d. Provide your firm's proven strategies to keep the project on-time and on-budget.

Submission Instructions: Submit your proposal by email (single PDF of the complete proposal that includes all required information and documents not exceed twenty-five (25), 8.5"x11", single-sided pages) by **Friday, September 30, 2022 at 12:00 p.m. Noon MST** to hsmith@cityofholladay.com with the email subject "Proposal for Holladay Website Redesign." Proposals will not be publicly opened or read. It is the consultant's sole responsibility to read and interpret this RFP and the written instructions contained herein. Responses to the RFP that are not received prior to the time and date specified will be considered late. The City reserves the right to reject any late, incomplete or irregular response and reserves the right to waive any non-material irregularity in responses.

SECTION III – SELECTION PROCESS AND CRITERIA

1. **Selection Process:** The City will make every effort to ensure that all responses are treated fairly and equally throughout the selection process.
 - a. Selection Committee - The City will form a Selection Committee comprised of a City Council Member and key staff to review the submitted responses and provide recommendations.
 - b. Identify a Short-list of Finalists - The Selection Committee will score and rank the written proposals to determine a shortlist of finalists.
 - c. Finalist Interviews to Identify a First and Second Ranked Consultant - The City will notify the consultant if selected for the shortlist and may ask them to participate in an interview. The City may select a first-ranked and second-ranked consultant.
 - d. Negotiations with First Ranked Consultant - The first-ranked consultant will be given a defined period of time to negotiate and execute a service agreement with the City. In the event that exclusive negotiations are conducted and an agreement is not reached, the City reserves the right to enter into negotiations with the next highest ranked consultant without the need to repeat the formal solicitation process.
2. **Selection Criteria:** The following criteria that will be used in evaluating the responses received.
 - a. Overall Proposal Suitability (30%) – Proposed project approach must meet the scope, requirements and needs included herein and be presented in a clear and organized manner.
 - b. Value and Cost (30%) – Proposals will be evaluated on the cost of their services based on the work to be performed in accordance with the scope of this project.
 - c. Organizational Experience (25%) – Proposals will be evaluated on the experience of their firm as it pertains to the scope of this project. Consultants will be evaluated on examples of their work, notably, their ability to produce successful local government websites.
 - d. Technical Expertise (15%) – Consultants must provide descriptions and documentation of the technical expertise of their firm and team members.

3. Anticipated Selection Schedule (subject to change)

Sept 12	Issue RFP
Sept 15	Last day to submit questions
Sept 21	Post Q&A on website
Sept 30	RFP deadline
Early Oct	Determine shortlist of finalists
Mid-Late Oct	Conduct finalists' interviews
Early Nov	Present recommendation to City Council
Mid-Late Nov	Negotiate and execute contract
Dec	Kick-off Project
Sept 1, 2023	Launch of new website (flexible per selected consultant)

SECTION IV – SPECIAL CONDITIONS FOR PROPOSALS

1. All information submitted to the City by the consultant will be binding upon the consultant.
2. All responses, including attachments, supplementary materials, and addenda shall become the property of the City at the time of submission and will not be returned to the consultant. Information contained in the responses will be available to the public upon inquiry or GRAMA request immediately following the execution of a written agreement with the selected consultant by the City.
3. The City reserves the right to negotiate changes in the terms of services with the selected consultant as may be required.
4. The City reserves the right to withdraw or suspend the RFP.
5. The City reserves the right to reject any or all responses received. Furthermore, the City shall have the right to waive any informality or technical defect in responses received when in the best interest of the City.