

**NOTICE INVITING REQUEST FOR PROPOSAL
(RFP) FOR A WEBSITE REDESIGN**



NOTICE IS HEREBY GIVEN that the City of Agoura Hills invites the receipt of RFP electronic proposals only no later than 12:00 p.m. Pacific Standard Time (PST) on Tuesday, August 13, 2024, for Website Design, Development, Implementation, Technical Assistance/Training, and Hosting services for the City of Agoura Hills. Late submittals will not be accepted.

A total of one (1) proposal each for the TECHNICAL QUALIFICATIONS PROPOSAL for a Website Design, Development, Implementation, Technical Assistance/Training, and Hosting services at the City of Agoura Hills, and one (1) COST PROPOSAL for Website Design, Development, Implementation, Technical Assistance/Training, and Hosting services for City of Agoura Hills, must be submitted electronically.

Proposals will only be accepted by submitting to the City via "Planet Bids". Persons interested must register as vendors on Planet Bids. The City of Agoura Hills Vendor Portal can be accessed at:

<https://www.planetbids.com/portal/portal.cfm?Company1D=3947878>

The RFP information document is available on the portal.

Proposers shall submit their proposals via electronic transmission pursuant to Public Contract Code Sections 1600 and 1601. The acceptable method(s) of electronic transmission are stated in the Notice Inviting RFP. City shall not accept RFPs otherwise transmitted. No oral, telephonic, or facsimile bids will be considered. The proposer must enter pricing in the electronic bid form for any and all line items as required. The pricing provided in the electronic bid form will be the only valid bid pricing for determination of responsive proposals. The proposer must enter subconsultant/subcontractor information, if applicable, in their electronic bid. The subconsultant/subcontractor information provided electronically will be the only valid subconsultant/subcontractor information. The proposer must attach a pdf file(s) to the electronic bid submission containing all of the completed and signed proposal documents.

Proposers experiencing any technical difficulties with the bid submission process may contact the Planet Bids system support at 818-992-1771. If you continue to have difficulty, contact Assistant City Manager, Ramiro Adeva, at 818-597-7353. Neither the City, nor the City's bid management system, make any guarantees as to the timely availability of assistance, or assurance that any given problem will be resolved by the proposal submission date and/or time. Proposals will be received by the City via the electronic bid management system up to the date and time shown in the Notice Inviting Request for Proposals. It is the Proposer's sole responsibility to ensure that the proposal is received as specified. Proposals may be submitted earlier than the date and time indicated. Proposals will be reviewed at the date and time stated in the Request for Proposals Information package. Bid results are immediately available to the public at the closing deadline on the City's website in the electronic bid management system.

The City of Agoura Hills reserves the right to open all proposals submitted. The right is reserved to reject any and all proposals, to accept one part and reject the other, and/or award an order or orders as will best serve the interest of the City of Agoura Hills. In the event of any such rejection, the City shall not be liable for any costs incurred in connection with the preparation and submittal of a bid. Incomplete or non-conforming bids will be rejected.

Any inquiries regarding this Notice Inviting RFPs should be directed to, Ramiro Adeva, Assistant City Manager, via email at radeva@agourahillscity.org.

Background

The City of Agoura Hills was incorporated in 1982 and is a residential community with a population of approximately 20,000. Agoura Hills is a General Law City with five City Council members elected at large and operates under a council-manager form of government. Agoura Hills encompasses approximately eight square miles of land on the western edge of Los Angeles County in the foothills of the Santa Monica Mountains. Services provided by the City include Administration, Community Services (Parks and Recreation), Public Works and Engineering, and Community Development (Planning, Building and Safety, and Code Enforcement). Fire and law enforcement are provided by contracted consultants. Utility services are provided by outside agencies. The City has approximately 35 full-time employees and up to 50 part-time/seasonal employees.

In May 2021, the City Council approved the City's first Strategic Communications Plan (Plan) setting forth an outline of communication goals, objectives, and strategies to efficiently and effectively improve engagement with the community at large. Additionally, a community survey indicated the City website was one of the primary resources used/visited by people for important City information.

The current website, which has been in place for 6-7 years, has become archaic and quite limited in its ability to meet the current information demands of the community, and the City is in need of an updated, refreshed look, as well as a more flexible website solution/content management system (CMS) that can be managed by city staff more easily and timely. In recent years, the website has become cumbersome, a burden to navigate, and a roadblock to timely dissemination of information to the community. The look and feel of the website is not appealing and the overall functionality has declined significantly. Therefore, the City is seeking the services of a qualified company to update, assist in maintaining, and to host the website to improve its functionality and utility into the foreseeable future.

The Services

The City is interested in contracting with an experienced professional consulting company to redesign and update the City's website, provide maintenance and training assistance as well as hosting services for managing the City's website. Refer to the "Scope of Work" section in this RFP for specific details on the expectations of this contract.

There will need to be close coordination with the various City staff to ensure individual department needs are met.

Presentations will be expected to City Management, the Communications Subcommittee and ultimately the City Council for approval on multiple occasions. The Scope of Work outlines expected meetings that are required at a minimum. Bidders should include explanations for any proposed increase or decrease in the required number of meetings outlined in this RFP.

The City is open to proposals from bidders that pull together services from different companies with the integrator acting as the prime and single point of contact with the City. A detailed and more organized layout of required services and performance conditions are described in the Scope of Work.

Scope of Work

Project tasks shall include, but are not necessarily limited to, the following. If the consultant feels that additional tasks are warranted, they must be clearly identified in the consultant's proposal.

This project involves the following four major elements:

1. Strategy Development
2. Initial Site Design
3. Site Development, Content Migration, Site Launch, Website Hosting
4. Technical Assistance and Training

Proposals should lay out a detailed approach on how each element would be handled.

1. **Strategy Development** – This phase involves working with City staff for creative direction on overall appearance and functionality of the website as well as ideas about the new site. Prior to the initial meeting with City staff, the consultant should review the City's Strategic Communications Plan, Branding Guidelines, and current website and prepare to lead the discussion on ideas and provide examples of recommended concepts based on their initial analysis of the aforementioned documents and website.

Deliverables:

- **Initial Meeting** – Schedule an initial meeting within the first two weeks of project kickoff.
- **Creative Brief** – Provide a document summarizing the creative direction, design philosophy, and key objectives for the website, and details of the planned Content Management System (CMS). Refer to the "Content Management System" section

in this RFP for specific information and expectations of the proposed CMS. Include language on what the plan will be to ensure the new system and website are structured in a way that is adaptable to the inevitably changing environment and demands for public information dissemination via the website. In other words, having a system that is set up for near-term success and becomes outdated in a few years is not a desirable system. The City would like a system that includes the flexibility and adaptability needed for the constant changes in the government space. Proposals should explain how this will be achieved or will occur.

- **Strategic Plan Document** – Provide a plan to include user personas, user journey maps, and high-level site structure.
 - **Stakeholder Engagement** – Conduct workshops with City staff and key stakeholders to gather input on website and align on goals. Use surveys/interviews to gather insights from residents and other user groups.
 - **Presentation** – Deliver presentations on the strategic findings and proposed direction. The first presentation will be with City staff. The second presentation will be with the Communications Subcommittee. And the third presentation will be with the entire City Council at a regularly scheduled meeting where the Consultant is expected to attend in person.
2. **Initial Site Design** - After working with staff on concepts and considering the feedback from the Communications Subcommittee and City Council, the Consultant will develop initial site design ideas, including a site map, and present three site designs/mock-ups to the City for consideration. The site designs will be presented initially to City staff, and then again to the Communications Subcommittee, and then again to the City Council where the Consultant will be expected to attend in person, before proceeding to the implementation and development of the new site.
- **Design Criteria:**
 - **Accessibility Standards** - Site to adhere to WCAG 2.1 guidelines to ensure accessibility for all users.
 - **Branding** - Site to adhere to the City’s brand guidelines, including color schemes, typography and logo usage.
 - **User Experience Best Practices** - Site should focus on intuitive navigation, clear call-to-actions and responsive design.

- **Feedback Loop:**
 - **Revisions** – Three rounds of revisions based on feedback from City staff the Communications Subcommittee, and the City Council. Feedback to be collected through annotated mockups, structured forms or collaborative design tools.
 - **Approval Milestones:**
 - **Design Approval** – Obtain formal approval from City staff, the Communications Subcommittee, and the City Council at each design stage before proceeding.
3. **Site Development, Content Migration, and Site Launch** - After the city approves the final designs, the consultant will build the site and all required pages and migrate content from the City’s existing site to the new hosting site provided by the Consultant. During this time, the Consultant will be expected to show progress and train City staff on the new content management system (CMS). The consultant will also work with City staff in preparation for site testing, launch, and public outreach.
- **Audit of Existing Content** – Work with City staff to conduct a thorough audit of the current website content to identify what will be migrated, updated or removed.
 - **Migration Strategy** – Develop a detailed plan outlining the steps for content migration, including responsibilities and timelines.
 - **Presentations** – Before the official launch of the new site, Consultant should coordinate with staff to do a final presentation to both the Communications Subcommittee and the City Council for approval, with the latter meeting to be attended in person at a City Council meeting.
4. **Technical Assistance and Training** – Consultant will provide technical assistance and/or training as noted in the training deliverables below. After the pre- and post- launch deliverables are met, consultant should provide technical assistance and training on an as-needed basis as determined by the City. Consultant will provide a rate sheet that will be used for costs needed on a time-and-material basis.

Training Deliverables:

- **Pre-launch Training** - Schedule up to three training sessions for City staff before the site launch, focusing on CMS functionality and content updates.

- **How-to Manual** - As part of the pre-launch training, provide a comprehensive how-to manual for staff. The manual should detail the CMS functionalities, content management procedures, and troubleshooting tips to ensure City staff can effectively manage the website post launch.
- **Post-launch Support** – Provide ongoing training and support for at least six months after the launch, unless otherwise agreed to by the City.
- **Technical Assistance and Training** – Provide basic email and phone support with a guaranteed response time of 24 hours. Provide advanced support and troubleshooting for complex issues (billed at an hourly rate).

Testing and Quality Assurance:

- **User Acceptance Testing (UAT)** – Involve City staff and selected users in testing the website to identify and fix issues.

Accessibility Compliance – Conduct accessibility tests to ensure the site meets ADA standards.

Content Management System (CMS)

The following is intended to outline the expectations of the proposed Content Management System (CMS). The consultant shall be experienced and able to deliver a custom evaluation of the City’s current website and CMS platform and present the City with realistic and attainable solutions for a new platform, design, and migration and consolidation of existing data. The City is looking for recommendations to ensure the new platform/website’s longevity and flexibility.

The information below represents some of the required functional capabilities in the selected CMS. It is not an exhaustive list. Other functionality may be recommended or added. The City’s new website CMS must be able to provide at a minimum, the following components:

- **Alerts and Notifications**
 - Display alerts prominently on the website with an opt-in notification system that can email and/or text message subscribers alerts and other subscription communications.
 - Ensure integration with the City’s existing communication and email marketing tools.
 - Handle high volumes of alerts without performance degradation.

- **Browser-based Administration**
 - Implement multi-factor authentication and secure access protocols for remote CMS access, allowing staff to update, delete and create content from any device with internet access.
- **Calendar**
 - Update/publish calendars for departments/categories with two filtered calendars views for different event and meeting types.
 - Provide ability to sync with external calendars, like Google Calendar.
 - Set dates for content and assets to automatically publish and expire.
- **Departmental Home Pages**
 - Allow departments to customize their pages with the overall design framework, including specific branding elements.
- **Integration Capabilities**
 - The system should be configured to integrate as seamlessly as possible with other City systems (i.e., Esri ArcGIS, Office 365, Laserfiche, permitting software(s), live web-streaming for City Council and Planning Commission meetings, etc.).
 - The current live-streaming/web-streaming and archiving software embedded into the CMS to deal with City Council and Planning Commission meetings is confusing and needs to be simplified and updated. Proposals should clearly explain how this will be accomplished.
- **Multi-lingual Support**
 - Using Google Translate or similar software to provide translation support on all pages.
 - Translation service button to be prominently displayed on website homepage.
- **Online Forms**
 - Create unlimited customizable/fillable forms, track and export results.
 - Include advanced features, such as conditional logic, file upload capabilities and digital signature forms.
 - Integrate tools for creating and managing surveys to gather user feedback and input.

- **Responsive Web-design**
 - Conduct testing on multiple devices and browsers to ensure full compatibility (adjusts automatically to the screen size of all devices it's viewed on including forms, calendars, images, etc.)

- **Site Search Engine**
 - **Faceted Search** – Implemented faceted search capabilities to allow users to filter search results by categories (such as department, date, document type and other relevant criteria)
 - **Auto Suggestions** – Provide auto-suggestions to help users quickly find what they are looking for as they type into search. Use spell check and auto-correct to improve search accuracy and user experience.
 - **Commonly Searched Terms** – Maintain a log of commonly searched terms to help identify popular content and potential gaps in information.
 - **Search Performance Reports** – Generate reports on search performance, including metrics such as search volume, click-through rates, and user satisfaction.
 - **Searchable Repository** – Ensure documents are searchable by keywords, tags and metadata.

- **Search Engine Optimization (SEO) Tools**
 - Allow easy editing of metadata, such as titles, descriptions and keywords for SEO.
 - Provide tools to analyze and improve the website's search engine and ranking.

- **Site Statistics**
 - Provide customizable analytics reports tailored to the City's specific needs.

- **Social Media Interface**
 - Support real-time updates from multiple social media platforms.
 - Display social media feeds on homepage.

- **Multimedia Compatibility**
 - Site should feature robust, modern multi-media slideshow, livestreaming and video capabilities with high-quality playback and minimal buffering.
 - Consultant to define supported file formats, sizes and resolutions for multimedia content

- **ADA Compatibility**
 - Site should be accessible as required by ADA laws.

Note: City will conduct a third-party audit and certification to ensure compliance with ADA standards.
- **Content Versioning**
 - Allow tracking of changes and the ability to revert to previous versions of content.
 - Implement workflows that require content changes to be reviewed and approved before going live.
- **Security Features**
 - **SSL Encryption:** Ensure all data transmitted through the website is encrypted using SSL.
 - **Regular Security Audits:** Schedule regular security audits to identify and fix vulnerabilities.
- **Backup and Recover:**
 - **Automated Backups:** Implement automated backup solutions to regularly save website data.
 - **Disaster Recovery Plan:** Consultant to provide a disaster recovery plan to restore the site in case of failure.
- **Built-in Broken-Link Checker**

Proposal Content

Interested consultants shall submit proposals that clearly demonstrate their ability to provide the services as outlined in this Request for Proposal (RFP). The following information shall be organized in the order listed below to facilitate fair and equal evaluation of the responses. Clarity and brevity are preferable to volume. Do not attach brochures or promotional materials to the Proposal.

Additional information, if provided, should be separately identified in the proposal.

1. Cover letter on company's letterhead summarizing the proposal and signed by an individual authorized to execute legal documents on behalf of the proposer including:
 - i. A summary of the qualifications of the firm to perform the services described herein, including, but not limited to, the firm's previous experience in performing similar services for other municipalities.

- ii. The firm's ability to produce the required product in a timely fashion and the ability to present any necessary reports or studies to elected officials and/or the public.
2. The proposal shall contain the following: a) Legal name, address, phone number, and website address and b) Legal form of company (partnership, corporation, joint venture, etc.). If a joint venture, identify the members of the joint venture and provide all information required under this section for each member. If company is wholly owned subsidiary of a "parent company," identify the "parent company."
3. General Qualifications. Provide a description of the Respondent's business, including the number of years in business under the current name. Describe the size of the business, including total number of employees and offices, and identify and briefly describe the office that will be involved in providing the Services if awarded Describe how and why Respondent is qualified to provide the Services.
4. Description of the Project Team. The names, title and qualifications (resumes) of the proposed project manager and support staff and subcontractors who will be conducting the work on this assignment, including their experience and projects in which they had related "hands on" responsibility and length of time with the firm. The selected consultant shall not substitute for the project manager without prior approval of the Assistant City Manager of the City of Agoura Hills. The project manager will be expected to be fully involved, available and conversant in the details of the project on a day-to-day basis. For any team member assigned to this project, respondent shall include percentage of each individual's time/workload that will be dedicated to this project.
5. Description of the extent to which City staff support will be required for the project.
6. A detailed projected budget should be submitted separately under the title of "Cost Proposal" as noted on the first page of the RFP and shall include the following:
 - a. A project schedule with activities, milestones, and deliverables; and
 - b. Projected budget should at a minimum include:
 - i. A detailed budget by tasks.
 - ii. Breakdown of staff hours and billing rates.
 - iii. Costs for expenses such as printing, travel, and attendance at meetings Proposed services to be sub-consulted, anticipated subcontractors and anticipated cost for these services.
 - iv. The consultant shall present a specific "not to exceed" fixed fee, including all associated fees as noted above.

7. A list of references from other municipalities for similar projects including the name of the organization and the primary contact person(s).
8. Conflict of Interest & Litigation: Statement regarding any conflicts of interest and listing of any litigation involving the firm in the past five (5) years and lawsuit dismissal and/or termination outcomes.

Available Budget/Contract

The City wishes to negotiate a fixed price contract with a “not to exceed” dollar total based on a clearly defined scope of work. It should be noted that the selected consultant(s) shall be required to carry both Worker’s Compensation and General Liability Insurance in the amount to be determined by the Risk Manager as identified in the sample contract attached.

The selected consultant shall be required to participate in negotiations with City staff and execute a contract for professional services prior to commencing any work.

Revision to the RFP

The City reserves the right to revise the RFP prior to the date that proposals are due. Revisions to the RFP shall be posted on Planet Bids. The City reserves the right to extend the date by which the proposals are due.

Selection Process

A Selection Committee will review all proposals and compare individual scores and rankings to make a selection. The Selection Committee is expected to include representatives from the City staff, and possibly outside agency staff. The Selection Committee shall evaluate each submittal based upon the following factors:

- 1) Responsiveness and clarity of the proposal
- 2) Understanding of the Scope of Work and Recommended Tasks
- 3) Experience with similar projects
- 4) Schedule and Cost of Services

The selected firm will not be officially awarded the contract until the reference check(s) have been completed.

Based upon the Selection Committee’s review, the Selection Committee may choose to have the top consultant(s)/bidder(s) make a formal presentation of their proposal and/or to respond to oral questions from the Selection Committee.

Interviews and final selection are tentatively scheduled for the week of August 19, 2024. The City of Agoura Hills reserves the right to reject any and all proposals. This RFP does not commit

the City of Agoura Hills to award or contract, nor pay any costs incurred, in the preparation and submission of proposals in the anticipation of a contract. The City intends to select a consultant that demonstrates, in the City's sole opinion and discretion, that it is the most highly qualified consultant to provide the Scope of Work described in this RFP based upon its demonstrated competence and qualifications and that provides the best value to the City of Agoura Hills. With the most highly qualified consultant, the City will negotiate a contract for the provision of those services at a fair and reasonable price. If a negotiated agreement cannot be reached, the City may terminate negotiations with the most highly qualified consultant and open negotiations with the consultant which demonstrates the next highest degree of qualification and so on until a contract is achieved. The City retains all rights to solicit and enter into agreements with consultants for additional services or projects deemed necessary by the City in connection with completing the Scope of Work.

Proposed Timeline

Note: All times are Pacific Standard Time (PST)

Solicitation Released (4:00 p.m.)	July 11, 2024
Online Q&A's due (5:00p.m.)	August 6, 2024
Due date for proposals (12:00 p.m.)	August 13, 2024
Oral Interviews via Zoom (if needed)	Week of August 19, 2024
Selected firm notified	August 21, 2024
City Council approval	August 28, 2024
Commence Services	August 29, 2024