

REQUEST FOR PROPOSALS

RFP/IT/DAIM/2405-1240286

Website Management System



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Department of Atlanta Information Management

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Department of Procurement

PROJECT OVERVIEW

- **Services Being Procured:** The City of Atlanta's Department of Atlanta Information Management ("**DAIM**") in conjunction with the Mayor's Office of Communication is requesting bids for a Content Management System to upgrade, redesign, and further develop the web page(s) of the City's public facing websites.
- **Using Department:** Department of Atlanta Information Management ("**DAIM**")
- **Pre-Proposal Conference:** **Thursday, August 1st, 2024 at 10:00AM (EST) via Microsoft Teams**
- Register in advance for this webinar: <https://events.gcc.teams.microsoft.com/event/c6319307-7744-4f84-b44c-36b73302091c@031a550a-f1f3-4b62-9c64-3ef02c7798a5>
- Site Visit: N/A
- Proponents looking for a current registry of certified small, disadvantaged, female and minority firms are advised to utilize the Office of Contract Compliance's Supplier Diversity Management System (SDMS): <https://atlantaga.gob2g.com/>
- **Deadline to Submit Questions in Writing:** **Tuesday, August 6th, 2024 at 12:00PM (EST)**
- **Proposal Deadline:** **Thursday, August 22nd, 2024 at 4:00PM (EST)**
- **City's Contact Person:** Rachel Ramoutar, (404) 821-1604, rramoutar@atlantaga.gov

Ver. 2.1.24

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1 Requirements

**Response is required*

1.1 Section 1. Information and Instructions to Proponents

1.

Part 1: Information and Instructions to Proponents

Part 1: Information and Instructions to Proponents

1. **Method of Source Selection and Applicable Law:** This Request for proposal ("RFP") is issued by the City of Atlanta pursuant to Section 2-1189 and other applicable provisions of the Procurement and Real Estate Code of the City of Atlanta Code of Ordinance ("City's Code). By submitting a proposal to this solicitation, an offeror (herein called a "Proponent") acknowledges familiarity with all laws applicable to this procurement, including, but not limited to, the City's Code, which laws are incorporated into this RFP by reference.

2. **Services Being Procured:** This RFP seeks to procure the services detailed in the Scope of Services ("Services") on behalf of the City.

3. **No Offer by City; Firm Offer by Proponent:** This solicitation does not constitute an offer by City to enter into an agreement and cannot be accepted by any Proponent to form an agreement. This procurement is only an invitation for offers from interested Proponents and no offer shall bind City. A Proponent's offer is a firm offer and may not be withdrawn except under the rules specified in City's Code of Ordinances and other applicable law.

4. **Proposal Deadline:** Your response to this RFP must be received by the Department of Procurement, no later than 2:00 P.M., ET on the date specified in the Project Overview. Any proposal received after this time will not be considered and will not be accepted by the electronic procurement system.

5. **Pre-Proposal Conference:** Each Proponent is highly encouraged to attend the scheduled Pre-Proposal Conference. Each Proponent must be fully informed regarding all existing and expected conditions and matters which might affect the cost or performance of the Services. Any failure to fully investigate the job requirements shall not relieve any Proponent from the responsibility of evaluating the difficulty or cost of successfully performing the Services properly. A site tour may be scheduled following the Pre-Proposal Conference. Further information will be located in the Project Overview.

6. **Procurement Questions; Prohibited Contacts:** Any questions regarding this RFP should be submitted in writing to the City's contact person as designated in the Project Overview on or before the date so designated. Questions received after the designated period will not be considered. Any response made by City will be provided in writing to all Proponents by addendum. It is the responsibility of each Proponent to obtain a copy of any addendum issued for this

procurement by monitoring the City's website at www.atlantaga.gov. No Proponent may rely on any verbal response to any question submitted concerning this RFP. All Proponents and representatives of any Proponent are strictly prohibited from contacting any other City employees or any third-party representatives of City on any matter having to do with this RFP. All communications by any Proponent concerning this RFP must be made to the City's contact person, or any other City representatives designated by the Chief Procurement Officer in writing.

7. Ownership of Proposals: Each proposal submitted to the City will become the property of the City, without compensation to a Proponent, for the City's use, in its discretion.

8. Georgia Open Records Act: Information provided to the City is subject to disclosure under the Georgia Open Records Act ("GORA"). Pursuant to O.C.G.A. § 50-18-72(a)(34), "[a]n entity submitting records containing trade secrets that wishes to keep such records confidential under this paragraph shall submit and attach to the records an affidavit affirmatively declaring that specific information in the records constitute trade secrets pursuant to Article 27 of Chapter 1 of Title 10 [O.C.G.A. § 10-1-760 et seq.]".

9. Insurance and/or Bonding Requirements: The Insurance and/or Bonding requirements for any Agreement that may be awarded pursuant to this RFP are set forth in Appendix B - Insurance and Bonding Requirements attached to this RFP.

10. Applicable City OCC Programs: The City's Office of Contract Compliance ("OCC") Programs applicable to this solicitation are set forth in Appendix A - Office of Contract Compliance Requirements, attached to this RFP. By submitting a proposal in response to this RFP, each Proponent agrees to comply with such applicable OCC Programs.

11. Special Rules Applicable to Evaluation of Proposals: A Proponent may be required to submit, in writing, the addresses of any proposed subcontractors or equipment manufacturers listed in the proposal and to submit other material information relative to proposed subcontractors. The City reserves the right to disapprove any proposed subcontractors whose technical or financial ability, resources or experience are deemed inadequate.

12. Examination of Proposal Documents:

12.1. Each Proponent is responsible for examining, with appropriate care, the complete RFP and all Addenda and for informing itself with respect to all conditions which might in any way affect the cost or the performance of any Services. Failure to do so will be at the sole risk of the Proponent, who is deemed to have included all costs for performance of the Services in its proposal.

12.2. Each Proponent shall promptly notify the City in writing should discrepancies, errors, ambiguities or omissions be found in the RFP or if any intent or meaning in the RFP appear unclear or ambiguous, or should any other question arise relative to the RFP. Replies to such notices may be made in the form of an addendum to the RFP, which will be issued simultaneously to all potential offerors who have obtained the RFP from City.

12.3. The City may, in accordance with applicable law, by addendum, modify any provision or part of the RFP at any time prior to the proposal due date and time. The Proponent shall not rely on oral clarifications to the RFP unless they are confirmed in writing by the City in an issued addendum.

13.Evaluation of Proposals; Standard Evaluation Factors and Importance. In accordance with the City's Code, an Evaluation Committee will review and evaluate each proposal pursuant to the Standard Evaluation Factors below. The importance of each Evaluation Factor is reflected by the relative weight percentage assigned, as listed below:

EVALUATION FACTORS	RELATIVE WEIGHT PERCENTAGE (%)*
Executive Summary	10
Management and Overall Approach to Deliver Scope of Services	12
Experience and Qualifications of Proponent Personnel/Staffing	15
Compliance with Requirements	18
Past Performance on Projects of Similar Scope	15
Cost Proposal	5
OCC Programs	15
Financial Capability	10
100%	

**The relative weight percentage is determined based on the category and complexity of each project and therefore, may differ in each solicitation.*

14. Discussions with Responsible Proponents and Revisions to Proposals; General. In accordance with the City's Code, the City may, in its sole discretion, elect to conduct discussions with responsible and responsive Proponents who submit proposals determined to be reasonably susceptible of being selected for award for any purpose in the best interests of the City, including the purpose of clarification to ensure full understanding of and responsiveness to the solicitation requirements. In such event, the City will select no less than three Proponents (the "Short-Listed Proponents") deemed to be the most responsible and responsive; provided, however, that if three or less offerors respond to the RFP, the numerical requirement will not apply. The Short-Listed Proponents shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of proposals, and such revisions may be permitted after submissions and prior to award for the purpose of obtaining the best and final offers. There shall be no disclosure of information derived from proposals submitted by competing Proponents.

14.1. Discussions for Proposal Clarification. The City may elect to hold discussions with any Short-Listed Proponent for the sole purpose of gaining clarification to ensure the City's full understanding of the Proponent's responsiveness to the solicitation requirements. In the event the City elects to hold discussions with Short-Listed Proponents for this purpose, the City will notify such Short-Listed Proponent(s) of the date, time, and location of such discussions in advance of such discussions. To be clear, discussions solely for proposal clarification purposes shall not serve as an opportunity for additional evaluation of any Short-Listed Proponent under this RFP, but rather shall be for the purpose of ensuring the City is obtaining the best and final offers. If following these discussions revisions to the proposal are requested by the City, a fully revised proposal shall be submitted no more than five business days following the conclusion of discussions.

14.2 Discussions Subject to Additional Evaluation. In the event the City elects to conduct discussions for any purpose other than to solely gain clarification to ensure the City's full understanding of Proponent's responsiveness to the solicitation requirements, such discussions will undergo a separate additional evaluation process from the Standard Evaluation Process set forth above for the purpose of obtaining the best and final position of the Proponent. In such event, the City will announce topics and/or methods for discussion (e.g., demonstration, oral presentation, etc.) to all Short-Listed Proponents in advance of holding any discussions and such announcement will also set forth the total relative weight percentage of such discussions for purposes of conducting the additional evaluation process. The City will notify each Short-Listed Proponent of the date, time, and location of such discussions. If following these discussions revisions to the proposal are requested by the City, a fully revised proposal shall be submitted no more than five business days following the conclusion of discussions.

15. Disqualification of Proponents: Any of the following may be considered as sufficient for disqualification of a Proponent and the rejection of the proposal:

- a. Submission of more than one proposal for the same work by an individual, firm, partnership or Corporation under the same or different name(s);
- b. Evidence of collusion among Proponents;
- c. Previous participation in collusive bidding on Work for the City;

d. Submission of an unbalanced proposal, in which the prices quoted for same items are out of proportion to the prices for other items;

e. Lack of competency of Proponent (the Agreement will be awarded only to a Proponent(s) rated as capable of performing the Work; the City may declare any Proponent ineligible at any time during the process of receiving proposals or awarding the Agreement where developments arise which, in the opinion of the City, adversely affect the Proponent's responsibility;

f. Lack of responsibility as shown by past Work judged from the standpoint of workmanship and progress; financial irresponsibility, including but not limited to, leaving retainage in City account;

g. Uncompleted Work for which the Proponent is committed by Agreement, which in the judgment of the City, might hinder or prevent the prompt completion of Work under this Agreement if awarded to such Proponent; and

h. Being in arrears on any existing or prior contracts with the City or in litigation with the City thereon or having defaulted on a previous contract with the City.

16. **Award.** Award shall be made to the most responsible and responsive Proponent whose proposal is determined in writing to be the most advantageous to the City, taking into consideration the evaluation factors set forth in this RFP.

17. **Award of Agreement; Execution:** If the City makes an award pursuant to this RFP, the City will prepare and forward to the successful Proponent an Agreement for execution substantially and materially in the form of Agreement included in this RFP. Execution of the Agreement within 5 business days after notification of award is a requirement of this RFP. Note that the City does not intend to modify any language contained in the Agreement as the terms and the conditions are standard, required by law and align with City practices. Any proposed revisions to the terms or language of the Agreement must be submitted in writing with the Proponent's response to the RFP. If no exceptions are submitted, it is assumed that the Proponent fully agrees to the provisions contained in the Agreement in its entirety. Any significant exceptions proposed could render the Proponent ineligible for award under this RFP.

In the event the Scope of Services under this RFP pertains to technology services, the City welcomes the addition of product-specific terms and conditions (e.g., EULA), and such will be exhibited and made part of the Agreement to the extent the technology product-specific terms and conditions are reasonable and do not conflict with the City's terms and conditions. Proponents are required to return any such technology product-specific terms and conditions for the City's consideration with its response to this RFP. If in the City's sole discretion discussion of the technology product-specific terms and conditions are deemed necessary, a representative of the City's Department of Law will contact responsible and responsive Proponents to address any questions the City may have and/or to propose reasonable edits to provisions that are deemed to cause conflict with the City's terms and conditions, or otherwise cause contract ambiguity. In no event will the discussion period with the City's Department of Law extend beyond five (5) business days from initial contact. For the avoidance of doubt, discussions will be limited to the technology product-specific terms and conditions and will not result in the City's modification of any language contained in the Agreement. Failure to reach agreement with the Proponent on any proposed modifications to technology product-specific terms and conditions within the five (5)-day discussion period could render the Proponent ineligible for award under this RFP.

18. Illegal Immigration Reform and Enforcement Act: This RFP is subject to the Illegal Immigration Reform and Enforcement Act of 2011 ("IIREA" or "the Act"). IIREA was formerly known as the Georgia Security and Immigration Compliance Act. Pursuant to the Act, the Proponent must provide with its proposal proof of its registration with and continuing and future participation in the E-Verify Program established by the United States Department of Homeland Security. A completed Contractor Affidavit (Form 1), set forth in Part 4; Illegal Immigration Reform and Enforcement Act Forms, must be submitted with the proposal. Under state law, the City cannot consider any proposal which does not include completed forms. Where the business structure of a Proponent is such that Proponent is required to obtain an Employer Identification Number (EIN) from the Internal Revenue Service, Proponent must complete the Contractor Affidavit (Form 1) on behalf of and provide a Federal Work Authorization User ID Number issued to, the Proponent itself. Where the business structure of a Proponent does not require it to obtain an EIN, each entity comprising Proponent must submit a separate Contractor Affidavit (Form 1). It is not the intent of this notice to provide detailed information or legal advice concerning the Act. All Proponents intending to do business with the City are responsible for independently apprising themselves of and complying with the requirements of the Act and assessing its effect on City procurements and their participation in those procurements. For additional information on the E-Verify program or to enroll in the program, go to: <https://e-verify.uscis.gov/enroll>. Additional information on completing and submitting the Contractor Affidavit (Form 1) precedes the Affidavit.

19. Multiple Awards: The City reserves, at its sole discretion, the option to award to multiple Proponents. Multiple awards may be made on the total Scope of Services or components of the Scope of Services.

20. Cancellation of Solicitation; Rejection of Proposals: Notwithstanding anything to the contrary herein, this RFP may be canceled or any or all proposals may be rejected in whole or in part in accordance with the City's Code.

Ver. 2.7.2024

1.2 Section 2. Contents of Proposal

*1.

Part 2: Contents of Proposals

PLEASE SEE ATTACHED CONTENTS OF PROPOSAL

Attachments:

File Name or URL	Type	Description
RFP-1240286: Contents of Proposal	File	

Select one of the following:

- a. I have attached Volume I of my proposal (*Response attachments are required*)

1.3 Section 3. Required Submittals

1. Please see attached CPO Letter

Attachments:

File Name or URL	Type	Description
CPO Supplier Letter	File	

*2. **Required Submittals - Forms**

All Respondents, including, but not limited to, corporate entities, limited liability companies, joint ventures, or partnerships, that submit a Proposal or Bid in response to this solicitation must fill out all forms in their entirety, and all forms must be signed, notarized or sealed with the corporate seal (if applicable), as required per each form's instructions.

If Respondent intends to be named as a Prime Contractor(s) with the City, then Respondent must fill out all the forms listed in this solicitation document; otherwise, Respondent may be deemed non-responsive.

Please download the Required Submittals package below, complete the forms with all required information, then scan and attach the completed forms package.

Attachments:

File Name or URL	Type	Description
RFP:1240286 - Required Submittals	File	

Select one of the following:

a. I have attached the completed forms. *(Response attachments are required)*

*3. **Required Submittal Checklist**

PLEASE SEE ATTACHED REQUIRED SUBMITTAL CHECKLIST

Attachments:

File Name or URL	Type	Description
RFP:1240286 - Required Submittals Checklist	File	

Select one of the following:

a. I have attached the Submittal Checklist. *(Response attachments are required)*

1.4 Section 4. Scope of Services

1.

**Exhibit A
Scope of Services**

PLEASE SEE ATTACHED SCOPE OF SERVICES

Attachments:

File Name or URL	Type	Description
RFP-1240286: Scope of Services	File	

*2.

**Attachment A
Information Systems Standards Checklist**

PLEASE SEE ATTACHED INFORMATION SYSTEMS STANDARDS CHECKLIST

Attachments:

File Name or URL	Type	Description
RFP-1240286: Information Systems Standards Checklist	File	

Select one of the following:

- a. I have attached the completed Features Requirement Checklist *(Response attachments are required)*

*3.

**Attachment B
Features Requirement Checklist**

PLEASE SEE ATTACHED FEATURES REQUIREMENTS CHECKLIST

Attachments:

File Name or URL	Type	Description
RFP-1240286: Features Requirement Checklist	File	

Select one of the following:

- a. I have attached the completed Information Systems Standards Checklist *(Response attachments are required)*

1.5 Section 5. Exhibit A.1: Cost Proposal

*1.

**Exhibit A.1
Cost Proposal**

PLEASE SEE ATTACHED COST PROPOSAL

Attachments:

File Name or URL	Type	Description
RFP:1240286 - Cost Proposal	File	

Select one of the following:

- a. I have attached the Cost Proposal. *(Response attachments are required)*

1.6 Section 6. Appendix A - Office of Contract Compliance

*1.

**Appendix A
Office of Contract Compliance Requirements**

PLEASE SEE ATTACHED APPENDIX A

Attachments:

File Name or URL	Type	Description
RFP-1240286: Website Management System	File	

Select one of the following:

- a. I have attached the OCC forms. *(Response attachments are required)*

1.7 Section 7. Appendix B - Insurance and Bonding Requirements

1.

**Appendix B
Insurance and Bonding Requirements**

PLEASE SEE ATTACHED APPENDIX B

Attachments:

File Name or URL	Type	Description
RFP-1240286: Appendix B	File	

2 Lines

2.1 Line Information

Line	Target Quantity	Response Quantity	Response Price	Line Amount	Promised Date
1-Website Management System Design					

2.2 Line Details

2.2. Line 1 Website Management System Design

To provide an alternate line, see appendix.

Category Name **965.3049 - LAYOUT
AND GRAPHIC
DESIGN SERVICES**

Allow Alternate Lines **Yes**
Requested Date

Alternate Line Provided Yes No
Location **55 Trinity Ave SW
Ground Floor, Suite
G700
ATLANTA, GA
30303Fulton**

Start Price (USD)

4 Appendix: Alternate Lines

4.1 Instructions for Alternate Lines

Alternate lines are allowed for some negotiation lines. For these lines, you can propose one or more alternatives by entering information for each alternate line in the format given below. Print and insert multiple copies as per your requirement.

4.2 Alternate Lines Template

Negotiation Line <i>(Number and description of the negotiation line for which you have an alternative)</i>	Example: 1-xxxxxx where xxxxxx is the line description of first negotiation line.
Alternate Line Number <i>(Enter only numbers in sequence starting with 1 for every alternate line)</i>	
Alternate Line Description	
Response Price <i>(For a negotiation line with cost factors, enter your line price in the cost factors table)</i>	
Response Quantity	
UOM	
Promised Date	
Note to Buyer	



CITY OF ATLANTA

DEPARTMENT OF PROCUREMENT

SUITE 1900

55 TRINITY AVENUE, SW

ATLANTA, GA 30303

(404) 546-1000

Andre Dickens
Mayor

Jaideep Majumdar
Chief Procurement Officer

Excellence in VALUE CREATION through Partnership, Collaboration, and Innovation

Dear Potential Supplier:

Thank you for your interest in doing business with the City of Atlanta (“City”). The Department of Procurement (“DOP”) is requesting that all potential suppliers pay careful attention to the information provided within the solicitation instructions, procurement forms, and to required submissions requested with the proposal submission. **It is imperative that the forms provided in this solicitation are completed properly.** Ensure that all required submittal documents are fully and accurately completed and where applicable properly executed.

As the Department of Procurement continues to provide a high level of support to potential offerors, DOP will be conducting supplier development training sessions the first and third Wednesday of each month. These training sessions will cover “How to Register as a Supplier” in the City’s ATL Cloud electronic portal as well “How to Submit an Electronic Proposal/Bid”. The training sessions will be held virtually.

Please register for the training sessions through the following link:

[Supplier Training Webinars](#)

Additional training resources for Suppliers are available through this link: [Training Resources](#)

DOP encourages potential suppliers take advantage of all available training opportunities and ask questions during the questions and response period, when clarification is needed. Be reminded that this is a competitive procurement. Potential offerors should ensure that their proposal/bid response to this RFP/IFB thoroughly expresses their firm’s abilities and shows an exceptional approach and understanding of the requirements relative to the scoring criteria.

If you have questions regarding the training or need further technical assistance with the system, please send an email to SupplierSupport@atlantaga.gov

Once again thank you for your interest in doing business with the city and we look forward to receipt of your proposal/ bid.

Sincerely,

DocuSigned by:
Jaideep Majumdar
82EC3BBEA89A424...

Jaideep Majumdar
Chief Procurement Officer

EXHIBIT A

SCOPE OF WORK

Website Content Management System

1. General

1.1. Background

The City of Atlanta (“City” or CoA) is seeking proposals from qualified firms and organizations for the provision of a Content Management Solution to update and manage the webpages for the public facing website atlantaga.gov. This website includes links to city services including Atlanta Police Department, Atlanta Fire and Rescue Department and the Atlanta City Council.

The City of Atlanta defines a Content Management System (“CMS”) as:

Software and cloud services that allow users to create, edit, collaborate on, publish, and store digital content. The CMS should provide graphical user interfaces with tools to create, edit and publish web content without the need to code from scratch. The system should also provide back-end services that support management and delivery of content once the user creates it within the application/tool.

The following Systems will be addressed with this scope of work:

- 1.1.1. City of Atlanta Departments
- 1.1.2. Atlanta City Council
- 1.1.3. Atlanta Fire & Rescue
- 1.1.4. Atlanta Police Department

1.2. Scope of Work – CoA Website Redesign CMS Implementation and Maintenance:

The Service Provider will increase the CMS instances from three to four prior to initiating redesign projects and transfer to contractor development environment. The redesign will include a minimum of 16 city departments including the four primary sites listed above. The CoA project team along with Public Information Officers will be responsible for assisting the Service Provider with aesthetic development, workflows, and functionality.

The process should include a Service Provider provided development site and a final site file, both with database backup. This will provide a process for departments to build, modify and test their sites with minimal interruption to their constituents, visitors, and business partners.

2. Attachment A and Attachment B

- 2.1. Service Provider must also complete Attachment A and Attachment B, incorporated herein reference, to this Exhibit A Scope of Services.