

Request for Proposals
Laconia, NH Municipal Website

Objective:

The City of Laconia is seeking proposals to design and develop a municipal website that has a common look throughout, automatically maintains internal integrity, common menus and yet allows each department to update their own material. Each department will have its own home page, mission, public notices, department contacts, FAQ's, forms, news etc plus any pages particular to their needs.

The overall brand of the website will focus on taxpayer and customer service. The website will provide the customer with more information with easy access to the services provided by the city.

Currently, the city maintains several department level websites. Information, where appropriate, will be brought over into the municipal website. Any existing department domains will point to the municipal website department's home page. Website will comply with current ADA standards.

The website must accommodate current and future interfaces with certain State of NH software such as automobile registrations.

Many departments would like to provide on-line payments, registrations and applications. Some of these should be easy to customize for different events. All should provide rigorous cash and audit controls as well as a user friendly interface.

All proposals should take into account the following:

- ***Content Management System:*** Web-based editing of the site, extremely easy, no extra software to install on client machines
- ***Online Form/Document Library Management System:*** There are many PDF's, maps, notes and minutes, etc. which require a central management system to keep track of them, keep them organized, and make them searchable.
- ***User and Security Management:*** This will keep users/passwords and security so that each department can work on their own data for their site.
- ***Online automatic backups:*** The site should have automated backups.

- **Traffic measurement system:** Not just the number of hits, but where the traffic flows and how often certain parts of the site are used. This will help make the site more efficient.
- **Built-in Site search engine:** A way to easily search through all documents, PDF's, web pages, etc within the site.
- **Built-in Event/Calendar System:** Create a central and easy to review/search calendar of events and deadlines.
- **RSS News Push System:** Using XML to allow visitors with News Reader software to get updated instantly when the News section is updated.
- **Conversion of Content and Menuing System Re-Organization:** Current content organization is somewhat haphazard. Data will need to be converted and reorganized to help departments see the best way to keep things focused and together.
- **Engineered to be easily expandable:** Should not be limited, should be easy to add new menus and content, expand 2 times its size and complexity if needed.
- **Web-based secure forms (future):** Need to have a secured web forms system at some point.
- **Photo and Video Gallery:** Centralized gallery area for city events and featured places, etc.
- **Online eCommerce System** (Possible On-Line Payments)

Background:

Laconia is a New Hampshire community of approximately 17,000 full time residents and a large seasonal population. Laconia has a City Manager, Mayor/City Council form of government. Laconia's main website is cityoflaconianh.org. Other websites will be listed at the department level for the bidders. The City also has a GIS system with an on-line component at: www.mapsonline.net/laconianh

Qualifications:

The successful bidder must have demonstrable skills in developing and maintaining websites.

Submission requirements:

Please submit 4 copies of your proposal including the following information:

- Description of the firm (i.e., name, contact information, size, experience, year founded, relevant URL's, other names the company uses now or has ever used to do business, number of clients served in each of the last four years, etc.) and resumes of key personnel (i.e., project manager, team members, length of time with the company, length of time in relevant field, indication of how they keep up with trends, etc.).
- Technical competence of the firm and past record of performance on similar contracts, including references of five (5) current clients with contact information, a description of the type of work your firm performs for them and the length of time they have been a client of your firm.
- An executive summary briefly describing your firm's project development process (approach) and costs.
- Description of your firm's quality control process, process for changes to the website once it is launched and timelines for business and emergency changes.
- Description of the firm's current workload commitments and the firm's capacity to participate in this project (include a project timeline).
- Discussion on security and risk issues (i.e., your information security policy, network security, recovery policy, backup, patch management policy, reporting process for security incidents, etc.).
- Financial stability of the firm (include SAS70 if one is available).
- Statement concerning whether there is a real or perceived conflict of interest.
- Other information you consider pertinent to your firm's consideration.

Selection and Evaluation Criteria:

After receipt of proposals, the City will evaluate the proposals and will use the following criteria in its evaluation:

1. Qualifications of the vendors. Considered in this category will be the:
 - Relevant experience of the firm.
 - Reputation of the firm based on references.
2. Technical approach of the proposal to include responsiveness to meet or exceed the submission requirements.
3. Proposed cost.

A review committee will rank the firms and the purchasing agent will begin negotiations with the top ranked firm. Should the Purchasing Agent be unable to reach agreement he is authorized to proceed with negotiations with the next ranked firm. Should the City be unable to contract with any of the qualified firms or be unsatisfied with the submissions, the Purchasing Agent is authorized to re-advertise the project.

Submissions to this RFP are to be delivered **by 2:00pm (EST) on July 28, 2008**, to:

City of Laconia
Purchasing Office
45 Beacon Street East
Laconia, NH 03246

Correspondence:

Please direct any questions to:

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45 Beacon Street East
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603-524-3877 – phone
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or

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The City of Laconia reserves the right to reject any or all submissions, to waive technical or legal deficiencies, and to accept, in part or in whole, any submission that it deems, at its sole discretion, to be in the best interest of the City. The City also reserves the right to cancel this request for proposals at any time.