

# CITY OF WATERLOO

## MUNICIPAL WEBSITE UPDATE SERVICES INCLUDING SITE REDESIGN, WEBHOSTING AND E-MAIL SERVICES FOR THE CITY OF WATERLOO IN WATERLOO, WISCONSIN

**[WWW.WATERLOOWI.US](http://WWW.WATERLOOWI.US)**

Proposal Due: April 11, 2014, 4:00 p.m.

Pre-Proposal Conference Call/Meeting: April 2, 2014 10:00 a.m.  
LOCATION – 136 North Monroe Street, Waterloo Wisconsin  
OR DIAL-IN – (866)-545-0859 Access # 7029866475  
(Participation recommended but not mandatory)

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## **PURPOSE**

The City of Waterloo is seeking written proposals from qualified independent contractors to provide services to fully update the municipal website as specified.

## **BACKGROUND**

Conveniently located between Madison and Milwaukee metropolitan regions, Waterloo offers access to diverse employment and entertainment destinations while preserving a rural atmosphere and small-town quality of life. The more than 3,300 residents enjoy abundant natural resources, good schools and a strong sense of community. Corporate citizens benefit from reliable low cost utilities, moderate property tax rates and access to an educated and dedicated workforce.

## **PROJECT MISSION STATEMENT**

The redesigned City of Waterloo website will be the public face of government and the community. The site will provide government transparency and engage citizens in government operation with better communications and access to government services and programs. It will offer an enthusiastic welcome to the City, attracting prospective businesses, visitors, residents, and developers.

Our citizens have developed a higher expectation for timely access to government information and services, and the City of Waterloo portal must be available at all times for citizens and others to: view streaming video content, review board and committee meeting minutes, access online forms for permits and licensing, make online payments, provide feedback, view ordinances, link to numerous community resources and fully access public records. The City sees this as an opportunity to engage citizens and enlist their participation in civic life.

This update project will benefit:

- **Residents** by meeting expectations for anytime, immediate access to information on meetings, news, calendar, online forms, electronic payments, and the ability to sign up for email notifications from a list of options such as emergency, website updates, meeting notices, etc.
- **Businesses** will have instant access to services and information such as online permits and fee payments, design guidelines or signage. Service providers will be able to access information on municipal and building codes, zoning, and applications to better serve their customers.

- **Prospective homeowners and business owners** will find a comprehensive profile of the community, including demographics, schools, organizations, video, photo gallery, and recreation and commercial opportunities.
- **Visitors** will be able to access information about points of interest, parks and recreation, special events and links to tourist information.
- **City staff** will be able to better assist citizens, visitors and business by way of an improved method of referring them to information they can immediately access through the portal without driving to the municipal building to pick up forms or make payments. Using the intranet segment, staff will have faster access to up-to-date information and be able to more effectively share information with other staff members.
- **Citizens and City officials** will have more opportunities for engagement in City operations and decision-making. With immediate access to agendas and meeting minutes of boards, committees, and commissions, citizens can communicate with officials, sharing their ideas and concerns.

### **OVERALL PROJECT GOALS**

1. Develop a cost-effective, easy-to-access, highly searchable, reliable, interactive and flexible portal that enhances interaction between the stakeholders, and improves the effectiveness and efficiency of City government.
2. Create a website utilizing a standardized, easy to understand and use format, with a unified theme but which allows for individuality and/or functionality between City functions and departments.
3. Allow each department to easily update and maintain the website content relating to their duties and responsibilities.
4. Provide an intranet function that allows staff, elected officials and committee members to log in and access information related to their positions and responsibilities.
5. Incorporate design elements for ADA compliance to address as large an audience as possible.
6. Utilize a design framework which supports adaptation to future expansion and additional services as technology and operational needs and opportunities evolve.
7. Utilize an architecture that meets industry standards for security, reliability, integrity, confidentiality and accessibility.

### **GUIDELINES**

In preparing their proposals, respondents should consider the following criteria:

## **User Criteria**

1. Visually appealing –The physical appeal of Waterloo with its riverside beauty and historic character along with the view to the future should be reflected in the design.
2. Common appearance – Each section of the site should have a unified look and feel that reinforces Waterloo’s image, while allowing for the individual nature of the department or audience.
3. Easily updated – The site must be easy to maintain by non-technical members of City staff. The content management system must also restrict update access to only authorized individuals.
4. Ability to stream video content– The site must easily accept video content from City Staff and allow for users to view content.
5. Fast-loading pages – A balance of text and graphics is to allow for minimal average page load times
6. Easy to navigate – The site must be easy to navigate, with information presented in a manner which minimizes the number of clicks for any inquiry.
7. Search engine - There must be a rapid search capability of the entire site, using techniques generating results of high relevance to users’ queries.
8. Future flexibility – The site must easily accommodate the addition of new functionality.
9. Mailing lists – There must be a mechanism that permits users to sign up to be on various mailing lists for specific interests. There must be an opt out feature.
10. Social Media – The site should include links to City social media sites like Facebook, and Twitter.
11. Mobile Access – Technical design should provide the ability to adapt formatting when mobile devices are detected.
12. Intranet Function – Site must include an intranet function for authorized users to log in and access schedules, personnel policy, project information, etc.
13. Optionally there should be the ability to conduct on-line opinion surveys.
14. Calendar – There must be multiple calendar availability for different departments or groups, i.e. meetings, garbage pick-up, events, etc.
15. Maps – parks, recreation, trails, zoning, streets, and points of interest that would allow a user to find these points on the map. We invite respondent to offer suggestions on map usage after reviewing the currently available Interactive Map.

## **System Operations and Technical Features**

1. The site must incorporate ADA compliance features providing reasonable accessibility to individuals with disabilities. Respondents are requested to offer suggestions regarding accessibility options.
2. The site must be accessible, scalable and useable with current versions of commonly used browsers including IE, Google Chrome, Safari, and Mozilla Firefox across most widely used

operating environments. Respondents will be required to maintain this compatibility as part of a maintenance contract.

3. The site content must be manageable from the existing Windows and Explorer infrastructure currently in place at the City.
4. All documents, including maps and tables, must be in Portable Document Format (PDF), in alternate ADA acceptable download formats, or in a format approved by the City to provide ease of viewing, printing, and downloading.
5. The site should be able to provide a news feed via Real Simple Syndication (RSS).
6. The site must include capability for electronic payment functions, including secure online credit card purchases, verification, fulfillment and acceptance.
7. The site must provide a basis for electronic business transactions such as license and permit forms, park rentals, and other interactive forms.
8. Email feedback/contact forms should have specific distribution lists to forward feedback to appropriate departments or individuals. Links to this function should be available on the home page as well as on departmental pages.
9. The site must include the capability for a citizen feedback system with the ability to track the status of complaint resolution, applications, permits, and other forms.
10. The contractor must provide for the secure use of interactive forms containing confidential information such as personnel applications and records.
11. The system must provide the City with the ability to maintain individual user login permissions for update of content and/or access to specific information.
12. Techniques must be employed to increase the number of search engine hits.
13. Any given document or set of information must only have one occurrence on the site. All references to the information will be linked to the source occurrence.

### **Website Operations**

1. The site must be secured from malicious attacks, incorporating industry standard security procedures, hardware and software as required.
2. The data center must have redundancy in all operational components sufficient to ensure maximum website availability, including recovery from a major disaster.
3. The website content and related files must have backup copies available sufficient to ensure minimal City effort to reconstruct lost data, and procedures established for timely data recovery.
4. The data center must be physically secured against access by unauthorized personnel.

### **Other Minimum Requirements and Features**

1. The respondent will consult with the Waterloo CATV Regulatory Board on design, color, structure and content development.



2. Ongoing costs
  - a. Technical support/annual maintenance support
  - b. Software upgrades
  - c. Cost of hosting the website
  - d. Ongoing training to address staff turnover or software upgrades
  - e. Cost of providing and supporting up to 75 email accounts
3. Additional setup costs which may include:
  - a. Electronic payment services
  - b. Migrating content additional pages
  - c. Mobile accessibility
  - d. Citizen request/complaint and tracking
  - e. Archiving function
  - f. Sign up for notifications
  - g. Site search capability
  - h. Other \_\_\_\_\_
4. The proposal must specify all costs, mandatory or optional, to develop, implement and operate this update project.
5. The proposal must include details on the firm's experience related to website design, the names and resumes of all principals involved in the Project, as well as their roles and responsibilities for the project.
6. The proposal must include the detailed steps and timeline for completion of the Project including delineation of tasks/activities required of City staff.
7. The proposal must include basic training for a minimum of 10 employees, a training plan, documentation timeline.
8. The respondent must provide a list of at least three (3) references of municipalities and governmental agencies that have been designed by the firm and ideally have requirements comparable to the City's. Each site should include the website URL, organization contact, email address and telephone number.
9. The proposal will be prepared and submitted at the respondent's sole expense. Proposals will become the property of the City of Waterloo and will not be returned.
10. Completed checklist (see Attachment B).
11. Copies of standard vendor contract.
12. Submit five hard copies of the proposal and 1 electronic copy by 4:00 p.m. April 11, 2014

## **SELECTION CRITERIA AND PROCESS**

The following will be used in evaluating the responses: (1) experience; (2) value to users; (3) ease of maintenance and upgrades; (4) municipal investment; and (5) project management.

The City reserves the right to accept or reject any and all proposals, waive any irregularities in the proposal process, and award a contract as a whole or part, as may be in the City's best overall interests. The City will be the sole judge of the suitability of products, services and system designs offered.

After the submittal review process has been completed by the CATV Regulatory Board, the City Council at the recommendation of the CATV Regulatory Board will make a final determination regarding the selection of a firm and a contract.

## **Estimated CALENDAR REVIEW & APPROVAL PROCESS**

(Subject to change at City's sole discretion)

Development and Implementation Services

April 11, 2014, 4:00 pm – Deadline to submit proposals

Remainder of April – CATV Regulatory Board reviews and recommends vendor

Remainder of April – City Council consideration of recommendation

May – Begin Development

June – Begin testing

August 1 – Launch date

## **OWNERSHIP AND INTELLECTUAL PROPERTY REQUIREMENTS**

1. All screens, graphics, domain names, content and the "look and feel" of the site developed will be the property of the City of Waterloo, together with all layered graphic or animation files. Any type of source files, which would be necessary for the City to update, or change the design of the site, must be delivered at the end of the testing period.
2. All intellectual property developed in connection with the website will be owned solely by the City of Waterloo

3. In developing the website, the contractor will not infringe or violate the copyright and other intellectual property rights of third parties, and indemnify the City against any such infringement.
4. The contractor is responsible for securing various rights, licenses, clearances and other permissions related to works, graphics or other copyrighted materials to be used or otherwise incorporated in the website.
5. All applicable copyright notices will be displayed on the website.

**Attachment A**  
*BID SUMMARY*

<b>1. Base Bid for:</b>	Dollar Amount
a. Designing and building the basic site, including migrating content for top-level pages, and a site map;	
b. Licensing and content management software with levels of permission and authorities;	
c. Annual web content management software licensing and support costs	
d. Staff training	
<b>2. Ongoing costs</b>	Separate charge amount or Included
a. The cost of hosting the Web site or 3 <sup>rd</sup> party hosting fee	
b. Any/all annual maintenance / technical support	
c. Software upgrades	
d. Ongoing training support- webinars, tutorials	
e. Provide/Support email	
<b>3. Additional costs</b>	
a. The cost of migrating content for all existing pages beyond the top-level	
b. Mobile user – responsive web design	
c. Site search capability	
d. Citizen request/complaint tracking	
e. Electronic payment function	
f. Archiving (with version control capability)	
g. Sign up for notifications	
h. Integration with social media sites	
i. Other _____	

**Attachment B**  
**REQUESTED INFORMATION AND PROPOSAL FORMAT CHECKLIST**

Item	Indicate proposal page number where the item is addressed
1. The proposal should contain the cost for Base Bid items a-d	
2. Cost for Ongoing expenses a-e	
3. Cost for additional expenses a-i	
4. Proposal should include necessary software and hardware, any additional communication requirements, integration needs and potential costs necessary to host and maintain the website (i.e. hardware, software, installation, licensing, training, etc.)	
5. Proposal shall include what format you intend to design in and programs you intend to use for the design and construction of the site.	
6. Proposal shall include firm's years of experience related to website design, principals, résumé of all principals to be involved in the Project and their roles and responsibilities for the proposed Project.	
7. Proposal shall provide the approach suggested and timeline for completion of this Project including tasks/activities required of City staff.	
8. The proposal should include basic training for a minimum of 10 employees, the training plan and timeline.	
9. The respondents shall provide a list of comparable websites, including municipalities and governmental agencies, designed by the firm. Include the website address, company/agency contact, address, telephone number. These companies/agencies will be contacted for references.	
10. Completed Bid Summary (Attachment A)	
11. Completed Checklist (Attachment B)	
12. Please submit five hard copies of the proposal and one electronic copy.	