

In student's electronic file, please check for the following items:  
1. Add 24 pt spacing before the title  
2. Insert 2 nonbreaking spaces

City of Aspen Falls  
Aspen Falls, California

Change the font color of the title to Dark Blue, Text 2

# REQUEST FOR PROPOSALS

Add 24 pt spacing before the title

1. Add, delete, and modify text  
2. Insert, edit, and delete comments

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Deleted: Municipal

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Deleted: ,

Comment [YN1]: Should we use your direct line or the main switchboard?

Deleted: below

Sealed Request for Proposals, plainly marked "Aspen Falls Website" on the outside of the envelope, addressed to the Finance Director, 505 W Juniper Street, Aspen Falls, CA 93463 will be accepted until 2:00pm on August 24, 2012.

Insert 2 nonbreaking spaces

This Request for Proposals to bid on the website redesign may be obtained from the Finance Director, on the fourth floor, at the above address, by calling (805) 555-1014, or from [www.aspenfalls.com](http://www.aspenfalls.com).

Please continue for the complete RFP.

## Introduction

The City is soliciting Request for Proposals for a municipal website redesign.

## Objective

The City of Aspen Falls is seeking proposals to redesign a community website that has a consistent look throughout, maintains internal integrity, has common menus, and offers each department the ability to update their materials. Each department will have its own home page, mission, public notices, department contacts, FAQs, forms, news, etc.

Use Jack Ruiz, reviewer, and add comments

Comment [YN2]: Is this the correct word?

Comment [JR3]: I think this is okay as is.

Deleted: municipal

Deleted: common

Currently, the city maintains eleven 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.

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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—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 PDFs, maps, notes and minutes which require a centralized system to maintain for searching.
- User and Security Management/ecommerce—Maintain users/passwords and security so that each department can work on their own data for their site and take online payments.
- 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.

Deleted: Management System

Comment [YN4]: Can we use numerous instead of many?

Comment [YN5]: Automatic Backups?

Comment [YN6]: Title Case? Yes

Add file name to footer

Lastname\_Firstname\_w08\_RFP

Capitalize measurement system

- Built-in Site search engine—Locate all documents, PDFs, and web pages within the site.
- Built-in Event/Calendar System—Create a central calendar of events and deadlines.
- RSS News Push System—Use XML to allow visitors with News Reader software to get updated instantly when the News section is updated.
- Photo and Video Gallery—Centralized gallery area for city events and featured places.

**Background**

Aspen Falls is a California community of approximately 75,000 local residents. Aspen Falls has a City Manager, and a Council form of government. Aspen Falls' main website is [www.aspenfalls.org](http://www.aspenfalls.org). Other websites will be listed at the department level for the bidders.

**Comment [YN7]:** Is this current?

**Qualifications**

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

**Submission Requirements**

Please submit 3 copies of your proposal including the following information:

**Comment [YN8]:** Should we require more or fewer if reviewed electronically?

Description of the firm (i.e., name, contact information, experience, year founded, relevant URLs, other names the company uses now or has ever used to do business, number of clients served in each of the last four years, executive summary describing the project development process and costs), 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.), and at least 3 references.

Additionally, please provide a description of: 1) your firm's quality control process, 2) process for changes to the website once it is launched, 3) timelines for business and emergency changes, 4) the firm's current workload commitments, 5), the firm's capacity to participate in this project, along with a project timeline, 6) your information security policy, network security, recovery policy, backup, patch management policy, reporting process for security incidents, and 7) stability of the firm. Provide any information you consider pertinent to your firm's consideration. Provide the price in words and figures.

The undersigned agrees that he/she on behalf of Vendor has read in its entirety the Request for Proposals and agrees to the terms and conditions set forth herein. Vendor further agrees that this Proposal is not made jointly or in conjunction, cooperation or collusion with any person, firm, corporation or other legal entity. Vendor agrees no officer, agent or employee of the Owner is directly or indirectly interested in these Proposals submitted by Authorized Agent.

Print Name & Title \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Date \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_

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**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—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, and 3) proposed cost.

A review committee will rank the firms and the Finance Director will begin negotiations with the top ranked firm. Should the Finance Director be unable to reach agreement she 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 Finance Director is authorized to re-advertise the project.

Submissions to this RFP are to be delivered by **2:00 p.m. on August 24, 2012**, to:

**Comment [YN9]:** The SmartArt is not compatible with all versions of Word.

The SmartArt diagram consists of two blue trapezoidal shapes pointing towards each other. The left shape contains the text 'City of Aspen Falls' followed by a bulleted list: 'Finance Department', '500 S Aspen Street', and 'Aspen Falls, CA 93463'. The right shape contains the text 'Janet Neal' followed by a bulleted list: 'Finance Director', '(805) 555-1014', and 'jneal@aspenfalls.org'.

The City of Aspen Falls reserves the right to reject any or all Proposals, to waive technical or legal deficiencies, and to accept any Proposals and to omit and/or alter any item or items that it may deem to be in the best interest of the City. The City also reserves the right to cancel this request for proposals at any time.

**Comment [YN10]:** The reading level is currently 13.7. Is this too high?

**Add Flesch-Kincaid Grade Level**