



**REQUEST
FOR
PROPOSALS**

FOR WEBSITE DEVELOPMENT SERVICES

FOR THE TOWN OF FARRAGUT, TENNESSEE

July 30, 2010

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INVITATION

The Town of Farragut (herein referred to as the “Town”) will receive sealed proposals from qualified firms for website development services. Proposals (in the format outlined in this document) shall be submitted to:

Town of Farragut Administration
Farragut Town Hall
Attn: Gary Palmer
11408 Municipal Center Drive
Farragut, TN 37934

All proposals must be received by **3:00 p.m. on Monday, August 30, 2010.**

THE TOWN OF FARRAGUT, TN

Named after Admiral David Glasgow, The Town of Farragut incorporated on January 16, 1980. The citizens of the newly formed Town elected its first Board of Mayor and Aldermen that spring on April 1, 1980. Development and expanding population (~20,000) coupled with a stable but somewhat overloaded team of Town employees has created the need for creative and efficient service delivery. Along with meeting the ever-evolving demand for services, the development of parks, green space, pedestrian links, and leisure opportunities have all played key roles in making this an exceptional community. We want our e-government services to be exceptional as well.

Looking to evolve with technology and remain competitive, in June of 2010 the Town chartered a *Website Evaluation/GIS Integration Team* for the purpose of evaluating the existing website and its service level in comparison to current best practices in municipal e-government and to proffer a recommendation. A Strategic Plan was drafted, subsequently adopted by the Team, and gap analysis conducted. The recommendations from this Team are by way of this comprehensive Request for Proposals to solicit a professional firm for contract reconstruction of the Town website which will meet the Team’s Strategic Plan objectives.

DESIRED OUTCOME

In brief, in close collaboration with the Team/Town, the selected firm will design, develop, and support a dynamic, user-friendly, high performing, cost-effective, and efficient e-government-oriented web-based environment and successfully publish. Subsequent to the design/creation/implementation phases, the firm will provide structured training sessions to the Town for in-house maintenance and data transfer within the customized content management system.

KEY ITEMS TO REMEMBER WHEN RESPONDING

- The instructions are an integral part of any proposal
- Responses to this RFP shall include technical and fee proposals along with *all* other information requested in this RFP
 - The fees shall be the full cost to the Town of Farragut
- The Town of Farragut anticipates awarding to a single qualified firm
- The contract resulting from such an award, if any, is projected to be executed within sixty (60) days from the proposal opening.

Submittal of a proposal indicates acceptance of the conditions contained in the RFP. The Town of Farragut reserves the right to retain all proposals submitted. All proposals are public records to the extent required by the Tennessee Open Records Act. The Town of Farragut reserves the right to accept or reject any or all proposals, to waive informalities, to negotiate changes in the scope of work or services to be provided and to otherwise waive any technicalities.

This RFP is available at www.townoffarragut.org or by email upon request. For additional information, contact Gary Palmer, Associate Town Manager at gary.palmer@townoffarragut.org or 865.966.7057.

INSTRUCTIONS

1. **Intent:** It is intended that these Instructions and the Schedules and Specifications shall define and describe in both broad conceptual terms and in technical detail the complete services to be provided.
2. **Examination:** Firms are advised to examine all documents, attachments, and descriptions of the services in order to become fully informed as to their conditions. This includes conformity with specific standards and the character, quality and quantity of the services provided. Failure to examine these areas will not relieve the firm of its obligation to furnish all products and services necessary to carry out the provisions of the contract. Responding firms will be given an opportunity to review this document and ask questions of the Town prior to submitting
3. **An internal pre-proposal meeting of the Town of Farragut Website Evaluation/GIS Integration Team will be held at 9:00 a.m. on Friday, Aug. 13, 2010,** for the purpose of reviewing and responding to candidate firm's questions regarding any element of this request for proposal. Thus, any questions and/or misunderstandings that may arise from this request for proposal should be submitted *by email* to Associate Town Manager, Gary Palmer, at gary.palmer@townoffarragut.org prior to Aug. 13, 2010. The earlier the questions are received the faster the response will be from the Town.

Answers to questions that *materially change* the conditions and specifications of this request for proposals will be posted on the Town's website after Aug. 13, 2010, as an addendum to this document. Additionally, any candidate firms wanting to be sent any addendums or information by email must email Gary Palmer with their point of contact email address for Town follow up. Any discussions or documents will be considered non-binding unless incorporated in an addendum to the original. When addenda are issued, the proposal opening date may be extended at the discretion of the Town.

4. **Selection of Designer or Design Team:** The contract will be awarded to the firm that in the Town's opinion is the most responsive and responsible according to the criteria provided in this RFP.
5. **Responsiveness:** The Town will consider the degree to which each firm has submitted a complete proposal without irregularities, exclusions, special conditions, or alternative proposals for any item unless specifically requested in the RFP.

6. **Submission of Proposals**: An original and nine copies of the proposal and any extensive materials covering the firm's work shall be submitted. Proposals should be limited to no more than 20 pages and should be in an 8½" x 11" format. Additionally, please submit two complete digital copies of the proposal (one in Microsoft Word and the other in PDF file format) on a compact disc or flash drive.

It is the firm's responsibility to have its sealed proposal to the Town by the deadline for submission. Proposals received after the deadline will remain unopened and will not be considered.

The following address should be used on the outside of the envelope containing the proposals:

Town of Farragut Administration
Farragut Town Hall
Attn: Gary Palmer
11408 Municipal Center Drive
Farragut, TN 37934

SECTION A
TENTATIVE SCHEDULE

Activity	Estimated Date
1. Post RFP on Web Site:	07-30-10
2. Advertise RFP (local publications):	08-08-10
3. Pre-Proposal Conference (internal):	08-13-10
4. Deadline for receipt of proposals:	08-30-10
5. Presentations by top qualifying firms*:	Week of 09-13-10 or 09-20-10
6. Recommendation to Town Board:	10-14-10
7. Town Board takes formal award/rejection action:	10-14-10
8. Notice of award and contract documents sent to successful firm:	10-15-10
9. Firm returns executed agreement:	10-21-10
10. Issue Notice to Proceed with effective date of agreement:	10-22-10

* If necessary

SECTION B

SCOPE OF SERVICES

GENERAL

The Town of Farragut Website Evaluation/GIS Integration Team's vision is to strategically plan, train for and implement the latest technology available in municipal e-government services in order to meet statutory requirements, needs of the Town and needs of the Town's community partners. The goal is to become competitive in the realm of best practices in municipal e-government.

SERVICES

The professional services sought in this request include complete website design, website reconstruction, integration of existing website information, and integration of website extensions for e-government service delivery.

The point of contact for the Town throughout the execution of the contract shall be the Associate Town Manager. The consultant will be expected to work closely with the Website Evaluation/GIS Integration Team which includes the Associate Town Manager and selected Town personnel.

MINIMUM FIRM QUALIFICATIONS AND ABILITIES

- Ability to work in collaboration with Town personnel and offer outstanding customer service
- Ability to analyze and provide solutions to current unmet content needs
- Ability to deliver enhancements desired by Town personnel in compliance with the Website Evaluation/GIS Integration Team Strategic Plan
- Ability to offer a robust, organized, and expandable Content Management System (CMS). This shall include:
 - Ability to provide a wide variety of design templates and inter-changeability for all pages
 - Ability to host a diversity of file types/plugin/platforms (including but not limited to):
 - Flash
 - Shockwave
 - ActiveX
 - Silverlight
 - Ability to provide graphic support in order to stream uninterrupted live and/or taped online video through a future 3rd party vendor or internally by the Town (file support includes but not limited to):
 - .mov
 - .avi
 - .mpeg
 - .wmv
 - .swf

- Ability to accept online payment transfers from end users (respondent to list all options available)
- Maintain multiple community/departmental calendars within the CMS
- Ability to accept data from online fill-able forms and/or fields, applications, and general documents
 - Must be stored in a usable database
 - Must be exportable into .pdf, .csv, and Excel formats
 - Must be easily retrievable through standard query language
- Ability to provide a portal for the end user to retrieve digital public documents (laserfiche)
- Ability to meet the minimum Americans with Disabilities Act (ADA) requirements for public websites
- Ability to host mapping services (ArcGIS Online/Silverlight API)
- Ability to provide unlimited webpages, storage, and bandwidth
- Ability to provide on-site training to Town personnel
- Ability to provide documented references demonstrating a history of exceptional customer service, support, web design, and content management

EXPECTED MINIMUM DELIVERABLES

PHASE I (DESIGN AND RECONSTRUCTION):

- Not less than three (3) complete, acceptable, and unique preliminary design options
 - Website Evaluation/GIS Integration Team will hold at least one (1) pre-design collaborative meeting with the selected firm and as needed thereafter in order to provide the design objectives of the Team and in compliance with the adopted Website Evaluation/GIS Integration Team Strategic Plan
 - Website Evaluation/GIS Integration Team will select the final design to be taken to full development
- Under the direction of Associate Town Manager in collaboration with the Website Evaluation/GIS Integration Team, the selected firm will migrate the Town's existing website content to the new customized content management system

PHASE II (TRAINING AND MAINTENANCE):

- Within two weeks of the successful launch of the new website, the selected vendor will provide on-site (Town Hall), in person training to Town personnel as assigned by the Town
 - Training will be conducted by a qualified associate of the selected firm
 - Live training will be recorded by the Town, at no additional cost to the Town or firm in order to train new personnel or re-train existing personnel

- Hard copy and digital documentation and training materials will be provided by the vendor to the Town for intermittent reference by the Town content editors
- Customer support shall:
 - Be available Monday-Friday between the hours of 8am EST to 5pm EST
 - Respond to problem requests within 4 hours of receiving the request for service
 - Resolve problem requests within 24 hours of receiving the request for service
 - Communicate effectively with Town personnel
 - Not be automated beyond typical call intake prompts
 - Provide exemplary customer service
- All available software, hardware, and technical upgrades/service packs shall be provided by the vendor to the Town immediately, throughout the duration of the contract
 - Any fees for upgrades must be clearly indicated within the cost of a maintenance contract
 - Upgrades will only be added at the request of the Town
 - Service packs shall be provided to the Town at no additional cost to the Town and shall be implemented with minimal interruption to the Town website (between the hours of 8pm – 4am)

CONTRACT TERM:

PHASE I (DESIGN AND RECONSTRUCTION):

The initial reconstruction of the website shall be completed within ninety (90) calendar days of execution of the contract.

PHASE II (TRAINING AND MAINTENANCE):

Concurrent with the Phase I timeline, the selected firm shall provide a two (2) year general maintenance/training contract from the date of contract execution. Additionally, the Town desires to add the option to extend this working relationship as mutually agreed upon by both the firm and Town.

SECTION C

FEES

Firms will consider all costs associated with providing the services listed under Section B. Keep it simple, clear and concise, but comprehensive. The Town is seeking to receive a lump sum proposal which clearly outlines the abilities and deliverables listed in Section B and associated cost. Responding firms may separate, but not eliminate elements from a lump sum proposal and apply a specific cost.

Firms submitting proposals should have the lump sum costs broken down by phase from award of contract through successful implementation, and then the proposed maintenance/upgrade costs per year.

Example:

Provide a narrative of how the firm’s qualifications and abilities will meet the scope of services (Section B).

Phase I (Design and Reconstruction).....Lump Sum Cost

Phase II (Training and Maintenance).....Lump Sum Cost

Post Contract Optional Annual Maintenance..... \$xxxxxxxxxxxxx/per year

Optional Upgrades.....\$xxxxxxxxxxxxx/per item

FEE PROPOSAL

Reasonableness. Fee Proposals will be evaluated for completeness and reasonableness as it relates to the technical proposal (section D).

Best Value. The cost (Section C) is important; however, it will not be the determining factor in the selection process. It is not the intent of the Town to limit innovative solutions by budget constraints, but rather to determine which proposal has the potential of providing the best value for the services.

Financial Report. The Fee Proposal shall include the firm’s last annual report or financial statement that will demonstrate its financial stability and ability to undertake this project.

Assurances. Assurances in Section E shall be submitted with the Fee Proposal.

SECTION D

QUALIFICATIONS

Web Development Services: Qualified firms must demonstrate a history of competence and experience in all areas of expertise required by the scope of services, including but not limited to: web development, web design, platform integration, and customer service. Firms responding to this request for proposal must have been engaged in website development for at least the five (5) past consecutive years and be licensed to do business in the State of Tennessee. These services are to be directly related to the scope of services described in Section B.

Personnel: Firms shall have personnel available for assignment to this project who are qualified to meet the expectations of the Town as listed in Section B.

References: Firms shall provide references for three similar assignments within the past five (5) years.

Insurance: Firms shall carry a minimum of One Million Dollars (\$1,000,000) professional liability insurance to protect the Town in case of negligent errors, acts or/and omissions of the firm.

TECHNICAL APPROACH

Methodology: Explain in detail the methodology you propose to successfully perform the services outlined in Section B.

Schedule: Include in your proposal a project schedule indicating key milestones related to the firm's methodology.

FIRM EXPERIENCE

Projects. In this section, the firm shall provide a detailed description of three similar assignments, within the United States, completed during the past five years and/or in which it is presently engaged.

Include for each engagement:

Client name

Contact person

Telephone # and email addresses

Brief description of the projects, their costs and services provided on each

Describe in detail whether project was/was not completed on time and within budget

Web address of the end product

Firm Capabilities. The firm shall provide a description of its limitations relative to facilities, staff personnel, on-going projects/contracts, etc.; specifically, what priority it intends to place on this project and how it intends to “staff up” if necessary, should it be chosen as the firm.

Firm’s Primary Business. Provide the firm’s primary business interest and/or operations including professional organizations to which it belongs and affiliations.

Firm Information. Provide the following:

List firm name, address, telephone number, fax number, and email address

Name of firm’s primary contact person(s), email addresses, and telephone number(s)

List firm’s total number of employees, by discipline

List year firm was established

List firm’s tax ID number as issued by the TN Secretary of State’s Office or equivalent resident Secretary of State Office

List amount of professional liability (errors & omissions) insurance carried

PERSONNEL EXPERIENCE

Project Team Information

Organizational Chart. Show an organizational chart as the firm will assign for this project.

Personnel. Include resumes of proposed personnel showing education, qualifications, and experience. Provide a statement that a person assigned to a specific project will remain with that project until completed. The Town will permit substitution only after it has given written approval and reserves the right to reject or accept any substitution in personnel proposed during the project.

SUPPLEMENTAL INFORMATION

Provide a statement explaining any exceptions taken to this RFP. In every case, the Town will assume compliance unless a specific exception is taken.

EVALUATION FACTORS

The Town will evaluate the proposals based on technical merit and cost. It is the intent of the Town to choose the firm whose proposal provides the best value to the Town. The Town reserves the right to waive any irregularities, reject any and/or all proposals, in whole or in part, when, in the Town’s opinion, such rejection is in the best interests of the Town.

Evaluation Method. The Website Evaluation/GIS Integration Team will review each proposal. Its review and evaluation will be based on the following factors:

1. Staff capacity and experience on similar projects, especially those involving innovative design and e-government service delivery. Evidence of past success in the completion of similar projects on time and within budget is especially important.
2. Staff capacity and availability to perform the work outlined in Section B; preliminary designation of available expertise to tasks, and preliminary work program and schedule.
3. Explanation and demonstration through experience of the firm's ability to meet the standards listed in Section B.
4. Experience which indicates an ability to work collaboratively and communicate well with clients and their assigned personnel.
5. Proposed fees.

Oral Presentations and Interviews. Following the evaluation of the proposals, the Team may request firms make an oral presentations and/or be interviewed. If a determination is made that presentations are necessary, the presentations will take place in the Town of Farragut, at a mutually acceptable date and time. Tentative dates for possible interviews are listed in the attached schedule.

Negotiations. Following any presentations, the finalists shall be re-evaluated. The Town may begin contract negotiations with the firm whose proposal is determined to be most advantageous to the Town. If negotiations with the selected firm fail, negotiations may be initiated with additional firms until an agreement is reached. The Town reserves the right to reject all offers and end the process without executing a contract.

Agreement. If the negotiation produces mutual agreement, a contract for services shall be drafted by the Town and forwarded to the firm for final review and execution. This RFP will become an integral part of the contract for services and added as an exhibit to the executed contract; however, should the contract terms and RFP language conflict, the terms of the contract shall prevail. Firms may not modify or substitute any elements of the draft contract without prior approval by the Town.

The Town reserves the right to accept a proposal, as submitted, and enter directly into a contractual agreement with that selected firm. Accordingly, it is imperative that all submittals contain both the best technical and fee proposals in their initial submission.

Reservations. Submittal of a proposal indicates acceptance of the conditions contained in this request. The Town reserves the right to retain all proposals submitted. All proposals are public record to the extent required by the Tennessee Open Records Act.

The Town reserves the right to waive informalities and negotiate changes in the scope of work or services to be provided and to otherwise waive any technicalities.

SECTION E

ASSURANCES

EQUAL EMPLOYMENT OPPORTUNITY (EEO)

EEO Plan. The firm shall adhere to an EEO policy that does not discriminate with regard to race, color, religion, national origin, sex, sexual orientation, sexual preference, transgender status, disability or age.

The firm will ensure equal employment opportunity applies to all terms and conditions of employment, personnel actions, and firm-sponsored programs. Every effort shall be made to ensure that employment decisions, programs and personnel actions are non-discriminatory and that these decisions are administered on the basis of an evaluation of an employee's eligibility, performance, ability, skill and experience.

a. Does the firm have an EEO policy in place?

Yes

No

b. If the answer to a. above is no, will the firm have such a policy in place for this project?

Yes

No

Statement of Assurance. The firm herein assures the Town that it is in compliance with Title VI & VII of the 1964 Civil Rights Act, as amended, in that it does not on the grounds of race, color, national origin, sex, age, handicap, or veteran status, discriminate in any form or manner against employees or employers or applicants for employment and is in full compliance with the Americans with Disabilities Act.

Firm's Name: _____

Authorized Signature: _____

Title: _____

Date: _____

LEGAL AND CHARACTER QUALIFICATIONS

Claims and Lawsuits. Is or has your firm been involved in any claims or lawsuits involving contentions that your firm provided inadequate services or products, or breached its contract to provide services or products? If so, please describe and provide the identities of the parties involved and, with respect to lawsuits, the court in which it was filed:

AFFIDAVIT

This proposal is submitted to the Town of Farragut, TN (the Town) by the undersigned who is an authorized officer of the firm and said firm is licensed to do business in the State of Tennessee. Further, the undersigned is authorized to make these assurances and certifies their validity. The firm recognizes that all assurances and representations herein are binding on the firm and failure to adhere to any of these commitments, in the Town’s option, may result in a revocation of the agreement.

Consent is hereby given to the Town to contact any person or organization in order to make inquiries into legal, character, technical, financial, and other qualifications of the firm.

The firm understands that, at such time as the Town decides to review this proposal, additional information may be requested. Failure to supply any requested for information within a reasonable time may result in the rejection of the firm's proposal with no re-submittal rights.

The firm understands that the Town, after considering the legal, financial, technical, and character qualifications of the firm, as well as what in the Town’s judgment may best serve the public interest of its citizens and employees, may grant a contract.

The firm understands that this proposal is made without prior understanding, agreement, or connection with any corporation, firm or person submitting a proposal for the same, and is in all respects fair and without collusion or fraud. It understands that collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards.

Any agreement issued will be on the basis of the firm’s service and financial plans and arrangements are feasible and adequate to fulfill the conditions set forth in this project and the firm’s response.

Company Name: _____

Authorized Person: _____ Signature: _____
(Print/Type)

Title: _____ Date: _____

Address: _____

Telephone: _____ Email: _____