



WEBSITE REDESIGN & DEVELOPMENT

REQUEST FOR PROPOSAL

RFP NUMBER: 01-08-2024-001

ATTENTION: CITY OF AUBURN HILLS, CITY CLERK'S OFFICE, WEBSITE REDESIGN & DEVELOPMENT PROPOSAL,
1827 N. SQUIRREL ROAD, AUBURN HILLS, MI 48326

PROPOSALS DUE: FEBRUARY 16, 2024 | 10:00 AM EST





INTRODUCTION

The City of Auburn Hills is a distinguished leader in southeast Michigan, known not only for its 22 high-technology parks but also for having world-renowned retail, entertainment, and manufacturing. Home to more than 24,000 residents, it also serves as Michigan's global business address, with 40 international corporations from 32 countries, including many world and North American headquarters. Auburn Hills' residents enjoy the amenities of city and suburban living with parks, a revitalized downtown district, and a welcoming city complex with a library and community center. Additionally, the city has two colleges and universities, and Great Lakes Crossing Outlets, one of the state's largest destination shopping centers, providing a variety of cultural, social and educational opportunities to residents, workers, and visitors.

The City uses its website to communicate our mission - to be stewards for the community through a connected, transparent and efficient government. Our website is also used to promote the City's vision to be a community with the heart of a small town that operates with the excellence of a world class city.



PROJECT SCOPE

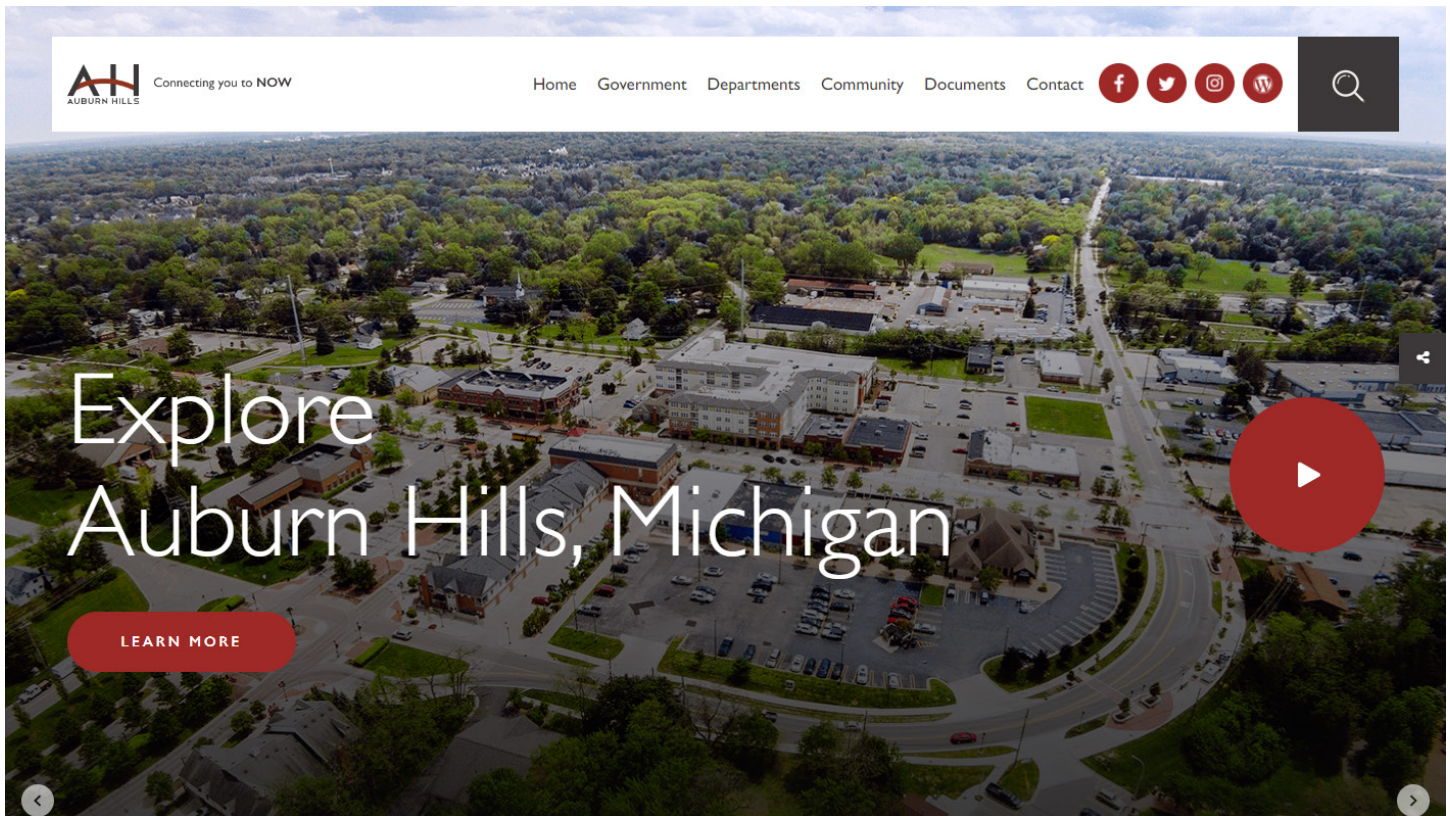
The City of Auburn Hills is seeking the services of an experienced website design company to redesign, develop, implement, host, and maintain the City's website. This project will involve utilizing information on the existing website as well as the implementation of new information and features as suggested by the City and the firm selected.

The City is committed to redesigning and building a new website that is designed on best practices for usability from the viewpoint of our residents and our corporate community. We're looking for strong, clean designs that aid website visitors who generally know what information they need or service they want to secure, as well as by visitors who may not understand how to find the information or services they seek. At a minimum, the new website must be developed with a responsive design that will adjust to all devices. Further, the site must be easily maintained without requiring HTML knowledge. The new website will have the depth of functionality that will enable the City's staff to streamline processes and provide the best user experience for our residents.



AUDIENCE

The information on the City's website should be directed toward residents, businesses, visitors, prospective businesses, prospective residents, elected officials, other government agencies, civic groups and associations, community groups, and any person or agency seeking to conduct business with, or obtain information about, the City of Auburn Hills.



HISTORY

The current auburnhills.org site structure and design was developed in 2016. At a minimum, the site requires design enhancements and usability improvements; specifically, a better balance of critical/current versus archived information, and a new design model that supports mobile users, easy search, and promotes the City with a friendly and professional feel.

CURRENT WEBSITE CHALLENGES

- Our current Content Management System is clunky, slow and unintuitive. Multiple site administrators making updates results in undesirable design irregularities.
- Site search powered by Google.
- ADA – the City of Auburn Hills is an AARP Age-Friendly Community and it is important for content to be easily readable.
- Difficult for users to navigate; site map is sprawling.
- Rigid home page display without ability to make seasonal announcements.

CURRENT WEBSITE LIKES

- Ability for each department to have their own staff web editors with limited permissions.
- Home page communicates City character.
- The website has a lot of flexibility, allowing creation of pages and subpages as needed.
- FAQ format option.
- Links to PDFs and outside websites automatically open in a new browser window.

NEW WEBSITE OBJECTIVES

The goal of the City's website is to provide simple digital access to public services, serve as public information and communications tools, serve as the platforms upon which to tell City stories and news, and streamline business operations.

- Recreate and enhance the City's existing website to be resourceful and informative, and emphasize access to services, departments, and information.
- Perform content audit and redevelop sitemap. Must provide consistent orientation and navigational aids, such as hierarchical menus that tell users how deep they are into a topic.
- Be visually appealing with a consistent and standardized format and enhanced visual look for all pages.
- Follow all City of Auburn Hills communications and style guidelines, including logo, font, and colors.
- Easily expandable.
- Post news releases or updates dynamically to relevant pages based on category.
- Store images in a central location on the website.
- Ability to schedule content and set dates for content to automatically publish and expire.
- Back-end ability to search within published and unpublished documents.
- Enhance delivery and awareness of public services and facilitate a clearly accessible process for public inquiry.
- Department landing pages for Department of Recreation & Senior Services, Police Department, and Downtown Auburn Hills.
- Internal site search engine.
- Ability to create online polls and surveys, including ability to download resulting data into Microsoft Excel for analysis.



MINIMUM REQUIREMENTS

- Compatibility with multiple browsers including, but not limited to, Chrome, Internet Explorer, Firefox, and Safari.
- Mobile responsive.
- Compliance with ADA requirements.
- Main calendar to display all events with ability to filter by department or category.
- Display alerts prominently on website with notifications. Ability for visitors to enroll in email and SMS text alert system.
- Be easily updated and managed by staff with a user friendly content management system (CMS) that does not require knowledge of HTML.
- Allow system administrators to establish levels of rights for staff to update/manage/access content based upon roles
- Train technical staff in the maintenance and support of the new website.
- Integrate social media platforms: Facebook, Instagram, X, LinkedIn and WordPress blog.
- Multilingual support using Google Translate or similar.
- Fully searchable central document repository with ability to create an unlimited number of folders and the ability to link to documents throughout the website.
- PDF documents no longer linked on the website shall not be accessible via the website's search feature.
- Ability to create friendly (short) URLs.



ANTICIPATED PROJECT TIMELINE

- **January 8, 2024:** RFP published
- **February 16, 2024:** Proposals due to Auburn Hills
- **February 19:** Internal committee review; possible factfinding calls with top candidates
- **February – March:** Contract approval; initial meetings, communication, and strategy
- **March:** Project launch, discovery and design
- **April – May:** Design, develop website
- **June – July:** Quality assurance testing and optimization
- **July:** Staff Training
- **August:** Website launch

PROPOSAL SUBMISSION REQUIREMENTS

Sealed proposals will be received by the City of Auburn Hills at the office of the City Clerk, 1827 N. Squirrel Road, Auburn Hills, MI 48326 no later than 10:00 AM EST February 16, 2024.

All proposals must be labeled: Website Redesign & Development Proposal. Five (5) hard copies of proposals must be signed and include a digital thumb drive when submitted. Digital copies must be in PDF format. The digital copy submitted on the thumb drive/USB must be identical to the hard copy.

Proposals to receive consideration shall be received prior to the specified time. NO LATE SUBMISSIONS WILL BE ACCEPTED. Proposals are considered officially submitted when received and date stamped by the office of the City Clerk.

The proposal shall clearly address all of the information requested herein. Proposals should be thorough yet concise. Proposals are to be prepared at the firm's expense. To assist in the evaluation process, proposals should contain the following information and submitted in the format outlined below:

1. INTRODUCTION AND GENERAL INFORMATION

Describe the vendor's areas of expertise and other information that helps to characterize the vendor. Provide identifying information about the vendor, including name, year established, address, contact information, and the name, title, address, phone number of the primary contact. For a multi-firm team, the prime Consultant shall list each Subconsultant and their respective areas of expertise and primary contact information. Describe your overall understanding of the project.

2. PROJECT TEAM

Describe the project team, **including name and office location of key personnel**. Include a listing of each Subconsultant and their respective office location of key personnel. Provide key personnel's resumes detailing their role for this project, their qualifications and relevant related experience, and their **approximate percentage of time that would be dedicated to this project.**

3. RELEVANT EXPERIENCE

Describe the project team's experience and capabilities in website design and highlight past experience that demonstrates familiarity with the issues that this project addresses. Provide a list of comparable websites, including municipalities and governmental agencies, designed by your firm.

4. PROJECT APPROACH/SCOPE

Provide an outline and description of the tasks that must be accomplished to complete this project along with a narrative of how the vendor proposes to execute each of the tasks. Highlight any particular challenges foreseen on this project and how they will be managed or resolved. Identify any key team members who will be instrumental in resolving any particular challenges.

- Please state how the vendor intends to gather all the required information, format preferred, and assistance expected from the City in order to complete this project.
- Comprehensive timeline for each phase of the website redesign, including meetings with City staff, redesign, development, draft presentation, implementation, and training.

- Description of vendor's technical support services, including hours of support, methods to access support, and the availability of emergency support.
- Identify any online, self-service training, and support resources available after launch.
- Description of provided maintenance, including system releases, patches, and enhancements.
- Description of proposed hosting and security services.
- Description of security, backup, and disaster recovery processes.

5. REFERENCES

References for three (3) recent similar projects shall include the date and type of services performed and contact information for an owner's representative having knowledge of the lead firm's work.

5. PROJECT/HOURLY BILLING RATE SCHEDULE

Provide hourly billing rates for all personnel/classifications assigned to the project as well as rates for all Subconsultants. Include any/all other anticipated fees such as mileage, per diem, document production, etc. Provide a lump sum fee for total first year cost (combined one-time fees and first year annual fees) as well as annual fees beginning year two. Include the cost for all labor, materials, and deliverables required to complete this project. Include annual services with details on hosting and security, technical support, and maintenance.

SELECTION CRITERIA

The vendor selection will be based on the submitted proposals information. After the proposals are received and an initial review is performed, the City may conduct interviews to assist in the selection of a final firm. However, it is not the City's intent to request extensive clarification of the proposals received. Therefore, it is to the benefit of the respondent to provide an explicit, detailed, and complete discussion of the team's experience and capabilities in the proposal. For the interview, each firm's project manager and key personnel must be present.

All submittals made in response to this Request for Proposals will be evaluated using the following (unranked) criteria:

1. Compliance with the Request for Proposals
2. Relevant and demonstrated experience/expertise with similar projects
3. Qualifications and experience of key project team members, including Subconsultants, who will be actively involved in the project
4. Project approach and understanding
5. References
6. The quality of related work and knowledge exhibited in both written and graphical form, and if necessary, during the interview

After a vendor is selected, the City will negotiate with the successful vendor to draft a final scope of work and fee schedule. During negotiations, the selected vendor must demonstrate that it has adequate and qualified staff and the necessary resources to perform the work. If the City and the selected vendor are unable to agree to terms for a mutually acceptable contract, similar negotiations will occur with the second-ranked vendor or the process may be re-advertised.

COST OF PREPARING PROPOSALS

All costs associated with responding to this RFP are the sole responsibility of the responding vendors.

ADDITIONAL INFORMATION

Submitted responses to this RFP become the property of the City of Auburn Hills. The City reserves the right to use any and all ideas included in any response without incurring any obligations to the responding company or committing to procurement of the proposed services.

Please direct your questions by email to Lisa Passalacqua at lpassalacqua@auburnhills.org by February 5, 2024. Any questions received after this date will not be considered. All questions will be answered by February 9, 2024.

INSURANCE REQUIREMENTS

The firm must comply with the City's Insurance Requirements as set forth below.

1. LIABILITY INSURANCE

An ACORD certificate of insurance, or its equivalent, shall be furnished to the City of Auburn Hills at 1827 North Squirrel Road, Auburn Hills, Michigan 48326 evidencing insurance in force for the duration of and applicable to this contract and/or temporary events/special event with an insurance company acceptable to the City of Auburn Hills with a minimum A.M. BEST rating of "A-", and the following minimum requirements:

- A. General Liability (affording coverage not less than ISO Commercial General Liability coverage form):
 - I. Check mark indicating occurrence as opposed to claims made form
 - II. Limits of Liability:
 - \$1,000,000 each occurrence
 - \$2,000,000 general and products-completed operations aggregates
 - III. Personal Injury
 - \$2,000,000 aggregate
- B. Automobile Liability:
 - I. Check mark indicating coverage as to any automobile.
 - II. Certificate must reflect Michigan "No Fault" PIP and PPI statutory coverages are also afforded.
 - III. Limits of Liability: \$1,000,000 combined single limit
- C. Commercial Umbrella (Excess) of at least \$4,000,000.
- D. The Proposer shall insure the Proposer's equipment and property and the City and those persons and entities described in section 1(e) herein shall not be liable and/or responsible for any damage to said equipment and/ or property.
- E. Description section of ACORD form is to read: *It is understood and agreed that the following shall be additional insured: The City of Auburn Hills, including all elected and appointed officials,*

all employees and volunteers, all boards, commissions, and/or authorities, including but not limited to the Tax Increment Finance Authority, Brownfield Redevelopment Authority and the Downtown Development Authority, and their officers, employees, representatives and volunteers. The coverage shall be primary to the additional insured and not contributing with any other insurance or similar protection available to the additional insured. This shall not apply to the Proposers' required worker's compensation/employer's liability.

- F. The Description of Operation section of the Certificate shall also name or describe the project and/or event for which coverage is provided.

2. OWNER'S AND PROPOSER'S PROTECTIVE LIABILITY IS REQUIRED BY CITY

If applicable, the Proposers shall procure and maintain during the life of the contract Owner's and Proposer's Protective Liability Insurance in the name of the City of Auburn Hills, in an amount not less than \$2,000,000 per occurrence, and \$4,000,000 aggregate for injuries, including death, to persons and property damage including loss of use thereof. This insurance shall be from an insurance company acceptable to the City of Auburn Hills.

3. WORKERS COMPENSATION

The Proposers shall procure and maintain during the life of the contract, statutory Michigan Workers Compensation and Employers Liability Insurance for all employees employed at or in the vicinity of the Proposers' property, or any property used in connection with the Proposers' operation or in carrying out any work related to this contract.

Michigan Workers Compensation and Employers Liability Insurance shall be procured and maintained with the following limits of liability:

- \$500,000 E.L. each accident
- \$500,000 E.L. each disease - each employee
- \$500,000 E.L. Disease - Policy Limit

This insurance shall comply with all applicable rules and regulations of the State of Michigan and shall be from an insurance company acceptable to the City of Auburn Hills.

4. PROFESSIONAL LIABILITY IS REQUIRED BY CITY

If applicable, if the Proposers are providing professional services/work, then the Proposers shall procure and maintain during the life of the contract Professional Liability insurance in the amount of \$1,000,000. (Professional services is defined but not limited to architects, builders, engineers, agents, attorney, IT services).

5. THE PROPOSERS SHALL PROCURE AND MAINTAIN DURING THE LIFE OF THE CONTRACT

- A. If applicable, cyber Liability Insurance with limits of at least \$1,000,000 and this policy shall include \$1,000,000 of third-party liability. This coverage is required if the Proposers is providing computer/data services and/or has access to private City data.
- B. Employee dishonesty coverage with limits of at least \$1,000,000 including third party endorsement.

6. CERTIFICATE OF INSURANCE

The Proposers agrees that he/she will file all required Certificates of Insurance satisfactory to the City of Auburn Hills with the City of Auburn Hills simultaneously with or prior to the execution of this contract indicating that the insurance required herein has been issued and is in full force and effect.

Further, the Proposers will provide updated certificates annually prior to the policies expiration dates, to indicate that the policies and conditions required hereunder are in full force and effect during the life of this contract.

It is understood and agreed that thirty (30) days advance written notice of cancellation, non- renewal, reduction and/or material change in coverage shall be mailed to:

It is understood and agreed that thirty (30) days advance written notice of cancellation, non-renewal, reduction and/or material change in coverage shall be mailed to:

City Clerk's Office
City of Auburn Hills
1827 North Squirrel Road
Auburn Hills, MI 48326

7. SUB-PROPOSERS INSURANCE REQUIREMENTS

If approval is granted by the City of Auburn Hills for Proposers to subcontract any or all of this contract to others, then prior to commencing the subcontract, the Proposers shall furnish certificates evidencing the same insurance for the City of Auburn Hills as required in Sections 1 through 4 of the requirements. Such approval to sub-contract is at the sole discretion of the City of Auburn Hills.

8. REQUIREMENT AS PART OF CONTRACT

These insurance requirements shall be expressly contained in and/or incorporated by reference into the contract executed between the Proposers and the City.

9. HOLD HARMLESS AGREEMENT

It is further required that all contractors providing services or performing duties for the City of Auburn Hills and/or its Authorities shall enter into a Hold Harmless/Indemnification Agreement with the City and all other entities as set forth in section 1(e) herein, in which Agreement the Contractor and its employees, representatives and agents agrees to release, indemnify, defend, and hold harmless the City of Auburn Hills, including all elected and appointed officials, all employees, representatives, and volunteers, all boards, commissions, and/or authorities, including but not limited to the Tax Increment Finance Authority, Brownfield Redevelopment Authority and the Downtown Development Authority, and their officers, employees, representatives and volunteers from any injuries, liability, damages, expenses, attorney's fees, causes of action, suits, claims or judgments, costs, incurred and/or arising from the Contractor's performing its work, jobs, duties and/or any other actions and/or omissions of the Contractor and/or its employees, representatives and/or agents pertaining to and/or in connection with the Activity.

CITY OF AUBURN HILLS HOLD HARMLESS AGREEMENT

As required for approval of the _____
(Activity)

_____ herein referred to as _____
(Name of Company) (Abbreviated Name Form)

agrees to release, indemnify, defend, and hold harmless The City of Auburn Hills, including all elected and appointed officials, all employees, representatives, and volunteers, all boards, commissions, and/or authorities, including but not limited to the Tax Increment Finance Authority, Brownfield Redevelopment Authority and the Downtown Development Authority, and their officers, employees, representatives and volunteers from any injuries, liability, damages, expenses, attorney's fees, causes of action, suits, claims or judgments, costs, incurred and/or arising from the Contractor's performing its work, jobs, duties and/or any other actions and/or omissions of the Contractor and/or its employees, representatives and/or agents pertaining to and/or in connection with the Activity.

In addition, _____ agrees to furnish an ACORD certificate of insurance
(Abbreviated Name Form)

- a. a. as required by the City of Auburn Hills with the description of the ACORD form to read as follows:
It is understood and agreed that the following shall be additional insured: The City of Auburn Hills, including all elected and appointed officials, all employees, representatives and volunteers, all boards, commissions, and/or authorities, including but not limited to the Tax Increment Finance Authority, Brownfield Redevelopment Authority and the Downtown Development Authority, and their officers, employees, representatives and volunteers. The coverage shall be primary to the additional insured and not contributing with any other insurance or similar protection available to the additional insured. This shall not apply to the contractor's required worker's compensation/employer's liability.

Name of Company

Witness

By _____

Witness

Date _____