



August 25, 2021

Bidder:

The City of Traverse City will receive sealed bids in the Office of the City Manager, Second floor, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, 49684, until **September 17, 2021, at 2 PM** for the following:

Website Design Services & Development  
City of Traverse City  
traversecitymi.gov

### **Introduction**

The City of Traverse City is seeking proposals for website design services and development for the City of Traverse City website, [traversecitymi.gov](http://traversecitymi.gov)

### **Background**

The City of Traverse City is located within the Grand Traverse Region of Northern Lower Michigan on the shores of picturesque East and West Grand Traverse Bays. While the City's office population hovers around 15,000, it holds a daily population of over 30,000 and a micropolitan statistical area of approximately 150,000. The Traverse City area typically see around 3.2 million visitors annually.

The current website has a custom content management system and a number of users to enable the ability to edit departmental pages. Information on bids/rfp, employment, police department, and park related information generate the most traffic. Due to the large amount of content, we are seeking more efficient navigation tools and additional elements that will help serve our constituents.

### **General Project Scope and Features**

- **Navigation** - Reorganization of current content with the addition of new content by creating drop down menus or other organizational tools with option to Navigation search for entire site on homepage and name anchors on applicable pages
- **Modern Design** – Develop an engaging design that promotes navigational ease
- **Alerts & Notifications** – Display alerts prominently with the ability to send via email or text to subscribers
- **News/Project/Programs** – Prominently display news items and upcoming/current projects/programs
- **Homepage Feed** – Provide a social media feed on homepage

- **Department Pages** - Develop departmental pages that better organize each department, more robust departmental pages, especially parks and recreation,
- **Site Search** – Internal site search engine and log of search terms
- **Communication engagement** - Opportunities for online community engagement
- **Software Integrations** - Ability to integrate various software programs such as GIS Arc Hub, Munitrex, OnBase, icompass, BS&A, and more
- **Online Forms & Payment Capabilities** – Solution for online forms with integrated payment capabilities
- **Content Scheduling** – Set dates for content to automatically publish and ability to expire
- **Responsive Web Design** - Create a responsive mobile friendly interface – site adjusts to the screen size of all devices it is being viewed on, including forms, calendars, etc.
- **Image Center** – Store images in a central location on the website
- **Printable Pages** – Print friendly function
- **E-Notifications** – electronic subscription to e-news on site
- **Calendar** – update/publish calendars for permitted events, public meetings, and related items
- **ADA Compliance** - Create an ADA compliant website
- **Content Management System** – Have a CMS that provides ease for users to update their own content on the website and provide training
- **Admin Rights/Permission** – Allow system administrators to establish levels of permissions for staff to update/manage/access content based on roles
- **Analytics** - Provide robust analytics
- **Content Conversion** - Convert content from existing website to the new site
- Additional items may be required or recommended

### **Minimum Qualifications**

At a minimum, contractors shall meet the following qualifications:

1. Have been in the business providing web design for a minimum of five years.
2. Have proven expertise in responsive website design/mobile website design for mobile/tablet
3. Familiarity with municipal software for integration
4. The ability to add and change content is very important, therefore a user friendly content management system that offers the technical capability to add said content to the City website.
5. Provide training and access to City staff to make content changes.
6. Developmental support is provided in a reasonable amount of time.
7. Have provided such services for at least three clients. Provide references.
8. Must not have outstanding debt with the City of Traverse City

If the specifications are obtained from the City's website link at:

[https://www.traverscitymi.gov/bids\\_and\\_rfps.asp](https://www.traverscitymi.gov/bids_and_rfps.asp), it is the sole responsibility of the Bidder to check the website for updates and addenda prior to the bid being submitted. Bidder may also sign up to receive notifications when bids and RFPs are posted by sending an e-mail requesting same to [tcmanage@traverscitymi.gov](mailto:tcmanage@traverscitymi.gov).

The City of Traverse City reserves the right to accept or reject any or all bids, waive irregularities, and to accept the bids either on an entire or individual basis that is in the best interest of the City.

The City accepts no responsibility for any expense incurred by the Bidder in the preparation and presentation of a bid. Such expenses shall be borne exclusively by the Bidder. Only the successful Bidder will be notified.

You must indicate on the outside of the sealed envelope that the bid is for the **City Website Design Services & Development**

You must submit **TWO (2) SEALED COPIES** of the bid to the City Manager's Office prior to the above-indicated time and date or the bid will not be accepted with a digital copy. Alternatively, E-Mailed bids **will be** accepted. Please indicate in the subject line of your e-mail that you are submitting a "Sealed Bid" together with the project description, City Website Design Services & Development, and submit your e-mailed bid to [tcmanage@traversecitymi.gov](mailto:tcmanage@traversecitymi.gov) **September 17, 2021, at 2 p.m.**

Please note that if you have previously submitted an informal quote, you will still need to submit a sealed bid prior to the date and time specified above in order to be considered. Please ensure that all requirements listed in the specifications are met.

If you have any questions, please contact Colleen Paveglio, Communications Specialist, at (231) 922-4480 or [cpaveglio@traversecitymi.gov](mailto:cpaveglio@traversecitymi.gov) before the bid is submitted.

PLEASE SUBMIT BID TO: City of Traverse City  
City Clerk's Office  
400 Boardman Avenue, 2<sup>nd</sup> floor  
Traverse City, MI 49684

**Bidder - Please complete and return**

**BID SUMMARY**

**TITLE:** City of Traverse City Website Design Services & Development

**DUE DATE:** September 17, 2021, at 2 p.m.

Having carefully examined the attached specifications and any other applicable information, the undersigned proposes to furnish all items necessary for and reasonably incidental to the proper completion of this bid. Bidder submits this bid and agrees to meet or exceed all requirements and specifications unless otherwise indicated in writing and attached hereto.

Bidder certifies that as of the date of this bid the Company or he/she is not in arrears to the City of Traverse City for debt or contract and is in no way a defaulter as provided in Section 152, Chapter XVI of the Charter of the City of Traverse City.

Bidder understands and agrees, if selected as the successful Bidder, to accept a Purchase Order / Service Order / Contract and to provide proof of the required insurance.

Bidder submits this bid and agrees to meet or exceed all the City of Traverse City's requirements and specifications unless otherwise indicated in writing and attached hereto. Bidder shall comply with all applicable federal, state, local and building codes, laws, rules and regulations and obtain any required permits for this work.

The Bidder certifies that it is in compliance with the City's Nondiscrimination Policy as set forth in Administrative Order No. 47 and Chapter 605 of the City's Codified Ordinances.

The Bidder certifies that none of the following circumstances have occurred with respect to the Bidder, an officer of the Bidder, or an owner of a 25% or more share in the Bidder's business, within 3 years prior to the bid:

- (a) conviction of a criminal offense incident to the application for or performance of a contract;
- (b) conviction of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, or any other offense which currently, seriously and directly reflects on the Bidder's business integrity;
- (c) conviction under state or federal antitrust statutes;
- (d) attempting to influence a public employee to breach ethical conduct standards; or
- (e) conviction of a criminal offense or other violation of other state, local, or federal law, as determined by a court of competent jurisdiction or an administrative proceeding, which in the opinion of the City indicates that the bidder is unable to

perform responsibility or which reflects a lack of integrity that could negatively impact or reflect upon the City of Traverse City, including but not limited to, any of the following offenses or violations of:

- i. The Natural Resources and Environmental Protection Act.
  - ii. A persistent and knowing violation of the Michigan Consumer Protection Act.
  - iii. Willful or persistent violations of the Michigan Occupational Health and Safety Act.
  - iv. A violation of federal, local, or state civil rights, equal rights, or non-discrimination laws, rules, or regulations.
  - v. Repeated or flagrant violations of laws related to the payment of wages and fringe benefits.
- (f) the loss of a license or the right to do business or practice a profession, the loss or suspension of which indicates dishonesty, a lack of integrity, or a failure or refusal to perform in accordance with the ethical standards of the business or profession in question.

Bidder understands that the City reserves the right to accept any or all bids in whole or part and to waive irregularities in any bid in the best interest of the City. The bid will be evaluated and awarded on the basis of the best value to the City. The criteria used by the City may include, but will not be limited to: ability, qualifications, timeframe, experience, price, type and amount of equipment, accessories, options, insurance, permits, licenses, other pertinent factors and overall capability to meet the needs of the City. The City is sales tax exempt – Government.

Bidder agrees that the bid may not be withdrawn for a period of sixty (60) days from the actual date of the opening of the bid.

Submitted by:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Name and Title (Print)

\_\_\_\_\_  
Company Address

\_\_\_\_\_  
Phone                      Fax

\_\_\_\_\_  
City,                      State,                      Zip

**EMAIL ADDRESS:**  
\_\_\_\_\_

\_\_\_\_\_  
Sole proprietorship/partnership/corporation  
\_\_\_\_\_  
If corporation, state of corporation

REFERENCES: (include name of organization, contact person, and daytime phone number).

1. \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_

2. \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_

3. \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_

SUBCONTRACTORS: (include name of organization, contact person, daytime phone number, and services to be performed).

1. \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Services to be Performed: \_\_\_\_\_

2. \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Services to be Performed: \_\_\_\_\_

3. \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Services to be Performed: \_\_\_\_\_

COST:

<b><u>Task</u></b>	<b><u>Cost</u></b>
Server Setup:	\$ _____
Install/Setup Web Content Management System:	\$ _____
Website Design:	\$ _____
Convert data from existing site:	\$ _____
Training:	\$ _____
Expenses:	\$ _____
Consulting/Implementation:	\$ _____
_____ :	\$ _____
_____ :	\$ _____
TOTAL	\$ _____

ONGOING COSTS:

Consulting Support:	\$ _____
Maintenance/Support Contract:	\$ _____
Storage/Access Fees:	\$ _____
_____:	\$ _____
_____:	\$ _____

**A response to each of the following is required. Provide detailed explanations for each item.**

**Web Site Hosting**

- 1) Provide information on the hosting configuration to ensure as little downtime of the website as possible. The information should include server configurations, Internet connection speeds and providers, redundancy, battery/generator backup, and a recovery plan for a system failure.
- 2) If site hosting is to be outsourced identify the subcontractor and provide credentials including the information that was requested above.
- 3) Will the vendor guarantee hosting of the site within a datacenter in the United States?
- 4) Is there a storage limit on the total number of documents or size of documents that are stored on the site?
- 5) Provide detail information on policies and procedures that are used to secure the:
  - a. Physical facilities that are hosting the servers and CMS.
  - b. CMS software from unauthorized access and hacking.
- 6) Does the site support encrypted (SSL) access for logging in and making changes to the site?
- 7) How often are updates applied to the CMS? What is the process for testing of updates before they are applied?
- 8) Is the system sold as a single complete system or is it sold as separate modules? If the system has separate modules, list all modules included in the proposed price as well as all modules that are excluded.
- 9) How often are new features added to the CMS? Are the new features included in the maintenance support or are they separately chargeable?
- 10) Is there a cost to have a periodic redesign of the web site to meet new emerging standards and provide an updated look and feel?
- 11) Can the software be used to host as many sites as we choose or are there additional licensing costs?
- 12) Explain if each of the following are possible and how they would affect the cost for the proposal.

- a. Operating separate sites each with their own web site design while sharing the same software and server.
  - b. Operating separate sites with a shared web site design while sharing the same software and server.
  - c. Operating a single site, but with customization options like those listed below.
- 13) What is the customization level available to departments? The departments that have their own websites now want to be able to utilize the full page for branding and navigation of their department with links to City homepage.
- a. Can they have their own menus?
  - b. Can they have their own headers and graphics?
  - c. Can they have their own color scheme?
  - d. Separate URL to go directly to their “home” page.
  - e. Is there a choice to restrict searches to only their department documents or the entire site?
  - f. These departments should still use the same page design and navigation options as the rest of the site.

### **Administration**

- 1) How is security handled within the software and how is it administered?
  - a. Security administration should allow authorization by group or individual with special rights for a system administrator. Rights are to be assigned for each of the following categories: create/update/delete/publish. Passwords will be required for anyone with the ability to alter web content.
- 2) Does the system provide an audit log and history of changes that are made by specific users?
- 3) To what extent will the software support changes to the header, borders, and footer areas by the individual departments?
- 4) What areas of the software are vendor controlled? What areas cannot be changed by us?
- 5) What type of menus are supported by the system? Mega menus, drop down menus, float over menus, etc.
  - a. If mega menus are supported, can the mega menus include graphics?
  - b. Are we able to change all elements of the menus?
  - c. Is there a limit on the number of menus or number of items on a menu?
- 6) Will the software support both an Internet and an Intranet site? Are there additional licensing fees?
- 7) Is the system capable of including counters anywhere on the website and have the data stored in a database with related document information for analysis/statistics? Are tools available to analyze usage of the site? The City currently uses Google Analytics for



statistics.

- 8) Can page layouts be created so users will be required to select from a set of templates when designing webpages? Can templates be created by IT staff or must this be done by the vendor?
  - a. The entire site is to present the same “look and feel” for navigation. We are looking for flexibility in design, but also want to make sure that standards are adhered to.
- 9) If a design change is made to a template will the changes cascade to all web pages on the site that were created with that specific template?
- 10) Is a report or an online tool available to discover broken website links?
  - a. Is it possible for enrolled users to run it for only a subsection of the site, such as a single department?
- 11) Does the CMS support “friendly URLs” or URLs that are easily read and not coded strings of numbers and letters to refer to web site documents? Will the friendly URLs be the links that are indexed by search engines?
- 12) Can short links or redirects be created for departments and special pages so they can be accessed using a URL of: [traversecitymi.gov/planning](http://traversecitymi.gov/planning) as an example?
  - a. Will the City be able to create the redirects or does it have to be done by the vendor?
  - b. Is there a setup charge?
- 13) Does the system include a workflow option for the publishing of documents?
  - a. Can documents be set to require approval before publishing?
  - b. Can a workflow option be setup for each department or turned off for a specific department.

### **Features supported by the CMS**

- 1) The City would like a single page where a person may sign up/manage email subscriptions for notification of newly published content. The choices on the sign up page need to be able to be updated by the administrator of the site.
  - a. Can the subscriber lists be exported to Microsoft Excel?
- 2) Calendar feature that allows the creation of an unlimited number of calendars.
  - a. Explain the options for creating calendar appointments and repeating appointments (must be very flexible).
  - b. Can a single appointment in a repeating set be modified without affecting the other appointments?
  - c. Can you add repeating entries by custom selecting specific dates?
  - d. Can multiple calendars be dynamically merged to show events from many calendars on a single calendar?

- e. Can the calendar be set to view in a specific format, but the user can switch the view to other formats – daily, weekly, monthly?
  - f. Is the calendar searchable?
- 3) What browsers are supported for viewing webpages on the website? Describe any limitations imposed by specific browsers.
- 4) Does the CMS support a digital repository for storing of images, documents, videos, etc. for linking to pages on the website?
- a. Can authorizations be setup for items stored in the digital repository for enrolled users to limit who can add, change, or delete items in the repository?
  - b. Does the repository support a directory tree structure with authorizations by subdirectory?
  - c. Can a document be placed in a directory and have it automatically show up on a page on the site? This would involve being able to create a page on the site that points to a specific repository directory and then anything added to the directory will dynamically show on that page.
    - i. If so, are there any parameters to create consistency in the page content listings?
- 5) Is it possible to search the entire site and/or subsections of the site? Are the search results listed by relevance and is there a limit on the search results?
- a. If items are linked in the digital repository are those items included in the search index?
  - b. What document types are indexed? Examples: Adobe PDF, MS Word, MS Excel, etc.
- 6) Does the website support storing and playback of videos? Is there a size or time limit for the videos?
- 7) Ability to have rotating/changing pictures/graphics on web pages.
- 8) Ability to create a page that will provide a slideshow of pictures.
- 9) Social media integration that provides a feed on website. Explain other options available.
- 10) Ability to publish RSS feeds.
- 11) Responsive webdesign for optimal viewing of the site on desktops, tablets, smart phones, etc. Is this supported by the CMS? If so, are there any special things the person must do to maintain the web page? Is there a single point of maintenance or must things be done to support the responsive web design?
- 12) Can documents be set to publish at a predetermined time and also be automatically removed based on an expiration date?
- a. If so, can the page still be edited prior/up to the predetermined publish time?
- 13) Does the system maintain an archive of document changes? Can a prior version of the document be restored if necessary?

- 14) Does the system support the creation of web forms for online polls, applications, and surveys for collection of information?
  - a. How is the data stored once it is collected? Is it accessible in an Excel format or a database?
  - b. Can each form be accessed in a PDF format or more readable format that is a close match to the online form? An example is an application to be a member on a board or committee.
  - c. Can a web form be integrated with a back end application for data validation and saving of the web form information? Explain what is needed to accomplish this.
  - d. Can an online poll be created with a single question that provides immediate feedback that shows the responses in percentages?
- 15) Does the system include the ability to create moderated online discussion areas?
- 16) Does the system support ecommerce transactions?
  - a. Can transactions be linked to back end applications for automatic posting?
  - b. Does the system support the creation of an online store?
  - c. Can users sign up for programs or classes for a fee?
- 17) Is it possible to have webpages - like press releases and bids - that multiple departments could post to or a category they could select that would automatically add their documents to particular pages?
- 18) Provide details on how the website adheres to the World Wide Web consortium's (W3C) Web Accessibility Initiative to provide a website that will be compliant with the current Americans with Disabilities Act (ADA).
- 19) Can the site be setup with a language translation option to display the site in multiple languages?
- 20) Does the CMS include a fully searchable central staff and department directory which may be easily edited in the content management system? Will the directory be able to accommodate unlimited entries, including the ability to divide entries into an unlimited number of custom groups?
- 21) Does the CMS include a feature which allows users to send an e-mail through a webpage on the site? Does the system have the ability to route such e-mails, based upon category, to a designated individual within the organization? Is it possible to edit the categories and designated individuals via the CMS?
- 22) Does the CMS provide image editing capabilities, such as resizing graphics, rotating, etc.?
- 23) When users are uploading images to the website do they have to worry about resizing the images to achieve the best web site page responses on all connection types?

### **User Support**

- 1) What is the interface to the web content management system? Is it a browser or a special

client? If the interface is a browser, what browsers are supported? If the interface uses client software are there licensing costs for each client? Are there any client licensing requirements for the server operating system software?

- 2) Editing of the website must be easy and intuitive. Describe the process required to create new pages, add/update elements to a page, create links, etc. Provide documentation and screen shots to provide a good understanding of the process.
- 3) Do wizards exist to create links to other pages on the site, documents in the repository, or links within the same page? Are other wizards available?
- 4) What are the capabilities of the web page editor? Is the editor true WYSIWYG – will the page display exactly the same in the editor window as it does on the web browser? Explain how the editor handles each of the following?
  - a. Tables
  - b. Images
  - c. Tabs, Indents
  - d. Fonts - Type, Size, Color
  - e. Does the editor support drag and drop of elements on the page?
  - f. Can editing options be limited by user? Examples: Don't allow underline, limit font selection, colors, etc.
- 5) Is there anywhere in the software where the user sees HTML or needs to understand HTML?
- 6) Is it possible to see and edit the underlying HTML code?
- 7) Is there a view in the editor to allow editing of the HTML while simultaneously viewing and editing content in the standard designer so that both design views would parallel each other?
- 8) Can HTML code be inserted into a page and have it interpreted correctly?
- 9) How is metadata added to each webpage and is the metadata available for indexing by search engines?
- 10) Is online help available? Does it provide comprehensive instructions on how and why things are done, rather than simple definitions? Provide an example of the help that is included with the system.
- 11) What types of training are available for users adding content to the website?

## **Design**

- 1) Include three possible website designs with the proposal. The designs may be from existing customer sites. Include information on the navigation choices that are provided or can be added by the software such as drop down menus, borders, etc.

## **Management of web content:**

- 1) Does the system allow for storing document attributes? Can reports be generated or the documents queried based on these attributes?
- 2) Does the system support the following field attributes? Please list any additional attributes that are not listed, but maintained by the CMS:
  - a. Author
  - b. Authorized editors
  - c. Title
  - d. Description
  - e. Comments
  - f. Category(s) – used to index/locate documents for editing
  - g. Status – Draft, Final, Published
  - h. Flag to include in a “What’s New” section
  - i. Last date modified
  - j. Date published
  - k. Future publish date – for automatic posting
  - l. Expiration date – for automatic archiving

**Additional Features:**

- 1) Include any other information that is believed to be pertinent, but not specifically requested elsewhere in this RFP.

**Maintenance/Support:**

- 1) Explain what is included in a maintenance/support agreement. Make sure to address each of the following items.
  - a. Call support – limit on number of users/hours?
  - b. Problem determination/fixes?
  - c. New releases of software?
  - d. Frequency of new releases/updates?
  - e. Ongoing training?