



REQUEST FOR QUALIFICATIONS (RFQ) WEBSITE REDESIGN AND WEB HOSTING SERVICES

The City of North Kansas City is soliciting qualifications from firms, partnerships, and corporations for a new website, content management system (CMS), and website host to improve service delivery to our residents, businesses, and visitors. We want our site to be easy for users to find what they need, flexible to our changing needs, and easy to manage. The website should be just as easy to use for both mobile and desktop users and fit the City's visual brand.

About the City of North Kansas City, Missouri

North Kansas City is a city of approximately 4,300 residents in the Kansas City metro region. NKC is also known as a business-friendly community and an employment center with a daytime population of 25-30,000+ people. The hospitality our residents and business owners are accustomed to with other city services must translate across our website.

Our staff takes pride in maintaining a standard of excellence. As a small city, our major departments with a web presence include community development, police, fire, parks and recreation, public works, and administration.

Current Website – nkc.org

The City's current website provider is CivicLive. Staff from different departments administer content and several third-party applications are currently utilized for various services, including: Energov for processing permits and business licenses, ADP for job applications, RecTrac for parks and recreation program registration and room reservations, and multiple online payment portals.

Opportunities for improvement include:

- Accuracy and ease of search function
- Organization of public documents including Agendas and Minutes
- News features
- Ease of page updates

Overview

The City is seeking a new website and hosted CMS. The scope of work includes analyzing the current site, designing a new site, migrating existing information and incorporating new information where needed. The site will be the City's new public-facing website and as such the target audience is citizens, guests, businesses, news outlets, and employees. The website should be designed to provide easy and intuitive access to up-to-date information as well as access to City digital services. Overall it must be an efficient means for the public to communicate with staff and elected officials.

Required CMS Functionality

- Users must be able to report issues (potholes, graffiti, noise complaints, etc.) using attachments easily and efficiently through the site, preferably without having to create an account. The backend should be easy for staff to manage workflow for responding to issues.
- The system should be easy for City staff to add/edit/delete content when necessary. Features should include change tracking and inline editing.
- The system should have a way to archive information.
- Fit all screen sizes and types automatically.
- Government basics:
 - Agenda / Minutes Manager
 - Bid / RFQ Manager
 - Calendar / Events Features
 - News Feature widget that uses a simple fillable form to allow City staff to post news.
 - Forms that are easy for users to fill out, easy for staff to create and manage, and the ability to submit documents/photos.
- Third-party platforms must be seamlessly integrated so users don't feel like they're starting over on a different site. Current third-party platforms include RecTrac, Energov, Show-Me Courts, YouTube, Google Maps and multiple online payment portals.
- Text and email notifications for registered users.
- Emergency / late-breaking news Hover Widget for any page.
- Social Media integration.
- Multiple page templates or easy to customize templates for different levels/departments (Parent/Child pages)
- Document / file repository.
- Scheduled publishing.
- Features that enable and ensure ADA compliance.
- URL customization with redirects.

Other Requirements

The design must conform to the City's design guide and branding standards.

Search engine: The CMS must include a built-in search engine that searches content AND document repositories (PDF, MSWord, etc.). Google search will NOT be used within the site.

Site analytics: the CMS must include site analytics – not Google – and provide basic website metrics such as sessions, browsers used, page views, landing pages, geographic region, new or unique visitors and bounce rate.

Training: The vendor shall provide training on CMS usage. The vendor must also create a user manual for the City’s site focusing on the custom widgets or other functionality that is specific to the new site. The vendor must provide ongoing training options.

Project timeline: The vendor should include a project timeline as part of the RFQ response.

Data migration: Migration of the data from the existing site must be included as part of the RFQ response. This includes a detailed audit of the current site along with recommendations for additions or removal of content. Where new or changed content is required, the vendor must propose a method for City staff to submit the information to the vendor who will then format and include it with the new site.

Reports: Broken links, activity report (last time page was edited), spelling errors.

Test demo site: The vendor should include a test demonstration site that city staff can test-drive the vendor’s backend system.

Program Management

The vendor’s team will work in consultation with the City’s communication team to achieve consensus on the desired objectives with key stakeholders. Stakeholders include internal staff, external users, and City Council members. The vendor will develop a work plan outlining key deliverables. Successful outcomes would include collaborative visual design, implementation and migration plan, staff training, and mentoring.

The vendor will assist in reviewing the City’s internal processes, collecting and organizing web and CMS requirements to make recommendations, and provide best practices and migration methods for the City’s website design and replacement project. The vendor must assist the City in planning, simplifying, and migrating current webpages and content. The vendor will also identify solutions for keeping content within the CMS systems in sync during beta testing.

Throughout the development process, the vendor will work with NKC’s communications team and, when applicable, community users who will perform beta testing to provide feedback on the system’s ease of use.

The vendor will work closely with the communications team to identify best practices, enhancements, and current issues that need to be addressed within the new CMS system. The vendor will facilitate the creation, documentation, and implementation of a performance monitoring process.

Training and Mentoring of City Staff

The vendor will provide documentation for the processes that will be used to train and mentor the communications team and other CMS users. The vendor will be required to provide detailed training materials, which should include a written manual with screenshots in PDF or online format to facilitate instructor-led onsite training. Vendor must have a proven track record of providing staff training and guidance on the utilization of the CMS and best practices in content promotion.

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Selection Process

The City's communications team will evaluate proposals and select the respondent that they judge to be best qualified to perform the scope of work outlined above. The City shall be the sole judge of its own best interests, the proposals, and any resulting agreement and/or contract. The City's decisions shall be final.

The evaluation criteria for this Statement of Qualifications shall include but shall not be limited to the following:

- Overall responsiveness to the RFQ
- Qualifications and experience of the respondent
- Specific experience with government websites
- Unique strengths or capabilities of the respondent team
- Such other factors as the City may deem relevant.

The qualification evaluation and selection process will follow the following general timeline. The City reserves the right to change this schedule to meet the needs of City staff, the selection committee, and the City Council.

RFQ Issued:	July 20, 2020
Proposals due:	August 28, 2020

A review committee consisting of the City's communications team will review all proposals and may interview a shortlist of respondents and make a recommendation to the City Council. After the selection of the respondent deemed best qualified, City representatives will enter into negotiations with the respondent.

The City may request additional information from respondents at any time before the final approval of a selected respondent. The City reserves the right to select one or none of the respondents. The City will select what, in its sole judgment, it determines will be in the best interest of the City.

All submittals shall become the property of the City, and, after the selection process, will be a part of the public record.

Response Requirements

Responses shall include the following information, presented in this order:

Cover Letter: On firm letterhead, please identify the principal contact, providing the name, title, street address, email address, and telephone number, as well as all persons authorized to make representations for the respondent. The letter must indicate the type of organization of the respondent (e.g., partnership, corporation, limited liability company, joint venture, etc.). The letter must briefly summarize the respondent's proposal and be signed by an authorized agent of the respondent.

Qualifications and Experience: Please summarize the respondent's design experience, including:
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- Vendor profile – How long have you been in business, where are your office(s) located, how big is your team? If the firm submitting the RFQ and the product software provider are not the same company, separate information shall be provided for the vendor submitting the proposal and the software product provider.
- Team and methodology – Describe the proposed project staff (including sub-contractors) that will be dedicated to the project. What are each person's roles and responsibilities and what's their related background? What's your methodology to facilitate and lead this project to achieve the desired objectives?
- Design and CMS features: Provide a written narrative or samples explaining how your platform meets the needs covered in this RFQ.

Proposed Project timeline: Please include a proposed timeline that includes major tasks and milestones (July 2020 project kick-off).

Education and Training: Provide a proposed plan for education and training, including the anticipated number of hours and the location where the training is to take place. Please include expected outcomes to provide City staff training and guidance on the utilization of the CMS and best practices in content promotion.

Demo Website: Please include a URL and login instruction to a test demonstration site that city staff can test-drive the vendor's backend system.

Examples of similar projects: Please share at least three past projects that are similar to our project in size and scope.

References: Submit three references for similar projects. If possible, include contacts at other municipalities you have worked with. Include name, title, telephone number and email address for the person to be contacted.

Legal Disclosure: Disclose any judgments, bankruptcies, legal proceedings, or conflicts of interest to projects the respondent has developed, owned, or has a substantial ownership interest in.

All respondents shall submit six (6) printed copies of their proposal and one electronic copy in pdf format in a sealed package or envelope marked "Website Redesign and Web Hosting RFQ." Responses must be delivered to:

Crystal Doss, City Clerk
 City of North Kansas City
 2010 Howell St.
 North Kansas City, MO 64116

Proposals must be received no later than 4 p.m. on Friday, August 28, 2020.

Questions & Information Requests

Any amendments or addenda to this RFQ will be posted on the City's website and distributed directly to respondents known to have the RFQ. To ensure you are sent the latest information regarding this request, you must register as an interested respondent by submitting your contact information to the City Clerk Crystal Doss (cdoss@nkc.org). The City will distribute any amendments or addenda by email.

Questions about the RFQ may be directed in writing to Kim Nakahodo, Assistant City Administrator, at knakahodo@nkc.org. Contact regarding the RFQ with any persons other than Kim Nakahodo, including both other City staff or City elected officials, may result in the disqualification of the submitted response to the RFQ.

All respondent communications with the City will be considered confidential before the opening of responses.

Terms & Conditions

- A. The City retains the right to use any or all ideas presented in any proposal. The selection or rejection of the proposal does not affect this right.
- B. Supplemental materials will not be accepted after the proposals have been opened unless requested by the City.
- C. The City reserves the right to amend, modify, or withdraw this RFQ for any reason, or no reason whatsoever.
- D. The City reserves the right to negotiate with any respondent.
- E. The City reserves the right to reject any proposal or all proposals if deemed to be in the best interest of the City. The City reserves the right to waive informalities in the RFQ.
- F. No respondent may withdraw their proposal for a period of ninety (90) days from the response date.
- G. All responses to this RFQ and documents and meetings relating thereto may remain closed records or meetings under the Missouri Sunshine Act until a contract is executed or until RFQ responses are rejected. All responses to this RFQ, proposals and supplementary material will become the property of the City when submitted. Thereafter, all responses to the RFQ and all proposals will become public information.
- H. The selection of a designer is subject to the approval of the City by its City Council, at its sole discretion.
- I. The City will not be liable for any expenses incurred by a respondent in replying to this RFQ or for expenses incurred by the successful respondent during the negotiation of a development agreement between the respondent and the City.