

CITY OF FARMINGTON

REQUEST FOR PROPOSALS/QUALIFICATIONS CITY WEBSITE DEVELOPMENT

BACKGROUND

The City of Farmington is currently soliciting proposals to construct a new City website. Proposals and qualifications of interested individuals are to be submitted to the City Manager's Office by the close of business (4:30 p.m.) on Friday, October 16, 2009.

The City is looking to construct a new website with the intent of making it easier for users to navigate, for a content management system that would allow City staff to provide frequent updates with little difficulty, to incorporate electronic solutions that would include a calendar and reservation process for three city park locations, and to allow podcasting of council meetings and other City video features.

The contractor would be responsible for developing the website and structuring it for updates from City personnel. The contractor would be involved with developing the web page, banner, and navigation menus. The City would prefer that the contractor host the site along with City e-mail accounts. The City utilizes *Microsoft Word* for word processing applications and *Excel* for spreadsheets. City staff would utilize these two software packages to update information on the website.

Contained below is information regarding the minimum requirements for the website update and the process for reviewing proposals and qualifications.

PROPOSED SCHEDULE FOR CONSULTANT SELECTION

September 21, 2009	Advertise request for Proposals/Qualifications (RFP/RFQ). City staff available to answer any questions.
	City staff to acknowledge receipt of proposals by e-mail as they are received.
October 16, 2009	RFP from consultants are due.
October 19 thru October 30	Committee reviews RFP's/RFQ's, narrows consultants to three to five for further consideration, develops interview questions and presentation format, schedule interviews/presentations. The presentation can be done on-line.

	City staff to notify consultants if they are not being considered as part of interview/presentation process.
November 2 thru November 11	Committee conducts interviews and presentations. Conducts further background checks.
By November 13, 2009	Committee submits recommendation to the City Council
November 16, 2009	City Council acts upon recommendation of Committee and awards project.
November 17	City notifies consultants of City Council award.
November 18 thru December 4	Consultant prepares detail work plan for project completion based on schedule submitted with proposal.

CONTENT OF PROPOSALS AND SUBMITTAL

1. Proposed Software – The proposal should address the type of web software proposed for use on the City site. The contractor would be responsible for developing the website and structuring it for updates from City personnel. The contractor would be responsible for developing the web page, banner, and navigation menu. If hosting the website and e-mail accounts, the proposal should include all measures that would be taken to insure confidentiality, reliability, and security.
2. Key Personnel – The proposal should identify other key personnel that would be responsible for the development and maintenance of the website.
3. References – The proposal should identify other local units of government, non-profits, schools, or other comparable organizations that have been responsible for development and maintenance of the website. This shall include contact individuals.
4. Cost – The proposal shall contain the cost for the purchase of software (if any), the cost for annual maintenance, the cost for development of the website, and any expenses associated with the development and maintenance of the site. It is important that the bidder understand the nature of the updates to be provided by the City and those by the consultant.

5. Proposed Schedule – The proposal shall include a proposed schedule for the development and implementation of the website and e-mail accounts.
6. Copies – Prospective vendors shall submit five (5) copies of their proposal by the above referenced deadline. If submitted by e-mail, one is sufficient.

Proposal Submittals:

E-Mail: cpoole@ci.farmington.mi.us

Mail: Farmington City Manager's Office
Attn: Website Development
23600 Liberty Street
Farmington, MI 48335

PROCESS FOR REVIEWING PROPOSALS/QUALIFICATIONS

The following City personnel will be involved with reviewing the content of the proposals: City Manager Vincent Pastue, City Clerk Sue Halberstadt, Administrative Assistant Diane Iwasaki and Police Records Supervisor Corinne Brazzil. Once the new website has been implemented City Clerk Sue Halberstadt will be responsible for administration of the site.

The City of Farmington will review the proposals and qualifications based on the following criteria: (1) experience in working with local government units, non-profits, or other governmental agencies; (2) experience and longevity of key staff involved with development and maintenance of the website; (3) relative ease to provide updates to the website; (4) timeframe for consultant to develop structure for website update; and (5) cost to develop and maintain.

ADDITIONAL INFORMATION

Contained below is the minimum information that would be required on the website. The proposal should include any additional items that they feel would be beneficial to the website or the City.

City Council Information – The section dealing with the City Council would contain a group picture of the five members along with the City Manager and City Clerk. The individuals would be identified below the picture. Also, it would be necessary to indicate the City Council meets on the first and third Monday each month. The following information would also be part of this section. This would be updated every two years unless a change in council or personnel takes place.

- *City Council Agenda.* Agendas would contain the two proceeding years plus the current year. Each City Council agenda is approximately two pages long. The City Council usually holds about 30 meetings each year.
- *City Council Minutes.* This would contain the two proceeding years plus the current year minutes. Each set of minutes is approximately 15 to 20 pages long. The City Council usually holds about 30 meetings per year.
- *Mission Statement and Goals.* This would be for the current year and is approximately four to six pages of information.

Department Information – The City of Farmington has seven departments within the organization, plus another six agencies that would be linked to the City website. Each department would have its own section that would include the following information.

- *Department Description.* This section would include a picture of a department activity plus a brief description.
- *Services and Personnel.* This would provide a narrative description of the various department services, plus information about the number of employees.
- *Director and Deputy Director.* This would contain two pictures: one for the Director and Deputy Director along with brief biographical information.
- *Annual Reports.* The annual reports section would contain the three proceeding years of each department. A department annual report ranges in size from 15 to 20 pages and would be available in a Word or PDF Document format.
- *Key contacts.* This would simply be a listing of key contacts either by phone or e-mail. It would list business location and hours of service.

Boards and Commissions – The City would propose to have a section for each of the following Boards and Commissions: Planning Commission, Board of Zoning Appeals, Historical Commission, Traffic and Safety Board, and Board of Review. Each board and committee would have the following structure. There would also be an on-line application that could be completed by residents interested in serving on a board or committee that would be transmitted to the City Manager's Office.

- *Introduction Page.* This would include a picture of the board and commission members plus a brief narrative explaining their duties and responsibilities.

- *Member Listing.* This would provide a listing of each member, their title, and term of office.
- *Agendas.* Agendas for all of the boards and commissions are usually limited to one page. The website would maintain the two previous years plus the current year agendas.
- *Minutes.* This would contain minutes from the two previous years plus the current year minutes. Each set of minutes is between two and eight pages long.

Communications – Contained below are the items that would be included in this section.

- *City Manager's Quarterly Update.* It is usually about two pages in length. The update would obviously be changed every quarter.
- *Mayor's Annual Message.* This is approximately one page in length.
- *Monthly Calendar of Events.* This will be approximately two pages in length and will be updated each month. There is no need to archive this information.
- *Public Hearings.* This will provide a listing of all public hearings that are currently scheduled. It is important that they be dropped once the date has passed. There is no need to archive this information.
- *Request for Bids/Proposals.* This would provide a current listing of all items in which the City is currently soliciting bids or proposals. It is important that they be dropped once the date has passed. There is no need to archive this information.
- *Job Openings.* This would provide a listing of all current job openings for the City of Farmington. It is important that they be dropped once the date has passed. There is no need to archive this information.
- *Special message.* City staff would be able to place special messages regarding services or emergencies.
- *Communications to the City.* City staff would be able to receive questions, comments, complaints, or requests for services via the website. If the contractor has software package that develops work orders, that should be acknowledged in the proposal.

City Charter and Codes – The City would have a link to a website that would contain the City Charter and Codes. There is no maintenance associated with this section. The

City contracts with Municipal Code to maintain, update and provide a link to the City Charter and Code.

Maps and Fee Schedule – The City would work with the contractor regarding the most efficient and effective location to present maps and fee schedules. Most likely they would be in the departmental section but would entertain other alternatives. This would include the following: Zoning Map, Future Land Use Map, Street Map, City Park Map, and map of the Downtown Development District and businesses. The City would anticipate at least four other maps that would be available from time to time. For example, maps identifying the areas for the annual leaf collection program, road closures, parade routes, and other temporary maps.

The City maintains a fee schedule in a document that is approximately 50 pages. This is updated usually two or three times each year. It is a Word Document.

Licenses and Permits – This section would provide a complete listing of all licenses and permits by department. The City would like to have a copy of the application available for each license and permit. However, we do not anticipate that applicants would file electronically. Contained below is a listing of licenses and permits issued by the City.

Clerk's Office

- Business Registration
- Solicitors License
- Animal Licensing
- Listing of all Businesses
- Map of Precincts

Public Safety Department

- Pistol Purchase Permits

Building Department

- Building Permit
- Electrical Permit
- Plumbing Permit
- Sign Permit
- Mechanical Fees
- Fence Permit

Planning and Zoning

- Site Plan Review
- Special Land Use Application
- Planned Unit Development
- Board of Zoning Appeals (Variance Application)
- Historical Commission Review Application

Governor Warner Mansion

- Gazebo (Weddings) Grounds Rental

City Parks

- Park Pavilion Rental (East end of Shiawassee Park)
- Shiawassee Park Playscape Pavilion Rental

Feature Articles

The City of Farmington currently posts a feature story or article at least four times per year. Along with this, every six months the City has a story regarding an employee, community volunteer, or information regarding the activities of our many boards and commissions.

Podcasts – The City anticipates podcasting of City Council meetings, Planning Commission meetings, and other programs on the website such as Neighborhood Watch Program and project updates.

Community Information

There is currently an extensive amount of information on the existing website regarding the City of Farmington and the surrounding community. We would like much of this information to transfer to the new website.

Other Links

There are a number of links that would be part of the website development. The City of Farmington contracts for a number of its services, as well as participate in intergovernmental agreements to these services. Listed below are the links that are directly associated with services funded by the City of Farmington or via an intergovernmental agreement. The other links represent a closer working relationship with the City of Farmington.

Direct Links: 47th District Court, SWOCC, RRRASOC, Farmington Public Library, City of Farmington Hills Senior Division, City of Farmington Hills Cultural Arts Division, and City of Farmington Hills Recreation.

Other Links: Greater Farmington Area Chamber of Commerce, Farmington Public Schools, Oakland County Michigan, the City of Farmington Hills.

E-Mail Accounts – The City maintains approximately sixty (60) e-mail accounts. The proposal would specify the type of e-mail system proposed, system capacity, and administration.

Search Capability – Site and other web search capabilities

For additional information or questions, please feel free to contact City Manager Vincent Pastue at 248-474-5500, x 221 or by e-mail at vpastue@ci.farmington.mi.us.