



City of Rye

Request for Proposal: Website Redesign

Date of Issue: April 1, 2017
Proposal Submission Deadline: May 1, 2017 at 10:00am
Goal Launch Date: November 1, 2017

City of Rye, Office of the City Clerk
1051 Boston Post Road
Rye, New York 10580

Telephone: (914) 967-7371
Website: www.ryeny.gov

Background

The City of Rye, located in Westchester, New York on the Long Island Sound, is a community of approximately 15,500 residents, organized under by a Council-Manager form of government. The City Council is the legislative body responsible for overall operation if the City. The City Manager serves as the chief administrative officer. The City provides the following services to its residents: general and administrative, public safety, community environment, and culture and recreation.

The goal of this request for proposal is to find an outstanding partner to redesign the City's website at www.ryeny.gov in order to better communicate the City's dedication and services to its residents. The successful applicant will work with the City to provide an easy-to-navigate online experience, while better reflecting the professionalism of the City's municipal services.

Context

Our current website was built in 2009 and no longer adequately portrays the level of service and professionalism exhibited to our residents on a daily basis. Our website is integral in providing important information, accepting online tax payments, managing Freedom of Information requests, parking permit renewals, emergency alerts, keeping a resident e-mail database, and providing accessible forms and documents. It is the City's chief resource for disseminating information to the public. As the design and management software are both outdated, the City has received consistent feedback from the community and City Council that the website is difficult to navigate and not user-friendly.

With transparency being a major goal, the amount of published information displayed on the website has substantially grown and has overwhelmed the current organizational design. The City's ideal website vendor would have the ability to provide on-going organizational maintenance strategies for future information to be published.

Prioritized Goals

This new website should support the following goals:

- Provide at least the level of functionality of the applications within the current website, including but not limited to: an easy-to-use management and database

system for online payments, parking permit renewals, community database and Freedom of Information electronic program

- Provide a fresh, sophisticated, updated and user-friendly re-design
- Decrease the number of phone calls received by the City solely due to residents not being able to properly navigate the website
- Increase community understanding of how to use the website and where to find information easily

City of Rye Website Redesign Project Team

The following will be the contact personnel on behalf of the City of Rye:

Carolyn E. D'Andrea, *City Clerk*

cdandrea@ryeny.gov

(914) 967-7308

Eleanor Militana, *Assistant City Manager*

emilitana@ryeny.gov

(914) 967-7404

The project team responsible for managing the website redesign project decision will be made up of City of Rye department heads and the City Manager's office.

RFP Estimated Timeline

RFP Issue Date:	April 1, 2017
Responses Due:	May 1, 2017
Finalist Selected & Contacted:	May 17, 2017
Project Kickoff:	June 1, 2017
Goal Completion Date:	November 1, 2017

Existing Website Info

Our current website at www.ryeny.gov is almost a decade old and does not reflect the level of service or professionalism that is exhibited by the City for our residents on a daily basis.

The current website has an antiquated design, coupled with a lack of content organization. It is difficult to use and information is not easily accessible to residents or potential residents of Rye.

Each department publishes new material to the website, sometimes on a weekly basis. Therefore, the successful vendor will give each department the capability to update their own section of the website or add new documents/ materials for residents.

Lastly, the current website provider also manages several active databases, such as the parking permit user information and annual renewals, the Freedom of Information Law (FOIL) electronic system, and e-mail subscriptions. The current vendor also provides embedding capability for streaming government access videos. It also allows for linking to integral outside vendors for tax payments and numerous other functions. It is imperative that the successful vendor be able to provide these services and the City welcomes a more user-friendly approach to this type of electronic management on both the resident and City employees' end.

Functionality Requirements & Services

The City's new website will require the following:

- Responsive and user-friendly layout and navigation, providing an optimal viewing and interaction experience across a wide range of viewing devices or host platforms
- Events calendar with editing capabilities for City staff members with the ability to be set up as single events or recurring events, with options for daily, weekly, monthly or annual recurrences and ability to link important documents to specific events
- Embedded i-frame that points to off-site hosting for video of City Council Meetings and other Government Access Content as required
- Functional search engine for website content
- Management of Freedom of Information (FOIL) System
- Management of Annual Parking Permit Renewal and Payment Program
- Management of E-Subscription Database
- Linking capability for online property tax payments
- Google Analytics integration/ Advanced SEO setup
- Ability to edit key pages through an open-source content management system
- Ongoing technical and organizational maintenance support
- Information transfer to new website as directed
- Mobile website compatible design

Insurances

Vendor must provide the City of Rye with a copy of a Certificate of Professional Liability Insurance prior to commencement of the work. The General Liability Insurance minimum will be one million dollars (\$1,000,000.00) with the City of Rye named as additional insured. The vendor acknowledges that he/she is an independent Contractor and shall indemnify, protect and save harmless the City of Rye, its agents and employees from any and all damages, liabilities and claims of whatsoever nature arising out of the furnishing by the vendor, its agents or employees of the materials and/or performing of the services covered by this RFP. The vendor remains responsible for maintaining the required insurance even if the certificates are never exchanged and/or requested.

Deliverables

The final project deliverable will be a fully functional website. The City will own the copyright for the sites original content and design assets. The City will receive appropriate technology license for perpetual use of code and rights to any HTML or CSS source code developed as appropriate.

Mobile/ Technical Requirements

Final website design must be compatible with major web browsers (Internet Explorer, Firefox, Chrome, Safari, Edge, etc.) and support viewing on the mobile versions of these browsers regardless of platform. A mobile-friendly design is required.

Proposal Requirements

Selection of a proposal for contract will be at the sole discretion of the City of Rye. Proposals should be comprehensive and detailed to provide the following:

- Overview of your company
- Overview of how you will meet our objectives
- Statement of qualifications, including qualifications of the firm and each individual proposed to provide services, experience in website design projects of a similar size/ scope, and experience with public entity, if any
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Identification of any third-party tools including costs and ongoing maintenance costs

- Proposed website timeline from kickoff to launch including delivery of services, including timeframes for specified steps with proposed services
- Details about your team
- A list of at least five recent design and development examples with live URL links
- At least three references with contact information
- Any key differentiators about your company or process
- Pricing with optional elements line-itemed, including any cost to transfer data from current website
- Terms & conditions

Submission of Proposals

Three hard copies and one PDF emailed copy to cdandrea@ryeny.gov of proposal must be received at the City Clerk, 1051 Boston Post Road, Rye, New York 10580 by 10:00am on May 1, 2017. Late proposals will not be accepted. Proposals should be hand delivered or mailed by certified mail. Respondents are to submit all materials together in a sealed packet and clearly mark on the outside of the package “City of Rye Website Design Proposal.” A signed copy of this packet is also required.

THE CITY OF RYE RETAINS THE RIGHT TO REJECT ANY AND ALL SUBMITTALS WITH OR WITHOUT CAUSE. THE CITY OF RYE RESERVES THE RIGHT TO CONSIDER AND RELY UPON FACTORS OTHER THAN PRICING IN ITS SELECTION PROCESS. IT IS UNDERSTOOD THAT ALL DATA ON THE FINAL PRODUCT WILL BE OWNED BY THE CITY OF RYE SHOULD THE CITY MIGRATE TO ANOTHER WEBSITE FOR ANY REASON, THE VENDOR WILL RELEASE ALL INFORMATION IN THE REASONABLE FORMAT THAT THE CITY OF RYE REQUESTS. ANY COST INCURRED BY THE VENDOR IN PREPARING OR SUBMITTING A REQUEST FOR PROPOSAL OR INTERVIEWING FOR THIS PROJECT SHALL BE THE RESPONDENTS’ SOLE RESPONSIBILITY. ANY INFORMATION CONTAINED IN A REQUEST FOR PROPOSAL IS CONSIDERED PUBLIC INFORMATION ONCE IT IS SUBMITTED.

I, the undersigned, understand and agree to all of the foregoing information.

Signed: _____
 Company: _____
 Date: _____