City of Clyde Hill
RFQ for Website Design, Development, and Maintenance

I. PURPOSE
The purpose of this Request for Qualifications (RFQ) is to solicit and select a qualified individual or firm to design and develop a new city website and provide ongoing maintenance and support. The City of Clyde Hill currently has a website at www.ClydeHill.org. The new website will be more user-friendly and visually appealing, providing easy access to information and facilitating the provision of high-quality and efficient government services to the public.

II. COMMUNITY PROFILE
Clyde Hill, Washington, is nestled between the Cities of Kirkland, Bellevue, Medina and the Towns of Hunts Point and Yarrow Point. Seattle is just to the west of Clyde Hill on the other side of Lake Washington. The City of Clyde Hill is a code city as described under Title 35A in the Revised Code of Washington.

Clyde Hill has a Mayor-Council form of government and currently employs 20 full time staff who manage all general governmental services including a 24-hour police department and public works department. The City contracts with the City of Bellevue for Fire Services. Additional information about the City and its organizational chart can be found on the City’s website www.ClydeHill.org.

III. SCOPE OF SERVICES
The firm/individual awarded a contract will design, develop, and deploy a new website for the City of Clyde Hill that will be useful to the public in accessing information and services. The website should be cost-effective, easy to use, interactive, and architecturally sound.

The firm/individual will provide ongoing maintenance and updates to the website to ensure data security and continuously improve the experience of end-users and content managers. The firm/individual will provide technical support to staff performing content management, as well as guidance or resources suitable for training and troubleshooting of common issues.

The website should ideally meet the following requirements:
- Design
  - User-friendly: Easy to access information, easy to navigate
  - Mobile-friendly
  - Common theme/consistent design
    - Simple and visually appealing home page
    - Consistent layout and font types throughout the site
    - Common header throughout the site with City logo and homepage link
    - Consistent orientation and navigational aids, such as hierarchical menus
  - Visually appealing
  - Adaptable to current and changing technology
  - Meet Section 508 requirements for accessibility
  - Options for redesign/refresh every few years
City of Clyde Hill
RFQ for Website Design, Development, and Maintenance

- **Functionality**
  - General information on City services, processes, and procedures.
  - Access to information on City Council and Commission meeting times and locations, agendas, and minutes.
  - Image and text-based news carousel feature on Homepage
  - Robust and user-friendly key word and phrase search functions
  - Inline frame capability for integrating third party online platforms. Currently, the City uses iCompass for meeting/agenda management, and is exploring additional platforms for public records request management.
  - Ability to develop, host, complete, submit, and print online forms, surveys, and applications.
  - Document hosting and organization; ability to search for and download documents center
  - Breadcrumbs or comparable navigation tool
  - Calendar of events
  - Email news alerts/subscription newsletter feature
  - Photo and video hosting and display
  - Staff directory feature
  - Social media integration
  - Emergency notification feature
  - Chatbot integration, potentially

- **Technical**
  - Ensure that the website is provided through a secure connection.
  - Web pages should be tested using multiple browsers (Firefox, Chrome, Edge, etc.). In addition, test with varying load speeds (dial up, fiber optic) to ensure each webpage can be accessed in a timely manner.
  - Use industry-standard techniques to ensure indexing and listing by all major search engines, including use of META tags, SEO-friendly URLs and site structure.
  - Provide tools for analytics and reporting on website use.
  - Transfer relevant content from existing City site to new site. Archive any remaining data.
  - Data shall remain safe and easily recoverable through backup systems. The system must secure against data loss due to a breach, hardware failure, or malfunctioning updates.
  - Use appropriate security and privacy measures for processing resident data, if applicable.
  - Do not include third party tracking of users through cookies, ads, or scripts.

- **Content Management System (CMS)**
  - Browser based administration: Ability to update, delete, and create template-based web pages
  - Easy for nontechnical staff to perform routine content management tasks
  - Ability to create and save draft pages for later publication date
  - Full access to/ control of content and layout features
City of Clyde Hill
RFQ for Website Design, Development, and Maintenance

- Ability to customize the design, themes, and plugins
- Ability to add additional functions over time and update the website’s design
- Include regular updates for the platform so that the CMS stays relevant, problems are resolved, and new features are added regularly
- Develop or reference online training materials on content creation, loading, editing, deleting, and archiving by staff
- Provide training to staff
- Document changes and manage metadata in accordance with the WA Public Records Act (RCW 42.56)

Although the City has some specific requirements, we are also interested in your ideas for content, and more specifically, your approach in re-designing the style of the City website. We encourage respondents to consider and propose alternative solutions, recommendations and improvements.

IV. REQUESTED INFORMATION AND RESPONSE FORMAT

- Title page should include your firm/individual’s name, address, telephone number, principal contact, fax number, and email address.
- Firm/individual’s experience and ability: Provide information on the extent of your firm/individual’s abilities to meet the needs of the project. State the firm/individual’s years of experience related to website design and development.
- Personnel qualifications (if respondent is a firm rather than an individual): Provide a brief resume for each of the consultants who would be working on the project, and state their years of experience in website design and development.
- The response should include a project approach summary for building a municipal website and include a sample project schedule.
- The response should include general pricing range/cost for services outlined.
- The response should indicate necessary software and hardware, any additional communication requirements, integration needs and potential costs necessary to host and maintain the website (i.e. hardware, software, installation, licensing, training, etc.), including any annual licensing fees which will apply in the future after completion of the consultants work.
- Respondents may engage the services of subcontractors for completion of this project. If their proposal involves any subcontractors, full details on the nature of the work to be performed by them and the location in which the work is to be performed must be provided.
- Collection of information: Please state how you intend to gather all the required information, format preferred, and assistance expected from the City in order to complete this project.
- Customer Service Support: Provide information on how you will train staff to use the content management system and how you will provide ongoing support to staff.
- Provide a list of 3 comparable websites designed and developed by you/your firm in the
City of Clyde Hill

RFQ for Website Design, Development, and Maintenance

last 5 years, including governmental organizations. Include the website address, company/agency contact person, address, and telephone number. These companies/agencies may be contacted for references.

- Submittals should be limited to 10 pages total.

V. SELECTION PROCESS

Step I – Submittal & Selection Criteria: The Selection Committee, as determined by the Mayor, will review all proposals and may invite the most qualified firms/individuals to an interview. In reviewing and evaluating the submitted proposals and interviews, the Selection Committee will use the following criteria:

- Responsiveness and completeness of package: Responses should be straightforward and concise. Emphasis should be on completeness and clarity of content. Responses should adhere to requirements listed in Section IV.
- Firm/individual’s experience and ability: The firm/individual should demonstrate that they can meet the requirements in the Scope of Services and may suggest propose alternative solutions, recommendations, and improvements to better serve the City. Experience with municipal organizations is a plus.
- Personnel qualifications: Personnel assigned to the project should have experience and qualifications to perform work in the Scope of Services.
- Website product technical capabilities: The firm/individual should demonstrate how proposed website software product(s) meets functional, technical, and Content Management System (CMS) requirements.
- Proposed approach: Ability and commitment to perform project within reasonable timeframe.
- Customer service support: The firm/individual should be able to train staff to use the CMS and provide ongoing support.
- Comparable websites: Staff will assess the visual appeal, user-friendliness, and functionality of sample and comparable websites.

The City reserves the right to negotiate terms as needed to improve elements of the proposal to best meet the needs of the City, including costs.

Step II – Consultant Selection: Submittals will be narrowed to a short list that may be asked to participate in interviews and provide a live product demo. The Selection Committee will evaluate each interviewed firm/individual using an assessment based on interview questions. In making their selection, they will also consider their assessment of the firm/individual’s statement of qualifications and feedback from references.

Step III – Consultant Fee and Contract: Upon selection of the firm/individual, the fee and contract will be negotiated with the Mayor. The City Council then considers approval of the contract.
VI. TERMS AND CONDITIONS
Not all proposers may be interviewed. The proposers shall be responsible for the accuracy of the information supplied. The City of Clyde Hill reserves the right to reject any and all proposals, to issue one or more agreement(s) for the intended scope of services, to waive minor irregularities, to issue additional RFQs, and to either substantially modify or abandon the selection process prior to any award of a contract.

Nothing contained herein shall require the City of Clyde Hill to award a contract. The City reserves the right to determine its own selection criteria in the award of the final agreement. The contract resulting from acceptance of a proposal by the City shall be in a form supplied or approved by the City, and shall at a minimum reflect the specifications in the RFQ. The City reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFQ, and which is not approved by the City Council. The City shall not be responsible for any costs incurred by the firm/individual in preparing, submitting, or presenting its response to the RFQ.

VII. SCHEDULE OF PROPOSAL PROCESSES
The City will make every effort to follow this timetable; however, we reserve the right to modify the proposal process and dates as necessary.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribution of RFQ</td>
<td>May 30, 2023</td>
</tr>
<tr>
<td>Deadline for Submittal of Qualifications</td>
<td>June 19, 2023</td>
</tr>
<tr>
<td>Possible Finalist interviews (via Teams)</td>
<td>June 30, 2023</td>
</tr>
<tr>
<td>Firm/individual selected</td>
<td>July 10, 2023</td>
</tr>
<tr>
<td>City Council Awards Contract</td>
<td>August 8, 2023</td>
</tr>
</tbody>
</table>

VIII. SUBMISSION DEADLINE
Response materials shall be submitted on or before 4:00pm on – June 19, 2023 to:

City of Clyde Hill
Maia Knox, Assistant City Administrator
9605 NE 24th Street, Clyde Hill, WA 98004
maia@clydehill.org

Late submissions, faxes, postmarks, or telephone proposals will not be accepted. Digital proposals should be submitted via email, but the City assumes no responsibility for formatting or transmission errors.