RFP NO. 2012 W-1

South Bay Cities Council of Governments

Web site Redesign

Deadline for submittal is close of business (5:00 PM) September 24, 2012

THE SBCCOG RESERVES THE RIGHT TO REJECT ALL PROPOSALS AND WILL SELECT THE MOST QUALIFIED CONTRACTOR AND NOT NECESSARILY THE LOWEST BIDDER. THE SBCCOG ALSO RETAINS THE RIGHT TO WAIVE IRREGULARITIES IN THE PROPOSAL.

Questions must be submitted in writing by e-mail to Marcy@southbaycities.org by September 11, 2012.

Responses to all questions to be posted by September 13, 2012.

The South Bay Cities Council of Governments is seeking proposals for web site redesign.

The SBCCOG is a joint powers authority of 16 cities and the South Bay unincorporated areas of Los Angeles County that share the goal of maximizing the quality of life and productivity of our area. Information on the SBCCOG can be found at: www.southbaycities.org

Currently, the SBCCOG operates two web sites: 1) for the SBCCOG (www.southbaycities.org) and 2) South Bay Environmental Services Center (SBESC) a program of the SBCCOG (www.sbesc.com). These sites use two different development platforms - Drupal used for the SBCCOG site hosted by WAO.com a division of Blue Calico, Ltd and a proprietary system managed by the company Blazonco that uses PHP (HypertextPreprocessor) and CSS (Cascading Style Sheets) used for the SBESC site. The two systems are currently hosted by two different companies on two different servers. Proposals should include recommendations for best solutions for hosting the site(s) though a single provider. Our existing hardware hosting topology is unknown to us as we are consumers and have no visibility into this.

The intent of the SBCCOG is to update the two sites and enhance their functionality to achieve the following goals and related functions:

- User friendly Easy to access and maintain/update by non-technical staff.
- · Provide review site so that future site changes can be reviewed before it is published
- Promote the work of the SBCCOG and drive traffic to the site
- Provide relevant information on programs

- Provide specific pages or microsites for major programs such as South Bay Hwy Measure R
 Program and SBESC
- Serve as a resource for cities, regional agencies, and the public
- Encourage participation at SBCCOG meetings and provide RSVP capability
- Serve as a tool or utilize third party tool for special events by providing ability to:
 - take RSVPs and send auto confirmations
 - o allow sponsors and exhibitors to complete forms and obtain information
 - conduct monetary transactions
 - o connect to social media
 - o provide general event promotion
- Provide easy access to organizational documents and contact information
- Provide a portal to resources and tools including FTP site
- Enhance the public's ability to take action and provide input
- Track or monitor visitor information such as interests (web statistics)
- Increase awareness of SBCCOG partnerships
- Create ability for member cities to provide input and data on projects
- Promote our member agencies
- Provide security for different member groups to access different areas of the web site (a windows live ID tool would be acceptable)
- Interface with ArcGIS version 9.3 GIS functions and interactive maps developed by our GIS team
- Provide information in multiple languages Google translate

Linking the two websites and/or combining them is also a consideration that should be analyzed. The final products should create and maintain a consistent look or brand across all programs and be easy to maintain by non-technical SBCCOG staff.

The following outlines the two current sites' content and audiences:

<u>SBCCOG</u> – provides information on the organization as a whole including: history, mission, contact (staff directory), governance structure and points of interest in the South Bay; platform for meeting notices and meeting agendas; resource (reports, program documents), organizational documents and tool for retention (public records requests – agendas, min); archives of documents, studies and programs, and lists as well as related links.

Audience: primarily South Bay cities and state, regional, and local agencies

<u>SBESC</u> – provides information on environment related programs and topics; promotes partners' programs; disseminates information; provides RSVP ability for trainings & workshops; posts news (press releases); calendar of events, and contact information (staff directory).

Audience: primarily South Bay general public, business, and cities.

It is envisioned that the new site(s) would be dynamic and visually interesting and have individual microsites or robust pages for major programs such as SBESC, Electric Vehicle programs, Climate Action Planning, and Measure R. The audience varies for each of these programs.

Sites that provide noteworthy examples:

- Southern California Association of Governments at www.scag.ca.gov organization of site, visual images, all pages on the site are interesting to look at, information is easy to find
- RMC Water and Environment at <u>www.rmcwater.com</u> organization of site, visual images, all
 pages on the site are interesting to look at

SCOPE OF WORK

Consultant shall provide website design and recommend software that provides easy access to users and can be updated and maintained using SBCCOG resources. SBCCOG does not have fulltime technical web staff. Program staff currently maintains the site with manual assistance from a web-hosting contractor. Consultant shall also provide expertise and assistance in overall planning, architecture, and branding of SBCCOG's main website and microsites in order to meet the objective of creating an interactive and dynamic website experience for visitors.

The scope of work includes the following:

- 1. Gather requirements for website components (sections of websites, microsites, features) from users with assistance and facilitation from SBCCOG;
- 2. Document the visual representation and functional specifications of the redesigned main site(s), its components and microsites (if needed);
- 3. Design the main site(s), its components and microsites (if needed) in a manner consistent with best-practice usage of the software recommended using as much off-the- shelf functionality as possible given constraints and include mockups of screens and narratives of functionality;
- 4. Provide branding advise and graphic expertise for the website launched applications including deliverables of before-and-after screenshots/mockups;
- 5. Understand and apply sufficient security applications; Advise on and if feasible provide expertise to interface Self-Service Account Maintenance module with Constant Contact Recommend solutions and tools that will help realize the design goals and assist staff in maintaining the site(s);
- 6. Provide Style Sheets / Guidelines for all custom site elements including master pages, page layouts and web parts;
- 7. Develop a Taxonomy that will be used in tagging web content and which will be used in site and internet search. A third party search tool may be required.
- 8. Transfer existing content to new web site(s) (SBCCOG staff will assist with approximately 15%);
- 9. Proactively conduct knowledge transfer to SBCCOG's webmaster and staff throughout the project;

- 10. Ensure that all designs support ADA Website Accessibility as defined in Section 508 of the US Rehabilitation Act and WCAG 2.0.
- 11. Document required maintenance for the site(s) (Note: some of the staff who will be maintaining and updating the site(s) are off-site);
- 12. Document the new site(s)' design components and functionality;
- 13. Provide support as needed during the testing and go live phases.

The specific elements of the new website collection that will be given primary focus are:

- Main site(s), including search and program content
- · Microsite "template" designs if required
- Migrate or replicate South Bay Hwy Measure R program web site
- GIS & Data Applications Portal-type presentation
- Document Library necessary elements of security
- Self-Service Account Maintenance interface with potential link to Constant Contact
- Taxonomy to tagging content to assist in search
- Content migration
- · Design site to accommodate Mobile version

The major programs of the SBCCOG should be presented in their own page or microsite. An example of this would be the South Bay Hwy Measure R program that requires web functions specific to that program. More information is available on the SBCCOG web site at

http://www.southbaycities.org/node/844. Under this scope of work as stated below, the contractor would migrate or replicate this site's functions to the SBCCOG main web site.

Existing Site Content and Functionality: The South Bay Hwy Measure R web presence will show the following information and can perform the related functions:

- A clickable street and freeway map of the South Bay area as the entry screen showing project limits and project IDs.
- Pre-defined pdf reports from the Project data base supporting the map approved and candidate project lists
- Pre-defined pdf reports from the Los Angeles County Metropolitan Transportation Authority (Metro) PMIS computer system - Monthly Reports per project, Monthly Report Summary, Quarterly Report per project, Quarterly Summary Report
- Reports will be posted manually by authorized users only accessible from the entry screen via pull down menus
- Past reports will be available in an archived on the web site
- Monthly and Quarterly Reports may be requested by inputting Project ID or "Summary", Month, or Year

 Access to parts of the information are password protected allowing cities to input data in a member only area, while other areas are available for public view

The selected contractor will work directly with SBCCOG staff and other contractors through the development and launch of the new website(s) and microsites (if needed). Additionally, the overall planning and architecture will be completed for future expansion including additional microsites, mobile content and distribution, and enhanced data/information access and visualization tools.

BUDGET / COST PROPOSAL

Proposals should be submitted with a line item budget by task. The budget should be in a spreadsheet format and at a minimum include: staff assigned with title, hours per task, and hourly rate along with any additional costs such as travel. Sub-consultants must also be included. Equipment/hosting and software costs must be listed separately. Appearance at least one and possibly two meetings with Board members may be required. In addition, include an option in the proposal for a long term support contract or recommendations on how ongoing support, maintenance and updates would be accomplished.

Because the level of effort is unknown at this time there is no budget amount. Proposers are cautioned to develop adequate, but lean budgets to allow sufficient resources to effectively perform the work envisioned.

SCHEDULE

The estimated timeline for this scope of work assumes an October 2012 start date with completion of phase I in three months December 31, 2012. Phase I shall at a minimum consist of: home page, second level pages, event management for our General Assembly, self-service account management, and security. Total project completed by end of April 2013. It is understood that SBCCOG staff time will not be devoted 100 percent to this project and that there may be delays in the project schedule due to workload changes and shifting priorities.

PROPOSAL REQUIREMENTS

Proposals shall be no more than 20 pages and submitted in the specified format as follows:

Cover Letter – Provide the name, mailing address, telephone number, email address, title, and signature of the firm's authority and/or contact person for this procurement. Also include the office location if it is different than the mailing address.

Technical Approach – Describe your understanding of the project and recommended project approach. Outline the proposed scope of work/services and provide a proposed project schedule. Include links to websites the your firm has developed for clients - at least three.

Management Approach – Describe your proposed project management approach and organization including document management, communication, quality control, scheduling, and financial management.

Project Team Qualifications - Describe the responsibilities of the team members along with their qualifications. Identify the project manager and principal contact person. Provide references (minimum of two and maximum of six references preferably including a government/agency for recent relevant experience for similar projects/services. Include project team member resumes.

Proposals shall be submitted via <u>e-mail</u> by 5:00 p.m. September 24, 2012 to: marcy@southbaycities.org

Emailed proposals must be print-ready. No fax or mailed proposals will be accepted. All submissions will receive a confirmation email within 1 business day. If you do not receive a confirmation email from your proposal submission, please contact Marcy Hiratzka at 310-371-7222, x. 202.

Proposals received after September 24, 2012 will be rejected. Requests for extensions of this time and date will not be granted. Proposals or unsolicited amendments to proposals received by the SBCCOG after the acceptance date will not be considered.

The SBCCOG reserves the right to reject any or all proposals, or to negotiate separately in any manner necessary to serve the best interests of the SBCCOG. The SBCCOG will select the most qualified contractor and not necessarily the lowest bidder. The SBCCOG also retains the right to waive irregularities in the proposal.

The SBCCOG will not be responsible for any expenses incurred by a firm in preparing and submitting a proposal.

PROCUREMENT SCHEDULE

September 4, 2012	Release of RFP
September 11, 2012	Questions from potential bidders must be received
September 13, 2012	Response to questions to be posted on line
September 24, 2012	Proposals due
September 27, 2012	Proposal Evaluations
October 3, 2012	Interviews
October 8, 12012	SBCCOG Steering Committee recommendation
October 25, 2012	SBCCOG Board approval
October 29, 2012	Notice To Proceed

Interviews will take place on October 3 at:

South Bay Cities Council of Governments 20285 South Western Avenue, Suite 100 Torrance, CA, 90501 The selected consultant/firm will be expected to execute an agreement substantially the same as the attached standard contract (Attachment A).

EVALUATION CRITERIA

Firms will be evaluated based on the criteria below:

Evaluation Criteria	Max. Possible Points	Points Earned	Comments
TECHNICAL APPROACH Tasks & approach clearly described Approach is creative & innovative Project intent has been met	30		
FIRMS: Prime Consultant: Capability to perform the technical work required Ability to allocate resources as needed to meet project schedule Familiarly with public agencies Experience with similar project of the same size and scope Ability to explain technical tasks to non-technical audience Sub-Consultant(s): Each sub provides unique service(s) to the team	25		
 Subs are fully capable of performing their tasks PROJECT MANAGEMENT Reasonable total number & distribution of hours Qualifications of key individuals 	20		
Time commitment of key individuals PROJECT COST Realistic cost for services to be performed Allocation of cost to tasks & activities	15		
SCHEDULE Total time allocated for each task is realistic Sequence of each task is logical & feasible	10		
TOTAL	100		

PROFESSIONAL SERVICES AGREEMENT

This Professional Services Agreement ("Agreement") is made as of (DATE) by and between the South Bay Cities Council of Governments, a California joint powers authority ("SBCCOG") and (NAME) ("Consultant").

RECITALS

- A. SBCCOG desires to utilize the services of Consultant as an independent contractor to provide specified professional services to SBCCOG as set forth in Exhibit A.
- B. Consultant represents that it is fully qualified to perform consulting services by virtue of its experience and the training, education and expertise of its principals and employees.
- NOW, THEREFORE, in consideration of performance by the parties of the covenants and conditions herein contained, the parties hereto agree as follows:

1. Services.

- **1.1** The nature and scope of the specific services to be performed by Consultant are as described in Exhibit A, attached hereto and incorporated herein by reference.
- **1.2** SBCCOG agrees to conduct its best effort to assist with the success of the program and understands that the Consultant assumes full responsibility to manage and produce the program.
- 1.3 SBCCOG and participating agencies shall provide all relevant documentation in their possession to the Consultant upon request in order to minimize duplication of efforts. The SBCCOG staff shall work with the Consultant as necessary to facilitate performance of the services.
- **2. Term of Agreement**. This Contract shall take effect (DATE) and shall continue until (DATE) unless earlier terminated pursuant to the provisions of paragraph 13 herein. The term of this Agreement may be extended by mutual agreement of the parties, as may be necessary or desirable to carry out its purposes.
 - **3. Compensation.** SBCCOG shall pay for services based on the estimated budget.
- **4. Terms of Payment**. Consultant shall submit monthly invoices for services rendered and for reimbursable expenses incurred. The invoice should include: an invoice number, the dates covered by the invoice, the hours expended and a summary of the work performed. SBCCOG shall pay the invoices with sixty (60) days of receipt.
- **5. Parties' Representatives.** Jacki Bacharach shall serve as the SBCCOG's representative for the administration of the project. All activities performed by the Consultant shall be coordinated with this person. (NAME) shall be in charge of the project for the Consultant on all matters relating to this Agreement and any agreement or approval made by him shall be binding on the Consultant. This person shall not be replaced without the written consent of the SBCCOG.

6. Addresses.

SBCCOG:
South Bay Cities Council of Governments
5033 Rock Valley Road
Rancho Palos Verdes, CA 90275

Attention: Jacki Bacharach, Executive Director

Consultant: (ADDRESS) Attention: (NAME)

7. Status as Independent Contractor.

- A. Consultant is, and shall at all times remain as to SBCCOG, a wholly independent contractor. Consultant shall have no power to incur any debt, obligation, or liability on behalf of SBCCOG or any participating agency or otherwise act on behalf of SBCCOG or any participating agency as an agent except as specifically provided in the Scope of Services. Neither SBCCOG nor any of its agents shall have control over the conduct of Consultant or any of Consultant's employees, except as set forth in this Agreement. Consultant shall not, at any time, or in any manner, represent that it or any of its agents or employees are in any manner employees of SBCCOG.
- B. Consultant shall fully comply with the workers' compensation law regarding Consultant and Consultant's employees. Consultant further agrees to indemnify and hold SBCCOG harmless from any failure of Consultant to comply with applicable worker's compensation laws.
- **8. Standard of Performance.** Consultant shall perform all work at the standard of care and skill ordinarily exercised by members of the profession under similar conditions.
- **9. Indemnification.** Consultant agrees to indemnify the SBCCOG and participating public agencies, their respective officers, staff consultants, agents, volunteers, employees, and attorneys against, and will hold and save them and each of them harmless from, and all actions, claims, damages to persons or property, penalties, obligations, or liabilities that may be asserted or claimed by any person, firm, entity, corporation, political subdivision or other organization arising out of the acts, errors or omissions of Consultant, its agents, employees, subcontractors, or invitees, including each person or entity responsible for the provision of services hereunder, except for liability resulting from the sole negligence or wrongful acts of the SBCCOG or a participating agency.
- 10. Insurance. Consultant shall at all times during the term of this Agreement carry, maintain, and keep in full force and effect, with an insurance company admitted to do business in California and approved by the SBCCOG (1) a policy or policies of broad-form comprehensive general liability insurance with minimum limits of \$1,000,000.00 combined single limit coverage against any injury, death, loss or damage as a result of wrongful or negligent acts by Consultant, its officers, employees, agents, and independent contractors in performance of services under this Agreement; (2) property damage insurance with a minimum limit of \$1,000,000.00; (3) automotive liability insurance, with minimum combined single limits coverage of \$500,000.00; and (4) worker's compensation insurance with a minimum limit of \$500,000.00 or the amount required by law, whichever is greater. SBCCOG and participating public agencies, their respective officers,

employees, attorneys, staff consultants, and volunteers shall be named as additional insureds on the policy (ies) as to comprehensive general liability, property damage, and automotive liability. The policy (ies) as to comprehensive general liability, property damage, and automobile liability shall provide that they are primary, and that any insurance maintained by the SBCCOG shall be excess insurance only.

- A. All insurance policies shall provide that the insurance coverage shall not be non-renewed, canceled, reduced, or otherwise modified (except through the addition of additional insureds to the policy) by the insurance carrier without the insurance carrier giving SBCCOG thirty (30) day's prior written notice thereof. Consultant agrees that it will not cancel, reduce or otherwise modify the insurance coverage.
- B. All policies of insurance shall cover the obligations of Consultant pursuant to the terms of this Agreement; shall be issued by an insurance company which is admitted to do business in the State of California or which is approved in writing by the SBCCOG; and shall be placed with a current A.M. Best's rating of no less that A VII.
- C. Consultant shall submit to SBCCOG (1) insurance certificates indicating compliance with the minimum worker's compensation insurance requirements above, and (2) insurance policy endorsements indicating compliance with all other minimum insurance requirements above, not less than one (1) day prior to beginning of performance under this Agreement. Endorsements shall be executed on SBCCOG's appropriate standard forms entitled "Additional Insured Endorsement", or a substantially similar form, which the SBCCOG has agreed in writing to accept.
- **11. Confidentiality.** Parties agree to preserve as confidential all Confidential Information that has been or will be provided to each other.
- **12. Ownership of Materials.** All materials provided by Consultant in the performance of this Agreement shall be and remain the property of SBCCOG and its partner organizations without restriction or limitation upon their use or dissemination by SBCCOG. The consultant will retain non-exclusive perpetual rights to the use of material developed under this contract.
- 13. Conflict of Interest. It is understood and acknowledged that Consultant will serve as an agent of the SBCCOG and the participating agencies for the limited purpose of implementation of this project.
- **14. Termination.** Either party may terminate this Agreement without cause upon fifteen (15) days' written notice to the other party. The effective date of termination shall be upon the date specified in the notice of termination, or, in the event no date is specified, upon the fifteenth (15th) day following delivery of the notice. Immediately upon receiving written notice of termination, Consultant shall discontinue performing services. Should the Agreement be breached in any manner, the non-breaching party may, at its option, terminate the Agreement not less than five (5) days after written notification is received by the breaching party to remedy the violation within the stated time or within any other time period agreed to by the parties.
- **15. Personnel.** Consultant represents that it has, or will secure at its own expense, all personnel required to perform the services under this Agreement. All of the services required under this Agreement will be performed by Consultant or under its supervision, and all personnel engaged in the work shall be qualified to perform such services. Consultant reserves the right to determine the assignment of its own employees to the performance of Consultant's services under this Agreement, but SBCCOG reserves the right, for good cause, to require Consultant to exclude any employee from performing services on SBCCOG's premises.

16. Non-Discrimination and Equal Employment Opportunity.

- A. Consultant shall not discriminate as to race, color, creed, religion, sex, marital status, national origin, ancestry, age, physical or mental handicap, medical condition, or sexual orientation, in the performance of its services and duties pursuant to this Agreement, and will comply with all rules and regulations of SBCCOG relating thereto. Such nondiscrimination shall include but not be limited to the following: employment, upgrading, demotion, transfers, recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship.
- B. Consultant will, in all solicitations or advertisements for employees placed by or on behalf of Consultant state either that it is an equal opportunity employer or that all qualified applicants will receive consideration for employment without regard to race, color, creed, religion, sex, marital status, national origin, ancestry, age, physical or mental handicap, medical condition, or sexual orientation.
- 17. Assignment. Consultant shall not assign or transfer any interest in this Agreement nor the performance of any of Consultant's obligations hereunder, without the prior written consent of SBCCOG, and any attempt by Consultant to so assign this Agreement or any rights, duties, or obligations arising hereunder shall be void and of no effect.
- 18. Compliance with Laws. Consultant shall comply with all applicable laws, ordinances, codes and regulations of the federal, state, and local governments. Each party is responsible for paying its own all federal and state income taxes, including estimated taxes, and all other government taxes, assessments and fees incurred as a result of his/her performance under this Agreement and the compensation paid by or through this Agreement
- 19. Non-Waiver of Terms, Rights and Remedies. Waiver by either party of any one or more of the conditions of performance under this Agreement shall not be a waiver of any other condition of performance under this Agreement. In no event shall the making by SBCCOG of any payment to Consultant constitute or be construed as a waiver by SBCCOG of any breach of covenant, or any default which may then exist on the part of Consultant, and the making of any such payment by SBCCOG shall in no way impair or prejudice any right or remedy available to SBCCOG with regard to such breach or default.
- **20. Resolving Disputes.** If a dispute arises under this Agreement, prior to instituting litigation the parties agree to first try to resolve the dispute with the help of a mutually agreed-upon mediator in California. Any costs and fees other than attorney fees associated with the mediation shall be shared equally by the parties.
- **21. Severability.** If any part of this Agreement is held unenforceable, the rest of the Agreement will continue in effect provided that the principal purposes of the parties are not thereby frustrated.
- **22. Notices.** Any notices required to be given under this Agreement by either party to the other may be affected by any of the following means: by electronic correspondence (email), by personal delivery in writing by mail, registered or certified, postage prepaid with return receipt requested. Mailed notices must be addressed to the parties at the addresses appearing in the introductory paragraph of this Agreement, but each party may change the address by giving written or electronic notice in accordance with this paragraph. Notices delivered personally will be deemed communicated as of actual receipt; mailed notices will be deemed communicated as of

the day of receipt or the fifth day after mailing, whichever occurs first. Electronic notices are deemed communicated as of actual time and date of receipt. Any electronic notices must specify an automated reply function that the email was received. The email addresses for each party are as follows:

Jacki Bacharach – jacki@southbaycities.org

(NAME) – (E-MAIL ADDRESS)

- 23. Governing Law. This Contract shall be interpreted, construed and enforced in accordance with the laws of the State of California.
- **24.** Counterparts. This Agreement may be executed in any number of counterparts, each of which shall be deemed to be the original, and all of which together shall constitute one and the same instrument.
- 25. Entire Agreement. This Agreement, and any other documents incorporated herein by specific reference, represents the entire and integrated agreement between Consultant and SBCCOG. This Agreement supersedes all prior oral or written negotiations, representations or agreements. This Agreement may not be amended, nor any provision or breach hereof waived, except in a writing signed by the parties which expressly refers to this Agreement. Amendments on behalf of the SBCCOG will only be valid if signed by the SBCCOG Executive Director or the Chairman of the Board and attested by the SBCCOG Secretary.
- **26. Exhibits**. All exhibits referred to in this Agreement are incorporated herein by this reference.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.
"SBCCOG"
"SBCCOG" South Bay Cities Council of Governments
By: Ralph L. Franklin (Signature)
Title:
Date:
Attest:
SBCCOG Secretary
Contractor
By:(Signature)

(Typed or Printed Name)

Title: _____

Date: _____