

## Request for Quotation

# Office of Community and Economic Development

California State University Fresno  
5010 N. Woodrow Avenue, Suite 200  
M/S WC 142  
Fresno, California 93740

## Table of Contents

Overview .....	3
Situational Analysis .....	3
Background .....	4
Vendor Qualifications .....	4
1. Municipal Website Design Experience .....	4
2. Non-Profit Website Design Experience .....	4
3. Small Business Website Design Experience .....	5
4. Company Profile.....	5
5. Team Members/Roles (list personnel to be assigned to this project) .....	5
6. Vendor Service Capabilities (describe all available) .....	5
7. Integrated Content Management System (CMS) Components and Tools .....	5
8. Vendor/Municipal Contract Performance.....	6
Features .....	7
Cost .....	8
Deliverables.....	8
Other Submittal Requirements.....	8
Evaluation Criteria.....	9
Selection Process .....	9
Schedule .....	9
Inquiries.....	10

## Overview

The Office of Community and Economic Development at Fresno State (OCED) is seeking to develop, redesign and update partner websites to enhance their user experience, implement content management, and provide better information and customer service to their clients and business partners, while meeting high standards for design quality and visual appeal.

Effective websites provide dynamic content that keeps users engaged and coming back. Effective websites also must ensure that content sought is easily found and that navigation remains user friendly. OCED would like a 'User Friendly' way to manage website content while improving navigation, functionality, and access to information. OCED seeks the assistance of a vendor that can accomplish all of the functionality identified in this Request for Quotations (RFQ), but has the flexibility of providing this functionality over time, if needed due to budgetary constraints. OCED also seeks a vendor that has the capability of integrating additional features that may be needed in the future.

## Situational Analysis

OCED will be aiding partners with the implementation and/or redesign of their primary web site. These partners vary from Municipalities to Non-Profit agencies that serve the communities of the San Joaquin Valley. OCED is interested in contracting with a vendor to facilitate this work. The work would include migration of existing content to a new web site or the creation of an entirely new web site (depends on the need of the partner).

The vendor would be responsible for a new or redeveloped design, a content management system (CMS), a hosted server environment, ongoing development support and maintenance, along with the integration of features such as mobile-optimized options (Responsive Design) or the integration of a Utility Payment Portal. OCED's partners would continue to maintain and provide day-to-day content updates via the CMS.

The objective of this RFQ is to provide these services for OCED's partner web sites/portals at a level that ensures continued excellence in presentation and delivery of the information and services provided to our target user audience on an as needed basis.

OCED is actively seeking a qualified web vendor with extensive municipal and non-profit experience as well as small business experience web development experience to replace the existing website(s) of some of its partners. OCED's emphasis is on incorporating extensive content management tools and database driven architecture, while providing a user-friendly and intuitive site structure and interfaces that are both attractive and ADA compliant.

The quotation should include both startup costs for redesign and migration as well as any applicable ongoing costs for hosting and continued development and maintenance.

## Background

The web site(s) will serve as vital communication links between OCED, partner city, and the community. Today, all of the development work and site maintenance are either performed by a consultant or in-house on a limited basis. Content production is provided in-house by the partner's Communications Coordinator or

assigned staff member and backend support for the web site platform, servers and other technical needs are managed within the Information Systems Department. Current partner websites vary in implementation and functionality.

## Vendor Qualifications

The intent of this RFQ is to enable OCED to evaluate vendor experience, qualifications and capabilities for developing and implementing websites on an as needed basis. The desired qualifications are outlined below. Candidates are required to submit a written narrative corresponding to each of the numbered items:

### 1. Municipal Website Design Experience

- A. San Joaquin Valley Municipal clients (please list city name and website URL)
- B. Other municipal clients (please list city name and website URL)
- C. If no previous municipal experience, please explain relevant government website
- D. Experience (please list other government clients/URLs)
- E. References (minimum three references, including all contact information below)
  1. Client Name
  2. Client Contact Person
  3. Phone and Fax
  4. Client Address
  5. Website Address

### 2. Non-Profit Website Design Experience

- A. San Joaquin Valley Non-Profit clients (please list organization name and website URL)
- B. Other Non-Profit clients (please list organization name and website URL)
- C. If no previous Non-Profit experience, please explain relevant business website
- D. Experience (please list other business clients/URLs)
- E. References (minimum three references, including all contact information below)
  1. Client Name
  2. Client Contact Person
  3. Phone and Fax
  4. Client Address
  5. Website Address

### 3. Small Business Website Design Experience

- A. Small Business Non-Profit clients (please list organization name and website URL)
- B. Other Small Business clients (please list organization name and website URL)
- C. If no previous Small Business experience, please explain relevant business website
- D. Experience (please list other business clients/URLs)
- E. References (minimum three references, including all contact information below)
  1. Client Name
  2. Client Contact Person
  3. Phone and Fax
  4. Client Address
  5. Website Address

#### 4. Company Profile

- A. Office Contact (Name, Title, Phone, E-mail)
- B. Office location(s) (Include business address)
- C. Number of years in business

#### 5. Team Members/Roles (list all personnel to be assigned to this project)

- A. Name, title, role (e.g., project management, programming, graphics)

#### 6. Vendor Service Capabilities (Describe all available)

- A. Web Development
- B. Software tools (e.g., Content Management System or modules)
- C. Site maintenance
- D. Site hosting
- E. Client training
- F. Availability of robust self-service documentation and technical support
- G. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
- H. Meets U.S. Federal Government ADA requirements
- I. 24 x 7 support
- J. Security for both City staff and users
- K. Other

#### 7. Integrated Content Management System (CMS) Components and Tools

The CMS listing in the table below (Features) represents functional categories and is not comprehensive; others may be recommended or added. The select vendor must be able to provide the desired components shown in the Features table. Possible budgetary constraints may require that this project be implemented in phases.

#### 8. Vendor/Municipal/Non-Profit Contract Performance (Please provide two examples that include all of the following):

- A. Client name
- B. Contract amount
- C. Contract duration

## Features

	<b>Project Outcome/Module</b>	<b>Function</b>	<b>Offered: (Yes/No)</b>	<b>Comments/Description</b>	<b>Cost</b>
1.	Access GIS, Crime Stats, Mapping, etc.	Interface to Existing Systems and databases			
2.	Agenda Management	Upload, Manage Agendas			
3.	Automatic expirations of content	Expiration Dating			
4.	Browser Based Administration	Update, Delete and Create Template Based Web Pages			
5.	Calendar – Departmental as well as City Wide	Update/Publish Calendars by both Department, City Wide			
6.	Departmental Home Pages	Dynamic Content			
7.	Directories, Listing	Dynamic Content			
8.	E-Notifications	Electronic Subscription			
9.	Event Registration	Online Reservation/Payment			
10.	Forward To a Friend	E-Mail Extension			
11.	Frequently Asked Questions	Dynamic Content			
12.	FTP Capable	Upload/Download Capability			
13.	Hit Tracking	Analytics and Site Audit Reports			
14.	Intranet/Extranet	User Restricted Pages			
15.	Multi-Lingual Support	Dynamic Content			
16.	News & Announcements	Dynamic Content			
17.	News Releases	Online Publishing			
18.	Newsletters/E-Zine	Subscription and Online Publishing			
19.	Online Forms	Forms/Publishing/Tracking			
20.	Online Payments	Secure Online Transaction by department			
21.	Printable Pages	Print-Friendly Function			
22.	RFP/RFQ/Bid Posting	Dynamic Content			
23.	Rotating Photos/Banners	Dynamic Image Display			
24.	RSS Feeds out	Registration by Dept.			
25.	Site Search	Internal Site Search Engine			
26.	Special event/facility liability forms	Secure Online Registration -by Depart.			
27.	Survey/Polling Capability	Poll/Question/Answer tracking			
28.	Vendor Registration	Online Registration			
29.	Site Index				
30.	Video Hosting				
31.	Social Media Interface	Facebook and Twitter feeds			
32.	e-Permitting	Permit Center			
33.	Emergency Notification	Alerts sent via email? SMS Text?			
34.	Facility Management	Online Reservations and/or listing component?			
35.	Responsive Design	Will the website be adaptable to be viewed on mobile devices, tablets, etc			
36.	Facility Reservations				
37.	Mobile Sites	Mobile phone browsers			

		compatibility/ recognition			
38.	Mobile Accessibility	What mobile devices will work (iPad, iPhone, Android, etc?)			
39.	Support and ongoing maintenance	Describe how your firm supports the Products and Services offered			
	39-a Online Support				
	39-b Customer Support Line	Staff, Hours of operations			
	39-c Video Tutorials				
	39-d User Manuals				
40.	Software Upgrades	Explain how your clients receive upgrades to the Product. Costs?			
41.	Mobile APP	Is there an iPhone APP? Android APP? Cost?			
42.	Website Content	What is the process of building the new website? What resources are required of the City? What will the Vendor provide			
43.	Navigation	Describe vendor approach to navigation and structure.			
44.	LDAP integration	Ability to tie login credentials to MS Active Directory			
45.	Breadcrumbs, Site Map	Site navigation options			

## Cost

The vendor should provide detailed cost breakdown for all services included in the scope of work described. This would include costs for design, migration, hosting, development, ongoing or recurring costs for maintenance and support, training, module or feature costs and project management.

## Deliverables

This section identifies the deliverables associated with this RFQ:

1. Under Vendor Qualifications section, complete and return items 1-7.
2. Include a project approach summary and sample project schedule for building a municipal website.
3. Include a project approach summary and sample project schedule for building a non-profit website.
4. Include a project approach summary and sample project schedule for building a small business website.
5. Include pricing structure/cost for services outlined under Situational Analysis section, as well as in the Features table.

## Other Submittal Requirements

The deadline for RFQ responses is Tuesday, July 15, 2014 at 5:00 p.m. Submit RFQ response to the Office of Community and Economic Development, 5010 N. Woodrow Avenue, Suite 200, MS WC 142, Fresno, California 93740. All responses must be addressed to the attention of Shelby Gonzales, Finance Director and marked on the outside "Office of Community and Economic Development Website Design & Development RFQ." Submittals that are not received on or before the specified deadline will not be accepted (no exceptions).

OCED reserves the right to request follow-up information or clarification from vendors under consideration.

OCED reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which in the opinion of OCED, will best serve the interests of its partners.

Each response to this RFQ shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against OCED for reimbursement will be accepted.

## Evaluation Criteria

Responses to this RFQ will help OCED identify the most qualified web vendor and will be indicative of the firm's commitment level. OCED will evaluate the qualifications, references, overall fit with the OCED, as well as the pricing structure and cost to determine the most qualified web vendor.

## Selection Process

The selection process will involve the following phases:

- Phase 1: A review team will evaluate vendor submittals. The initial review will determine conformance to RFQ requirements and whether responses meet minimum criteria established. Review will include the vendor's acceptance of RFQ terms and completeness of submissions.
- Phase 2: Interview of most qualified applicant(s).
- Phase 3: Review team will check references given.
- Phase 4: OCED will notify the vendor with the winning quote.

## Schedule

The approximate RFQ schedule is summarized below:

- Issuance of RFQ: ~~June 16, 2014~~ extended
- Vendor submittals due: September 1, 2014 at our office via email, mail, or personal delivery
- Vendor interviews and reference checks: September 2014
- Vendor approval and notification: September 2014

\* Dates subject to change

## Inquiries

Inquiries about this RFQ must be in writing and directed to:

**Shelby Gonzales**  
Finance Director  
Office of Community and Economic Development



5010 N. Woodrow Avenue, Suite 200, MS WC 142  
Fresno, CA 93740

E-mail: [sagonzales@csufresno.edu](mailto:sagonzales@csufresno.edu)