

REQUEST FOR QUALIFICATIONS
CITY OF NORTH LITTLE ROCK, ARKANSAS

MARY BETH BOWMAN
DEPARTMENT OF COMMERCE
120 MAIN STREET - P.O. BOX 5757 (72119)
NORTH LITTLE ROCK, ARKANSAS 72114
501-975-8881

RFQ NO. 21-3747 DATE ISSUED: December 5, 2021

DATE & TIME OF RFQ OPENING: Monday, December 20, 2021 at 4:00 P.M. CT

RFQ NOTICE

THE CITY OF NORTH LITTLE ROCK IS REQUESTING STATEMENTS OF QUALIFICATIONS FROM QUALIFIED INDIVIDUALS/FIRMS FOR WEB DESIGN AND HOSTING.

Upon signing this request, the company/firm certifies that they have read and agree to the requirements set forth in this Request for Qualifications, including conditions set forth, pertinent information requests, Scope of Work and Addendums.

NAME OF FIRM: _____

PHONE NO.: _____ ARKANSAS TAX PERMIT NO.: _____

BUSINESS ADDRESS: _____

SIGNATURE OF AUTHORIZED PERSON: _____

TITLE: _____ DATE: _____

UNSIGNED REQUEST FOR QUALIFICATIONS WILL BE REJECTED

NORTH LITTLE ROCK, ARKANSAS



REQUEST FOR QUALIFICATIONS

Web design & Hosting

REQUEST FOR QUALIFICATIONS (RFQ) WEBSITE REDESIGN AND WEB HOSTING SERVICES

The City of North Little Rock is soliciting qualifications from firms, partnerships, and corporations for a new website, content management system (CMS), and website host to improve service delivery to our residents, businesses, and visitors. We want our site to be easy for users to find what they need, flexible to our changing needs, and easy to manage. The website should be just as easy to use for both mobile and desktop users and fit the City's visual brand.

For questions related to the Website Redesign and Web Hosting Services, contact:

Brady McCoy
North Little Rock, AR 72114
Phone: 501-906-6320
E-mail: bmccoy@nlr.ar.gov

About the City of North Little Rock, Arkansas: North Little Rock (NLR) is a city of approximately 64,591 (2020 Census) residents in the Central Arkansas region. NLR is also known as a business-friendly community and an employment center with a daytime population of 70,000 + people. The hospitality our residents and business owners are accustomed to with other city services must translate across our website.

Our staff takes pride in maintaining a standard of excellence. As a Metropolitan area, our major departments with a web presence include community development, police, fire, parks and recreation, public works, and administration.

Current Website – www.nlr.ar.gov The City's current website provider is CivicLive. Staff from different departments administer content and must include the ability to integrate with third party applications via external links, iframe, and WordPress plugins when necessary.

Opportunities for improvement include:

- Accuracy and ease of search function
- Organization of public documents including Agendas and Minutes
- News features
- Ease of page updates
- Proper representation of our progressive city.

Overview

The City is seeking a new website and hosted CMS. The scope of work includes analyzing the current site, designing a new site, migrating existing information and incorporating new information where needed. The site will be the City's new public-facing website and as such, the target audience is citizens, guests, businesses, news outlets, and employees. The website should be designed to provide easy and intuitive access to up-to-date information as well as access to City digital services. Overall, it must be an efficient means for the public to communicate with staff and elected officials.

Required CMS Functionality

- The system should be easy for City staff to add/edit/delete content when necessary. Features should include change tracking and inline editing.
- Fit all screen sizes and types automatically.
- Government basics: Agenda / Minutes Manager / Bid / RFQ Manager / Calendar / Events / News Feature.
- Forms that are easy for users to fill out, easy for staff to create and manage, and the ability to submit documents/photos.
- Social Media integration.
- Multiple page templates or easy to customize templates for different levels/departments (Parent/Child pages)
- Document / file repository.
- Scheduled publishing.
- Features that enable and ensure ADA compliance.
- URL customization with redirects.
- The CMS must work with google analytics.
- Reports: Broken links, activity report (last time page was edited), spelling errors.

Other Requirements

The design must conform to the City's design guide and branding standards. Search engine: The CMS must include a built-in search engine that searches content AND document repositories (PDF, MSWord, etc.). Google search will NOT be used within the site.

Vendor Requirements:

- CMS: The Vendor must use the open source CMS version of WordPress. The City of North Little Rock must retain ownership of the design and content of the site, have the ability to manage, and can migrate to another vendor as needed.
- Training: The vendor shall provide training on CMS usage. The vendor must also create a user manual for the City's site focusing on the custom widgets or other functionality that is specific to the new site. The vendor must provide ongoing training options.
- Project timeline: The vendor should include a project timeline as part of the RFQ response.
- Data migration: Migration of the data from the existing site must be included as part of the RFQ response. Where new or changed content is required, the vendor must propose a method for City staff to submit the information to the vendor who will then format and include it with the new site.
- CMS Functionality Demonstration: The vendor should provide a demonstration of the CMS functionality.

- **Ongoing Support:** The Vendor should include in the RFQ services that will be provided for one year following the completion of the migration including but not limited to, hosting services, technical support, and content management.

Program Management

The vendor's team will work in consultation with the City's communication team to achieve consensus on the desired objectives with key stakeholders. Stakeholders include internal staff, external users, and City Council members. The vendor will develop a work plan outlining key deliverables. Successful outcomes would include collaborative visual design, implementation and migration plan, staff training, and mentoring.

The vendor will assist in reviewing the City's internal processes, collecting and organizing web and CMS requirements to make recommendations, and provide best practices and migration methods for the City's website design and replacement project. The vendor must assist the City in planning, simplifying, and migrating current webpages and content. The vendor will also identify solutions for keeping content within the CMS systems in sync during beta testing.

Throughout the development process, the vendor will work with the City of North Littlerock's communications team and, when applicable, community users who will perform beta testing to provide feedback on the system's ease of use.

The vendor will work closely with the communications team to identify best practices, enhancements, and current issues that need to be addressed within the new CMS system.

Training and Mentoring of City Staff

The vendor will provide documentation for the processes that will be used to train and mentor the communications team and other CMS users. The vendor will be required to provide detailed training materials, which should include a written manual with screenshots in PDF or online format to facilitate instructor-led onsite training. Vendor must have a proven track record of providing staff training and guidance on the utilization of the CMS and best practices in content promotion.

Selection Process

The City's communications team will evaluate proposals and select the respondent that they judge to be best qualified to perform the scope of work outlined above. The City shall be the sole judge of its own best interests, the proposals, and any resulting agreement and/or contract. The City's decisions shall be final.

- The evaluation criteria for this Statement of Qualifications shall include but shall not be limited to the following: • Overall responsiveness to the RFQ • Qualifications and experience of the respondent •
- Specific experience with government websites
- Unique strengths or capabilities of the respondent team
- Such other factors as the City may deem relevant.

The qualification evaluation and selection process will follow the following general timeline. The City reserves the right to change this schedule to meet the needs of City staff, the selection committee, and the City Council.

RFQ Issued: December 5, 2021

Proposals due: December 20, 2021

A review committee consisting of the City's communications team will review all proposals and may interview a shortlist of respondents and make a recommendation to the City Council. After the selection of the respondent deemed best qualified, City representatives will enter into negotiations with the respondent.

The City may request additional information from respondents at any time before the final approval of a selected respondent. The City reserves the right to select one or none of the respondents. The City will select what, in its sole judgment; it determines will be in the best interest of the City.

All submittals shall become the property of the City, and, after the selection process, will be a part of the public record.

Response Requirements Responses shall include the following information, presented in this order: Cover Letter: On firm letterhead, please identify the principal contact, providing the name, title, street address, email address, and telephone number, as well as all persons authorized to make representations for the respondent. The letter must indicate the type of organization of the respondent (e.g., partnership, corporation, Limited Liability Company, joint venture, etc.). The letter must briefly summarize the respondent's proposal and be signed by an authorized agent of the respondent.

Qualifications and Experience: Please summarize the respondent's design experience, including:

- Vendor profile – How long have you been in business, where are your office(s) located, how big is your team? If the firm submitting the RFQ and the product software provider are not the same company, separate information shall be provided for the vendor submitting the proposal and the software product provider.
- Team and methodology – Describe the proposed project staff (including sub-contractors) that will be dedicated to the project. What are each person's roles and responsibilities and what's their related background? What's your methodology to facilitate and lead this project to achieve the desired objectives?
- Design and CMS features: Provide a written narrative or samples explaining how your platform meets the needs covered in this RFQ.

Proposed Project timeline: Please include a proposed timeline that includes major tasks and milestones (July 2020 project kick-off).

Education and Training: Provide a proposed plan for education and training, including the anticipated number of hours and the location where the training is to take place. Please include expected outcomes to provide City staff training and guidance on the utilization of the CMS and best practices in content promotion.

Demo Website: Please include a URL and login instruction to a test demonstration site that city staff can test-drive the vendor's backend system.

Examples of similar projects: Please share at least three past projects that are similar to our project in size and scope.

References: Submit three references for similar projects. If possible, include contacts at other municipalities you have worked with. Include name, title, telephone number and email address for the person to be contacted.

Legal Disclosure: Disclose any judgments, bankruptcies, legal proceedings, or conflicts of interest to projects the respondent has developed, owned, or has a substantial ownership interest in.

All respondents shall submit six (6) printed copies of their proposal and one electronic copy in pdf format in a sealed package or envelope marked "Website Redesign and Web Hosting RFQ." Responses must be mailed or delivered to:

Mary Beth Bowman
Director of Commerce
120 Main Street
North Little Rock, AR 72114

Proposals must be received no later than 4 p.m. on Monday, December, 20, 2021

Questions & Information Requests

Any amendments or addenda to this RFQ will be posted on the City's website and distributed directly to respondents known to have the RFQ. To ensure you are sent the latest information regarding this request, you must register as an interested respondent by submitting your contact information to Shara Brazear as directed below. The City will distribute any amendments or addenda by email. It is still your responsibility to look on the City's website for addendums. No questions will be received after Friday, December 10, 2021, 4:00 P.M.

Questions about the RFQ should be directed in writing to:

Shara Brazear
Director of Communications,
Email: sbrazear@nlr.ar.gov

Contact regarding the RFQ with any persons other than Shara Brazear, including City staff and City elected officials, may result in the disqualification of the submitted response to the RFQ.

All respondent communications with the City will be considered confidential before the opening of responses.

Terms & Conditions

A. The City retains the right to use any or all ideas presented in any proposal. The selection or rejection of the proposal does not affect this right.

B. Supplemental materials will not be accepted after the proposals have been opened unless requested by the City.

C. The City reserves the right to amend, modify, or withdraw this RFQ for any reason, or no reason whatsoever.

D. The City reserves the right to negotiate with any respondent.

E. The City reserves the right to reject any proposal or all proposals if deemed to be in the best interest of the City. The City reserves the right to waive informalities in the RFQ.

F. No respondent may withdraw their proposal for a period of ninety (90) days from the response date.

G. All responses to this RFQ and documents and meetings relating thereto may remain closed records or meetings until a contract is executed or until RFQ responses are rejected. All responses to this RFQ, proposals and supplementary material will become the property of the City when submitted. Thereafter, all responses to the RFQ and all proposals will become public information.

H. The selection of a designer is subject to the approval of the City by its City Council, at its sole discretion.

I. The City will not be liable for any expenses incurred by a respondent in replying to this RFQ or for expenses incurred by the successful respondent during the negotiation of a development agreement between the respondent and the City.

REQUEST FOR QUALIFICATIONS

**Wed Design and Hosting
Communications Department
Mayor's Office
City of North Little Rock
North Little Rock, Arkansas**

ACKNOWLEDGEMENT OF RECEIPT / INTENT TO SUBMIT

Please fill in the requested information below as acknowledgement that you have received the Request for Qualifications noted above. If your firm is interested in participating, this sheet must be completed and returned to:

Shara Brazear
Director of Communications
100 Main Street • North Little Rock, AR 72114
Telephone: 501-351-2714
sbrazear@nlr.ar.gov

Name of Firm: _____

Address: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

_____ YES Our company does have an interest in responding

_____ NO Our company does not have an interest in responding

Name (print): _____

Title: _____

Signature: _____ Date: _____

NOTICE TO RESPONDENTS
PLEASE RETURN THIS SECTION UPON RECEIPT OF RFQ IF YOU
INTEND TO SUBMIT FOR THIS RFQ

GENERAL TERMS AND CONDITIONS FOR THE CITY OF NORTH LITTLE ROCK, AR

1. When submitting an "Invitation to Bid," the bidder warrants that the commodities covered by the bid shall be free from defects in material and workmanship under normal use and service. In addition, bidder must deliver new commodities of the latest design and model, unless otherwise specified in the "Invitation to Bid."
2. Prices quoted are to be net process, and when an error is made in extending total prices, the City may accept the bid for the lesser amount whether reflected by extension or by the correct multiple of the unit price.
3. Discounts offered will be taken when the City qualifies for such. The beginning date for computing discounts will be the date of invoice or the date of delivery and acceptance, whichever is later.
4. When bidding other than the brand and/or model specified in the "Invitation to Bid," the brand and/or model number must be stated by that item in the "Invitation to Bid," and descriptive literature be submitted with the bid.
5. The City reserves the right to reject any and all bids.
6. The Purchasing office reserves the right to award items, all or none, or by line item(s).
7. Quality, time and probability of performance may be factors in making an award.
8. Bid quotes submitted will remain firm for 30 calendar days from bid opening date; however, the prices may remain firm for a longer period of time if mutually agreeable between bidder and the Department of Commerce.
9. Bidder must submit a completed signed copy of the front page of the "Invitation to Bid" and must submit any other information required in the "Invitation to Bid."
10. In the event a contract is entered into pursuant to the "Invitation to Bid," the bidder shall not discriminate against any qualified employee or qualified applicant for employment because of race, sex, color, creed, national origin or ancestry. The bidder must include in any and all subcontracts a provision similar to the above.
11. Sales or use tax is not to be included in the bid price, but is to be added by the vendor to the invoice billing to the City. Although use tax is not to be included in this bid, vendors are to register and pay tax direct to the Arkansas State Revenue Department.
12. Prices quoted shall be "Free on Board" (F.O.B.) to destination at designated facility in North Little Rock. Charges may not be added after the bid is opened.
13. In the event of two or more identical low bids, the contract may be awarded arbitrarily or for any reason to any of such bidders or split in any proportion between them at the discretion of the Department of Commerce..
14. Specifications furnished with this Invitation are intended to establish a desired quality or performance level, or other minimum dimensions and capacities, which will provide the best product available at the lowest possible price. Other than designated brands and/or models approved as equal to designated products shall receive an equal consideration.
15. Samples of items when required, must be furnished free, and, if not called for within 30 days from date of bid opening, will become property of the City.
16. Bids will not be considered if they are:
 1. Submitted after the bid's opening time.

2. Submitted electronically or faxed (unless authorized by Purchasing Agent).
17. Guarantees and warranties should be submitted with the bid, as they may be a consideration in making an award.
18. **CONSTRUCTION**
 - A. Contractor is to supply the City with evidence of having and maintaining proper and complete insurance, specifically Workman's Compensation Insurance in accordance with the laws of the State of Arkansas, Public Liability and Property Damage. All premiums and cost shall be paid by the Contractor. In no way will the City be responsible in case of accident.
 - B. When noted, a Certified check or bid bond in the amount of 5% of total bid shall accompany bid.
 - C. A Performance Bond equaling the total amount of any bid exceeding \$35,000.00 must be provided for any contract for the repair, alteration or erection of any public building, public structure or public improvement (pursuant to Arkansas Code Annotated Section 22-9-203).
19. **LIQUIDATED DAMAGES** - Liquidated damages shall be assessed beginning on the first day following the maximum delivery or completion time entered on this bid form and/or provided for by the plans and specifications.
20. **AMBIGUITY IN BID** - Any ambiguity in any bid as the result of omission, error, lack of clarity or non-compliance by the bidder with specifications, instructions, and all conditions of bidding shall be construed in the light most favorable to the City.
21. The bid number should be stated on the face of the sealed bid envelope. If it is not, the envelope will have to be opened to identify.
22. Whenever a bid is sought seeking a source of supply for a specified period of time for materials and services, the quantities of usage shown are estimated ONLY. No guarantee or warranty is given or implied by the participants as to the total amount that may or may not be purchased from any resulting contracts. These quantities are for the bidders information ONLY and will be used for tabulation and presentation of bid and the participant reserves the right to increase or decrease quantities as required.
23. The City of North Little Rock reserves the right to reject any and all bids, to accept in whole or in part, to waive any informalities in bids received, to accept bids on materials or equipment with variations from specifications in those cases where efficiency of operation will not be impaired, and unless otherwise specified by the bidder, to accept any item in the bid. If unit prices and extensions thereof do not coincide, the City of North Little Rock may accept the bid for the lesser amount whether reflected by the extension or by the correct multiple of the unit price.
24. Additional information or bid forms may be obtained from:
COMMERCE DEPARTMENT, 120 Main Street, P.O. Box 5757, North Little Rock, Arkansas 72119 (501)975-8881
www.nlr.ar.gov

BIDDERS ACKNOWLEDGE AND UNDERSTAND THAT UPON AWARD OF THE WINNING BID, THE SELECTED BIDDER WILL BE REQUIRED TO REVIEW AND SIGN A CONTRACT WITH THE CITY OF NORTH LITTLE ROCK PRIOR TO BEGINNING WORK.

Bidding documents must be submitted on or before the bid's opening date and time. Unless noted, bids must be sealed and mailed or delivered to:

**Commerce Department
120 Main Street (P.O. Box 5757)
North Little Rock, AR 72119**

The City of North Little Rock is committed to fair and equal opportunity in employment and service delivery regardless of race, color religion, gender, age, disability, sexual orientation, gender identity or expression, genetic information, marital status, national origin, or veteran status. This policy statement reinforces and communicates that commitment to employees.