

---

# Request for Proposals Website Design & Implementation



**RELEASED : AUGUST 3, 2021**  
**PROPOSALS DUE BY: AUGUST 25, 2021**

---

**City of Tonganoxie, KS**  
**526 E 4<sup>th</sup> St**  
**PO BOX 326**  
**Tonganoxie, KS 66086**  
**[www.tonganoxie.org](http://www.tonganoxie.org)**



---

# RFP – Website Design & Implementation

## **Purpose of Request**

The City of Tonganoxie, KS (The City) seeks to engage the services of a qualified firm to provide design and content management services for a new website. The City's goal is to create a website that:

- Facilitates a user-friendly environment for accessing municipal services;
- Creates a two-way communication between the City and citizens;
- Simplifies content management while meeting high standards for design quality and visual appeal;
- Provides a platform focused on ease of use, including on mobile devices;
- Accounts for and integrates the City's other media platforms.

The current version of the City's website can be viewed at [www.tonganoxie.org](http://www.tonganoxie.org)

## **Background for Tonganoxie, KS**

The City is a City of the Second Class, with an approximate population of 5,400, located in Leavenworth County, KS, and approximately 20 minutes West of the Kansas City metropolitan area. City services are wide ranging and include wastewater treatment, water and stormwater utility, road maintenance, Police, Fire, Waterpark, Code Enforcement and Building Inspections, Municipal Court and Administration. The form of government is a City Council-City Manager type, and includes 5 City Council members and a Mayor.

The City currently utilizes the website, a Facebook page and a You Tube channel. The website is currently designated as the primary place to find information including forms and documents, calendars and newsletters, agenda packets for upcoming meetings, contact information and other relevant reference and regulatory information. The Facebook accounts are used to provide a quick and timely update on City projects and other time-sensitive communications. The City's You Tube channel is primarily used to both livestream City Council meetings and provide recorded meetings for viewing.

The City seeks the bid of a vendor that can accomplish all of the functionality identified in this RFP and has the flexibility of providing this functionality over time, with respect to potential budgetary constraints. Qualified applicants must be equipped to integrate additional features that may be needed or new technologies that may be developed in the future. The City seeks a site that centralizes content management and allows for qualified staff to manage the daily, weekly, monthly and beyond inputs.

---

## **Vendor Qualifications**

The City seeks a vendor with a proven track record of successful design and implementation of websites for public entities. Specifically, a proven capacity in Content Management System (CMS) components and tools. Responders are to submit a written narrative corresponding too each of the outlined requirements below:

1. Introduction
  - A. Company Overview and Summary
2. Company profile
  - A. Company History
  - B. Contact Information
  - C. Office location(s), include business address
  - D. Demonstrated company financial stability
3. Project Team Roles
  - A. Name, title, role
  - B. Resumes, focused on education and experience
4. Municipal/Public Entity Website Design Experience
  - A. Minimum three references, preference for municipal entities
    - Client Name
    - Website URL
    - Contract duration
    - Client contact person, to include job title, phone number and email
  - B. Any municipal award-winning websites designed by the vendor
  - C. Design portfolio (can be submitted as screenshots with URLs)
5. Project Development Approach
  - A. Proposed Timeline
  - B. Outline all project phases and the City's role
  - C. Explain the design process, if not included in the project phases
  - D. Explain the data migration process, if not included in the project phases
  - E. Meets U.S. Federal Government and ADA requirements
  - F. Training, if not included in the project phases
  - G. Ability to integrate municipal branding into new site
  - H. Ongoing technical assistance and training opportunities

- 
6. Support and Maintenance (describe all available)
    - A. System ownership
    - B. Ongoing operations and maintenance
    - C. Training opportunities
    - D. Availability of robust self-service documentation and technical support (can include videos, training manuals, etc.)
    - E. Beta testing
    - F. Normal support hours and emergency support hours
    - G. Software updates and site maintenance
    - H. Software licensing
  7. Ability to integrate the City's branding and aesthetics into the site design
  8. Integrated Content Management System (CMS) Components and Tools
    - A. The CMS features listed in the Functionality Table, Exhibit A, represents functional categories and is not comprehensive, and others may be recommended or added. The City's new website vendor must be able to provide the desired components shown.
  9. Description of features and functionality included with the CMS must include at least:
    - A. Description of page creation
    - B. Page content and manipulation
    - C. Content scheduling and versioning information
    - D. Different back-end user permission levels
  10. Hosting and Security
    - A. Site hosting (remote or local?)
    - B. Hosting location
    - C. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
    - D. Vendor's commitment to operational time, or limiting of downtime
  11. Project Pricing Estimate/Cost of Services
    - A. Days/hours of training, number of employees to be trained, on-site or webinar
    - B. Amount of content migration (entire website or specific amount of data)
    - C. Hosting costs
    - D. Any optional enhancements and consulting packages with deliverables and associated fees
  12. Guaranties/Warranties

---

### **Calendar for Responses:**

- **August 3, 2021** – RFP released
- August 4 – 19, 2021 @ 3pm – questions to City Staff; by email to [dporter@tonganoxie.org](mailto:dporter@tonganoxie.org)
- August 23, 2021 – City Staff to release addendum addressing questions received, if needed
- **August 25, 2021** - Responses due by 3pm; electronic submittals to [dporter@tonganoxie.org](mailto:dporter@tonganoxie.org)
- August 30 – September 2, 2021 – City staff conducts interviews with top tier of responses
- **September 6, 2021** – City staff will recommend award of the project to the recommended consultant during the 7pm City Council meeting

### **Proposal Evaluation**

Award shall be based on the proposal deemed in the best interest of the City. Firms may be asked to provide additional information and/or interview with City staff. The following evaluation criteria, not specifically listed in order of significance, will be applied:

- General approach and plans to meet the RFP requirements
- Qualifications and experience of the firm and assigned personnel
- Ability to provide the integrated Content Management System components
- Cost of analysis
- Demonstration of the website security credentials

### **Contract**

The City reserves the right to make an award without further discussion of the proposal submitted or may decide to not make any award. If awarded, the firm shall enter into a separate written contract with the City, which would contain the proposal of the selected firm. This RFP does not obligate the City to a contract for specific services.

---

# **RFP – Website Design & Implementation**

Exhibit A – 3 Page Attachment

## Exhibit A – CMS Features

Component/ Module Name	Function	Offered (Yes/No)	Vendor Comment
Browser Based Administration	Create, edit, or delete and template-based web pages and news updates		
Calendar	Update/publish calendars w/ optional ability to import Google Calendar feeds		
Departmental Home Pages	Ability create landing pages for associated municipal departments		
Directories, Listing for Staff	Dynamic content		
Document and File Repository	Upload/download capability, back-end ability to search within		
Publicly Noticed Meeting Document Management	Create, manage, and host agendas, minutes, and other relevant documents		
Search / Archive Center	Searchable solution for live or archived content, documents, and news updates (internal site search engine).		

News Updates	Online publishing of blog-style news updates with email subscription capability		
Alerts & Emergency Notification	Front page solution for emergency notification updates with a registration widget and the ability to share via social media		
Interface to existing systems and databases	Integration or links to Interactive GIS, Smartgov, Land Records Portal, Google Suite, etc.		
Recreation Programming/Event Registration & Facility Management	Web-based registration software for Recreation and facility rentals		
Online Payment Solution	Secure online transaction by department		
Survey/Polling Capability	Web-based software for polling, surveys, and answer tracking (or capability to embed third-party programs)		
RFP/RFQ/Bid Posting	Dynamic content		
Integrated Human Resources Solution(s) for Employment Opportunities	Applicants can view job openings and apply (fill out applications, attach resumes and documents) to submit electronically via website.		



Security Integration	SSL encryption		
Video Hosting	Ability to embed third-party videos		
Site Statistics	Integration of comprehensive analytical status reports		
Sitemap	Dynamic		
Mobile Browsing	Website can be accessed from any mobile platform		
Online Forms	Forms, publishing, and tracking with email forwarding capability		
Photo Center	Optional - Display community photos in a central location on website		
Multi-Lingual Support	Dynamic content		
Printable Pages	Print-friendly function		
Social Media Interface	Facebook and Twitter feeds		
Real Estate Management	Properties – commercial or residential – can be organized by and searched		
Sideshow (Photos/Banners)	Dynamic image/video display		
Volunteer Management & Registration software	Provide web-based software or enable third-party embeddable portal(s)		