



# **REQUEST FOR QUALIFICATIONS (RFQ)**

## **WEBSITE DEVELOPMENT, HOSTING, AND MAINTENANCE**

**Town of Springerville  
418 E Main Street  
Springerville, Arizona 85938  
[www.springervilleaz.gov](http://www.springervilleaz.gov)**

**RFQ DUE BY 6/29/2023 4:00 PM**

Persons with disabilities may request a reasonable accommodation, by contacting the 504/ADA Coordinator for the Town of Springerville at (928)-333-2656. Please make all requests as early as possible so as to allow time to arrange the accommodation.

The Town of Springerville is an Affirmative Action/Equal Opportunity Employer.

## **INTRODUCTION**

The Town of Springerville (Town) hereby invites you to submit qualification statements from interested persons to perform contracted website development, hosting, and maintenance.

Respondents to the Request for Qualifications (hereinafter referred to as RFQ) must submit a written statement of qualifications to the Town Clerk's Office by 4:00 pm (Arizona time) on June 29, 2023.

Qualifications can be delivered or mailed to the Town Clerk Office, Town of Springerville, 418 E Main St, Springerville, AZ 85938 or can be sent via email to [kmillier@springervilleaz.gov](mailto:kmillier@springervilleaz.gov).

RFQ's should be prepared simply and economically, providing a straightforward concise description of provider capabilities to satisfy the requirements of this RFQ.

Any questions regarding this RFQ should be directed to Timothy Rasmussen, Town Manager at (928) 333-2656 ext. 226 or via email to [trasmussen@springervilleaz.gov](mailto:trasmussen@springervilleaz.gov).

The Town may choose to use multiple review methods (including interviews) to select the best proposer. The Town will evaluate each received qualification statement. The Town may elect to offer the contract to multiple parties. The Town reserves the right to reject any and all proposals and statements and to reissue this RFQ at any time prior to the execution of a contract if, in the Town's sole opinion, it is in the Town's best interest to do so.

## **Project Description**

The Town of Springerville is seeking to update its public website to enhance the user experience, simplify content management, and provide improved citizens-centric information and customer service to its community while meeting high standards for design quality and visual appeal. The Town would like decentralized content management empowering our staff to easily create and manage website content in each department under the oversight of a central administrator. The new website must be ADA-compliant. The Town seeks the assistance of an experienced company that can accomplish the goals of the Town with all the functionality identified in this RFQ. The Town also seeks a company that has the capability of integrating additional features and functionality that may be identified in the future. The Town would like a vendor to provide hosting services for the website in a secure data center. The experienced company should have a team of experts who understand local government, to help us achieve our vision – all while providing support.

## **Requested Features**

The information below represents requested functional capabilities in the selected content management system. This list is not all inclusive, so other functionality may be recommended or added. The Town's new website vendor must be able to provide at a minimum, the components shown.

- Alerts & Notifications – Ability to display alerts prominently on the website, either on every page or on specific pages.
- Archive Center - Store agendas, minutes, newsletters, and other documents
- ADA Compliance - Latest updates to Section 508 of the Rehabilitation Act of 1973 applied to the design and management of the new website. System should alert to non-compliant content.
- Browser-based Administration - Update, delete and create content from any device with internet access
- Calendar - Update/publish calendars for departments/categories with a main calendar to display all events
- Database Customization - Ability to create custom tables and upload data
- Departmental Home Pages - Ability for departments to have dedicated pages within the site that follow the same design as the other interior pages, mappable to domains other than the main county domain.
- Directories for Staff - Ability to allow citizens to search for staff department information
- Document Center - Upload/download capability for files up to 1GB, back-end ability to search within published and unpublished documents with the ability to limit file types
- Fillable PDF Documents - Ability to fill and digitally sign PDF documents with option for approval process
- Image Center - Store images in a logical location on the website. On-the-fly photo inserting into content, like copy and paste. Allow limiting photo file size and dimension by automatically resizing if necessary.
- Templates - Basic easy-to-use layouts for photos and paragraphs on general content pages
- News & Announcements - Post news releases or updates to relevant pages based on category
- Online Forms - Create unlimited customizable forms
- Printable Pages - Print-friendly function
- Responsive Web Design - Fully mobile responsive design - site adjusts to the screen size of all devices it's being viewed on, including forms, calendars, etc.
- RFP/Rfq/Bid Posting - Allow for easy posting of bids to the site
- Sharing Capability - Links to share content via email and social media
- Site Search - Internal site search engine and log of search terms
- Social Media Interface - Display social media feeds, press releases, blogs, newsletters.

## **Security**

- Town of Springerville keeps full control of our domains

- Uses a secure content management system
- Test Site - Ability to test functionality and content prior to publication
- Tiny URL Creator – For creating simple and small URLs for marketing
- Themes – Ability to change themes and customize CSS

## SYSTEM REQUIREMENTS

1. Web site will be hosted by the selected vendor
2. Web site ADA compliant
3. Multi browser support
4. Responsive design (mobile friendly)

## FORMAT FOR PROPOSAL

The Town of Springerville will evaluate vendor experience, qualifications, and capabilities for developing and implementing a new website for Springerville. The Responders should submit a written narrative addressing each of the items below:

1. Executive Summary
  - a. Overview and summary of how your company will assist Springerville in achieving the goals outlined in this RFQ
2. Company Profile
  - a. Company overview (Legal name of company, brief company history, highlight experience working with local governments, length of time the company has been in business, number of current employees)
  - b. Name, telephone number, and email address for the main point of contact during RFQ process

**One-source vendors are preferred. If utilizing subcontractors for any portion of the project including engineering, design or support, provide key personnel and company information.**

3. Implementation Plan
  - a. Typical timeline/schedule, detailed explanation of all project phases including consultation, design, development, milestones, content migration, training, and implementation.
4. Ongoing Services
  - Continuing Service & Support
    - Technical support services - emergency and non-emergency availability.
    - Availability of online training manuals and ongoing support.
    - Describe product release, enhancement and upgrade process.
    - Customer Service - Statement of customer service guarantees.
  - Hosting & Security

Service Level 99.9% uptime (outside of scheduled maintenance)  
Data Center  
Automated software updates and security patches, redundant firewall solutions  
Disaster Recovery

## 5. Price Proposal

All-inclusive/Lump Sum pricing is requested. Pricing should include:

- a. Development and implementation, including:
  - CMS Software
  - Number of pages for content migration & enhancement
  - Number of days/hours of training – Specify if virtual or on-site. If on-site, indicate if travel is included or a separate cost
  - Additional included products and/or functionality
- b. Annual services, including:
  - Hosting & security
  - Maintenance
  - Technical Support

### **TERM OF CONTRACT:**

- a. Initial Term: The initial term of the contract shall be for three-years commencing on the date the offer was accepted by the Town of Springerville, unless terminated, canceled or extended as otherwise provided herein as provided for in A.R.S. 31 § 121
- b. Contract Extension: Upon mutual agreement, this contract may be renewed up to (4) additional one-year terms or portions thereof.
- c. Modifications to Contract: In the event that Town of Springerville exercises such rights, all terms, conditions and provisions of the original contract shall remain the same and apply during the renewal period with the possible exception of rate adjustments and minor scope additions and/or deletions that may be agreed upon.

**PUBLIC RECORD:** All proposals submitted in response to this request shall become the property of the Town of Springerville and shall become a matter of public record available for review subsequent to the award notification.

**CONFIDENTIAL INFORMATION:** If a person believes that any portion of a proposal, offer, specification, protest, or correspondence contains information that should be withheld, then the Procurement Manager should be so advised in writing (price is not confidential and will not be withheld). The Procurement Manager shall review all requests for confidentiality and provide a written determination. If the confidential request is denied,

such information shall be disclosed as public information, unless the person utilizes the "Protest" provision.

## **PROTESTS**

Any complaints of perceived inequities related to this RFP shall be submitted to Kelsi Miller, Town Clerk at the address listed in this RFP within five (5) days after notification of the selected party.

## **GENERAL TERMS AND CONDITIONS OF THE CONTRACT:**

Any Respondent entering into a contract with the Town must agree to a number of general terms and conditions.

**1. Compliance with Laws:** In performing this contract, Respondent shall comply with applicable laws, ordinances, rules, regulations, and codes of Federal, State and local governments, including, but not limited to, the Arizona Worker's Compensation Act and all Federal and State tax laws. Because respondent will be acting as an independent contractor, the Town assumes to responsibility for Respondent's acts. The successful Respondent shall comply fully with applicable laws, regulations, and codes governing non-discrimination in public accommodations and commercials facilities including, without limitation, the requirements of the Americans with Disabilities Act and all regulations thereunder.

**2. Non-Waiver of Liability:** The Town of Springerville, as a public entity supported by tax money, in execution of its public trust, cannot agree to waive any lawful or legitimate right to protect the public treasury and the right of the taxpaying public to recover amounts lawfully due it. Therefore, any Respondent submitting a Submittal herein agrees that it will not insist upon or demand any statement whereby the Town agrees to limit in advance or to waive any right the Town might have to recover actual lawful damages in any court of law under applicable Arizona law. The Town may agree to liquidated damages in lieu of certain delay damages.

**3. Applicable Laws:** Any and all legal disputes arising under the contract or out of the RFQ herein shall be tried according to the law of the State of Arizona and Respondent shall agree that the venue for any such action shall be in the State of Arizona, County of Apache.

**4. Organization Employment Disclaimer:** Any contract entered into as a result of this RFQ will not constitute, create, give rise to or otherwise recognize a joint venture, agreement or relationship, partnership or formal business organization of any kind between the parties, and the rights and obligations of the parties shall be only those expressly set forth herein. Respondent will agree that no persons, supplied by it in the performance of the contract, are employees of the Town and further agrees that no rights to the Town's civil service, personnel rules and benefits accrue to such persons. Respondent shall be responsible for all salaries, wages, bonuses, retirement, withholdings, workers' compensation, unemployment compensation, other benefits, taxes and premium appurtenant thereto concerning

such persons provided by Respondent in the performance of the contract, and Respondent shall hold the Town harmless with respect thereto.

**5. Transactional Conflicts of Interest:** Respondents acknowledge that any contract resulting from this RFQ submittal is subject to cancellation by the Town pursuant to the provisions of A.R.S. 38-511.

**6. Confidentiality of Information:** Respondent shall treat all information furnished by the Town and the results of the project hereunder as confidential. Respondent shall not disclose such information to others without the prior written consent of the Mayor and Council's authorized representative.

**7. Compliance with the Immigration Report and Control Act of 1986 ("IRCA"):** Respondent understands and acknowledges the applicability of the IRCA. Respondent agrees to comply with IRCA in performing under any contract contemplated by this RFQ and to permit the Town to inspect Respondent's personnel records to verify such compliance.

**8. Fund Appropriation Contingency:** Respondent recognizes that any contract entered into shall commence upon the day first provided and shall continue in full force and effect until termination in accordance with its provisions. Respondent herein recognizes that the continuation of any contract after the close of any given fiscal year of the Town, which fiscal year ends on June 30th of each year, shall be subject to the approval of the budget of the Town providing for or covering such contract item as an expenditure therein. The Town does not represent that said budget item will be actually adopted, said determination being the determination of the Town Council at the time of the adoption of the budget.