



Tahoe City Public Utility District

# Request for Proposal For Website Design & Development

**Proposals must be received by  
Friday, June 9<sup>th</sup>, 2017 at 4:00 PM**

Please direct all inquiries to:

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Tahoe City, CA 96145  
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## 1. Introduction

The Tahoe City Public Utility District (District) is seeking to enter into a professional services agreement with a qualified vendor to design, develop and implement a new website for the District. The intent of this RFP is to solicit proposals to replace the District's very outdated website ([www.tcpud.org](http://www.tcpud.org)), with a well-designed, intuitive, website built using a modern content management system. Furthermore, the District desires to clearly set forth the goals of the project; the core functionality that is most important to the District; and the service expectations of the selected vendor.

The District seeks the collaboration of an experienced company that can implement all of the functionality identified in this RFP, in a timely manner and within budgetary constraints. To this end, submitted proposals should clearly define how the vendor will accomplish each of the requirements set forth in this document. It is the intention of the District to select a single vendor to provide all of the identified design, development and implementation services specified in this document. The District will rely upon the expertise of the selected vendor to design how the new website will best fit the needs of the District and its end-users.

## 2. Project Information

The Tahoe City Public Utility District is a California Special District serving the north and west shore communities of Lake Tahoe with sewer collection services, water service, and parks and recreation services. The District prides itself on its commitment to our customers and our community. The District's existing website is very outdated, very difficult for staff to manage and update, and most importantly is not a user-friendly experience for our customers. The design and layout is also outdated and visually inconsistent throughout the website. The existing website is not intuitive and difficult to navigate, lacks simple functionality such as a site search feature or sitemap, and does not always appear where expected in search engine results.

The District is excited to work collaboratively with a vendor to design, develop and implement a website which achieves the following overall project goal:

**“To offer a website which provides our Customers and our Community with relevant information, presented in a clear and easy to navigate format.”**

By achieving this goal the District desires to enhance the end-user experience, simplify content management and website administration for staff, and improve customer service. The new website should improve the ability for customers to find what they need, when they need it, and in turn reduce staff workload, empower our citizens and increase overall District transparency.

The District's website should be designed primarily around four distinct segments, each with their associated needs from a website.

- Government – store content that provides transparency regarding financial operations; public meeting information; public outreach; org charts/staff directory; ordinances; and other expectations and requirements of a local government agency.



- Utilities/Services – provide customer account information; billing/bill pay functionality; rate information; permitting and inspections; and regulatory/emergency services information.
- Capital Projects – provide capital plan transparency/information and construction bid opportunities.
- Parks/Recreation – provide information on parks/facility amenities and locations; park and facility reservation services; provide recreation program marketing and manage enrollment and payment for services; provide special event program marketing.

The District expects that much of the content from the existing website will need to be migrated to the new website. The selected vendor should guide the District in determining the manner in which it is organized and presented in order to best achieve the overall project goal for the new website. The District anticipates that based on the current site, the new site will be no more than 100 pages and the District is willing to work with the Vendor's recommendations to reduce or consolidate if and where appropriate.

Due to the existing website's deficiencies, when additional pages or topics needed to be added, the District resorted to creating several "micro sites" on WordPress.com and interlinking them with the main site. Examples include: <https://waterplant.tcpud.org/>, <https://conservation.tcpud.org/>, <https://msluchakpark.wordpress.com/>, <https://midsierrawater.wordpress.com/>. The content from these sites will need to be folded into the new site.

The District's website end-users are a diverse group. Because of the nature of the Lake Tahoe area as a world class vacation home destination, our rate and tax payers live all over the world. The primary concentration live in the California Bay Area, Sacramento region and locally. The needs and interests of our full time residents as compared to our second homeowners can vary significantly. In addition to regional differences, our end-users span a wide range of age demographics from teenage recreation program users to retired, second home owner utility customers.

The responsibility for the management of online content is currently distributed among four or five key personnel within the primary segments above. It is critical to the District that the new website have a user friendly, intuitive back end interface that will allow non-experts in website development the ability to easily maintain, update and expand the site as needed.

The District has recently made some updates to its marketing and branding material (letterhead, business cards, etc.). The District can provide examples to assist in crafting a website design that is unified with the brand theme. The District is also open to suggestions for improving its current branding and an ideal partner will be able to provide these services as part of the website design and development project.

### **3. Core Functionality and Features (Minimum Requirements)**

The information below represents the core functional capabilities identified by the District for the new website. The District requires a content management system (CMS) that is both intuitive and robust in functionality. The list below is not all inclusive; other functionality may be recommended by the vendor in order to best meet the goals of the District.



1. **ADA Compliant**
2. **Alerts & Emergency Notification** - Alerts posted on website as a customizable banner, ticker message, or alternative. (i.e. slide in, fly in, pop up, etc. on the home page)
3. **Approval Rights** - allow system administrator to establish specific user roles and permissions for internal staff to update content based upon the role they have in updating the website.
4. **Archive Center or Document Library**- Store agendas, minutes, newsletters, press releases and other documents in one or more locations (easily searchable in both front and back end)
5. **Browser Based Administration** – Ability for internal staff to update, delete and create template based web pages
6. **Calculators** – Customizable web based rate calculator (tool to calculate utility rates, similar functionality to: <http://www.autotrader.com/calculators/> )
7. **Calendars** - Update/publish calendar(s) by department (Exactly like: <http://www.townoftruckee.com/living/event-calendar> )
8. **Citizen Interaction**– Ability for end-users to join email list subscriptions.
9. **Departmental Home Pages** – the ability for departments to have dedicated pages within the site that follow the same design as the other interior pages
10. **District Intranet Site** – ability for staff to access and update a non-public-facing internal website – allow for Staff updates, news, and access to employee forms, etc.
11. **Directories, Listing for Staff and Businesses** – ability to allow citizens to search and sort lists for staff or business information. Staff will add/modify/updated directories. (exactly like: <http://www.townoftruckee.com/living/contact-us> )
12. **Frequently Asked Questions** - Dynamic category based FAQs that are searchable (similar to: [https://www.section508.gov/section508\\_faqs](https://www.section508.gov/section508_faqs) but easier to navigate) Estimated number of FAQs is 20.
13. **Integrate 3<sup>rd</sup> Party Applications** – Incorporate external services into website where possible. Provide a consistent look and feel wherever end-users leave tcpud.org. Current third party applications:
  - a. ActiveNet - <https://apm.activecommunities.com/tcpud/>
  - b. Infosend Billing Portal - [https://www.onlinebiller.com/tcpud/enrollment\\_auth.html](https://www.onlinebiller.com/tcpud/enrollment_auth.html)
  - c. Granicus - <http://www.tcpud.org/general/agenda.shtml> (embedded)
14. **News & Announcements** - Dedicated section for news and announcements, with blog functionality.
15. **Online Forms** – Ability for end-users to complete forms, surveys, and questionnaires that are housed or hosted on the website. Submissions should be added to a backend database that internal staff can manage (District is considering implementing [Laserfiche Forms](#))
16. **Online Job Postings and Application** – Job applicants should be able to create an online profile, submit an application and attach additional documents (i.e. online form functionality)



17. **Parks & Facility Reservation Management** – Provide facility listings and availability as well as the ability for end-users to make reservations (interactive calendaring).
18. **Photo Gallery** - Display community photos that are managed by staff in one or more locations on website
19. **Printable Pages** – Ability for end-users to easily print important webpages (print button).
20. **Quick Links** – Shortcut navigation options throughout the site for easy access to most important information.
21. **Responsive Design** - Completely mobile responsive design - site adjusts to the screen size of all devices it's being viewed on, including, forms, calendars, etc. The District requires the opportunity to view and provide feedback on the mobile design (look and feel) in addition to the main design for desktop users.
22. **RFP/RFQ/Bid Posting** – allow for staff to easily post bids, awards, and results to the site - [http://www.tcpud.org/engineering\\_and\\_projects/construction\\_bid\\_opportunities.shtml](http://www.tcpud.org/engineering_and_projects/construction_bid_opportunities.shtml) (District may consider using a 3<sup>rd</sup> party solution in the future)
23. **Rotating Photos/Videos/Banners** - Dynamic image display on a minimum of the home page and potentially on up to 3 other main pages.
24. **RSS Feed** – ability for end-users to subscribe to an RSS feed(s) for sections of the site containing important news/updates.
25. **Site Search** - Internal site search engine, such as “I Want To”: (similar to: <http://www.townoftruckee.com/i-want-to> ) and search box (similar to: <http://www.cityofredding.org/departments/public-works/public-works-utilities> )
26. **Site Statistics** – Google Analytics tracking code should be installed on all pages so internal users can view data and perform site audit reports.
27. **Sitemap & Breadcrumbs** – An XML sitemap, an HTML sitemap, and breadcrumbs should be implemented to improve search engines’ ability to crawl and index the site.
28. **Social Media Interface** – End-users should have the ability to connect to our social media accounts and they should be able to easily share our content to their social media followers.
29. **SSL Certificate** – The site must have an SSL certificate.
30. **Video Center** – live streaming video capabilities and embedded video solution (similar to: [http://tmwa.com/about\\_us/faqs/how-to-videos/](http://tmwa.com/about_us/faqs/how-to-videos/) )

#### 4. Service Requirements

The services required of the selected vendor can be generally categorized as shown below. Submitted proposals should clearly state how each of the items below will be accomplished or provide documentation and pricing for standard services. The District understands that full service hosting requires ongoing costs. These costs should be clearly outlined in the proposal and the District would expect the first year of costs to be included within the proposed project costs. If a proposing vendor does not offer full service hosting, please address your recommendations for hosting resources.

##### 1. Implementation, Support and Maintenance

- System ownership – District will have all ownership rights of the completed project



- Content Migration – Vendor shall be responsible for leading the District through a collaborative process to identify existing content which needs to be migrated to the new website. The District may have resources available to assist with the actual migration of content at the direction of the Vendor.
- Implementation – Vendor shall be responsible for all configuration, testing and 3<sup>rd</sup> Party integration support for website implementation.
- Implementation Support Period – Vendor shall specify the period of time for which services will be provided to support the successful implementation of the website, until “Project Completion”, under the terms of the professional services contract.
- Training – Vendor shall provide training to key staff on the process of updating content, adding website pages and general administration tasks related to the functionality defined in this document.
- Support Contract – Vendor shall provide details regarding the availability and pricing for ongoing website support and maintenance services contract (system administration, content addition/removal, functionality updates, etc.). The District reserves the right to review available ongoing services and will determine whether a contract for such services is necessary. Any ongoing support services shall be negotiated and entered into outside of the professional services agreement for the Design, Development and Implementation.

2. **Hosting and Security** - (If you do not provide any or all of these services, please provide recommendations and guidance)

- Data Center
  - Minimum requirements: reliable data center, managed network infrastructure, on-site power backup and generators, multiple telecom/network providers, redundant network, secure facility, 24/7/365 system monitoring
- Hosting
  - Minimum requirements: automated software updates, server management and monitoring, multi-tiered software architecture, software updates and security patches, database updates and security patches, antivirus management and updates, server-class hardware, redundant firewall solutions, high performance SAN with N+2 reliability
- Bandwidth
  - Minimum requirements: multiple network providers, burst bandwidth of at least 22Gb/s
- Disaster Recovery
  - Minimum requirements: 24/7 emergency support, on-line status monitor, event notification emails, recovery time objective of at least 8 days, recovery point objective for at least 24 hours, pre-emptive monitoring for disasters, multi geographic region redundant back up data center



- DDoS Mitigation
  - Minimum requirements: defined DDoS attack process including the ability to identify the attack source and type of attack, the ability to monitor the attack for a threshold and a plan once threshold is reached
- Upgradable security packages

## 5. Project Budget & Timeline

The District has an approved budget of \$50,000 for this project. The District is willing to negotiate payment schedules upon successful completion of project phases. The budgeted project funds need to be expended within the 2017 calendar year. The District desires to complete the project and “go-live” by the end of 2017.

## 6. Submittal Requirements

Qualified vendors receiving this request are invited to submit written proposals. Written proposals should clearly address all items listed in this document. Vendors are encouraged to provide as much information as possible about the company, the proposed content management system, scope of services, and all associated costs.

The exact format of the proposal is left up to the vendor, however, as a minimum, proposal shall include the following information:

1. **Letter of Transmittal** – Including an authorized signature for the proposal and a summary of how your company will assist the District in achieving its website goals.
2. **Company Profile/Qualifications**
  - Company name, address, telephone number(s) and website.
    - How long has the company been in business
    - Number of current full-time employees
  - Project Team
    - Contact information for the person authorized to represent the vendor and to whom correspondence should be directed
    - Description of key personnel to be assigned to the project, project role, qualifications and relevant experience.
  - Website Design Examples
    - Please provide the website address for three websites your company has designed, developed and implemented in the last two (2) years.
    - Upon request, Vendor shall provide the customer name, telephone number and contact person for up to three references from clients for whom you have provided similar services.
3. **Project Development Approach**
  - Explanation of the process your team would follow when creating the website for the District.
  - Realistic, achievable timeline for proposed project phases, from initial kick-off to website launch.



- Estimated time requirements of District staff in order to ensure Vendor has the information necessary to complete project phases in accordance with proposed timelines.

**4. Project Pricing Estimate/Cost for Services**

- Project fees including:
  - Proposed progress payments
  - Fees for any additional products required to achieve the project requirements
- Fees for Hosting & Security (if applicable)
- Available maintenance and support contract fees (if applicable)

**5. Description of Features and Functionality Included with the CMS**

- List of all features and functionality included in the proposed CMS. Must address all features and functionality listed in Core Functionality and Features section of this document.
- An explanation of why the CMS you're recommending is the best solution.

**7. Evaluation Criteria**

District Staff will review the submitted proposals. From this review, an evaluation and selection process will be completed to determine the vendor and proposed system which best meets the needs and requirements of the District in the most cost effective way. District Staff will follow up with vendors to address any questions that arise during the review process. Before a vendor is selected an interview with District staff may be required. The final scope of work, project timeline and contract amount will be negotiated with the selected vendor. If an agreement cannot be reached, negotiations will commence with the second ranked vendor.

**8. Schedule**

The following tentative schedule has been established for the selection of a vendor, all dates are subject to change at the discretion of the District:

ACTIVITY:	DATE:
1. Issue Date for RFP	<b>May 10, 2017</b>
2. Due Date for Follow Up Questions/Info	<b>May 24, 2017</b>
3. Due Date for Proposals	<b>June 9, 2017 (4:00 pm)</b>
4. Proposal follow up / Vendor Interviews	<b>June 12 – June 23, 2017</b>
5. Final Contract/Project Scope Due	<b>July 3, 2017</b>
6. Recommendation of Selected Vendor to Finance Committee	<b>July 12, 2017</b>
7. Board of Directors Approval of Contract	<b>July 21, 2017</b>





## 9. Submittal Requirements

One copy of the Proposal should be submitted prior to the Due Date for Proposals noted above in one of the three following manners:

- Email -
  - Email address: [katlhof@tcpud.org](mailto:katlhof@tcpud.org)
  - Subject line: TCPUD Website Design & Development RFP

Or

- Mail –
  - Attention: TCPUD Website Design & Development RFP
  - Address: PO Box 5249 Tahoe City CA, 96145

Or

- Personal Delivery –
  - Attention: Kurt Althof
  - Subject: TCPUD Website Design & Development RFP
  - Address: 221 Fairway Drive, Tahoe City CA, 96145

Submittals that are not received on or before the specified deadline will not be accepted (no exceptions). District reserves the right to request follow-up information or clarification from vendors in consideration. Vendor is responsible to ensure delivery by the date and time indicated above.

The District reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor which will best serve the interests of the District.

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