



TRIUNFO SANITATION DISTRICT

A PUBLIC AGENCY

May 19, 2011

Board of Directors
Triunfo Sanitation District
Ventura County, California

WEB SITE REDISIGN – REQUEST FOR PROPOSAL

Summary

The Triunfo Sanitation District formed an Ad Hoc Web Site Development Committee to initiate and oversee the development and implementation of a redesigned website. The committee is responsible for preparing a "Request for Proposal" (RFP) to secure the services of an experienced website design firm to carry out this project. The committee is seeking the Board's input and direction to finalize the RFP for circulation.

Background

Triunfo's existing website lacks modern features, accessibility, and design aesthetics that are evidenced in many modern local agency websites. There are numerous benefits to be achieved through an updated web presence including the ability to provide simple electronic access to Triunfo services, information, and provide the public with an alternative means of communicating with District officials and staff.

Fiscal Impact

A small amount of staff time is being committed to this project in FY11 within the adopted budget. The proposed FY12 budget includes funding to hire a firm to redesign and implement a website for Triunfo.

Recommendation

It is recommended that the Board discuss and provide comments, if any, on the web site redesign request for proposal and direct the ad hoc committee to finalize the document for circulation.

APPROVED FOR MAY 23, 2011 AGENDA



Doug Anders – Acting District Manager



**TRIUNFO
SANITATION
DISTRICT**

A PUBLIC AGENCY

REQUEST FOR PROPOSAL (RFP)

FOR

**WEBSITE REDESIGN, DEVELOPMENT, IMPLEMENTATION
AND HOSTING OF THE TRIUNFO SANITATION
DISTRICT'S WEBSITE**

RFP Circulation Date:

Proposal Submission Deadline:

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Introduction and Scope of Project

The Triunfo Sanitation District (District) provides wastewater, potable water, and recycled water to more than 30,000 residents in the eastern portion of Ventura County. The District was formed in 1963, covers approximately 50 square miles and is governed by a five member elected board.

The District is seeking the services of an experienced website design firm to redesign, develop, implement, and provide hosting and maintenance information for the District's website. This project will involve utilizing posted information on the existing website as well as the implementation of new information, products, and features as suggested by the District and the firm selected.

The District's existing Internet website is www.TriunfoSanitationDistrict.com which contains general District information including separate pages for District departments, specific events, and functions. The Triunfo Sanitation District is committed to building two excellent websites. These websites should highlight the two major components of the Triunfo Sanitation District. These components are the Triunfo Sanitation District and the Oak Park Water Service. These sites should be linked together where appropriate. These sites should be designed from the view point of ease of use for our citizens. The District is interested in a design that aids website visitors who generally know what information they need or service they want to secure. The site shall be as easy and user friendly as possible.

In addition, it is the District's intention to expand the current usefulness of the existing website and this increased functionality should be demonstrated in the proposal. The District will be available to provide information and support to respondents and will be actively involved in providing information and support throughout the redesign process. The successful firm must have substantial experience in website design, development, implementation, and maintenance.

Respondents are encouraged to contact the District with any questions or concerns. Final proposals submitted are to be received by the Triunfo Sanitation District Clerk no later than **4:00 p.m. on Monday, June _____, 2011**, at the following address:

Triunfo Sanitation District
Attn: Josie Guzman, Clerk of the Board
1001 Partridge Drive, Suite 150
Ventura, CA 93003

Website Objectives

The District is interested in developing a website that highlights two different organizations. The first is the Triunfo Sanitation District and the second is Oak Park Water. There should be two website home pages. They should be linked in areas that are common. Oak Park Water should have the ability to start and stop service and pay bills on line.

The goal of the District's website is to provide simple electronic access to public services, serve as a public communications tool, reduce transaction costs for the District and citizens, and to streamline business operations. The current site structure and design was developed over five years ago and requires significant redesign to take advantage of new design elements and growing demand for electronic services. Specifically, the District would like the redesigned site to provide information regarding the District, possibly include on line payments and a few other services. The redesigned site should have a theme promoting the District with a friendly and professional feel.

The District's website should provide easy access to District services, be adaptable to current and changing technology, provide content management capability for District staff and be used as a public communication tool. The website shall meet the following criteria:

- Visually appealing – The site must have an attractive mix of text, photos, and graphics.
- Provide easy electronic access to public information for use by the target audience.
- Easily updated with a content management system (CMS). Respondent should list the software that would be used to create the site including all graphics software and recommend software and licenses that the District will need to purchase for the continued maintenance of the website.
- Provide the public with an alternative means of communicating with District Officials and staff.
- Enhance delivery and awareness of public services and facilitate a clearly accessible process for public inquiry.
- Development and launch of the website should be implemented within 4 months.
- Common Theme/Consistent Design. Each section of the site should have a common look/theme. The District logo should be on every page as well as a common header and footer. All font types and basic layout should be used throughout the site.
- If determined to be cost effective provide a 24-hour District Office, and the ability to conduct secure financial transactions online.
- Provide a page for all District programs, services, and functions.
- Be easily upgradeable/portable.

The information on the District website should be directed towards the District's citizens, businesses, visitors, prospective businesses, prospective residents, other government agencies, civic groups, associations, youth and senior citizen groups, developers, and any person or agency seeking to conduct business with, or obtain information about, the Triunfo Sanitation District.

Websites We Like

Calleguas Municipal Water District (Calleguas.com)
Camrosa Water District (Camrosa.com)
Foothill Municipal Water District (FMWD.com)
Eastern Municipal Water District (EMWD.org)

Special Provisions

Internet Provider Services not part of this contract. The District already has an ISP; therefore these services are not part of this RFP process. However, hosting and maintenance service options should be presented as options to facilitate the design and maintenance of this site. Hosting providers located within the District will be given preference and must be included as hosting options.

General and Desired Enhancements

- A. Recreate and greatly enhance the District's existing website to be resourceful, informative, and serve as a marketing asset that provides a citizen/business friendly environment which emphasizes access to District services, departments, and business opportunities.
- B. Develop a highly beneficial, cost-effective, easy to use, interactive, and architecturally sound website that is flexible enough to support the District's internet needs for a minimum of three to five years.
- C. The District's preferred website model calls for authorized District staff to have some ability to perform routine content management related to routine information such as the posting of meeting dates, agendas, minutes, departmental events, removing old and outdated information, and general noticing. A staff webmaster(s) should have more comprehensive ability to provide quality control and the ability to update non-routine information. Therefore, a system needs to be structured for maintenance and updating capabilities by non-technical staff. The District is interested in a content management process and is open to ideas on how best to accomplish this aspect of the website.
- D. Create a consistent and standardized format and enhanced graphical look for all pages; thereby establishing a unified theme throughout the District's website. However, the established theme should also provide the flexibility to allow for

different District functions and some level of individuality and/or functionality between District functions and departments.

- E. For ease of use, the District's website must provide consistent orientation and navigational aids, such as hierarchical menus that tell users how deep they are into a topic or subtopic as well as homepage link or icon on each page in the same position.
- F. Graphic files should be relative to site. Design with simplicity to allow for quickest loading. Web pages should be tested at both 28K and 56K dial-up modem speeds to ensure each webpage can be accessed timely.
- G. Allow for search capabilities. Use existing search engines and/or create District database within home site.
- H. Track page hits per District function. Locate hit counter unobtrusively at bottom of each page. Maintenance software which includes reporting functions would be valuable.
- I. Form Printing. A number of static forms will be available for printing. Website must have links or embedded plug-ins such as Java and Adobe for opening and viewing these documents.
- J. Although the District has some specific requirements, we are also interested in your ideas for content, and more specifically, your approach in redesigning the style of the District's website. We encourage respondents to consider and propose alternative solutions, recommendations and improvements.

Services to be Provided

- A. The website must provide for high-speed upload/download response times for both low and high speed computers that are used by the average citizen.
- B. Suggestions regarding accessibility.
- C. The site should be developed to minimize loading times for analog dial-up customers.
- D. The site must be designed to function effectively with common versions of software and hardware, which must be identified in your proposal.
- E. All documents, including maps and tables, should be in HTML, Portable Document Format (PDF), or in a format approved by the District to provide ease of viewing, printing, and downloading.

- F. Include links for citizens to download any browser plug-in products, such as Acrobat Reader, that are necessary to view information on the site.
- G. The site must be compatible with current versions of commonly used Internet browsers. Please identify proposed compatibility in your response.
- H. The site should take into consideration the District's future desire to include e-commerce capabilities, enabling secure on-line credit card payment, verification, fulfillment, and acceptance, and the District's ability to conduct e-government transactions such as water utility bill payment.

Other requirements and features:

- A. Cross-referenced information should be hyperlinked from page to page within the website with the Home Page link always visible.
- B. Features currently provided on the website must be included in the proposal.
- C. The proposal should include a comprehensive timeline for each phase of the website redesign, including meetings with District staff, redesign, development, draft presentation, implementation, hosting, and training.
- D. Graphical files should be relative to the site and provide for quickest loading, with no use of cartoons or caricatures.
- E. The site must be designed for continuous operation 24 hours a day, 7 days a week with exception for times of scheduled maintenance.
- F. Capability to maintain an archive of existing and past records such as agendas, minutes, press releases, newsletters, etc. preferably in HTML format.
- G. The proposal should include basic training for a minimum of 3 employees, training plan, and timeline for the same.

Start and Completion of Work

The tentative schedule for this project/process is as follows:

June _____, 2011	Proposals Due
June _____, 2011	Interviews with Top Three Responders
July _____, 2011	Board Approval
TBD	Go Live

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Services required after selection:

- A. The selected firm's representative(s) may be required to attend a public meeting(s) during the approval process and presentations of any prepared website information during the development process.
- B. The selected firm's representatives will be required to meet regularly with the District's project manager and/or District's web site development committee to discuss and plan the project(s) and provide progress reports as needed.
- C. The selected firm shall work with the project manager and/or District's web site development committee and provide at least 3 different alternative design concepts for review prior to beginning website development.
- D. In conjunction with performance under the approved contract, the contractor may be required to attend additional progress meetings in the event the contractor is not in conformance with the contract. These meetings will be provided at no additional cost to the District.
- E. The contractor must work directly with District staff to deal with the specific needs of the District. The successful respondent will be required to meet the representatives to determine a final list of information to be presented and agree on a final layout for those department's web pages.
- F. Initial draft website design templates and site maps, will be provided to the District within six weeks from the date of the approved contract for review prior to implementation.
- G. A testing period and subsequent acceptance testing period, either period not to exceed 30 business days, shall be provided, during which the District may evaluate the website on District property to ensure satisfaction with the website functions and conformance with the RFP. At the completion of each testing period, a letter of acceptance or failure will be provided to the firm selected. Items requiring correction at either testing period must be corrected within 15 calendar days by the firm selected.

Triunfo Sanitation District Technical Information

- A. The Triunfo Sanitation District has no plan to run the website on an in-house web server; however, viable internal hosting options may be included as an Attachment to the RFP. The website may be hosted by a firm chosen by the District regardless of any recommendations received by the firm selected via the RFP process.

Requested Information and Proposal Format

This section instructs respondents on procedures related to the submission of proposals.

- A. The title page of the proposal must contain your firm's name, address, telephone number, principal contact, fax number, and email address.
- B. The proposal should contain a table of contents.
- C. The proposal should include a statement that the proposal is good for one year.
- D. The proposal should include a statement that respondent meets the minimum experience requirements.
- E. The proposal should include a statement that respondent has or will obtain required insurance.
- F. The proposal should include necessary software and hardware, any additional communication requirements, integration needs and potential costs necessary to host and maintain the website (i.e. hardware, software, installation, licensing, training, etc.).
- G. Proposal should be all encompassing, with a single vendor identified as the "responsible lead vendor." Please indicate any needed subcontracted services required to meet the needs of the proposal or clearly indicate what portion of the services are not included as part of your proposal.
- H. The proposal should include an estimated summary timeline for completion of each phase of the project. This should be as realistic as possible since this will be part of the contractual agreement.
- I. A detailed work plan describing your approach to designing, managing, and coordinating this project. The description should include all tasks listed in the scope of work for all phases of the project and a tentative schedule.
- J. Collection of information. Please state how you intend to gather all the required information, format preferred, and assistance expected from the District in order to complete this project.
- K. Enclose a section on relevant website development experience and information on the extent of your firm's abilities to meet the needs of this project. Please provide a sample of what you envision as the home page for the site.

- L. Years of experience related to website design. Provide a list of comparable websites, including municipalities and governmental agencies, designed by your firm. Include the website address, company/agency contact person, address, telephone number, and hard copies of the Home Pages. These companies/agencies may be contacted for references.
- M. The proposal should include resumes of all principals to be involved in the project and their roles and responsibilities of the proposed project.
- N. The proposal should contain the total project cost, as well as detailed "line item" costs for components/phases of the project. All hourly rates and fees, charges, costs, and anticipated reimbursable costs must be clearly stated.
- O. Four copies of the Proposal must be submitted, one unbound copy and a PDF of the proposal.
- P. All Proposals must be submitted on or before 4:00 p.m. on Monday, June ____, 2011, to:

Triunfo Sanitation District
Attn: Josie Guzman, Clerk of the Board
1001 Partridge Drive, Suite 150
Ventura, CA 93003

Other Proposal Information

Acknowledgement of Amendments. Each agency receiving a copy of this shall acknowledge receipt of any amendment to this RFP by signing and returning the amendment with the completed proposal. The acknowledgement must be received by the Triunfo Sanitation District at the time and place specified for receipt of proposals.

Additional Information. Questions regarding this solicitation shall be submitted in writing to:

Triunfo Sanitation District
Attn: Josie Guzman, Clerk of the Board
1001 Partridge Drive, Suite 150
Ventura, CA 93003

Or by fax at
805-658-4633

Respondents are cautioned that any oral statements made that materially change any portion of this solicitation are not valid unless subsequently ratified by a formal written amendment to the RFP. No technical questions that may materially change any portion

of this solicitation will be accepted during the seven calendar days prior to the time and date set for receipt of proposals.

Applicable Laws Shall Apply. The contract awarded shall be governed in all respect by the laws of the State of California, and any litigation with respect thereto shall be brought in the courts of the State of California. The company awarded the contract shall comply with applicable Federal, State, and local laws and regulations.

Change in Website Objectives. The Triunfo Sanitation District may materially change the Website Objectives. Such changes may include additions, deletions, or other revisions within the general scope of RFP requirements. No changes or adjustments shall be made without a written amendment to this RFP, signed by the General Manager.

Collusion Among Respondents. Each respondent, by submitting a proposal, certifies that it is not party to any collusive action or any action that may be in violation of State and Federal law.

Exceptions. A respondent taking exception to any part or section of this solicitation shall indicate such expectations in a separate section of the submitted proposal – such section shall be entitled “Exception of Conditions.” Failure to indicate any exception will be interpreted as the respondent’s intent to comply fully with the requirements of this RFP as written.

Expenses Incurred. There is no expressed or implied obligation for the District to reimburse responding firms for any expenses incurred in preparing proposals in response to this request. Materials submitted by respondents are subject to public inspection under the California Public Records Act (Government Code Sec. 6250 et seq.), unless exempt. Any language purporting to render the entire proposal confidential or proprietary will be ineffective and will be disregarded.

Late Submissions. Any proposal received at the place designated in this RFP after the time specified for receipt will not be accepted or considered.

Nonconforming Terms and Conditions. Any proposal that includes terms and conditions that do not conform to the terms and conditions in this RFP is subject to rejection as non-responsive. The Triunfo Sanitation District reserves the right to permit the respondent to withdraw non-conforming terms and conditions from its proposal prior to action by the Triunfo Sanitation District Board to award a contract.

Withdrawal of Proposal. Respondents may withdraw all or any portion of a proposal at any time during and after the review and award process, up to ratification of an agreement between the Triunfo Sanitation District and the designated agency.

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Withdrawal of Request for Proposal. The Triunfo Sanitation District retains at all times the right to cancel or withdraw this RFP, to refuse to accept a proposal from any respondent, and to modify or amend any portion of this RFP.

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Proposal Evaluation/Selection Process

All proposals shall be submitted in the format outlined herein. In preparing submissions, respondents should describe in detail the services proposed to be provided and how service delivery will be accomplished. Respondents should also identify equipment requirements and the cost of providing website design for each category identified. The minimum levels of services to be provided are described in this RFP.

The Triunfo Sanitation District will receive competitive proposals from firms having specific experience and qualifications in the areas identified in this solicitation. Under competitive negotiation procedures, the terms of the service contract, the price of the service, the method of service delivery, and the conditions of performance are all negotiable. A negotiated contract will be awarded to the agency that best meets the proposed needs at a reasonable price, not necessarily at the lowest price.

For consideration, proposals must contain descriptions of the agency's experience and abilities to perform pursuant to the Triunfo Sanitation District Website Objectives. Unless otherwise stated, all proposals shall address each criterion identified in the following subsection.

Evaluation and Selection Criteria

The Triunfo Sanitation District web site committee, or other individuals selected by the Board, in conjunction with the web site committee, shall review and evaluate all proposals and, if appropriate, request a preliminary concept for the design and navigation of the District's web site. Evaluation of responses will be based, in part, on the following criteria:

- A. Firms Past Experience and Performance including
- Demonstrated competence and professional qualifications necessary for successfully performing the work required by the District as stated in the RFP.
 - Recent experience in successfully performing similar services, and the backgrounds and experience of the specific individuals to be assigned to this project.
 - Respondent shall have a minimum of two years (2) years experience in website development with agencies similar to Triunfo within the past five (5) years.
 - Experience in integrating online bill payments into website content, and experience in making a website interactive, user friendly, informative, and attractive to the website user.
 - Experience in content management website construction. Preference will be given to respondents who have developed successful websites for other municipalities and/or government agencies. Please list the URL of any website you have developed for said agencies.
 - Demonstrated creativity in governmental website development.

B. Staff Proposed

- Submit resumes for all key personnel. Resumes shall include qualifications, education, and previous experience with same or similar type work. Provide lines of authority and responsibility for all personnel provided with current employment status and availability.
- Submit an organization chart identifying key positions including names and job titles of key personnel who are expected to be assigned to this project.

C. Technical Methodology and Infrastructure Proposed

- Address usability standards and method for testing the website.
- Address any important technology information and specifications used in the design of the website (languages and platform, etc).
- New equipment or license requirements that may affect short-term and long-term costs to the Triunfo Sanitation District

D. Proposed approach in website development.

- Brief overview of proposed organization.
- Web development process; explain the process you will use to build the website including major milestones and evaluation.
- List of all subcontractors that will also be involved in the project.

E. Understanding of the work required by the District.

F. Value/Benefit of the Respondent's proposal to/for the District.

G. Completeness of responses to specific requirements of the RFP.

H. References.

- A minimum of 3 references shall be provided.

I. Cost – broken down by phase and type of work.

J. Extent to which the design concept reflects the objectives noted in this RFP.

K. Evidence of Ability to Perform. Before the award of any contract, each respondent may be required to demonstrate to the satisfaction of the Triunfo Sanitation District Board, or the designated committee, that it has the necessary facilities, ability, and resources to provide the services specified herein within the timeline required. The Triunfo Sanitation District may make reasonable requests deemed necessary and proper to determine the scope-of-work, and the

respondent shall furnish to the Triunfo Sanitation District all information of this purpose.

Ranking Criteria

As a guideline, the following criteria will be used to evaluate the proposals:

- | | |
|---|-----|
| ▪ Qualifications of submitting firm: | 25% |
| ▪ Qualifications and experience of staff: | 25% |
| ▪ Quality of plan proposed to develop the site: | 15% |
| ▪ Technical methodology proposed: | 10% |
| ▪ Cost | 15% |
| ▪ Design capabilities of proposer | 10% |

Final Selection

Following the review of the proposals, presentation, and interviews, the District may further invite a firm(s) to formally meet with District representatives/project team prior to making a final determination to address additional inquiries by the District and to discuss and/or negotiate terms and conditions for a final contract. Factors that will determine the final selection will include the finalization of terms in regards to service agreements and costs. However, the District reserves the right to reject any or all quotations, waive any informality in RFP's, and to accept or reject any items thereon.

Contract Commencement and Completion

The selected firm will be required to enter into an Agreement for the project with the District.

Any contract resulting from this RFP shall not be effective unless, and until, approved by the District Board. Upon approval, the contract shall start within 30 days after the award of the contract. The estimated completion date shall be defined in the proposal submitted by the selected firm, but shall be no later than 120 days from the award of the contract.

Before the District executes a contract, the selected firm shall furnish the District a certificate evidencing Workmen's Compensation Insurance with limits no less than \$1,000,000 per accident or disease and Comprehensive Public Liability Insurance or General Liability Insurance with limits no less than \$1,000,000 per occurrence. The District shall be named as additional insured. Certificates of Insurance must be accompanied by the applicable endorsements for the specific insurance policy.

Sample Contract

A sample contract is included as Exhibit A to the RFP.