

REQUEST FOR PROPOSALS

**CITY OF MARIETTA, GEORGIA
WEBSITE REDEVELOPMENT**

RFP-16-038528



**CITY OF MARIETTA
PURCHASING DIVISION
205 Lawrence Street
Marietta, Georgia
30060
770-794-5699**

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REQUEST FOR PROPOSAL NO. RFP-16-038528

FOR

CITY OF MARIETTA, GEORGIA WEBSITE REDEVELOPMENT

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**INSTRUCTIONS TO PROPOSERS
FOR INVITATION FOR PROPOSALS**

ARTICLE 1 TIME AND DATE DUE

The City of Marietta, a political subdivision of the State of Georgia (hereinafter "City of Marietta" or the "City") shall receive sealed proposals from individuals, corporations, partnerships, and other legal entities organized under the laws of the State of Georgia or authorized to conduct business in the State of Georgia until 2:00p.m. Thursday February 18th, 2016 for the following:

**CITY OF MARIETTA, GEORGIA
WEBSITE REDEVELOPMENT**

RFP-16-038528

All proposal requirements shall be in accordance with Specifications and Guidelines (Pages 12 to 21) and attached hereto.

ARTICLE 2 OPENING LOCATION & TIME

Names of vendors submitting proposals shall be read at 2:00p.m. Thursday February 18th, 2016 at the City of Marietta, Purchasing Division, First Floor, 205 Lawrence Street, Marietta, Georgia 30060.

ARTICLE 3 PREBID CONFERENCE

Not applicable for this proposal

ARTICLE 4 DELIVERY REQUIREMENTS

Any proposals received after the stated time and date shall not be considered. The time/date stamp clock located in the Purchasing Division shall serve as the official authority to determine lateness of any proposal. It shall be the sole responsibility of the proposer to have their proposal delivered to the City of Marietta, Purchasing Division for receipt on or before the above stated time and date. If a proposal is sent by the U.S. Postal Service, the proposer shall be responsible for its timely delivery to the Purchasing Division. Proposals delayed by the mail shall not be opened at the public opening, and arrangements shall be made for their return at the proposer's request and expense. The proposal opening time shall be strictly observed. Under no circumstance shall proposal delivered after the specified time be considered. Such bids will be returned unopened.

ARTICLE 5 CLARIFICATION & ADDENDA

Each proposer shall examine all invitation for proposal documents and shall judge all matters relating to the adequacy and accuracy of such documents. Any inquiries, suggestions, or requests concerning interpretation, clarification or additional information pertaining to the invitation to proposal shall be made through the City of Marietta, Purchasing Division. The City shall not be liable for oral interpretations given by any City employee, representative, or others. The issuance of a written addendum is the only official method whereby interpretation, clarification or additional information can be given.

If any addenda are issued to this invitation for proposal, the City shall attempt to notify all prospective proposers who have secured the same, however, it shall be the responsibility of each proposer prior to submitting their proposal to contact the City of Marietta, Purchasing Division at (770) 794-5696 or djenkins@mariettaga.gov to determine if any addenda were issued and to make sure such addenda is a part of their proposal. EACH PROPOSER SHALL ACKNOWLEDGE IN ITS PROPOSAL ALL ADDENDA RECEIVED.

ARTICLE 6 USE, CLARIFICATION AND RETURN OF DRAWINGS AND SPECIFICATIONS

All Drawings and Specifications for the work are the sole property of the Owner and intended solely for use in the work contemplated in such Drawings and Specifications. Except for a proposer whose proposal is accepted, said Drawings and Specifications shall be returned in good condition immediately upon receipt of notification that a proposal has been accepted or that no award of said proposal shall be accepted.

If there are any discrepancies in, or omissions from, the Drawings or Specifications, or if the proposer is in doubt as to the true meaning of any part of the Contract Document, he shall request clarification from The Purchasing Division. Such request shall be in writing and shall be made not less than forty-eight hours prior to the time scheduled for the termination of proposal. Interpretations in response to inquiries for any proposer, clarifications or corrections issued in in the form of addenda shall be mailed to each proposer. If the proposer fails to request clarification regarding methods of performing work or the material required, his proposal shall be deemed to include the method requiring the greater quantity of work or material or upon the material of greatest cost indicated.

ARTICLE 7 BUSINESS LICENSE /OCCUPATIONAL LICENSE

The proposer shall provide appropriate proof of an Occupational Tax license

ARTICLE 8 SEALED & MARKED

**EIGHT (8) SIGNED COPIES OF YOUR PROPOSAL SHALL BE SUBMITTED
IN ONE SEALED PACKAGE, CLEARLY MARKED ON THE OUTSIDE:**

REQUEST FOR PROPOSAL

**CITY OF MARIETTA, GEORGIA
WEBSITE REDEVELOPMENT
RFP-16-038528**

and addressed to:

**City of Marietta, Purchasing Division
205 Lawrence Street
Marietta, Georgia 30060
Attention: David B. Jenkins**

ARTICLE 9 LEGAL NAME

Proposals shall clearly indicate the legal name, address and telephone of the respective proposer (company, firm, partnership, individual). Proposals shall be signed above the typed or printed name and title of the signer. The signer shall have the authority to bind the proposer to the submitted proposal.

ARTICLE 10 PROPOSAL EXPENSES

All expenses for making proposals to the City are to be borne by the proposer.

ARTICLE 11 IRREVOCABLE OFFER

Any proposal may be withdrawn up until the date and time set above for the opening of proposal. Any proposal not withdrawn shall, upon opening, constitute an irrevocable offer for a period of 60 (sixty) days to sell to The City of Marietta the goods or services set forth in the attached specifications until one or more of the proposals have been duly accepted by the City. All prices shall be quoted F.O.B. City of Marietta, Georgia.

Proposal modifications shall be accepted from a proposer only if received prior to the scheduled proposal opening, in writing, properly signed by the authorized representative of the proposer's (company, firm, partnership, individual). Proposal modifications shall be submitted as referenced in Article No. 8 and clearly marked "PROPOSAL MODIFICATIONS."

Mathematical errors shall be corrected by the City, i.e.: misplaced decimal points shall be corrected; in discrepancies between unit price vs. extended price, unit price shall govern; errors in extension of unit prices shall be corrected and mathematical errors shall be corrected.

ARTICLE 12 RESERVED RIGHTS

The City reserves the right to accept or reject any and or all proposals, to waive irregularities and technicalities, award the contract in the best interest of the City of Marietta or to request re-proposal. The City reserves the right to accept all or any part of the proposal and to increase or decrease quantities to meet additional or reduced requirements of the City

For each item or for all items combined, the proposal of the lowest, responsible and responsive proposer shall be accepted, unless all proposals are rejected. The lowest responsive proposer shall mean the proposer who makes the lowest proposal to sell goods and/or services of a quality which conforms closest to the quality of goods/and or services set forth in the attached specifications or otherwise required by the City, and conforms to all material aspects of the requirements set forth in the invitation for proposal. To be a responsible proposer, the proposer shall be fit and capable to perform the work as required, shall have the capability in all respects to perform fully the contract requirements, and shall have the tenacity, perseverance, experience, integrity, reliability, capacity, facilities, equipment, and credit which shall assure good faith performance. Also, the City reserves the right to make such investigations as it deems necessary to determine the ability of any proposer to deliver the goods or service requested.

Information the City deems necessary to make this determination shall be provided by the proposer. Such information may include, but shall not be limited to current financial statements; verification of availability of equipment and personnel; and past performance records.

ARTICLE 13 APPLICABLE LAWS

Proposers shall be authorized to transact business in the State of Georgia. All applicable laws and regulations of the State of Georgia and ordinances and regulations of the City of Marietta shall apply to any resulting agreement.

ARTICLE 14 CODE OF ETHICS

With respect to this proposal, if any proposer violates or is a part to a violation of the State of Georgia, Code of Ethics for Public Officers and Employees, such proposer may be disqualified from furnishing the goods or services for which the proposal is submitted and shall be further disqualified from submitting any future proposals for goods or services for the City of Marietta.

ARTICLE 15 COLLUSION

By offering a submission to this invitation for proposal, the proposer certifies that the proposer has not divulged to, discussed or compared his proposal with other proposers and has not colluded with any other proposer or parties to this proposal whatsoever. Also, proposer certifies, and in the case of a joint proposal each party thereto certifies as to his/her own organization, that in connection with this proposal:

- 15.1 Any prices and/or cost data submitted have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices and or cost data, with any other proposer or with any competitor;
- 15.2 Any prices and/or cost data quoted for this proposal have not been knowingly disclosed by the proposer and shall not knowingly be disclosed by the proposer prior to the scheduled opening directly or indirectly to any other PROPOSER or to any competitor;
- 15.3 No attempt has been made or shall be made by the PROPOSER to induce any other person or firm to submit a proposal for the purpose of restricting competition;
- 15.4 The only person or persons interested in this proposal, principal/principals is/are named therein and that no person other than therein mentioned has any interest in his proposal or in the contract to be entered into; and
- 15.5 No person or agency has employed or retained to solicit or secure this contract upon an agreement or understanding for a commission, percentage, brokerage, or established commercial agencies maintained by the Purchaser for the purpose of doing business.

ARTICLE 16 CONTRACT FORMS

Any agreement, contract or Purchase Order resulting from the acceptance of a proposal shall be on forms provided by the City. Each proposer shall state in his proposal, in words and numerical, written in ink or typed, the price for which he shall perform the work or supply the items required by the specifications, plans and contract documents. Any erasures, delineations or alterations are to be clear and initialed by the person signing.

ARTICLE 17 NOTICE OF ACCEPTANCE

Owner shall notify the successful proposer of its acceptance of the proposal by depositing an executed copy thereof in the United States mail. Such notice shall be sent by certified mail, with postage prepaid, to the name and address of such proposer as stated in the proposal. Unsuccessful proposers shall be notified first-class mail.

ARTICLE 18 PROPOSAL FORMS, VARIANCES, ALTERNATES

Proposals shall be submitted on attached City forms. **PROPOSERS SHALL SUBMIT PROPOSAL DOCUMENTS, ALL DOCUMENTS REQUIRING SIGNATURES AND ANY OTHER ATTACHMENTS (LICENSES, SPECIFICATIONS, ETC.) REQUIRED FOR THIS PROPOSAL IN TRIPLICATE WITH ORIGINAL SIGNATURES WHERE APPLICABLE.**

Proposers shall indicate any and all variances/exceptions from the City requested specifications, terms, and conditions on sheet entitled **“EXHIBIT B”** Providing there has been no variances/exceptions or alterations attached to said proposal, it shall be assumed that the proposer is meeting all requirement of the specifications. Alternate proposals may or may not be considered at the sole discretion of the City.

ARTICLE 19 DISCOUNTS

Any and all discounts shall be incorporated as a reduction in the proposal price and not shown separately. The price as shown on the proposal shall be the price used in determining awards.

ARTICLE 20 DESCRIPTIVE INFORMATION

Unless otherwise specifically provided in the specifications, reference to any equipment, material, article or patented process, by trade name, make or catalogue number, shall be regarded as establishing a standard of quality and shall not be construed as limiting competition. If the proposer wishes to make substitution to the specifications, proposer shall furnish to the City the name of the manufacturer, the model number, and other identifying data and information necessary to aid the City in evaluating the substitution, and such substitution shall be subject to City approval. Substitutions shall be approved only if determined by the City to be equivalent to the specifications. A proposal containing a substitution is not accepted until such time as it is approved by the City.

ARTICLE 21 TAXES

The City of Marietta is exempt from Federal Excise and State Sale Taxes; therefore the proposer is prohibited from delineating a separate line item in his proposal for any sales or service taxes. The City of Marietta does not intend to imply that a proposer has no independent tax liability.

ARTICLE 22 USE OF TRADE NAMES

Brand or trade names referenced in specifications are for comparison purposes only. Proposers may submit proposals on items manufactured by other than the manufacturer specified. In these instances, proposals shall be accompanied with all descriptive information necessary for a thorough evaluation of the proposed materials, equipment such as detailed drawings and specifications, certified operation and test data, and experience records, as well as an itemized list of any variance from, or exception taken to the specifications.

Failure of any proposer to furnish this data shall be cause for rejection of specified item(s) to which it pertains.

ARTICLE 23 REGULATIONS, CODES AND STANDARDS

It shall be the responsibility of each supplier to assure compliance with any and all Codes & Standards including but not limited to OSHA, EPA LIFESAFETY, ANSI ASTM, UA and/or other Federal or State of Georgia rules, regulations or other requirements, as each may apply.

When applicable, and as required under the provisions of Georgia's Right-To-Know-Law, the manufacturer, importer or distributor of a toxic substance shall provide a material safety sheet with the proposal.

ARTICLE 24 AUTHORIZED PRODUCTION REPRESENTATION

The successful proposer(s) by virtue of submitting the name and specifications of a manufacturer's product, shall be required to furnish the named manufacturer's product. By virtue of submission of the stated documents it shall be presumed by the City that the proposer(s) is/are legally authorized to submit, and the successful proposer(s) shall be legally bound to perform according to the documents.

ARTICLE. 25 EQUAL EMPLOYMENT OPPORTUNITY CLAUSE

The City of Marietta, Marietta, Georgia, in accordance with the provisions of Title VI of The Civil Rights Act of 1964(78 Stat. 252) and the Regulations of the Department of Commerce (15 CFR, Part 8) issued pursuant to such Act, hereby notifies all proposers that it shall affirmatively ensure that in any contract entered into pursuant to this advertisement, minority business enterprises shall be afforded full opportunity to submit proposals in response to this advertisement and shall not be discriminated against on the grounds of race, color, disability or national origin in consideration for an award.

ARTICLE 26 DRUG FREE WORKPLACE

The City of Marietta is a DRUG FREE WORKPLACE. It is strongly suggested that the attached Drug Free Workplace Form (Exhibit A) be signed and returned to this

office with the proposal. In the event of a tie proposal, receipt of a valid and accurate form may be used as basis for awarding the contract.

Drug Free Work Place Certification

Identical Tie Bids - Preference shall be given to businesses with drug-free workplace program. Whenever two or more bids which equal with respect to price, quality and service are received by the State or by any political subdivision for the procurement of commodities or contractual services, a bid received from a business that certifies that has implemented a drug-free work place program shall be given preference in the award process. Established procedures processing tie bids shall be followed if none of the tied vendors have drug-free workplace program. In order to have a drug-free workplace, a business shall:

- 1) Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of controlled substances is prohibited in the workplace and specifying the actions that shall be taken against employees for violation of such prohibition.**
- 2) Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.**
- 3) Give each employee engaged in providing the commodities of contractual services that are under bid a copy of the statement specified in the subsection (1).**
- 4) In the statement specified in subsection (1), notify the employee that, as a condition of working on the commodities or contractual services that under bid, the employee shall abide by the terms of the statement and shall notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later that five (5) days after such conviction.**
- 5) Impose a sanction on, or require that satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.**
- 6) Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.**

As the person authorized to sign this statement, I certify that this firm complies fully with the above requirements.

COMPANY NAME

AUTHORIZED SIGNATURE

EXHIBIT B

ALTERATIONS /EXCEPTIONS

SPECIAL INSTRUCTIONS: ALL ITEMS SHALL BE TYPED OR PRINTED

EXHIBIT C

Introduction

The City of Marietta is seeking to update and redesign its website to enhance the user experience, simplify content management, and provide better information and customer service to its community, while meeting high standards for design quality and visual appeal. The overall goal is to create a web experience that will transform the way our local government conducts its business over the internet.

The City of Marietta seeks the assistance of a company that can accomplish most, if not all, of the functionality identified in this RFP but has the flexibility of providing this functionality over time, if needed due to budgetary constraints. Technology tends to evolve rapidly and the City would prefer to select a company that has the capability of integrating new additional features that may be available in the future. The City of Marietta will enter into a professional services agreement with a qualified vendor to design and replace the existing website (www.mariettaga.gov). The vendor should have municipal experience and main focus in creating extensive content management tools and database driven architecture while providing a user-friendly and intuitive site structure and an interface that is both attractive, works on mobile devices and is ADA compliant.

Vendor Qualifications

The intent of this RFP is to enable the City of Marietta to evaluate vendor experience, qualifications and capabilities for developing and implementing a new City website. The desired qualifications are outlined below. Responders are to submit a written narrative corresponding to each of the numbered items:

1. Project Team Roles
 - A. Name, title, role (e.g., project management, training, design)
 - B. Education, years of experience
2. Municipal Website Design Experience
 - A. References (minimum five references (prefer 2 local to the Atlanta area), including all contact information below)
 1. Client name
 2. Website URL
 3. Contract duration
 4. Client contact person and title
 5. Phone
 6. Email address

- B. Any municipal award winning websites designed by vendor (please list city name and website URL)

3. Project Development Approach

- A. Average timeline
- B. Outline all project phases and the City's role
- C. Explain the design process, if not included in the project phases
- D. Meets U.S. Federal Government ADA requirements, if not included in the project phases
- E. Training, if not included in the project phases

4. Support and Maintenance (describe all available)

- A. System ownership
- B. Ongoing training opportunities
- C. Availability of robust self-service documentation and technical support (videos and training manuals, etc.)
- D. Continued communication post website go live with consultants and support staff
- E. How the City can share ideas, opinions and sign up for beta testing
- F. Normal support hours and emergency support hours
- G. Software updates and site maintenance
- H. Software licensing (if any)

5. Description of Features and Functionality Included with the CMS

At minimum include:

- A. Description of page creation
- B. Page content template information
- C. Content scheduling and versioning information
- D. The different back-end user permission levels

6. Project Pricing Estimate/Cost for Services Outlined

Specify amounts of items below:

- A. Days/hours of training, number of employees to be trained, on-site or webinar
- B. Amount of content migration (entire website or a specific number of pages)

7. Hosting and Security (describe all available)

A. Site hosting (cloud vs. on-premise)

- a. If proposing cloud-based solution, must provide current metrics related to average datacenter, server and application uptime.
- b. If proposing cloud-based solution, must provide datacenter locations and they must all reside inside the lower contiguous 48 states of the United States of America.
- c. If proposing on premise solution, please provide application and storage size requirements.

B. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges

C. Other

8. Integrated Content Management System (CMS) Components and Tools

The CMS listed below represents functional needs and is not comprehensive; others may be recommended or added. The City's new website vendor must be able to provide the desired components shown. Possible budgetary constraints may require that this project be implemented in phases.

Features of Desired Content Management System

Feature	Description	Requirement
Accessibility Tools	Accessibility tools that offer users access to larger fonts and/or audible content	REQUIRED
Active Directory Integration	Integration with Active Directory for user authentication and permissions	REQUIRED
Agenda Management	Upload, create and manage agendas	REQUIRED
Alerts & Emergency Notification	Alerts posted on website and public notifications sent out through email, text message and social media	OPTIONAL
APIs, Import and Export	Major components should have import and export capabilities, and APIs should be defined.	REQUIRED
Approval Workflow	The ability to manage administrative access to the site through a permission system that defines in-system rights and workflows including content approval for both general content and modular applications that are included as a part of the CMS. Administrators should be able to define the workflow, assign the workflow to content groups and content types, and assign users to workflow rules. The system should support three or more approval levels.	REQUIRED
Automatic expirations	Content added to the site, whether as part of page content or additions to plug-in applications or modular elements shall feature automatic expiration abilities.	REQUIRED
Broken Links Finder	Site visitors can enter comments concerning how they accessed the page	OPTIONAL
Browser Based Administration	Update, delete and create template based web pages	REQUIRED
Calendar	Update/publish calendars by both department, and city wide	REQUIRED
Content Preview	Content publishers must have the ability to preview changes prior to publishing to the site	REQUIRED
Content Scheduling	Content added to the site, whether as part of page content or additions to plug-in applications or modular elements shall feature delayed posting and automatic expiration abilities.	REQUIRED
Custom Controls	Ability to create custom controls.	REQUIRED
Departmental Home Pages	Department specific menus, content for each section/department with ability to have department front page have a different template.	REQUIRED
Directories, Listing for Staff and Businesses	Easily updatable staff directory for each department.	REQUIRED
Document Center	Upload/download capability, ability to search within	REQUIRED

Embedded Audio/Video/Media and Social Media	Easy embedding of audio, video, media and social-networking applications with associated embed codes.	REQUIRED
Event Calendar	<p>An event calendar application that allows an unlimited number of calendar categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category. The following features should also be available:</p> <ul style="list-style-type: none"> - Capability to set up calendar events as single or recurring events, with options for daily, weekly, monthly or annual recurrences. - Calendar events shall provide space for full descriptions including the ability to post images, tables and video within the description. - The site visitor shall be able to view calendars by a list of events, a week view or a month view. - Calendars shall be filterable by category, a start date and an end date, with the ability to search for keywords. - Ability for site visitors to subscribe to updates from individual calendar categories through e-mail (HTML or plain-text) or SMS text messages. (OPTIONAL) 	REQUIRED
Event Registration	Capability for citizens to easily register for events, classes and/or make appointments on the website. Registration for appointments must be secure so that registrant information is not publicly available. Ability to pay online for events that have a cost associated with them.	OPTIONAL
Frequently Asked Questions	Easily updatable FAQ section for each department.	REQUIRED
GIS Mapping	Ability to integrate with ESRI GIS mapping applications	OPTIONAL
Image Management	<p>Image management tools for the addition of images to on-site content through web pages and modular elements associated with the CMS.</p> <p>Image editing abilities on uploaded images, including the ability to change opacity, resize images dynamically based on width and height, ability to constrain proportions, flip images, rotate images, crop images, restore images and save altered images as a thumbnail or alteration of the original upload or to replace the original upload with the altered image.</p> <p>Capacity to upload multiple images at one time and associate images with specific pages; the maximum file size should be no less than two (2) megabytes.</p>	REQUIRED

	<p>Ability to preview images prior to association with on-site content.</p> <p>Ability to alter image properties, including image width, image height, capability to associate or disassociate width and height, border color, border width, image alignment, margins and application of CSS classes from overall website styles.</p> <p>Full accessibility options provided in an easy-to-use interface that promotes all image-based aspects relating to Section 508 of the Rehabilitation Act, including specification of alternate text and long descriptions.</p>	
Language Translation	Solution should have functionality to have multiple language translations.	OPTIONAL
Mobile Administration	Option to have the ability to administer this application from a mobile device.	OPTIONAL
Mobile Browsing	Website can be accessed from any mobile platform	REQUIRED
Multi-Lingual Support	Dynamic language translation	OPTIONAL
Multiple Site Hosting	Ability to host multiple sites (different domains) with separate templates and permissions.	OPTIONAL
News & Announcements	Display news and announcements on the front page.	REQUIRED
News Releases	Ability to post news releases to front page as well as archive of past releases for each department.	REQUIRED
Newsletters/E-Zine	Subscription and online publishing (currently use third party)	OPTIONAL
Forms	Create custom, fillable online forms for which data can be saved or emailed.	REQUIRED
Job Postings and Application	Applicants can also create an online profile, fill out application and attach additional documents - (currently use third party)	OPTIONAL
Payments	Secure online transaction by department	OPTIONAL

Templates	<p>Content publishers must have the option to use pre-created page templates to assist in the formatting and development of new content.</p> <p>Content publishers should have the ability to place widgets or content blocks on page templates that serve specific purposes and streamline the template building process. Widgets can represent any key function such as calendars, directory, e-notification, FAQs, search, etc. Widgets should have settings to customize their look and function to meet specific needs.</p> <p>Content publishers must have the option to share templates with and use templates from a wider community pool which shares consistent page development.</p>	REQUIRED
Permissions	The permission system shall be divisible into both user administration and group administration, allowing permission levels to be attributed to groups to which users can be added.	REQUIRED
Printable Pages	Print-friendly function	REQUIRED
Quick Links	Links can be placed directly on the pages	REQUIRED
RFP/RFQ/Bid Posting	Portal for hosting RFP documents with user registration.	REQUIRED
Rotating Photos/Banners	Create a photo slideshow with text associated; banners for department specific events/promos	REQUIRED
RSS Feeds out	RSS Feeds of events, news, jobs, etc.	OPTIONAL
SharePoint Integration	Ability to retrieve and store information/documents with our on-premise SharePoint installation	REQUIRED
Site Search	Internal site search engine, site search log	REQUIRED
Sitemap & Breadcrumbs	Dynamically generated sitemap and breadcrumbs.	REQUIRED
Social Media Interface	Facebook and Twitter feeds	REQUIRED
Spell Check	Editor should include spell-check functionality.	REQUIRED
SSL Certificate	One or more SSL certificates to encrypt data contained in site transmissions.	REQUIRED
Third Party Integration	Ability to integrate with existing 3rd party applications	REQUIRED
Unique Department Home Page	Ability to for departments or other associated organizations to have a unique separate design	REQUIRED
Web Service connections.	Web service connections for external integration.	REQUIRED
Website Analytics	An administrative center for reviewing, filtering and exporting overall website statistics, including the ability to	REQUIRED

	view statistics by page or section and presenting the information in a graphical representation.	
WYSIWYG Editor	The CMS must have an advanced WYSIWYG rich text editor for content additions and updates that, while allowing flexibility for higher-end content contributors, is simple and straightforward, giving basic content contributors a basic set of fewer options to alter established site styles.	REQUIRED

Technology/Platform and Other Requirements

Browser Support – The City of Marietta is looking for the new website to support mobile and desktop versions of Apple Safari, Google Chrome, Microsoft Internet Explorer and Edge, and Mozilla Firefox. The site should support all versions of the browsers that have been released within the last 5 years if applicable.

Hosting

Vendor to consult with the city on the pros/cons of cloud hosting or on-premise hosting if these options are available.

Cloud-Hosted option

Hosting Data Center and Backup Data Center – The hosting platform must be in a certified data center (SSAE 16 Type II Compliant) with multiple layers of security access, redundant ISP providers, backup power and redundant generator, and firewall protection.

On-Premise option

Solution should be compatible with Microsoft SQL Server 2008+ database and Windows Server 2012 or above.

Website Design

The new design shall be a collaborative effort, taking the city’s tastes, colors, preferences into account. The vendor will interact with City of Marietta IT staff for design approval, functionality, suggestions.

The final design should be compatible with modern browsers as well as mobile devices using responsive design principles.

Website Content

The city's existing content shall be imported into the new site. Vendor should provide assistance/tools for this process. Additionally, vendor should assist the city in interviewing stakeholders for determining new content if needed.

Ongoing Services

We are interested in understanding the ongoing services that you provide to all customers, such as: Access to On-Demand Training Library – Do you have an on-demand library of training videos and materials?

Maintenance and Support

The vendor's CMS, including all features and modular applications associated with the CMS, must have qualified and available support included as a part of ongoing services to maintain the CMS, using guidelines, structures and materials meeting the following criteria:

Online Training Videos – An online repository of training videos for the purposes of fully training new staff members or retraining existing staff members.

Support – The vendor shall provide access to live support available via e-mail or phone during vendor's normal business hours. The support team must be fluent in the functionality and uses of both the content management system's features and associate applications and modules.

Support Materials – 24/7 access to support materials including, but not limited to: online training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars (live and archived), request forms, online education courses and support-related updates through common social networking mediums.

Support Service Level Agreement – In all submitted proposals, vendors shall be able to produce a Service Level Agreement that details guarantees of customer support as well as a service escalation process.

While website content updates are to be managed by the City of Marietta through the CMS, vendor must commit to regular maintenance and updating of the CMS and associated applications for the purposes of keeping the existing software up-to-date as well as introducing new functionality and applications.

Vendor shall commit to:

CMS Development Process – An internal process dedicated to reviewing new technologies and implementing development projects in order to provide a more robust CMS with additional features and applications.

CMS Improvements – Regular maintenance of the CMS to improve existing functionality and, when appropriate, take the city’s requests into consideration.

CMS New Features – Rolling upgrades of the solution that strengthen and update the CMS’s functionality and associated applications.

Software Service Level Agreement – In all submitted proposals, vendors shall be able to produce a Service Level Agreement that details guarantees of upgrades and the dedicated process for improving the software purchased by the City of Marietta.

Selection Basis Services

5 selected staff members will review and vote for the solutions based upon the following requirements:

Administration – Functionality and Ease-of-Use	40%
Offerings/Modules	30%
Training/Support	20%
Cost	10%