



## Request for Proposals

### Web site Redesign, Development and Maintenance Services

Proposals Due: Monday, April 22, 2019

## **I. Request for Proposals**

The San Lorenzo Valley Water District (District) is requesting proposals from qualified professionals to provide web site redesign, development and maintenance services as outlined in this Request for Proposals (RFP). Interested parties should submit a proposal and separate, sealed cost proposal as described in this document.

## **II. Background**

The District is a nonprofit, local government agency providing water to meet the needs of approximately 7,900 connections within its service area including residents of Boulder Creek, Brookdale, Ben Lomond, Lompico, Zayante, Scotts Valley, Manana Woods and Felton. All of the District's water comes from runoff and groundwater sources.

The District has maintained a web site at [www.slvwd.com](http://www.slvwd.com) for approximately 20 years. The first site was developed using FrontPage. It was redesigned using Dreamweaver several years ago.

## **III. Purpose**

The District is looking for a consultant to work with staff on building a new web site that is fresh, dynamic and engaging and will serve as the central tool of communication and source of information for its customers and the community.

## **IV. Scope of Services**

The consultant will enter into a professional services contract with the District (see attached sample contract), and work under the general supervision of the District's public outreach team to fulfill the following services:

### **1. Plan and Redesign**

Work with staff to identify goals and objectives of the new web site and create a redesign plan or "blue print" to meet them, including identifying and recommending any software and licenses needed to implement the plan. The District would prefer to use software that allows staff to easily perform basic web site updates and maintenance.

*While specific web site features will be determined as part of this project, it is likely that the following items will be incorporated into the new web site:*

- A visually-pleasing, unifying graphic theme
- Most or all of existing topics on current web site (i.e. job postings, Board agendas/minutes, database of reports/studies, water quality information, and other public information.)
- Easy access to online bill pay
- Interactive forms and applications
- Events calendar
- Photo and map galleries
- Social media integration (Facebook, YouTube, etc.)
- Viewable on computers and mobile devices
- Analytics reporting tool
- Search/navigation capabilities
- Meet any State or Local code requirements for local government agencies

## 2. Develop and Build

Rebuild the web site as planned. Work with staff to test the new web site and provide for a seamless transition to a live version of the newly redesigned web site.

## 3. Support and Maintain

Create an instruction manual for District staff on how to edit web site content and include training. Provide on-going web site maintenance to support staff with web site changes beyond basic content editing and help troubleshoot issues, as needed.

## V. Proposal Format

The proposal should be organized as follows:

### 1. Cover Letter:

A cover letter should provide the name, address, email, telephone and fax numbers of the proposed project manager, and should be signed by an individual authorized to execute binding legal documents for the company.

### 2. Relevant Experience

Include at least three (3) examples of previous work, such as web site links, that demonstrate the experience, expertise and ability to successfully design and build a web site.

### 3. Client References

Provide at least (3) references, including contact person and current telephone number, of clients whose web sites were created by the proposer and are currently in use.

### 4. Detailed Scope of Work and Schedule

Provide a detailed work plan for completion of the project scope, including on-going yearly maintenance and an estimated timeline.

### 5. Cost Proposal

**The cost proposal should be submitted in a separate, sealed envelope clearly marked “COST PROPOSAL”.** List estimated project costs broken down by individual tasks. Indicate the hourly rate of the individual (or sub consultant) performing the work, as well as the anticipated number of hours per task. Include any other direct costs associated with each task and indicate the total, not to exceed, cost for the project.

## VI. Submission Instructions

Five (5) hard copies of the proposal plus one (1) copy of the cost proposal shall be submitted. Proposals should be no longer than 20 pages in length. Double-sided printing and use of recycled paper are encouraged.

To be considered, proposals must be received **by 4:00 p.m., Monday, April 22, 2019**

San Lorenzo Valley Water District  
13060 Highway 9  
Boulder Creek, CA 95006  
Attention: Holly Hossack

All questions should be submitted via email to Holly Hossack at [hhossack@slvwd.com](mailto:hhossack@slvwd.com).

**VII. Selection Process and Timeline**

Criteria used to select the consultant shall include, but not be limited to, the following:

- 1. Understanding of the project requirements
- 2. Experience with similar projects
- 3. Proposed project approach
- 4. Technical qualifications
- 5. Ability to provide the required services in a timely matter
- 6. Reputation for integrity and competence

The cost proposals will be opened after the selection committee has decided on the top candidates to interview. Upon completion of the interviews, a selection will be made and the staff will begin negotiations and prepare a contract with the selected consultant. If an agreement on cost is not reached within fourteen (14) calendar days, negotiations with the next highest ranked candidate will begin. This process will continue until an agreement is reached or it is decided to re-advertise.

The tentative timeline for the selection process is as follows.

March 22, 2019 -----	Issue RFP
April 22, 2019 -----	Proposals Due
May 1, 2019 -----	Evaluation of Proposals Complete
May 16, 2019-----	Interview top candidates
May 16, 2019 or June 6, 2019-----	Approval and Award of Contract

**VII. Public Information and Confidentiality**

Proposals are a matter of public record and are open to inspection under the California Public Records Act (Gov. Code 6250 et seq). If any proposal contains confidential information, please clearly label the specific portions that are to be kept confidential.

**VIII. District Rights and Options**

The District, at its sole discretion, reserves the following rights:

- 1. To determine which respondents, if any, shall be included on a short list of finalists based on the criteria set forth in the RFP;
- 2. To reject any or all proposals or information received pursuant to this RFP;
- 3. To supplement, amend, substitute or otherwise modify this RFP at any time by means of written addendum;
- 4. To cancel this RFP with or without the substitution of another RFP or prequalification process;

5. To request additional information;
6. To verify the qualifications and experience of each respondent;
7. To require one or more respondents to supplement, clarify or provide additional information in order for the District to evaluate proposal submitted;
8. To waive any minor defect or technicality in any proposal received.

Attachment A: Sample Professional Services Agreement