

NOTICE TO BIDDERS

Request for Proposals for the Construction of a New Website

City of Bettendorf, Iowa

December 16, 2020

City/Organization Mission & Vision

City of Bettendorf Mission

- Bettendorf citizens value safety, education, families, cultural and recreational opportunities.
- They expect good communication, quick response, quality services.
- They want wise planning and effective use of resources.

City of Bettendorf Vision

The City of Bettendorf is the premier city in which to live! The City of Bettendorf is the most livable community with rich educational, cultural, and recreational opportunities where we enjoy a vibrant riverfront and growing, competitive business environment. We take pride in our great community.

City Overview

Located in the south eastern region of Iowa, Bettendorf is a convenient 10-minute drive from the Quad City International Airport and both Interstate 80 and Interstate 74 run through the city. Bettendorf, Iowa is part of a large metro area called The Quad Cities which centers around the Mississippi River. With an approximate population of 475,000, the riverfront towns of Bettendorf and Davenport in Iowa and Moline and Rock Island in Illinois have so much to offer visitors and residents.

RFP Summary

The current site, <https://www.bettendorf.org/>, was built in 2007 on the eGov platform and has become bloated and difficult to use for our visitors over time. The current website no longer reflects the voice or brand of the City of Bettendorf. The city requires a new modern design and build of a website that not only matches the City's brand but is optimized for ease of navigation, SEO, UX, UI, mobile responsiveness, compliance, user engagement, and speed.

The new site must be built on an open source CMS yet integrate flawlessly with City third party APIs and internal CRMs.

This site must be rebuilt and designed so it can be managed and changed by staff that do not have html or programming experience. We do not want to and will not rely on an outside source every time we want a change made to the site.

Please note that our city site requires not only the general areas for citizens to easily gather city services and information, but also the ability to engage, and inform multiple audiences such as Bettendorf residents, Quad Citizens and Visitors, just to name a few.

The ultimate goal of the new site is to provide a modern user experience where users can find the information they seek with no more than a few clicks and to be the go-to source for news and information about the city, events and services.

Audience Engagement, UI and UX Requirements

New site will have to have the following functional requirements:

- Mobile first design
- Video Hero display capability on home page
- Modern UI/UX
 - UI based on city brand guidelines
- Keyword Analysis
 - Keyword study and reporting per audience requirements for use in content writing in order to provide maximum organic SEO
- SEO/SEM optimization minimally:
 - Titles
 - Headers
 - Meta Descriptions
 - Keywords
- Professional Copywriting
 - Simple, concise, and straightforward content writing optimized for the following
 - SEO optimized for Google Readability scores
 - SEO optimized with keyword integration
 - Optimized for length to understanding
 - Written to be engaging and with the city voice
 - Written with several audiences in mind
- Video display capability on a minimum of 85% of pages
 - Video streamed onto website via YouTube
 - If no Video, then player collapses until video is entered in CMS
 - Ability to display YouTube playlists
- City News and Events
 - The ultimate goal is to create a website that is the go-to source for news and information about the city, events and services.
 - City news feeds and stories per multiple categories
 - Ability to search news
 - Ability to break up feeds and display on multiple pages
 - Blogs and Vlogs
 - Ability to search blogs
 - Ability to break up feeds and display on multiple pages
 - Community Events Calendar that displays multiple categories
 - Ability to search events
 - Ability to break up feeds and display on multiple pages
- Site SEO and Marketing optimization audits performed and provided prior to launch

Functional and Technical Requirements

New site will have to have the following functional requirements:

- Modern inbound lead generation and display
 - Optimized forms
 - Modern and ADA optimized Thank you pages
 - Ability to add marketing messages and/or linking
 - Ability to track form conversions
- Modern mobile first design
- Modern mobile responsive display
- Integration of the following vendor platforms:
 - Utility Billing (City Billing/Payments)
 - ActiveNet (Family Activities)
 - Teamsideline (Parks & Rec)
 - IonWave (Bidding)
 - Davenport Group (LAMA/Building Permits)
 - Cartegraph YourGov (Problem reporting)
 - Alert Iowa (County Emergency Notification System)
 - CopLogic (Police non-emergency problem reporting)
 - CityCode (City Code Database)
 - Scott County Waste Commission (Garbage/recycling lookup)
- Integration with the following external City websites
 - Family Museum
 - Public Library
 - City Golf Course
 - Life Fitness Center
- Integration into third party careers page – provider TBD
- ADA / WCAG 2.1 compliance and monitoring
- GDPR and CCPA compliance
- Open source CMS with proven security
 - Must be web based
 - Base CMS security outline must be provided in RFP proposal
 - Must be easy to use and staff should not be required to write any code
 - CMS documentation could be requested
- Ability to place analytics, social, advertising and container tags across headers, footers, body, images, and buttons
- Google Tag Manager and Analytics integration across the entire site and conversion points (i.e. buttons)
- Site Technical performance and best practice audits performed and provided prior to launch
- Proven Secure hosting platform
 - Base Security outline must be provided in RFP proposal
 - Must render and deliver web pages in three seconds or less
 - Prefer unlimited storage
 - Prefer 100% uptime guarantee
 - Hosting documentation could be requested
- Firewall protection
 - Provide suggestion

Proposals should include the following:

- CMS Overview (per outline above)
- Hosting Overview (per outline above)
- Overview of content and copy creation process
- Overview of SEO optimization process
- Overview of Web design and development process
- Overview of projected timeline
- Budget breakdown including but not limited to:
 - Site Map
 - Wire Frames
- UX/UI Design Samples (NOTE: Full design mock-up examples will be required if you a finalist selected for a presentation, otherwise it is at your discretion. All submitting agencies will retain the rights to their creative if not selected for this project)
 - One home page sample
 - One internal page sample
- Break down of any additional costs not outlined above which include minimally:
 - **Ongoing SEO / Marketing Auditing**
 - Monthly reporting with minimally:
 - Mobile, Speed, Best Practice reporting
 - Spelling errors
 - Broken links
 - Meta, Header, Alt Text
 - Suggested optimization monthly
 - **Ongoing Technical Auditing**
 - Monthly reporting with minimally:
 - Best practice reporting
 - Security reporting
 - **Ongoing Compliance Auditing**
 - Compliance reporting with minimally:
 - Quarterly Issue reporting
 - Mitigation fee per hour / quarterly
 - **Advanced Analytics Reporting**
 - KPI outline and TAG manager setup
 - Monthly reporting with minimally:
 - Audience Overviews
 - Conversion Reporting
 - Web
 - Social Media
 - Other if applicable
 - Monthly Detailed reports with
 - Digital or in person meetings each month
 - Suggested optimization tactics to employ monthly

Other Helpful Information

The following are very important in making a final decision and in the selection of a web development firm for this project:

- **Your Understanding of the City of Bettendorf** – Ability to understand the City of Bettendorf, it's citizens, it's brand and the multiple audiences the website will be built for
 - Explain your knowledge of the City of Bettendorf
 - List organizations or companies that are located in Bettendorf that you have done business with
- **Technical Proficiency** – Ability to understand all the components involved and make recommendations
- **Proactive** – Ideally, we'd like to find a firm that understands our needs and makes recommendations based on their experience with web tech, rather than have to assist daily in the process
- **Communication** – Communication is essential, we'll have a fully dedicated project lead on our end and would appreciate the same. Being kept in the loop as the project moves through phases and understanding what will happen - when – so that we can coordinate with our larger marketing pieces will be important
- **Customer Service** – We want to make sure we're taken care of, and the company we select has ongoing healthy relationships with existing clients
- **Internet Marketing Knowledge** – Although not specific to this project, internet marketing will be a big part of our broader plans. Knowledge of getting a website in front of our audience is helpful
- **Hourly breakdown of services**
- **No Outsourcing** – we would prefer a vendor that does not outsource
- **Experience** – Additional relevant enterprise website build experience related to this project specifically, our marketing goals, or our industry are all helpful.
- **Provide a complete timeline and details for the project from beginning to completion**
- **Provide a minimum of three City / Community based enterprise website examples you have designed and built with focus on:**
 - Bespoke UX/UI design
 - Events, blogs, video
 - Social integration
 - News feeds
 - Ease of use
- **ADA complaint website examples**
- **GDPR website examples**
- **Provide list of clients we can contact for recommendations**
- **Provide expected timeline for this project from beginning to end**

Contract Negotiation and Insurance

It is the intent of the City that after the successful vendor has been selected, the City will provide a proposed agreement to such vendor containing all terms and conditions of the proposed service. Any acceptance of a proposal is contingent upon the execution of a written contract and the City shall not be contractually bound to any bidder prior to the execution of such written contractual agreement.

Before signing a contract with the successful vendor, the City requires satisfactory proof that the vendor has adequate insurance coverage for the work to be performed under the contract.

Proposal Submission Certification

By submitting a proposal, vendor certifies that he or she has carefully examined all the documents for the project, has carefully and thoroughly reviewed this RFP, and understands the nature and scope of the work to be done and the terms and conditions thereof.

Timelines & Milestones

Submittal due date is Friday, January 29, 2021, 10:00 a.m. Submit three hardcopies of your proposal.

- Last day to accept questions and requests for clarifications on RFP is January 25, 2021, 5:00 p.m. **Questions and requests should be emailed to lhaldeman@bettendorf.org.** Questions will only be accepted if submitted to the contact person.
- Finalists will be notified by Friday, February 5, 2021. All finalists will present a digital summary and sample page, in person, to City Council at the Monday, March 1, 2021 Committee of the Whole meeting, 5:00 p.m. Each finalist will have 15 minutes to present, with 5 minutes for questions.
- Anticipated Contract Award Date is Tuesday, April 6, 2021.
- Expected launch date for new website is Monday, August 2, 2021.

Contact Person

Lauran Haldeman
Public Information Officer
Phone: 563-344-4033
lhaldeman@bettendorf.org

Where to Send Proposals

Proposals can be dropped off or mailed to:
Bettendorf City Hall
c/o Request for Proposals for the Construction of a New Website
Attn: Lauran Haldeman
1609 State Street
Bettendorf, Iowa 52722

City offices are open Monday through Friday, 8:00 a.m. – 5:00 p.m., excluding holidays.

All submittals shall be addressed as specified as stated in this RFP no later than the submittal due date, at which time all submittals will be opened and read as a matter of public record. Electronic submittals will be disqualified. The front of the submittal envelope shall be marked “Request for Proposals for the Construction of a New Website.” All submittals received after the closing date and time will be returned unopened and will be disqualified. The City of Bettendorf reserves the right to reject any and all submittals. All submittals are subject to further negotiation.