

City of Florence

Siuslaw Estuary Partnership

*An Integrated Multiple Objective Approach To
Watershed Protection and Restoration*



Request for Proposals for:

Project Web Site Design and Development

This Inventory and Assessment is part of the Siuslaw Estuary Partnership, a project funded in part by the Environmental Protection Agency through the "City of Florence West Coast Estuary Cooperative Agreement" with the City.

CITY OF FLORENCE
250 Highway 101
Florence, OR 97439

January 26, 2010

Issued: January 26, 2010

Proposal Due: February 8, 2010, 3:00 p.m. Pacific Time

Provide proposal in digital (pdf) format via electronic mail. Hard copies may also be provided, but are not required.

Notes on Timeframes:

- The proposal due date is less than 30 days because the target completion date for web site development is February 22, 2010. This target date may be extended, if necessary to provide sufficient time for quality proposals.
- Firms may request more time to develop proposals, up to February 22, 2010. Requests for additional time must be submitted by electronic mail to the City Project Element Lead Staff by February 1, 5:00 p.m. There will be no penalty for requesting additional time. If additional time is requested, the target completion date for the web site will be adjusted accordingly.
- All businesses indicating an interest in submitting a proposal will be contacted by electronic mail of any changes in timeframes.

Contact Person: Wendy Farley-Campbell, Florence Senior Planner,
Project Element Lead Staff

Email: Wendy.Farley@ci.florence.or.us
Telephone: (541) 997-8237

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ATTACHMENTS:

- Siuslaw Estuary Partnership, An Integrated Multiple Objective Approach To Watershed Protection and Restoration, Overview and Study Area Maps, January 25, 2010
- Exhibit A: U.S. Environmental Protection Agency Cooperative Agreement (Grant) Between EPA and the City of Florence
- Exhibit B: Contract Compliance with Federal and State Contract Clauses

I. INTRODUCTION

The City of Florence is requesting proposals from qualified web site development/design firms to provide a Project Web Site for the Siuslaw Estuary Partnership Project. The Project Study Area is shown in the Study Area Map in the Siuslaw Estuary Partnership Overview document.

Proposals are due: February 8, 2010, 3:00 p.m. Pacific Time and must be sent via electronic mail to the Project Element Lead Staff. Hard copies may also be provided, but are not required. The proposal due date is less than 30 days because the target completion date for web site development is February 22, 2010. This target date may be extended, if necessary to provide sufficient time for quality proposals. Firms may request more time to develop proposals, up to February 22, 2010. Requests for additional time must be submitted by electronic mail to the City Project Element Lead Staff by February 1, 5:00 p.m. There will be no penalty for requesting additional time. If additional time is requested, the target completion date for the web site will be adjusted accordingly. All businesses on the bid contact list will be contacted by electronic mail of any changes in timeframes.

This project is funded, in part, through a grant from the U.S. Environmental Protection Agency. The contractor will be responsible for fulfilling the relative grant requirements for the Web Site as described in Exhibit A – EPA Cooperative Agreement with the City of Florence. The EPA Cooperative Agreement requires that all sub-awards and contracts meet the requirements in the City's Grant Agreement with EPA. The web site consultant selected for this project will need to demonstrate compliance with applicable provisions in this agreement.

II. PURPOSE AND BACKGROUND

The Siuslaw Estuary Partnership is a West Coast Estuaries Initiative for Coastal Watersheds Program project funded by the U.S. Environmental Protection Agency and project partners to serve multiple objectives for watershed protection and restoration. Please see the attached Project Overview document for a description of the project.

The purpose of the Project Web Site is to provide a clearinghouse for the public to view information related to the project and the different project elements. The information posted to the site will need to be updated continually, perhaps daily, in order to keep the latest documents and informational materials posted. City Staff and project consultants will be responsible for maintaining the site once it is developed with technical assistance provided by the web site development/design consultant, as needed and requested.

The Inter-disciplinary Team discussed in the Project Overview document has been meeting since November 2009. An intranet site has been created for this staff team to view, edit, and upload documents and provide comments and keep up to date on the project and the different project elements. The web site consultant selected for this work will have access to this intranet site and will be able to copy text and documents

from the site to the Project Web Site. The existing web site structure of the intranet site will thus serve to provide a framework for the contents and structure of the Project Web Site. This will, hopefully, result in a more efficient process and faster turn-around time for the Project Web Site.

III. CONTRACT SERVICE QUALIFICATIONS

A. GENERAL

The City is seeking a Web Site consultant to prepare a Project Web Site for the public to access and view information about the project. The web site will be a stand-alone site with its own domain name and address. Specific needs are:

- Web Site completed and on line by February 22, 2010, or as close to this date as possible.
- Design, domain name registration, and hosting facility for the site.
- Site should have its own domain name as close to the Project Name as possible and available. [Siuslaw Estuary Partnership.org](http://SiuslawEstuaryPartnership.org) if it is available and not too long, would be ideal
- Number of pages (approximately): 10
- Content of site to mimic intranet site already set up for staff team use.
- Site should look like a government site (as opposed to a commercial site that is selling products), be accessible to the public and easy to use and navigate.
- Provide mock up of site to City and make edits and changes, as requested.
- Training and access for City staff and project consultant to edit and update the site over time, with technical assistance from consultant, on request.
Project staff emails and links to project partner agencies and other links will be added to the site.

B. PROPOSALS

SUBMITTAL 1 - FIRM QUALIFICATIONS. All proposers shall provide a summary of firm qualifications that is no more than 6 pages long and includes:

- 1.1 A description of the firm's web site development experience.
- 1.2 A description of the firm's experience in the Florence area.
- 1.3 A description of the firm's experience in working on public agency web sites.

SUBMITTAL 2 - STAFF EXPERTISE. All proposers shall demonstrate:

- 2.1 Staff expertise and availability for the Project, including any sub-contractors.
- 2.2 Identification of any subcontractors, the subcontractors' roles in the Project and the subcontractors' qualifications. Consultant and Sub-contractors must demonstrate compliance with the requirements in the EPA Cooperative Agreement.

SUBMITTAL 3 - REFERENCES. Each proposer shall provide a list of no more than three references that can speak knowledgeably about the proposer's abilities, experience, and skill in web site development and design.

SUBMITTAL 4 - PROPOSAL. All proposers shall provide a description of their general and specific approach to constructing the web site, and a schedule of all deliverables for completing the Project. Proposal should specifically state whether project deadlines can be met and, if not, what target completion dates are proposed. Sample designs are welcome.

SUBMITTAL 5 – COST PROPOSAL. All proposers shall provide a description of the cost estimate to complete the Project that includes staff billing rates, overhead rate, and overhead on direct costs. This estimate shall be considered a firm offer of the cost to complete the Project. The billing rates for independent contractors may not exceed EPA requirements set out in the attached EPA Cooperative Agreement.

IV. RESPONSE PROCEDURES

A. SUBMITTAL REQUIREMENTS

1. SUBMITTALS MUST BE RECEIVED VIA ELECTRONIC MAIL IN DIGITAL FORM (PDF) BY CITY LEAD PROJECT ELEMENT STAFF BY FEBRUARY 8, 2010, 3:00 PM, UNLESS NOTIFIED OF A REVISED DEADLINE. Proposals may be submitted in hard copy to: COMMUNITY DEVELOPMENT DEPARTMENT, at 250 Highway 101, Florence, OR, 97439 no later than the due date (post marks not allowed). Any proposal received after the due date and time, as modified by request, shall be considered late, and will not be given further consideration.
2. NO FACSIMILE (FAX) TRANSMITTED SUBMITTALS WILL BE accepted.
3. THE SUBMITTAL MUST BE SIGNED BY AN INDIVIDUAL WHO IS an officer or partner and authorized to execute agreements on behalf of the contractor.
4. MODIFICATION OR WITHDRAWAL OF A SUBMITTAL may be accomplished by notice to the City at the location specified above. Such notice shall be in writing, signed by the proposer and shall be delivered on or before the date and time set in Section IV.A.1 for receipt of proposals.
5. QUESTIONS REGARDING THE RFP SHOULD BE SUBMITTED TO the designated RFP contact, Wendy Farley-Campbell, (541-997-8237). These questions must be received by the designated RFP contact no later than 5:00 PM five days prior to the proposal submittal deadline to allow for addenda, if required, to this request. A summary of the responses to questions will be made available in writing to all addenda plan holders.

6. SENSITIVE PROPRIETARY INFORMATION PROVIDED IN THE submittal will be held in confidence upon request to the extent allowed by ORS 192.410 - 192.505, the Oregon Public Records Law.
7. SUBMITTALS MUST REMAIN VALID FOR 90 DAYS AFTER THE deadline date. A transmission letter must be included with the submittal and must include a statement that the submittal and price will remain valid for a minimum of 90 days.
8. ALL PROPOSALS SHALL BE DATE AND TIME STAMPED AND SHALL REMAIN unopened until the date and time set above for receipt of proposals.

B. OTHER TERMS AND CONDITIONS

1. THE SELECTED CONTRACTOR MUST COMPLY WITH ALL GOVERNMENT regulations applicable to the work performed under this contract. Failure to comply with such requirements shall constitute a breach of contract and shall be grounds for contract cancellation. Damages or costs resulting from noncompliance shall solely be the responsibility of the contractor. See Exhibit "B".
2. THE SELECTED CONTRACTOR AGREES TO MAKE PAYMENTS PROMPTLY, AS due, to all persons furnishing services, equipment or supplies to contractor for performance of work under this contract. Failure to comply may result in funds otherwise due contractor being charged for claims received by the City.
3. REMEDIES UNDER THE CONTRACT SHALL BE GOVERNED BY and construed in accordance with the laws of the State of Oregon as interpreted by the Oregon courts.

C. TYPE OF CONTRACT

A standard City of Florence Personal Services contract will be used with the additional requirements of the EPA grant program included. The contractor will be required to comply with all its provisions and requirements.

D. REJECTION OF PROPOSALS

The City reserves the right to reject any and all submittals received as a result of this RFP and to cancel this solicitation if doing so, in the judgment of the City, would be in the public interest.

E. PRIME CONSULTANT RESPONSIBILITIES

The selected contractor will be required to assume responsibility for all products and services offered in its submittal whether or not the contractor produces or performs them. Further, the City will consider the selected contractor to be the sole contact with regard to contractual matters.

F. CONTRACT PAYMENT SCHEDULE

Payment for any contract entered into as a result of this RFP will be made according to a delivery schedule developed under the contract. The contract will stipulate the cost and the deliverables to be completed. The final payment will be paid within 30 days of acceptance by the City of the final document and materials stipulated in the contract.

G. INVESTIGATION OF REFERENCES

The City reserves the right to investigate references and past performance of any proposer with respect to its successful performance of similar services, compliance with the RFP and contractual obligations and its lawful payment of suppliers, sub-contractors, and workers. The City may postpone award or execution of the contract after the announcement of the apparent selected contractor in order to complete reviews.

H. PROPOSAL CONDITIONS

1. ISSUANCE OF AN RFP IN NO WAY CONSTITUTES A COMMITMENT by the City of Florence to award a contract, to pay offeror's costs incurred either in the preparation of a response to the RFP or in the act of producing a contract for services.
2. THE CITY ALSO RESERVES THE RIGHT TO MAKE AMENDMENTS to the RFP by giving written notice to all offerors who were mailed the RFP.

I. PROPOSAL FORMAT

1. Electronic mail must include in the subject line: **"In Response To RFP for City of Florence Web Site Design and Development."** If hard copies are submitted in addition to electronic copies, ENVELOPES CONTAINING SUBMITTALS MUST BE MARKED WITH THE following note in the lower-left corner: **" In Response To RFP for City of Florence Web Site Design and Development."**
2. ALL PROPOSERS SHALL PROVIDE A COVER LETTER SIGNED BY AN INDIVIDUAL WHO is an officer or partner authorized to execute agreements on behalf of the proposer.
3. PROPOSALS SHALL PROVIDE THE INFORMATION REQUIRED in Section III B.

V. EVALUATION AND SELECTION

An evaluation team, which may consist of City of Florence staff, individuals from agencies and branches of the U.S. and Oregon state governments and persons from the public sector, will make a decision whether to award a contract, and, if so, to which firm. Consultants who submit proposals will be evaluated on their adherence to the qualifications and criteria listed in this RFP.

Proposals will be evaluated in the six categories in the following table. The breakdown on the percentages of each category will be:

Criteria	Maximum Score	Maximum Pages
Firm Qualifications	30	6
Staff Expertise	20	N/A
References	15	N/A
Overall Proposal	10	N/A
Quality and Cost	10	N/A

The evaluation team may request interviews with the Project leader identified by a proposer prior to contract award. The evaluation committee will review and rank the proposals and develop recommendations the City as to which proposer to choose for contracting with the City.

The City reserves the right to require clarifications of any proposals.

VI. CONTRACT REQUIREMENTS AND ADMINISTRATION

The selected contractor will be required to complete a fixed fee personal services contract. The selected contractor must also submit documents addressing woman and minority business, equal employment opportunity as part of the contract: see federal and state requirements, attached as Exhibit B. The work scope submitted may be negotiated, based on an estimate and scope of work initially prepared by the selected contractor.