REQUEST FOR PROPOSALS
For
Website Design and Development

PROPOSAL SUBMITTAL DATE, TIME, & LOCATION:
June 7, 2019 @ 12:00 PM
Mount Pleasant Waterworks Operations Center
1619 Rifle Range Road
Mount Pleasant, SC 29464

EMAIL QUESTIONS TO:
Brian King, Budget & Procurement Supervisor
Financial Services Division
Mount Pleasant Waterworks
bking@mpwonline.com

*MAIL PROPOSALS TO:
Mount Pleasant Waterworks
1619 Rifle Range Road
Mount Pleasant, SC 29464
Attention: Brian King

HAND CARRY PROPOSALS TO:
Mount Pleasant Waterworks
1619 Rifle Range Road
Mount Pleasant, SC 29464

MARK ENVELOPE:
“Website Design and Development Proposal”
Attn: Brian King, Budget & Procurement Supervisor

*Respondents mailing proposals should allow a sufficient mail delivery period to ensure timely receipt of their proposals by Mount Pleasant Waterworks.
OVERVIEW

Mount Pleasant Waterworks is seeking to update its website (www.mountpleasantwaterworks.com) to enhance the user experience, simplify content management, and provide streamlined information and customer service to its community, while meeting high standards for design quality and visual appeal.

MPW seeks the assistance of an experienced company that can accomplish all of the functionality identified in this RFP with the flexibility of providing this functionality over time, if needed due to budgetary constraints. MPW also seeks a company that has the capability of integrating additional features and functionality that may be identified in the future. The experienced company should have a team of experts who understand local government, to help us achieve our vision – all while providing 24/7/365 support.

GENERAL INSTRUCTIONS

1) Vendors must submit two (2) copies of the proposal within the time frame indicated for submission.

2) Vendors shall submit their proposals, identifying the contents clearly marked on the outside of the envelope “Website Design and Development”, by the submission deadline to: Brian King, Budget & Procurement Supervisor, Mount Pleasant Waterworks, 1619 Rifle Range Rd., Mount Pleasant, S.C. 29464. MPW will accept proposals until 12:00 p.m. Friday June 7, 2019.

3) Submission of a proposal will be considered as conclusive evidence of the proposer’s complete examinations and understanding of the specifications as provided by MPW.

4) Proposals received after the time and date specified will not be considered and will be deemed unresponsive.

5) Prices quoted shall include all discounts to be considered in making the award and shall be net. State and local taxes, as applicable, should be included in the proposal price.
GENERAL TERMS AND CONDITIONS

1) Mount Pleasant Waterworks reserves the right to reject any and all proposals in whole or in part and to waive all technicalities as deemed appropriate.

2) Awards shall be made to the proposer who submits a responsive proposal, which is most advantageous to MPW.

3) Ambiguous proposals, which are uncertain as to terms, delivery, quantity, and/or compliance with specifications, may be rejected or otherwise disregarded.

4) All proposals shall be executed and submitted in a sealed envelope. The face of the envelope shall contain “Website Design and Development Proposal”, date, and time. In addition, the envelope should be marked “Attention: Brian King”.

5) Proposers and/or their representatives shall direct all inquiries and all other communications regarding this proposal to Brian King. All questions shall be in writing or electronic mail in order to forward the answers to all prospective proposers. No oral answers to proposal questions shall be permitted. This shall ensure fairness and give all proposers an equal opportunity to be considered.

6) Any addenda to the proposal documents will be issued in writing. No oral statements, explanations or commitments shall be of any effect unless incorporated in the addenda.

7) MPW reserves the right to contact proposers individually for the purpose of clarifying proposals and/or requesting additional information.

8) MPW, at its discretion, may request an interview and demonstration from proposing companies. Submission of a proposal does not guarantee a request for an interview.

9) MPW is not liable for any cost incurred by the proposers in connection with the development and submittal of their proposals.

10) In estimating the best value, MPW will consider any of the following in addition to proposal price; quality; service capabilities; performance analysis; reference checks of other clients; and size, fiscal stability and longevity of the providing company. This list is not all-inclusive.

11) MPW shall take the amount of time necessary to thoroughly review submissions in order to arrive at an award decision.

12) Discussions or communications (written or oral) concerning the proposal, the proposers, the proposer’s competitors or the award of the proposal with members of the Commission shall be basis for disqualification of the affected party’s proposal.

13) No work will be assigned to subcontractors and/or third parties without the written approval of MPW.
About Mount Pleasant, South Carolina

Mount Pleasant is an affluent coastal community separated from Charleston, South Carolina, by the Cooper River. Over the last 20 years, Mount Pleasant has evolved from a small town of just over 6,000 residents to a largely affluent, professional, urban community with an estimated population of 84,000 people in 2016.

Demographics:
Population – 84,215
Population density – 1,726
Median Age range – 39.3
Male/Female ratio – 0.9:1
Married – 63%
Families with kids under 18 – 48%

Intent

It is the intent to accomplish the following tasks:

1. Evaluate the current website and provide a transition plan to implement a new website using a Content Management System (CMS) based application.
2. Implement modules within the CMS that deliver specialized capabilities to improve MPW’s support to our citizens. (Water Outages module, Social Media Module, Calendar) (Water outage module- key component can pull live time outages from our PIPES system & display on a clean/sleek/ modern map interface or address water outages in a social media feed style ticker at bottom of page)
3. Develop a customized, modern template for the website that includes a 100% responsive design, so it can be displayed on any size device.
4. Assist MPW with transition of content from the current website to the new website.
5. Provide all hosting and security services for the new website.
6. Provide training to administrators, department heads, and content managers.

Guiding Principles

To facilitate effective decision making and analysis throughout the process, a series of four principles are to be used to guide the design, content and management of the new website. Four Principles to develop the new website:

1. Develop an easily understood and navigable website which focuses on Strategic Target areas: Financial Stability, Workforce Development, Community Engagement, and Operational Excellence.
2. Balance design, effectiveness and ADA accessibility.
3. Improve communication, and access to Customer Portal information.
4. Provide improved services to the community.
Vendor Qualifications
Mount Pleasant Waterworks will evaluate vendor experience, qualifications and capabilities for developing and implementing a new website. The desired qualifications are outlined below. Responders are required to submit a written narrative corresponding to each of the underlined section items:

**Introduction**
- Overview and summary of how your company will assist MPW in reaching our website goals

**Company Profile**
- Company overview and history
  - How long has the company been in business
  - Number of current employees
  - Number of clients in the past 5 years - Utility Industry clients?
- Capabilities of company - Why should your company be chosen?

**Management Team**
- Name, title, role (e.g., project management, training, design)
- Education, years of experience

**Scope of Work**
- Project phase deliverables
- What will be expected of Mount Pleasant Waterworks
- What MPW can expect from the company

**Project Development Approach**
- Approx. timeline start date (July 15, 2019)
- Detailed explanation of all project phases including consultation, design, development, training, implementation
- Statement that website will meet Accessibility Compliance requirements
- Training options
- What role will MPW will play in the project

**Technical and Platform Requirements (describe all available)**

**Datacenter**
- Hosting platform shall be in a reliable datacenter (Ex: Tier III) with multiple layers of cyber and physical security, multiple Internet Service Providers, backup power, and redundant hardware infrastructure.

**Backups and Disaster Recovery**
- Contractor shall perform and maintain site backups and guarantee timely backup restoration as required
- In the event of an outage, contractor must have a formal disaster recovery plan (Ex: failover to redundant datacenter) that outlines Recovery Time Objective (RTO) and Recovery Point Objective (RPO)

**Security**
- Contractor shall prevent unauthorized access, physical or electronic, to the website and any databases or other sensitive material generated from or used in conjunction with the website.
- Contractor provider shall monitor the website for intrusions and notify Mount Pleasant Waterworks of any known security breaches or holes
• The hosted solution should protect the website against Distributed Denial of Service (DDoS) and other cyberattacks and should be able to detect and mitigate malicious traffic within seconds.

Service Level Agreement
• Written Service Level Agreement (SLA) with a minimum uptime of 99.9% that outlines compensation in the event required monthly uptime requirement is not met

Content Ownership Acknowledgement
• Acknowledgement of Mount Pleasant Waterworks’ ownership of all site content and data. If contractor is no longer able to deliver services, content and data will be delivered in a usable and standard format.

Browser Support
• Website should support the following mobile and desktop browsers on all versions released within the last five years: Google Chrome, Internet Explorer and Edge, Mozilla Firefox and Apple Safari

Search Engine Optimization (SEO)
• Website and platform should follow current SEO best practices

Support and Maintenance (describe all available)
• Ongoing training opportunities and availability of robust, self-service documentation and technical support (videos and training manuals, etc.) (Staff key stakeholders may have to do as little as upload a document onto an easily manageable drag and drop CMS or have the knowledge to redesign/re-organize page with pictures and video content)
• (1 Year) Continued maintenance agreement: Availability of continued communications post website implementation (with consultants and support staff)
• Support services - emergency and non-emergency situations

Project Pricing Estimate/Cost for Services Outlined
Specify amounts of items below:
• First Year development fees including:
  o Days/hours of training, number of employees to be trained, on-site or webinar
  o Amount of content migration (entire website or a specific number of pages)
  o Additional products/functionality
• Ongoing fees for hosting, maintenance and support for Year 2 and beyond

Description of Features and Functionality Included with the CMS
At a minimum include:
• List of all features and functionality included in the proposed CMS. Must address all features and functionality listed in Required Features and Optional Features section of this RFP

Municipal Website Design Experience (if applicable)
• References (minimum three references, including all contact information below)
  o Client name
  o Website URL
  o Client contact person and title
  o Phone
  o Email address
Additional Products offered

• Give brief descriptions of other products offered by the company

**Required Features**
The information below represents required functional capabilities in the selected CMS. It is not all inclusive, other functionality may be recommended or added. MPW's new website vendor must be able to provide at a minimum, the components shown.

- **Website Design** – Clean, modern, and focused design that matches affluent coastal community feel.
- **Website Migration** – All applicable content imported from current site with modern design. Content rewritten, reorganized and edited for improved readability.
- **Document/Media Library and Archive Management** – Upload, create and manage (ability to create tables of links & collapsible lists of links)
- **Alerts & Emergency Notification** – Alerts posted on website and public notifications sent out through email, text message and social media
- **Approval Rights** – Allow system administrator to establish specific rights and capabilities for internal staff to update content based upon the role they have in updating the website.
- **Automatic expirations** – The ability to set a date for content to automatically expire
- **Broken Links Finder** – Site visitors can enter comments concerning how they accessed the page
- **Content Management System** – Update, delete and create template-based web pages
- **Content Preview/ Live Edit** – The ability to preview/edit content before publishing live
- **Calendar** – Update/publish calendars. Includes unlimited number of event listings, single or reoccurring. Viewable by list, week, or month
- **Citizen Sourcing Tool** – Encourages citizen idea submission, engaging discussions, voting, etc.
- **Departmental Home Pages** – The ability for departments to have dedicated pages within the site that follow the same design as the other interior pages
- **Directories, Listing for Management Staff** – Ability to allow citizens to search for management staff
- **Facility Management** – Reservations and/or listing of public meeting rooms
- **Forward to a Friend** - E-Mail extension, share content button
- **Frequently Asked Questions** – Dynamic content
- **GIS Mapping** – Ability to integrate GIS mapping applications
- **Webpage Editing** – Capability to view and edit the HTML code of any page
- **Mobile Friendly/Responsive Design** – Appearance continuity across platforms (smart phones, tablets, etc.)
- **Modules**: to include - News & Announcements, Social Media, Bids and Procurement, and others as determined.
- **Online Forms** - Forms/publishing/tracking (submit directly to an associated email)
- **Online Job Postings and Application** - Applicants can also create an online profile, fill out application and attach additional documents
- **Online Payments** – link to invoice cloud system
- **Printable Pages** - Print-friendly function (ex. Print button on page/document)
• **FOIA Request** - person can submit request
• **RFP/RFQ/Bid Posting** – Allow for easy posting of bids to the site, along with amendments and updates. Scheduled with ability to set auto-expire date
• **Rotating Photos/Banners/Drone Footage Continual Homepage** - Dynamic image (hi-res) display
• **Quick Links** - Links may be placed directly on the pages
• **Service Directory** – List of services by function. Allow users to search by keyword
• **Site Search** – Internal site search engine, site search log
• **Site Statistics** - Analytics and site audit reports
• **Sitemap & Breadcrumbs** – Dynamically generated
• **Social Media Interface** – Ability to integrate Facebook, Nextdoor, & Instagram
• **Spell-check** – The ability to spell-check content via the editor
• **Third Party Integration** – Ability to integrate third-party applications (ex. IBM Maximo, Jacobs Engineering (Pipes), Advanced Utilities (CIS), and others as determined.

### Optional Features

The features below are not required by MPW at this time, however, please include information and availability of integration in the future.

• **Educational Outreach Platform**– platform for students to interact and learn
• **E-Communication platform** - Integrated within the centralized CMS for creating visually rich, fully responsive, non-emergency e-communication. Create unlimited
• **RSS Feeds out** - Registration by Department
• **Multi-Lingual Support** – Using Google Translate or other translate system
• **Custom Mobile App** – Mobile app for Apple® iOS and Android® devices
• **LDAP Integration** – Lightweight Directory Access Protocol (LDAP) integration
• **Newsletters** – Subscription and online publishing
• **Bidding Transparency**- Page to post projects that MPW is bidding. When clicking on links for projects, visitors would need to enter name, company, phone number, and email to access the specific document. This information would be collected and associated with the project link to allow for communicating any changes or addenda
• **Alexa or Siri (technical name)** – ability to communicate various customer data (bill amount, usage, etc.).
PROPOSAL CONSTITUTES OFFER

By submitting a proposal, the respondent agrees to be bound by all the requirements, terms and conditions set forth in this proposal document. A proposal containing variations from the requirements, terms and conditions set forth herein may, at the sole discretion of the Commission, may be declared non-responsive. The requirements, terms and conditions set forth in this document will become part of the successful vendor’s contractual obligations upon award of the contract.

The proposer understands that quoted prices are inclusive of all costs and that no additional costs, incidental or otherwise shall apply.

____________________________________ (SEAL)  ______________________________
VENDORS FED. ID NUMBER  OFFEROR/VENDOR

_________________________________________  ______________________________
AUTHORIZED SIGNATURE  PRINTED SIGNATURE

_________________________________________
BUSINESS ADDRESS

_________________________________________
CITY, STATE AND ZIP CODE

_________________________________________
TELEPHONE NUMBER

_________________________________________
FAX NUMBER

_________________________________________
E-MAIL ADDRESS
MOUNT PLEASANT WATERWORKS
PRICING WORKSHEET
For
Website Design and Development

Pricing (Website and Development):

Website Design/Development $____________________
Software Costs (if applicable) $____________________
Other Fees and Charges $____________________

Total Proposed Cost $____________________

Pricing (Hosting and Professional Services):

Monthly Hosting Cost $____________________
Hourly Rate (Enhancements/Customizations)
Outside the scope of Monthly Hosting Agreement $_____ 

I authorize that all pricing stated in this proposal document is correct and binding.

Authorized Signature:__________________________
Printed Signature:____________________________
Date:____/____/_____