



**City Council**  
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*Debra Johnson*

**City Manager**  
Robin I. Gomez

# **REQUEST FOR PROPOSALS (RFP)**

## **RFP 01-21**

# **CITY WEBSITE REDESIGN**

**ISSUE DATE & TIME:**

**FRIDAY, APRIL 16, 2021**  
**10:00 am, Local Time**

**ISSUED BY:**

**CITY OF CLARKSTON**  
**CITY MANAGER'S OFFICE**  
**1055 ROWLAND ST**  
**CLARKSTON, GA 30021**

**INQUIRIES:**

**ROBIN I. GOMEZ, CITY MANAGER**  
[rgomez@cityofclarkston.com](mailto:rgomez@cityofclarkston.com)

**PROPOSALS DUE:**

**FRIDAY, MAY 7, 2021**  
**2:00 pm, Local Time**



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**REQUEST FOR PROPOSALS (RFP)**  
**RFP 01-21**  
**CITY WEBSITE REDESIGN**

APRIL 16, 2021

NOTICE IS HEREBY GIVEN that Requests for Proposals (RFP) will be received by the City of Clarkston (CITY) until **2:00 pm, Local Time, Friday, MAY 7, 2021**, to provide **City Website Redesign Services**.

**Brief Description:** The City of Clarkston (CITY) is soliciting proposals from qualified and experienced website design firms to re-design, develop, and implement a new design for the City's website. The project will involve utilizing posted information on the existing website as well as the implementation of new information, products, and features as suggested by the City and the firm selected. The City also desires a firm that has the capability of integrating additional features, functionality, and/or software that may be identified in the future.

Responses must be in accordance with the provisions, specifications, and instructions set forth herein and will be received by the City until the above noted day and time, when they will be publicly acknowledged and accepted.

This Request for Proposals (RFP) is available for download at [www.clarkstonga.gov](http://www.clarkstonga.gov).

Please read the entire document (RFP information) and submit the response per the instructions. This document (less this invitation and the instructions) and any required documents, attachments, and submissions will constitute the response.

**Any and all questions concerning this solicitation should be directed, IN WRITING VIA ELECTRONIC MAIL (email), to the below contact:**

**Robin I. Gomez,**  
**Clarkston City Manager**  
**[rgomez@cityofclarkston.com](mailto:rgomez@cityofclarkston.com)**



## INSTRUCTIONS

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1. **VENDOR QUESTIONS:** All questions regarding the contents of this solicitation, and solicitation process (including requests for ADA accommodations), shall be directed solely to the Contact listed on Page One (1). Questions should be submitted in writing via letter or email. Questions received less than seven (7) calendar days prior to the due date and time may be answered at the discretion of the City.
2. **ADDENDA/CLARIFICATIONS:** Any changes to the specifications will be in the form of an addendum. Addenda are posted on the City website and will be submitted to anyone requesting such addenda or having submitted their contact information expressing interest in this RFP. Vendors may review the City's website for addenda and any clarifications prior to submitting their response. The City will not be held responsible for any vendor not receiving any addenda.
3. **DUE DATE & TIME FOR SUBMISSION OPENING:**  
Date: Friday, May 7, 2021  
Time: 2:00 pm EDT (local Clarkston time)
4. **SUBMIT RESPONSES TO:**  
  
City of Clarkston  
City Manager's Office – Robin I. Gomez  
1055 Rowland St  
Clarkston, GA 30021  
  
Responses will be received publicly at this address. Respondents may paper mail, hand-deliver (must call to schedule a day/time for hand delivery as City offices are closed to the public), or electronically mail (email) responses.  
  
No responsibility will attach to the City of Clarkston, its employees, or agents for premature opening of a response that is not properly addressed and identified.
5. **LATE RESPONSES:** The respondent assumes responsibility for having the response delivered on time at the place specified. All responses received after the date and time specified shall not be considered and will be returned unopened to the respondent. The respondent assumes the risk of any delay in the mail or in the handling of the mail by employees of the City of Clarkston, or any private courier, regardless whether sent by mail or by means of personal delivery. It shall not be sufficient to show that the respondent mailed or commenced delivery before the due date and time. All times are Clarkston, Georgia, local times. The respondent agrees to accept the



time stamp in the City Hall Annex office as the official time.

- 6. LOBBYING PROHIBITION:** Any communication regarding this solicitation for the purpose of influencing the process or the award, between any person or affiliates seeking an award from this solicitation and the City, including but not limited to the City Council, employees, and consultants hired to assist in the solicitation, is prohibited.

This prohibition is imposed from the time of the first public notice of the solicitation until the City cancels the solicitation, rejects all responses, awards a contract or otherwise takes action which ends the solicitation process. This section shall not prohibit public comment at any City Council committee meeting, Council worksession, and/or Council meeting.

This prohibition shall not apply to communication with the contact(s) identified in the solicitation or City-initiated communications for the purposes of conducting the procurement including, but not limited, to clarification of responses, presentations if provided in the solicitation, contract negotiations, protest/appeal resolution, or surveying non-responsive vendors.

Violations of this provision shall be reported to the City Manager. Persons violating this prohibition may be subject to a warning letter or rejection of their response depending on the nature of the violation.

- 7. RESPONSIBILITY TO READ AND UNDERSTAND:** Failure to read, examine, and understand the solicitation will not excuse any failure to comply with the requirements of the solicitation or any resulting contract, nor shall such failure be a basis for claiming additional compensation. If a vendor suspects an error, omission, or discrepancy in this solicitation, the vendor must immediately and in any case not later than seven (7) businesses days in advance of the due date notify the contact on Page One (1). The City is not responsible for and will not pay any costs associated with the preparation and submission of the response. Respondents are cautioned to verify their responses before submission, as amendments to or withdrawal of responses submitted after time specified for opening of responses may not be considered. The City will not be responsible for any respondent errors or omissions.
- 8. FORM AND CONTENT OF RESPONSES:** An original and the designated number of copies of each response are required. Responses including modifications must be submitted in ink, typed, or printed form and signed by an authorized company, firm, or other representative. The City may require that an electronic copy of the response be submitted. The response must provide all information requested and must address all points. The City does not encourage exceptions. The City is not required to grant exceptions and depending on the exception, the City may reject the response.
- 9. DEBARMENT DISCLSOSURE:** If the respondent has been debarred, suspended, or otherwise lawfully precluded from participating in any public procurement activity, including



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being disapproved as a (sub)contractor with any federal, state, or local government, or if any such preclusion from participation from any public procurement activity is currently pending, the respondent shall include a letter with its response identifying the name and address of the governmental unit, the effective date of this suspension or debarment, the duration of the suspension or debarment, and the relevant circumstances relating to the suspension or debarment. If suspension or debarment is currently pending, a detailed description of all relevant circumstances including the details enumerated above must be provided. A response from a respondent who is currently debarred, suspended, or otherwise lawfully prohibited from any public procurement activity may be rejected.

10. **RESERVATIONS:** The City reserves the right to reject any or all responses or any part thereof; to reissue the solicitation; to reject non-responsive or non-responsible responses; to reject unbalanced responses; to reject responses where the terms and/or awards are conditioned upon another event; to reject individual responses for failure to meet any requirement; to award by part or portion, or total; to make multiple awards; to waive minor irregularities, defects, omissions, technicalities, or form errors in any response. The City may seek clarification of the response from respondent at any time, and failure to respond is cause for rejection. Submission of a response confers on respondent no right to an award or to a subsequent contract. The City is responsible to make an award that is in the best interest of the City. All decisions on compliance, evaluation, terms, and conditions shall be made solely at the City's discretion and made to favor the City. No binding contract will exist between the respondent and the city until the City executes a written contract or purchase order.
11. **OFFICIAL SOLICITATION DOCUMENT:** Changes to the solicitation document made by a respondent may not be acknowledged or accepted by the City. Award or execution of a contract does not constitute acceptance of a changed term, condition, or specification unless specifically acknowledged and agreed to by the City. The copy maintained and published by the City shall be the official solicitation document.
12. **ETHICS:** It is the intention of the City to promote courtesy, fairness, impartially, integrity, service, professionalism, economy, and government by law in the procurement process. The responsibility for implementing this policy rests with each individual who participates in the procurement process, including respondents and contractors.

To achieve the purpose of this Article, it is essential that respondents and contractors doing business with the City also observe the ethical standards prescribed herein. It shall be a breach of ethical standards to:

- a. Exert any effort to influence any City employee or agent to breach the standards of ethical conduct.
- b. Intentionally invoice and/or request any amount greater than provided in the agreement/contract or to invoice and/or request for Materials or Services not provided.



- c. Intentionally offer or provide sub-standard Materials or Services or to intentionally not comply with any term, condition, specification, or other requirement of a City Contract.
13. **GIFTS:** The City will accept no gifts, gratuities, or advertising products from respondents or prospective respondents and affiliates.
  14. **PROTESTS AND APPEALS:** If a respondent believes there is a mistake, impropriety, or defect in the solicitation, believes the City improperly rejected its response, and/or believes the selected response is not in the City’s best interests, the respondent may submit a written protest to the City of Clarkston. Protests based upon alleged mistake, impropriety, or defect in a solicitation that is apparent before the opening must be filed with the City Manager no later than five (5) business days before the opening. Protests that only become apparent after the opening must be filed within five (5) business days following the opening.
  15. **EVALUATION PROCESS:** Responses will be reviewed by a screening committee comprised of City employee and/or authorized agents. City staff may or may not initiate discussions with respondents for clarification purposes. Clarification is not an opportunity to change the response. Respondents shall not initiate discussions with any City employee or official.
  16. **CRITERIA FOR EVALUATION AND AWARD:** The City evaluates three (3) categories of information: responsiveness, responsibility, and the technical response. All responses must meet the following responsiveness and responsibility criteria.
    - a) **Responsiveness.** The City will determine whether the response complies with the instructions for submitting responses including completeness of the response which encompasses the inclusion of all required attachments and submissions. The City must reject any responses that are submitted late. Failure to meet other requirements may result in rejection.
    - b) **Responsibility.** The City will determine whether the respondent is one with whom it can or should do business. Factors that the City may evaluate to determine “responsibility” include, but are not limited to: experience, expertise, and past performance, references (including those found outside the response), compliance with applicable laws, respondent’s record of performance and integrity, i.e., has the respondent been delinquent or unfaithful to any contract with the City, whether the respondent is qualified legally to contract with the City, financial stability, and the perceived ability to perform completely as specified. A respondent must at all times have financial resources sufficient, in the opinion of the City, to ensure performance of the contract and must provide proof upon request. The City will determine whether any failure to supply information, or the quality of the information, will result in rejection.
    - c) **Technical Response.** The City will determine how well responses meet its requirements in terms of the response to the solicitation and how well the offer addresses the needs of the project. The City will rank offers using a point ranking system (unless otherwise specified) as an aid in conducting the evaluation.



The criteria that will be evaluated and their relative weights are:

<u>Evaluation Criteria</u>	<u>Points</u>
Experience and Qualifications of Firm and Staff	25
Technical Approach/Scope of the Project-Work Plan	40
Customer Service	25
Budget	10

**17. CONTRACT NEGOTIATIONS AND ACCEPTANCE:** Respondent must be prepared for the City to accept the response as submitted. If respondent fails to sign all documents necessary to successfully execute the final contract within a reasonable time as specified, or negotiations do not result in an acceptable agreement, the City may reject response or revoke the award, and may begin negotiations with another Respondent. Final contract terms must be approved or signed by the appropriately authorized City official. No binding contract will exist between the respondent and the City until the City executes a written contract or purchase order.

**18. NOTICE OF INTENT TO AWARD:** Notices of the City’s intent to award an Agreement/Contract will be posted on the City’s website available for the public to view.

**19. RFP TIMELINE:** All dates are tentative and subject to change.

Release RFP:	APRIL 16
Advertise Champion News:	April 15, 2021
Response Due:	May 7, 2021
Review:	May 10 – May 31, 2021
Contract Negotiations/Finalize:	June 1 – June 11, 2021
Award Recommendation:	June 22, 2021
Council Authorization:	June 29, 2021
Contract Begins:	July 1, 2021
Contract Ends:	December 31, 2021



## DETAILED SPECIFICATIONS

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- 1. PROJECT MISSION.** The City of Clarkston is dedicated to continue providing the most exceptional municipal services to enhance the quality of life of all Clarkston residents, businesses, and visitors. Communications are essential for the City to continue providing services in the most efficient and effective manner ensuring that all residents have access in our ever developing digital age. The City is looking for vendors who share that similar dedication and will help the City achieve those goals.
- 2. INTRODUCTION.** The City of Clarkston (CITY) is soliciting proposals from qualified and experienced website design firms to re-design, develop, and implement a new design for the City's website. The goal is to have a website with the technology to support online services, provide full site searchability, facilitate content creation and editing, house a calendar of events system, and create an overall inviting, easy-to-use/navigate, simple feel, and an engaging web design interface. We are seeking a website redesign that promotes a welcoming and professional image and over-all displays an easy navigation system for employees and users. Clarkston is an extremely diverse City of 13,000 residents spanning 1.6 square miles with demographics comprising the following: over 55% foreign-born, 60% African-American, 25% Asian, 12% White, 33% are 17 years of age and under, 60% speak a language other than English at home, and 31% live in Poverty.
- 3. BACKGROUND.** The City last updated its website (outside vendor/firm) to its current iteration in 2017-2018. That update significantly impacted the visual appeal, imagery, and information availability that simplified the public's access, but lacked various direct inputs to electronic service access such as renewing applications, making most payments, and other on-line services eliminating the need for paper and in-person access. Hence, the City is looking to increase the ease of access to services, information, and direct resident interaction through a website redesign.

Currently, the City Clerk coordinates all updates with the current vendor, Diversified Technologies LLC, to the City's site: [clarkstonga.gov](http://clarkstonga.gov). Departments are responsible for their content that needs a redesign to facilitate updating. The City's current site contains dozens of published pages, supporting assets including images, videos, and links, and uses various third-party applications/services to provide added functionality via the website including: Facebook, Twitter, You Tube, Google search, translation services, and crime mapping through TriTech Software.

- 4. SCOPE OF SERVICES.** The selected respondent will be required to collaborate, interact, and report to the City Manager all work performed under the agreement agreed to by the





selected respondent and the City. The main goal is to provide simple and relevant electronic access to our City services and to streamline and facilitate our website. We are looking for a redesign to support the ease of access to City information, online forms and applications, City processes and procedures, Council meeting agendas and minutes, a calendar of events, photo hosting, parks and recreation services & activities, planning & economic development matters, and much more. The redesigned site should have a theme promoting the City's diversity, history, and over-all a friendly place to live, learn, work, and play.

The redesigned website should also provide easy access to all City services, be adaptable to current and changing technology, provide content management capability for departments to easily update their own information, and be a successful communications tool. The website shall meet the following criteria:

- a. Visually Appealing – an attractive mix of text, photos, and graphics
- b. Provide easy electronic access to public information for use by all users
- c. Easily updated with a content specific management system. Respondents should list the software that will be used to create the site including all graphics software and recommended software and licenses that the City will need to purchase for the continued maintenance of the site.
- d. Common theme/consistent design – each section should have a common look/theme (brand) with a simple, graphically appealing Home Page. Similar font types and basic layouts should be used throughout the site.
- e. Meet any and all federal ADA or similar requirements
- f. Be User Friendly and easily upgradeable.

The information on the redesign should be directed toward the public/residents, businesses, visitors, non-profit groups, other governments, civic groups, youth & senior organizations, etc. More specifically, we are desirous that the redesign will further incorporate the following:

- g. Re-create and greatly enhance the City's existing website to be resourceful and informative serving as a marketing asset to provide a friendly environment that emphasizes access to the public.
- h. Develop a highly beneficial, cost-effective, easy-to-use, interactive, and architecturally-sound website that will remain viable for at least five (5) years.
- i. Allow for the website maintenance and updating capabilities by non-technical staff.
- j. For ease of use, the website must provide consistent orientation and navigational aides such as hierarchical menus that tell users how deep they are in a topic or subtopic including a homepage link or icon on each page in a similar position.
- k. Allow for future expansion of electronic commerce specifically online transactions.



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- l. Allow for various forms of interactivity including email response, surveys, feedback, online forms, online payments, fillable forms, access to event calendar(s), and more.
  - m. Graphic and/or image files should be relative to the site with simplicity to allow for the quickest loading. Web pages should be tested using multiple browsers (IE, Chrome, Firefox, etc) and allow for varying load speeds from dial up to fiber optic to ensure webpage accessibility in a very timely manner.
  - n. Provide for the transfer of audio and video for viewing of Council meetings or other on-line video programming.
  - o. Use industry-standard techniques to ensure indexing and listing by all major search engines.
  - p. Provide detailed page-level analytics including traffic sources and maintenance software.
  - q. Allow links and/or embedded plug-ins such as Adobe to allow for opening and viewing static forms/documents.
  - r. Transfer all relevant content from the existing City site to the new redesigned site. Archive any remaining data.
  - s. Provide applicable training to City staff to allow the ability to perform routine content management tasks.
  - t. Ability to create a list serve, to tag content, and auto push to social media
  - u. Translation tool/ability
- 5. QUALIFICATIONS.** Respondents must demonstrate the necessary ability, financial resources, and relevant experience to perform the work in a satisfactory manner. A minimum of five (5) years' experience in website design, redesign, and maintenance. Specifically, possess the following minimum qualifications:
- a. Provide sufficient detailed information demonstrating successful completion of comparable work on similar projects
  - b. Experience designing small (population 20,000 and under) city/municipal websites
  - c. Provide links to recent (in past 3 years) small city/municipal website redesigns
- 6. INSURANCE REQUIREMENTS.** Selected respondent shall, at their own cost and expense, acquire and maintain (and cause any subcontractors, representatives, or agents to acquire and maintain) during the term with the City, sufficient insurance to adequately protect the respective interest of the parties. In addition, the City has the right to review the Contractor's deductible or self-insured retention and to require that it be reduced or eliminated.

Specifically, the selected respondent must carry the following minimum types and amounts of insurance on an occurrence basis or in the case of coverage that cannot be obtained on an



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occurrence basis with a minimum three (3) year tail following the termination of the agreement.

- a. Commercial General Liability Insurance coverage, including but not limited to, premises, operations, products, products liability, contractual liability, advertising injury, personal injury, death, and property damage in the minimum amount of \$1,000,000 (one million dollars) per occurrence and \$2,000,000 (two million dollars) general aggregate.
- b. Commercial Automobile Liability Insurance coverage for any owned, non-owned, hired, or borrowed automobile is required in the minimum amount of \$1,000,000 (one million dollars) combined single limit.
- c. Unless waived the State of Georgia, statutory Workers' Compensation Insurance coverage and Employer's Liability Insurance in the minimum amount of \$100,000 (one hundred thousand dollars) per each employee each accident.
- d. Professional Liability Insurance coverage appropriate for the type of business engaged with minimum limits of \$1,000,000 (one million dollars) per occurrence.

The above insurance limits may be achieved by a combination of primary and umbrella/excess liability policies.

## **RESPONSE FORMAT**

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1. **RESPONSE SUBMISSION-** Submit one (1) signed original (identified as ORIGINAL) response that can be emailed in lieu of delivered in person.
2. **RESPONSE FORMAT** – Qualifications shall be submitted as one document on standard 8 1/2 x 11” paper, a single 8 1/2 x 11” sheet printed on both sides is two (2) pages. All information shall be assembled and indexed in the order indicated below. The page count shall not exceed fifteen (15) total pages, including typed text, graphics, charts and photographs, but does not include supporting documents for Tab 4, any tabbed or similar separator pages, cover page, table of contents, and back page.

**TAB 1 Letter of Interest (no more than 2 pages)** Cover letter should briefly introduce firm, organization, and also include:

- A statement confirming that all information contained in the response is complete and accurate
- Signature from the firm's owner/principle/chief executive certifying that sufficient resources in personnel, equipment, and time are available and will be committed to the agreement



- Contact information for the firm’s owner/principle/chief executive including email address and phone number

**TAB 2 Work Plan & Technical Approach to Manage and Provide a City Website Redesign (no more than 10 pages)** Provide a detailed work plan describing the company’s plan and response to all the detailed scope of services included a complete and detailed cost estimate.

**TAB 3 Customer Service (no more than 3 pages)** – Provide a detailed customer service plan in working with City staff throughout the project that incorporates the ability to train staff, respond to staff requests, provide maintenance and updates. Incorporate reviews by users of recently redesigned city/municipal websites performed by the respondent.

**TAB 4 Experience and Qualifications of Firm and Staff (no more than 3 pages)** Describe the firm’s background, experience, and qualifications of key personnel proposed to work on the web redesign.

**TAB 5 Other Forms (not part of the total 18 page count referenced above).** The following forms and/or information should be completed and signed and submitted with this RFP:

- a. Company Information Form
- b. Copy of the Firm’s current Georgia Secretary of State, Division of Corporations corporation document registration (if firm is a corporation)
- c. Response Certification Form
- d. W-9 Form
- e. Selected Respondent must obtain and show proof of City of Clarkston Business License



## COMPANY/FIRM INFORMATION

Company Legal/Corporate Name: \_\_\_\_\_

Doing Business as (if different than above): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Website: \_\_\_\_\_

Remit to Address (if different than above)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### **Contact for Questions about this response:**

NAME: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

Day-to-Day Contact (if awarded):

NAME: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

\_\_\_\_\_ Certified Small Business; Certifying Agency: \_\_\_\_\_

\_\_\_\_\_ Certified Minority, Woman, or Disadvantaged Business Enterprise

Certifying Agency: \_\_\_\_\_



## RESPONSE CERTIFICATION

By Signing and Submitting this Response, the Company/Firm certifies that:

- a. It is under no legal prohibition to contract with the City of Clarkston.
- b. It has read, understands, and is in compliance with the specifications, terms and conditions stated herein, as well as its attachments, and any referenced documents.
- c. It has no known, undisclosed conflicts of interest.
- d. No offer of gifts, payments, or other consideration were made to any City employee, officer, elected official, or consultant who has or may have had a role in the procurement process for the services and/or goods/materials covered by this agreement/contract.
- e. It understands the City of Clarkston may copy all parts of this response, including without limitation any documents and/or materials copyrighted by the respondent, for internal use in evaluating respondent's offer, or in response to a public/open records request pursuant to Georgia Code and/or Federal Freedom of Information Act.
- f. Respondent hereby warrants to the City that the respondent and each of its subcontractors will comply with, and are contractually obligated to comply with all Federal Immigration Laws and regulations that related to their employees.
- g. Respondent certifies that they have not been debarred by any Federal or public agency.
- h. It is current on any and all obligations due the City.
- i. It will accept such terms and conditions in a resulting agreement/contract if awarded by the City.
- j. The signatory is an officer or duly authorized agent of respondent with full power and authority to submit binding offers for the services specified herein.

### ACCEPTED AND AGREED TO:

Company Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_