



City of Colleyville
100 Main Street
Colleyville, TX 76034
City Manager's Office

CITY OF COLLEYVILLE
REQUEST FOR PROPOSALS
RFP #2025-002

DUE DATE: 2:00 p.m. NOVEMBER 18, 2025

Website Redevelopment: Redesign, Content Management System, Hosting, and Engagement Tools

PURPOSE OF REQUESTS

The City of Colleyville is seeking proposals from professionals, and qualified website and content management firms to redesign the City's official website, www.colleyville.com. A full redevelopment of the City's official website is a strategic priority identified by the City Council. Proposals will be evaluated in accordance with the criteria set forth within this RFP.

Event Description	Time/Duration	Date
First Public Advertisement	One (1) Week	October 5, 2025
Second Public Advertisement	One (1) Week	October 12, 2025
Third Public Advertisement	One (1) Week	October 19, 2025
Mandatory Pre-Bid Meeting	2:00 – 3:00 p.m.	October 22, 2025
Deadline to submit written questions	5:00 p.m.	October 29, 2025
Deadline to respond to questions	5:00 p.m.	November 7, 2025
Deadline to Submit Proposals and all required forms	2:00 p.m.	November 18, 2025
Shortlist selected firms to provide onsite or web-based demonstrations. <i>Day/time is subject to change.</i>		December 1 – 5, 2025
Selected finalists' interviews. Additional demonstrations may be scheduled if deemed necessary. <i>Day/times are subject to change.</i>		Dec 8 – 12, 2025
Contract negotiation		Dec 15 – 19, 2025
Anticipated contract awarded to selected firm. <i>Date subject to the negotiation of contract terms and City Council meeting schedule.</i>	7:30 p.m.	January 20, 2026

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BACKGROUND

The City of Colleyville is a distinguished suburban community located in northeastern Tarrant County, Texas. As of 2023, the city boasts a population of approximately 26,000 residents. Colleyville began in the 1850s with the development of several small communities that consolidated in 1956. The City was named in honor of Dr. Lilburn Howard Colley, a respected physician who settled in the area.

Over the decades, Colleyville has transformed from a rural settlement into an affluent suburb, known for its commitment to preserving a small-town atmosphere while offering high quality amenities. The City covers an area of 13.1 square miles and is characterized by its low population density, spacious residential lots, and abundant green spaces. Colleyville is also recognized for its high educational attainment, with a significant proportion of residents holding bachelors and advanced degrees.

Colleyville is a largely residential community, with a few business corridors that contribute to the exceptional quality of life residents enjoy. City revenues are predominantly from property taxes, with sales tax as a secondary major revenue source.

These funds are used to administer a wide range of public services for residents and businesses of Colleyville including, but not limited to, water and wastewater services, garbage and recycling collection, public safety and emergency services, and other community services including parks and recreation, library services, and public works.

The City of Colleyville has domain rights to <https://www.colleyville.com> which serves as a digital information portal for the City. This website is often the first point of connection residents have with the City offering a variety of digital services. With an ever-changing digital landscape, the City has identified the need to filter, redesign, and improve the website's design, functionality, and engagement tools.

Colleyville's website was last revamped in 2017 and has since seen the introduction of new programs, services, and accessibility features that must be accessible to the public. The evolution of digital trends and preferences also warrants a re-examination of the way content is organized and accessed on the website.

Granicus currently hosts the City's website. The 2017 website update was conducted by Vision, just prior to that company being purchased by Granicus.

Finally, the City of Colleyville's website policy requires the website to remain ADA compliant as required by the Americans with Disabilities Act and adhere to other state mandates as identified by the Texas Legislature.

OBJECTIVES

The City of Colleyville is seeking proposals from qualified website design and content management firms to redesign and host the City's existing website (www.colleyville.com). The project includes

content management software (CMS), conversion, installation, training, ongoing support, development, and inclusion of interior/department micro/sub-sites. 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. The objectives of the website project include:

- Replacement of the current site with a website that offers the latest in technology to government organizations to enhance user experience, simplify content management, and provide improved citizen-centric information and customer service to its community.
- A website that utilizes current web-based and mobile technologies to engage with the community.
- A well-designed, easy to use website that provides a positive end user experience while meeting high standards for design quality and visual appeal.
- Development of internal department/micro/sub-sites for the Library and Parks and Recreation departments.
- An intuitive system for content creators that are publishing to the website.
- Implementation of electronic workflow for website postings.
- Redesign of the information architecture and navigation of the City's website.
- Replacement or upgrade of the existing website CMS software.
- Functionality with currently integrated programs.
- Easy integration with future programs, particularly those that allow for virtual services and engagement tools.
- Creating a brand-recognizable website using the City's logo and branding guidelines.
- American with Disabilities Act (ADA) compliance and accessibility consistent with federal, state, and local requirements.
- Capability of website translation.
- Identify and provide web-based information management tools to comply with the City's retention and access to public information requirements.
- Identify and provide web-based management tools to enhance website services for the community.
- Provide maintenance of the site to include structural changes or new page additions, as well as any content updates that go beyond the basic. Department staff will only be authorized to make basic content management updates to pages.
- Security in compliance with local, state, and federal standards.
- Provide hosting services for the website in a secure data center within the continental United States.

PROPOSAL INSTRUCTIONS

The City of Colleyville will accept proposals until **2:00 p.m. on Tuesday, November 18, 2025**. All submittals, including vendor questions, must be submitted electronically through the following website: <http://www.civcastusa.com>. Questions will **not** be accepted or responded to over the phone or via email.

City staff will begin reading the proposals on Tuesday November 18, 2025 at 2:01 p.m.

- Dial-in Number 1-972-497-2499 Conference Code: 558104

This website will also be updated with responses to questions or addenda. It is the sole responsibility to the vendor to periodically check for addenda which may have been posted on the Civcast USA website.

Submittals not received on or before the specified deadline stated above will not be accepted (no exceptions). Proposals submitted in response to this RFP shall be valid for 90 days from the submittal due date. The City of Colleyville reserves the right to request follow-up information or clarification from vendors in consideration. Vendor is responsible to ensure delivery by the date and time included.

The City reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor which will best serve the interests of the City. Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against the City of Colleyville for reimbursement will be accepted.

All respondents are required to attend a Mandatory Virtual Pre-Bid Meeting on Wednesday, October 22, 2025 at 2 p.m. via Microsoft Teams. The City will not accept proposals from agencies that do not attend the Mandatory Pre-Bid Meeting.

Proposal submissions shall contain a thorough description and analysis of the following information in the order presented below:

1. Cover Letter/Letter of Introduction
2. Executive Summary
3. Company Profile
4. Project Team
5. Firm Experience and Qualifications
6. Scope of Work including Features, Functionality, and Design; Implementation Plan, Ongoing Services, and Deliverables
7. Cost Proposal
8. Project Schedule
9. Additional Products Offered

MANDATORY PRE-BID MEETING

To ensure a clear understanding of the project's scope, objectives, and requirements, the City of Colleyville will host a virtual mandatory pre-bid meeting. This meeting will provide prospective bidders with valuable insights into the vision for the new website, technical specifications, functional requirements, and design preferences. This meeting will be held virtually via Microsoft Teams on Wednesday, October 22, 2025 at 2 p.m.

Microsoft Teams Link	Date	Time	Meeting ID	Passcode
City of Colleyville Pre-Bid Meeting Meeting-Join Microsoft Teams	Wednesday, October 22, 2025	2:00 p.m. – 3:00 p.m. (CST)	932 809 105 089 8	dA7Zv6

Attendance at this pre-bid meeting is mandatory for any vendor/firm intending to submit a proposal for the development and design of the City of Colleyville's website. This meeting will provide a comprehensive understanding of the expectations and allow potential bidders to ask questions directly to team members.

EVALUATION OF PROPOSALS

Responses to this RFP will assist the City in identifying the most qualified web vendor and demonstrate each firm's level of commitment. The City will evaluate proposals based on qualifications, references, and overall fit within the City of Colleyville's proposed scope of work and pricing.

Following the initial evaluation, the committee will compile a "shortlist" of vendors. Shortlisted vendors will be required to provide a full demonstration of their products and services, either in-person or virtually. Specific times and dates will be scheduled by city staff for the week of December 1 - 5.

Evaluation Criteria	Points
Website functionality and technical capabilities; Digital tools/applications and capabilities to connect and sync with third-party technology	30
Unique design and functionality of municipal organization website	30
References and reputation	10
Support, Maintenance, and Training	20
Costs and Fees	10
Total Points	100

The City staff committee will select finalists for interviews and additional demos if needed. Finalist interviews will be held between December 8 - 12. After full consideration, a contract will be

negotiated with the awarded vendor. This negotiated agreement shall become effective and binding once the City of Colleyville City Council awards the contract and approves the agreement.

The RFP does not obligate the City of Colleyville or the selected vendor until a contract is signed and approved by both parties. If approved, it is effective from the date the contract is signed. The City shall not be responsible for work done, even in good faith, prior to the final approval of the proposed contract.

RIGHT TO REJECT

The City of Colleyville expressly reserves the right to: (1) reject any and all proposals, in whole or in part, received in response to this RFP; (2) accept any proposal(s) that it determines shall best meet the City's goals, objectives, and standards, regardless of whether or not said proposal is the lowest priced option; (3) waive any non-material defect, informality, or irregularity in any proposal or proposal procedure; and/or (4) negotiate separately the terms and conditions of all or any part of the proposals as determined to be in the City's best interest and at its sole discretion. A contract for the accepted proposal will be based upon the factors described in the RFP and will contain additional legal terms and conditions.

NOTIFICATION OF CONTRACT AWARD

Upon conclusion of final negotiations with the successful candidate, all candidates submitting proposals in response to this RFP will be informed of the name of the successful candidate.

In compliance with the State of Texas Government Code, Section 2252.908, the successful business entity awarded a contract by the City of Colleyville must complete Form 1295 – "Certificate of Interested Parties" – and must provide a signed and notarized printed copy of the form and a separate certification of filing. The form can be found at www.ethics.state.tx.us.

QUESTIONS

Inquiries concerning this RFP **must** be submitted electronically by 5:00 p.m. Wednesday, October 29, 2025 via the <http://www.civcastusa.com> website. Questions will not be accepted or responded to over the phone or via email. The City of Colleyville reserves the right to deny response to submitted inquiries received after Wednesday, October 29, 2025.

DEMONSTRATION OF EXPERIENCE

As part of the response, please provide examples and reference information (including organization name, project name, organization contact name, phone, and email address) demonstrating experience in the areas listed below.

- Provide examples of your work with organizations whose customers represent the full spectrum of a community with The City of Colleyville demographic diversity.

- Provide examples of your work with government organizations, specifically municipalities, or municipal-type services providers in a scale comparable to the City.
- Provide examples of start-to-finish work that helped organizations solve complex user needs that included providing simplified ways of curating and surfacing related content.
- Provide examples of your clear data and research-driven methodology for website development and design.
- Provide examples demonstrating the expertise to drive flexible design that performs effectively on desktop, mobile, and tablets across all operating systems and multiple browsers.

Format for Proposal

The City of Colleyville will evaluate vendor experience, qualifications and capabilities for developing and implementing a new City website. The response should be formatted to address all items outlined below. Responders are required to submit a written narrative addressing each of the outlined section items including section bullets:

Cover Letter/Letter of Introduction

- A statement of interest to identify the firm and the principal in charge of submitting the RFP.

Executive Summary

- Overview and summary of how your company will assist the City of Colleyville in achieving the goals outlined in this RFP
- Any differentiators that set your solution apart from your competitors

Company Profile

- Legal name of company
- Brief company history, highlighting your experience working with local governments
- Length of time the company has been in business
- Number of current employees
- Name, telephone number, and email address for the company's main point of contact during the RFP process

Project Team

- Name and define the different roles in your company's project team
- List any specific team leaders with the following
 - Name and title
 - Description of role
 - Education and experience

- Explain how your project team will communicate with the City and keep track of development progress

One-source vendors are preferred. If utilizing subcontractors for any portion of the project including engineering, design or support, provide key personnel and company information.

Firm Experience and Qualifications

- Public Sector/Municipal References (minimum of five, including information below)
 - Client name
 - Website URL
 - Client contact person and title
 - Phone number
 - Email address

Features, Functionality, and Design

At minimum:

- Detail availability of all features and functionality listed in Required Features and Optional Features sections of this RFP
- Provide a short narrative outlining your company's design process and benefits

Implementation Plan

- Typical timeline/schedule
- Detailed explanation of all project phases including consultation, design, development, content migration, training, and implementation
- What role the City of Colleyville will play in the project

Ongoing Services

- Continuing Service and Support including
 - Technical support services – emergency and non-emergency availability
 - Availability of online training manuals and ongoing support
 - Describe product release, enhancement, and upgrade process
- Hosting and Security
 - 99.9% uptime (outside of scheduled maintenance) guaranteed by Service Level Agreement to be supplied upon request
 - Data Center
 - Tier II, managed network infrastructure, on-site power backup and generators, redundant network, 24/7/365 system monitoring, multiple data centers
 - Hosting
 - Automated software updates and security patches, redundant firewall solutions, high performance SAN with N+2 reliability
 - Bandwidth

- Multiple network providers, burst bandwidth of at least 22Gb/s
- Disaster Recovery
 - 24/7 emergency support, online status monitor, event notification emails, recovery time objective no greater than eight hours, recovery point objective no greater than 24 hours, preemptive monitoring, geographically redundant backup
- DDoS Mitigation

Cost Proposal

- The vendor must include an itemized, detailed fixed price proposal for all costs associated with this RFP that include:
 - A narrative that describes the bidder's pricing approach, including any optional services, new or innovative technologies, or implementation or operational approaches that may provide cost savings
 - Any assumptions that were made to reach the costs provided in the Cost Proposal. Cost proposals should clearly cover the following attributes but not limited to:
 - Product cost/license costs(s) including basis for cost (number of users, etc.)
 - Total cost of pass-through expenses
 - Implementation costs
 - Configuration or customization costs
 - Hosting costs
 - Third-party tools (if any)
 - Instrument integration costs (if any)
 - Add-on Features
 - Data storage limits and fees (if applicable)
 - Training costs
 - Number of days/hours of training – specify if virtual or on-site
 - If on-site, indicate if travel is included or a separate cost
 - Additional included products and/or functionality
 - Ongoing annual services including:
 - Hosting and security
 - Maintenance
 - Technical Support
 - Updates post-launch or annual platform subscription for three to five years
 - Ongoing support for content updates beyond basic updates (i.e. page additions and structural changes to the site)
 - Cost for future web design work
 - Separately list any optional project enhancements you believe will benefit the City of Colleyville's project.

Additional Products Offered

- Limited to one (1) page - Give brief descriptions of other products offered by the company. Do not include marketing brochures, promotional collateral or excessive non-relevant information

SCOPE OF WORK

The City of Colleyville expects the project schedule to be informed by the Scope of Work outlined in this RFP. Proposed services must include development, configuration, start-up services, migration of existing content, training, and ongoing technical and service support. The Scope of Work details major phasing for these services identifying milestone delivery. While this Scope has been designed to satisfy the objectives of this project, the City may consider suggestions for different or additional phase details. The first three phases, Discovery, Design and Development, are anticipated to take between six to nine months.

Throughout the project, the selected vendor will be expected to attend key meetings to communicate project status and findings. For each phase, it will be required that detailed notes of meetings be recorded and presented as part of the project documentation.

The following are an inclusive, but not necessarily exhaustive, list of requirements and deliverables for each phase. If the responding vendor follows methodologies and processes which includes additional or different steps, phases, or deliverables, please include that in the proposal response.

User Testing is expected at all applicable phases, and the testing deliverable will be in the form of a findings report for each applicable phase.

Discovery

The following is an inclusive, but not necessarily exhaustive, list of requirements and deliverables for the Discovery phase:

Requirements:

- Hold meetings with key staff to understand the City's mission, vision, and branding and how these criteria impact the website project.
- Work with City staff to conduct a website audit. The data from the audit will be used to identify the core content, prioritize content, eliminate duplicate and outdated content, and inform the user interface and internal architecture of the site.
- Working with the City's team, identify and analyze the City's online resources and third-party applications and how they interface with the website.
- Develop a detailed project schedule.

Deliverables:

- Deliverables will include a Findings Report outlining recommendations for meeting project objectives and an outline of the proposed site infrastructure.

- Detailed Project Schedule.

Design

The following is an inclusive, but not necessarily exhaustive, list of requirements and deliverables for the Design phase:

Requirements:

- Conduct necessary user research and usability testing throughout the life of the project to achieve objectives.
- Redesign www.colleyville.com based on the City's branding guidelines and collaboration with the City Office of Communications.
- Support for .com to .gov transition.
- Ability to add emergency alerts to website main page that do not distort or change the main page design/content (scrolling/banner or pop up alert).
- Ability to add emergency alerts at the department page level (for departments with their own sub-site)
- Slideshow capabilities including, but not limited to, rotating photos and banners (dependent upon new design).
- List module for creation and organization of logically related items into lists that can be shared on multiple pages but managed within a single list. Example list content: contacts, links, and documents.
- Fully mobile responsive design – site adjusts to screen size on all devices it is being viewed on, includes forms, calendars, etc.
- Design up to two internal micro/departmental/sub-sites to function independently within the main site. Additional sites may be requested. Provide price specs per micro/department/sub-sites.
- Library sub-site functionality must include:
 - Cohesive design with main City website, but customizable functionality
 - Feature library catalogue search
 - Freedom on main page to add widgets such as a calendar (pulled from another software vendor)
- Parks & Recreation sub-site functionality must include:
 - Freedom to display widget for seasonal brochure (pulled from another software vendor)
 - Attractive connection to Active Net for program registration
 - Ability to display an attractive map of park facilities and locations, with amenities listed for each; Park Finder functionality to filter/search parks by amenities
 - Ability to change out photos on main page to feature seasonal programs

- More opportunity to have pictures and videos
 - Fillable forms that can be submitted for facility reservations (not program registration)
- Should use platform-agnostics standards for dynamic content elements and responsive design.
- The design process will include three different design options for consideration to achieve approval of the final design.
- Ensure the design interface aligns with search engine optimization best practices.
- Develop new and refined site information architecture which will:
 - Prioritize content.
 - Simplify discoverability.
 - Provide the optimal user interface for residents.
- Align the new design to comply with the Americans with Disabilities Act and the fundamentals of Universal Design to provide optimal accessibility to all users.
- The City of Colleyville shall retain rights for all written content, images, and videos developed for the site.

Deliverables:

- Detailed design layouts and color schemes for primary and micro/department/sub site pages and feature templates.
- Detailed functional specifications.
- Prepare a comprehensive Style Guide that can be edited by the City as necessary.
- Usability test results and related data.

Development

The following is an inclusive but not necessarily exhaustive list of requirements and deliverables for the Development phase.

This list includes deliverables that are necessary to begin content migration.

Requirements:

Develop a fully operational, responsive, and functional website framework using a comprehensive Content Management System (CMS) solution.

- The CMS must be accessible via external access on multiple devices.
- Provide a search engine solution that will support indexing of all content within the CMS.
- Integrate all existing third-party applications and allow for the easy integration of additional third-party applications.

Content Management Features:

- Content Editor
 - Rich text editor
 - Spell check
 - Ability to limit certain rich text features according to the Style Guide.
 - Content publisher control of associated meta data.
- Content Management
 - Document center to organize, manage, and publish documents and images according to subject matter and department needs.
 - Ability to add, edit, and move content directly on the front end of the site without the need to utilize or be trained in writing HTML or CSS code.
 - Ability to optimize uploaded graphics and photo files for quick page loading up to 1GB, back-end ability to search within published and unpublished documents.
 - Ability to host live video stream of certain City meetings as well as recordings of past meetings up to designated retention policy.
 - Ability to host videos in an attractive display rather than links to YouTube(to look more like a photo)
 - Ability to host a connection to CivicClerk agenda software for access to meeting agendas and minutes
 - Ability to post news releases or updates dynamically to relevant pages based on category.
 - Ability to specify a publishing schedule for specific content.
 - Versioning and indexing of content to meet State of Texas record retention requirements.
 - Multi-lingual content integration with website content translation capabilities.
- Navigation
 - MEGA drop-down menus
 - Breadcrumb navigation
 - Secondary level navigation within specific content subject matter areas.
 - Micro/department/sub site structure that follow the same design as other interior pages.
 - Ability to create URL redirects.
 - Addition of external pages to navigation.
 - Flexible navigation tools that facilitate management of common links across the site.
 - Ability to reorganize content to different sections without manually changing content links.
 - Ability to change and update primary navigation as needed.
- Calendar Functionality
 - Master calendar to share events, meetings, holidays, etc. that can be managed into categories and shared across the website by content/subject matter category.
 - iCal links for users to add events to desktop calendar programs (i.e., Outlook).
 - Provide RSS feeds by calendar based on content creator defined categories.

- Forms
 - Provide standard contact forms.
 - Ability to easily add custom forms to site pages and manage content produced by forms.
- Security/Authorization
 - Ability to centrally add and manage users and specify access rights.
 - Ability to create groups with different access rights.
 - Ability to limit certain group members from specific content and content management functionality.
 - Publishing workflow with the ability to customize by group and user.
 - Audit trail and reports of changes to content within the CMS.
 - Website housed in a secure data center within the continental United States.
- Internal Customer Support
 - Service Level Agreement outlining response time for various categories of support requests including outages, emergencies, etc.
 - Vendor to make all structural updates or changes to website as needed (including adding any new pages), with City department representatives only responsible for basic content within a page
- Additional Functionality
 - RSS consumption and display of external resources.
 - RSS production on frequently updated content such as news releases and calendar events.
 - Social networking site links for site visitors to share content on Facebook, Twitter, etc.
 - Have a social media interface that displays social media feeds.
 - CSS template features for viewing text only, printing, and mobile access versions of the site.
 - Facilitate integration of third-party applications and services such as GIS, online job posting and application portal, permitting, online bill payment, etc.
 - Ability to accept secure online transactions.
 - Internal search engine and log of search terms.
 - Production of analytics and site audit reports for all areas of content.
 - Single sign-on integration via authentication through Windows Active Directory or similar solution including multi-factor authentication integration.
 - Ability to manage and update interactive features and designs.
 - Allow visitors to pick and choose the information that automatically becomes fed to their profile upon site login.
 - Allow content to be tagged, allowing for dynamic and related content, increasing the user experience.

Optional Features:

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

- Create unlimited subscriber lists and communicate over multiple channels – email, text, and social media from a single point of access through an e-communication platform
- Development of a citizen response module with automated workflow to correct individual/department with exportable statistics (currently handled with another vendor and linked on website)
- AI integration to assist/enhance customer experience
- Vendors may provide additional features to improve website usability and engagement that may include additional and more robust forms, email list serves and newsletters, chat features, engagement modules/microsites, citizen request applications, agenda building, social media archiving, accessibility testing, and more. These features are considered optional but may be considered. Optional features must be priced separately in the response.

Deliverables:

- Provide a fully functional website staging site ready for content migration.
- Provide a fully functional website staging site for micro/departmental/sub-sites ready for content migration.
- Provide City administrative access to the staging site.

Content Migration

The following is an inclusive, but not necessarily exhaustive, list of requirements and deliverables for the Content Migration phase:

Requirements:

- Migrate all filtered and updated content from www.colleyville.com website to the staging site.
- Upload and add content as provided for micro/departmental/sub sites.
- Ensure migrated content is optimized for search engines.
- Ensure migrated content is in compliance with ADA accessibility requirements.
- Create user roles, groups, permissions, and approval levels as outlined by the City.

Deliverables:

- Provide a report outlining the migrated and new content.

Review and Testing

The following is an inclusive, but not necessarily exhaustive, list of requirements and deliverables for the Testing phase:

Requirements:

- Validate the integrity of the site.
- Ensure site themes and style sheets display across all pages and that content is aligned according to the Style Guide.
- Define testing objectives which must include performance and compatibility testing, accessibility testing, and security testing.
- Create testing scenarios that users will perform during testing. These tasks should be based on common resident actions and interactions with the website.
- Select test participants that include a diverse group of individuals.
- Organize usability testing sessions where participants will navigate through the staging site and complete the testing scenarios.
- Collect feedback from participants including both quantitative and qualitative data.
- Analyze the data collected during testing to identify patterns, common issues, and potential opportunities for improvement. Categorize the feedback into actionable insights.
- Ensure the staging site performs well across different devices (desktops, laptops, tablets, and smartphones) and browsers. Test for compatibility and responsiveness.
- Ensure the staging site is accessible to users with disabilities and check for compliance with web accessibility standards.
- Verify that the website's security features, such as SSL certificates and encryption protocols work as intended.
- Implement changes based on the feedback and results of testing and analysis.

Deliverables:

- Provide a detailed report outlining the feedback from testing participants and identifying site updates, and changes resulting from the testing phase.

Training

The following is an inclusive, but not necessarily exhaustive, list of requirements and deliverables for the Training phase:

Requirements and Deliverables:

- Detailed plan and schedule of anticipated training needs.
- Virtual and/or in-person training shall be provided to City website administrators.
 - *Pre-recorded video training does not meet the required training requirements.*
- Virtual and/or in-person training shall be provided to additional City website user groups.
 - *Pre-recorded video trainings do not meet the required training requirements.*

- Training sessions are to be recorded and provided to the City.

Launch

The following is an inclusive, but not necessarily exhaustive, list of requirements and deliverables for the Launch phase:

Requirements:

- Provide recommendations on a soft launch timeframe between one to four weeks prior to the official launch.
- Identify an official launch date.
- Launch on the agreed upon launch date.
- Provide technical support during the period of the soft launch and official launch, including a minimum of weekly meetings to check on progress and address any issues.

Support and Hosting

The following is an inclusive but not necessarily exhaustive list of requirements for Support and Hosting.

Requirements:

- Host and connect primary and micro/department/sub-sites to domain names.
- Provide technical report outlining hosting and support features.
- Provide technical assistance with website-related technical issues, such as server errors, broken links, database problems, and other technical glitches.
- Regularly update the website software (CMS, plugins, themes) and implementing security measures to protect against vulnerabilities and hacking attempts.
- Create and maintain regular backups of the website's data to ensure quick recovery in case of data loss or system failure. Develop redundancy plans and identify where and how backups are conducted, stored, and scheduled.
- Optimize the website's speed and performance to improve user experience and search engine rankings.
- Address and resolve any bugs or issues that may arise on the website.
- Manage and maintain web servers including hardware management, server updates, and security configurations.
- Ensure the website remains accessible to users with minimal downtime.
- Provide sufficient bandwidth and storage space to accommodate website traffic and data needs.
- Implement security measures to protect the website and data from cyber threats.

- Work with the City’s ISM Department for domain and DNS record management.

Website Analytics

The following is an inclusive, but not necessarily exhaustive, list of requirements for Website Analytics.

- Encompass various tools and methods to track and analyze website performance and user behavior. Below is a list of possible common metrics:
 - Page Views
 - Unique Visitors
 - Engagement
 - Bounce Rate
 - Traffic by Source
 - Content performances
 - Conversion tracking
 - Include instructions on how staff would access and create analytic reports.

ATTACHMENTS

- A. Submittal Criteria
- B. Bid Endorsement
- C. Conflict of Interest Questionnaire
- D. Statement of Qualifications
- E. Minimum Vendor Insurance Requirements
- F. Acknowledgment and Understanding of Evaluation Criteria



SUBMITTAL CRITERIA FOR CITY WEBSITE DEVELOPMENT RFP

You may fill out this form or create a replica, provided that you follow the sequence/format below. If you need more space for your answers, you may enclose attachments, provided that you clearly indicate that you have done such.

CONTACT INFORMATION

Company Name: _____

Contact Person: _____

Address: _____

Phone: _____

Email: _____

Website: _____

1. What is the form of your organization?

- ☐ Sole Proprietor
- ☐ Corporation
- ☐ Partnership
- ☐ Joint Venture

2. Where is your company headquartered?

3. When was your company established?

4. Is your company departmentalized? ☐ Yes ☐ No

Please identify the following by providing a title, name, email, and phone:

Sales Lead: _____

Project Lead: _____

Technical Support: _____

Other: _____

5. Vendor shall have at least 10 years of experience in web design services and prior experience working with municipal and county agencies. Submit at least 10 URL links of previous and/or current relevant work projects.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

6. Vendor shall include a highly skilled team of programmers and designers with a successful track record of developing database-driven websites for municipal websites. Include a brief history of the agency, biographies, and resumes of key personnel who will be working on the Township website project. *Attach additional documents as needed.*

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[illegible][illegible][illegible]

13. Please provide five (5) Texas-based municipality references who you have worked with previously. Include a contact's name, title, phone, and email.

1. _____
2. _____
3. _____
4. _____
5. _____

The above information is true and correct to the best of my knowledge.

Print/Type Name: _____

Title: _____

Signature: _____

Date: _____

BID ENDORSEMENT

The undersigned Bidder hereby declares they have read and completely understand the Scope of Work as defined in this Request for Proposals for **Website Development: Redesign, Content Management System, Hosting, and Engagement Tools for the official City of Colleyville website** and the entirety of the Packet and hereby affirm that I am able to and shall meet, conduct, and perform each specification and requirement contained therein.

Receipt is hereby acknowledged for the following addenda to the contract documents:

Addendum No. 1 dated _____	Received _____
Addendum No. 2 dated _____	Received _____
Addendum No. 3 dated _____	Received _____

The undersigned, in submitting this Bid Proposal and their endorsement of same, represents that they are authorized to obligate their firm, that they have read this entire Request for Proposals, is aware of the covenants contained herein and will abide by and adhere to the expressed requirements. Submittals will be considered as being responsive only if entire Bid Package plus any/all attachments is returned with all blanks completed. The undersigned further certifies that the bid prices contained in this proposal have been carefully checked and are submitted as correct and final.

TOTAL BID AMOUNT \$ _____

Contractor (Firm Name)

Signature: _____

Title: _____

Address: _____

Phone: _____

Email: _____

CONFLICT OF INTEREST QUESTIONNAIRE**FORM CIQ****For vendor doing business with local governmental entity****This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.**

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

OFFICE USE ONLY

Date Received

1 Name of vendor who has a business relationship with local governmental entity.

2 ☐ **Check this box if you are filing an update to a previously filed questionnaire.** (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

3 Name of local government officer about whom the information is being disclosed.

Name of Officer

4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

☐ Yes ☐ No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

☐ Yes ☐ No

5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.

6 ☐ Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

7

Signature of vendor doing business with the governmental entity

Date

CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

A complete copy of Chapter 176 of the Local Government Code may be found at <http://www.statutes.legis.state.tx.us/Docs/LG/htm/LG.176.htm>. For easy reference, below are some of the sections cited on this form.

Local Government Code § 176.001(1-a): "Business relationship" means a connection between two or more parties based on commercial activity of one of the parties. The term does not include a connection based on:

- (A) a transaction that is subject to rate or fee regulation by a federal, state, or local governmental entity or an agency of a federal, state, or local governmental entity;
- (B) a transaction conducted at a price and subject to terms available to the public; or
- (C) a purchase or lease of goods or services from a person that is chartered by a state or federal agency and that is subject to regular examination by, and reporting to, that agency.

Local Government Code § 176.003(a)(2)(A) and (B):

- (a) A local government officer shall file a conflicts disclosure statement with respect to a vendor if:

- (2) the vendor:

(A) has an employment or other business relationship with the local government officer or a family member of the officer that results in the officer or family member receiving taxable income, other than investment income, that exceeds \$2,500 during the 12-month period preceding the date that the officer becomes aware that

(i) a contract between the local governmental entity and vendor has been executed;
or

(ii) the local governmental entity is considering entering into a contract with the vendor;

(B) has given to the local government officer or a family member of the officer one or more gifts that have an aggregate value of more than \$100 in the 12-month period preceding the date the officer becomes aware that:

- (i) a contract between the local governmental entity and vendor has been executed; or
- (ii) the local governmental entity is considering entering into a contract with the vendor.

Local Government Code § 176.006(a) and (a-1)

- (a) A vendor shall file a completed conflict of interest questionnaire if the vendor has a business relationship with a local governmental entity and:

(1) has an employment or other business relationship with a local government officer of that local governmental entity, or a family member of the officer, described by Section 176.003(a)(2)(A);

(2) has given a local government officer of that local governmental entity, or a family member of the officer, one or more gifts with the aggregate value specified by Section 176.003(a)(2)(B), excluding any gift described by Section 176.003(a-1); or

(3) has a family relationship with a local government officer of that local governmental entity.

- (a-1) The completed conflict of interest questionnaire must be filed with the appropriate records administrator not later than the seventh business day after the later of:

- (1) the date that the vendor:

(A) begins discussions or negotiations to enter into a contract with the local governmental entity; or

(B) submits to the local governmental entity an application, response to a request for proposals or bids, correspondence, or another writing related to a potential contract with the local governmental entity; or

- (2) the date the vendor becomes aware:

(A) of an employment or other business relationship with a local government officer, or a family member of the officer, described by Subsection (a);

(B) that the vendor has given one or more gifts described by Subsection (a); or

(C) of a family relationship with a local government officer.



STATEMENT OF QUALIFICATIONS FOR COLLEYVILLE WEBSITE DEVELOPMENT RFP

DATE SUBMITTED _____

All questions must be answered, and the data given must be clear and comprehensive. **This statement must be notarized.** If necessary, questions may be answered on separate attached sheets. The bidder may submit any additional information that is pertinent.

Company Name: _____

Main Address: _____

Phone: _____

Email: _____

Website: _____

If a corporation, where incorporated: _____

How many years have you been engaged in municipal website design and development? _____

Under what firm or trade names and how long under each? _____

List up to 5 (five) contracts in progress (show the gross dollar amount of each contract and the anticipated date of completion):

1. _____

2. _____

3. _____

4. _____

5. _____

Are you licensed as Contractor in the State of Texas? ☐ Yes ☐ No

If "Yes", please provide Contractor numbers. _____

General character of work performed by your firm: _____

Has your firm ever failed to complete any work awarded to you? ☐ Yes ☐ No

If "Yes", where, and why? _____

Has your firm ever defaulted on a contract? ☐ Yes ☐ No

If "Yes", where, and why? _____

List 5 projects of similar size and scope:					
	Agency/Firm	Name	Contract	Value	Contact Information
1.					
2.					
3.					
4.					
5.					

Are any lawsuits pending against you or your organization at this time? ☐ Yes ☐ No

If "Yes", PROVIDE DETAILS.

Have any charges been filed against you or your firm or the bidding entity with the Texas Office of Contract Compliance, the Equal Opportunity Commission, the State of Texas Civil Rights Commission, or any other similarly constituted entity charges by any state or local government with the enforcement of anti-discrimination legislation or regulations? ☐ Yes ☐ No

If "Yes", PROVIDE DETAILS.

The undersigned hereby authorizes and requests any person, firm, or corporation to furnish any information requested by The Woodlands Township in verification of the recitals comprising this Statement of Bidder's Qualifications.

Print/Type Name: _____

Title: _____

Signature: _____

Date: _____

CERTIFICATE OF ACKNOWLEDGMENT

The State of Texas

County of _____

Before me, _____ (insert the name and character of the officer), on this day personally appeared _____, known to me (or proved to me on the oath of _____ or through _____ (description of identity card or other document) to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he/she executed the same for the purposes and consideration therein expressed.

(Seal)

Given under my hand and seal of office this _____ day of _____, 20____.

(Notary's Signature)

Notary Public, State of Texas



CITY OF COLLEYVILLE MINIMUM VENDOR INSURANCE REQUIREMENTS

Contractor agrees to procure and maintain at all times, at Contractor's sole cost and expense, during the performance of the Work and for so long as this Contract remains in effect, policies of insurance with carriers reasonably acceptable to the City in the minimum amounts outlined below:

- a. Worker's compensation and employer's liability coverage complying with the applicable laws of the State of Texas, covering all employees, agents and representatives of Contractor and all Subcontractors engaged in any manner in performance of the Work. Employer's liability coverage shall have a minimum limit of \$1,000,000 for liability arising out of any accident related to the Work.
- b. Comprehensive general liability insurance, including Contractor's protective liability, in Contractor's name, with combined bodily injury and property damage of not less than \$1,000,000 per occurrence, and will include, without limitation, the following coverages:
 - 1) Contractual Liability Coverage,
 - 2) Completed Operations and/or Products Liability Coverage, commencing with issuance of Final Certificate for Payment, and extending for at least two (2) years from that date, and
- c. Comprehensive Automobile Liability Insurance, with combined single limit bodily injury and property damage of not less than \$1,000,000 per occurrence. Such coverage shall include owned, hired and non-owned vehicles of Contractor or Contractor's employees, agents, representatives or Subcontractors.
- d. Cyber Risk Insurance (including professional oversight liability) covering acts, errors, and omissions arising out of operations or services with minimum limits of \$1,000,000 per occurrence, \$2,000,000 annual aggregate.
- e. All insurance policies required by this paragraph shall contain a clause waiving any right of subrogation against The City of Colleyville. Insurance policies under (b), and (c), shall include The City of Colleyville as an additional insured.
- f. With reference to the foregoing insurance requirement, Contractor shall specifically endorse applicable insurance policies as follows:
 - 1) The City of Colleyville shall be named as an additional insured with respect to General Liability and Automobile Liability.
 - 2) Additional insured for The City of Colleyville should be on a primary and non-contributory basis.
 - 3) All liability policies shall contain no cross-liability exclusions or insured versus insured restrictions.
 - 4) A waiver of subrogation in favor of The City of Colleyville shall be contained in the Workers Compensation and all liability policies.
 - 5) All insurance policies shall be endorsed to require the insurer to immediately notify The City of

Colleyville of any material change in the insurance coverage.

- 6) All insurance policies shall be endorsed to the effect that The City of Colleyville will receive at least thirty- (30) days' notice prior to cancellation or non-renewal of the insurance.
- 7) All insurance policies, which name The City of Colleyville as an additional insured, must be endorsed to read as primary coverage regardless of the application of other insurance.
- 8) Required limits may be satisfied by any combination of primary and umbrella liability insurances.
- 9) Contractor may maintain reasonable and customary deductibles, subject to approval by The City of Colleyville.
- 10) Insurance must be purchased from insurers that are financially acceptable to The City of Colleyville.

All insurance must be written on forms filed with and approved by the Texas Department of Insurance. Certificates of Insurance shall be prepared and executed by the insurance company or its authorized agent and shall contain provisions representing and warranting the following:

- a. Sets forth all endorsements and insurance coverages according to requirements and instructions contained herein.
- b. Shall specifically set forth the notice-of-cancellation or termination provisions to The City of Colleyville.
- c. All contractors and Subcontractors must be meeting minimum OSHA safety requirements as applicable to their operations.

Contractor shall, before the Contract is signed, and at any time following execution thereof at the request of the City, furnish the City with a certificate and proof of such additional endorsements or other documentary evidence that the aforementioned insurance policies have been procured with such additional endorsements, that premiums have been paid and that such policies remain in place. Such certificate or other evidence shall bear an agreement that the City will be given thirty (30) days prior written notice by the Insurance Company furnishing the certificate before the insurance is cancelled or changed in any manner or for any reason during the period of coverage as stated on the certificate.

The City reserves the right to change the type of insurance required, limits required, and/or endorsements required as the City sees fit.



EVALUATION CRITERIA FOR COLLEYVILLE WEBSITE DEVELOPMENT RFP

Proposals received will be reviewed based on the criteria outlined in this RFP. Proposals deemed non-responsive will be eliminated from further consideration. Please review and acknowledge the Evaluation Criteria set forth below.

Evaluation Criteria	Points
Website functionality and technical capabilities; Digital tools/applications and capabilities to connect and sync with third-party technology	30
Unique design and functionality of municipal organization website	30
References and reputation	10
Support, Maintenance, and Training	20
Costs and Fees	10
Total Points	100

Respondent Name: _____

I, _____, certify that this bid is made without prior understanding, agreement or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies or equipment and is in all respects fair and without collusion or fraud. I agree that all information that I have provided is true and correct and accurately reflects my skills and ability and the quality of my marketing services. I agree to abide by all conditions of this packet and certify that I am authorized to sign this bid for the company.

Print/Type Name: _____

Title: _____

Signature: _____

Date: _____

Company: _____