



WEBSITE DESIGN AND MAINTENANCE SERVICES REQUEST FOR PROPOSALS

Proposals Due: **October 31, 2025 by 2:00 pm**

RFP Administrator(s): Micaela Wilkey, Senior Management Analyst
mwilkey@indianwells.com

Jennifer Aguilar, Management Asst
jaguilar@indianwells.com

Proposals Issued: **October 13, 2025**

The City of Indian Wells posts all bids, RFPs, and RFQs on:

<https://pbsystem.planetbids.com/portal/56660/portal-home>

INTRODUCTION and INSTRUCTIONS

Dear Proposers:

The City of Indian Wells (hereinafter referred to as the “City”) is soliciting proposals from qualified firms with demonstrated expertise in website design, development, and hosting services. The City seeks to create a modern, accessible, and user-friendly website that enhances community engagement, streamlines access to public services, and reflects Indian Well's unique character. The selected firm will work closely with City staff to develop a website that meets the needs of residents, businesses, and visitors while ensuring compliance with industry standards and best practices.

The proposals will be reviewed and ranked according, but not limited to, understanding and knowledge of the requirements as set forth in this RFP, reliability, cost, references of comparable services, resumes/references of personnel assigned, and if any, distinguishing features, skills and/or services proposed.

Failure to submit all the mandatory components of this RFP may result in the determination that the Proposal is not eligible for further consideration.

Description of Services:

The City of Indian Wells is seeking proposals from qualified firms to design, develop, and host a modern, user-friendly, and ADA-compliant municipal website. The selected firm will be responsible for creating an intuitive and visually appealing website that enhances user experience, improves accessibility, and integrates essential city services and communication tools, as well as content migration from the current website (approximately 350 pages).

The scope includes website design, content migration preserving all existing functionality of the current website, integration with the City's archive portal (Laserfiche), mobile responsiveness, search engine optimization (SEO), and ongoing training, hosting, maintenance, and support for City staff and IT administrators. The firm must provide a content management system (CMS) that allows city staff to update and manage content easily. Additionally, the website should incorporate security best practices and ensure compliance with all relevant legal and regulatory requirements. The final deliverable must reflect the City's brand identity and support its commitment to transparency and community engagement.

RFP Schedule

The following is a tentative schedule of this entire RFP process.

TENTATIVE SCHEDULE	
RFP Published:	October 13, 2025
Questions from Proposers Due:	October 20, 2025, 2:00pm

Questions and Answers Posted:	October 23, 2025
Proposals Due:	October 31, 2025, 2:00pm
Anticipated Contract Award:	November 2025

Submittal Information

Proposals are due on October 31, 2025 prior to 2 P.M. local time. It is the sole responsibility of the Proposer to ensure their Proposal is submitted electronically through PlanetBids before the stated deadline. The City shall not be held liable for complications arising due to connectivity or network issues.

Failure of the Proposer to successfully submit an electronic Proposal shall be at the Proposer's sole risk, and no relief will be given for late and/or improperly submitted Proposals.

Proposers experiencing any technical difficulties with the proposal submission process may contact PlanetBids Support at (818) 992-1771. Neither the City nor PlanetBids make any guarantee as to the timely availability of assistance or assurance that any given problem will be resolved by the proposal submission date and/or time.

RFP Administrator(s): Micaela Wilkey, Senior Management Analyst
mwilkey@indianwells.com

Jennifer Aguilar, Management Assistant
jaguilar@indianwells.com

Questions, Answers and Addenda to RFP

Prior to the RFP submission deadline, questions may arise regarding the specifications and procedural or administrative matters. **All questions pertaining to this RFP shall be submitted by October 20, 2025 at 2:00pm through PlanetBids.** The RFP Administrator(s) will provide formal answers to all questions. Changes to the RFP itself shall only be made by the City via formal written addenda. All addenda shall become a part of the RFP document requiring acknowledgment by the Proposer.

Permits and Licenses

The successful Proposer and all employees or agents shall secure and maintain in force such licenses and permits, as are required by law, including a City of Indian Wells business license.

Execution of the Contract

The **Professional Services Agreement**, in the form set forth in Attachment A, attached hereto, shall be executed by the successful Proposer, returned to the City for execution, and shall be accompanied by evidence of insurance as required, all within five (5) calendar days after the Proposer has received notice of award of contract. No proposal shall be considered binding upon the City until such time as it has been executed by the City. The failure of the successful Proposer to execute the contract and to submit evidence of insurance as, and within the time, required shall be cause for the annulment of the award.

Certification of Non-Collusion

The attached certificate of Non-Collusion must be completed and returned with the proposal. Failure to return this document may disqualify your proposal.

Indemnification

At its expense, the Proposer agrees to indemnify, defend and hold harmless the City, and its elected officials, officers, agents, employees, and representatives harmless from any and all liability, claims, damages or injuries to any person, including injury to the Contractor's employees and all claims which arise from or are connected with the negligent performance of or failure to perform the work or other obligations of this Agreement, or are caused or claimed to be caused by the negligent acts or willful misconduct of the Contractor, its sub-contractors, suppliers, officers, officials, employees, volunteers or agents, and all expenses of investigating and defending against the same, provided, however, that his indemnification and hold harmless shall not include claims arising from the sole negligence or willful misconduct of the City, its elected officials, officers, employees, volunteers, and agents.

Insurance

Specific insurance requirements are noted below, and evidence of the insurance coverages will need to be in place before starting work. The City will require certificates of insurance and additional insured endorsements when the successful Proposer submits a signed contract to the City. At a minimum, the successful Proposer will be required to maintain the following coverage within the specified limits:

Type of Insurance	Amount
General Liability (additional insured endorsement)	\$1 million per occurrence \$2 million general aggregate
Automotive Comprehensive Please note the city requires additionally insured certificate. The coverage should include one of the following: Any auto, OR owned, hired,	\$1 million combined single limit for each accident

and non-owned, OR scheduled, hired, and non-owned.	
Worker's Compensation (waiver of subrogation endorsement)	Statutory Limits
Employer's Liability	\$1 million each accident \$1 million disease (each employee) \$1 million disease (policy limit)
Professional Liability	\$1 million per occurrence
Cyber Liability	\$1 million per occurrence \$2 million aggregate

Withdrawal of Proposal

A proposal may be withdrawn by a Proposer through PlanetBids, at any time prior to, but not after, the date and hour fixed for the opening of the proposals, as specified in the Request for Proposal. Withdrawn proposals may be resubmitted until the time and date set for the receipt of bids, provided that resubmitted bids are in conformance with the instructions herein.

Identifying Proprietary Information; Public Records Act

A Proposer must identify and list all copyrighted material, trade secrets, or other proprietary information ("protectable documents") that the Proposer included in its Proposal which the Proposer believes should be exempt from disclosure under California's Public Records Act, Government Code Section 6250, et seq.

By listing the documents, the Proposer agrees to indemnify, defend, and hold harmless the City, its officers, agents, employees, and representatives from and against any action, claim, lawsuit, or proceeding, including costs and expenses, arising out of or connected with the City's refusal to disclose the protectable documents to any party making a request for those items.

The City will treat any Proposer, who fails to identify documents that the Proposer believes should be exempt from disclosure, as having waived its right to an exemption from disclosure, as the Public Records Act provides.

Cost for Preparing Proposal

Costs for developing the proposal in response to this RFP are the sole responsibility and obligation of the Proposer and shall not be chargeable in any manner to the City.

Conflict of Interest

All Proposers responding to this RFP must avoid organizational conflicts of interest which would restrict full and open competition in the procurement. An organizational conflict of interest means that due to other activities, relationships, or contracts, a Proposer is unable, or potentially unable, to render impartial assistance or advice to the City; a Proposer's objectivity in performing the work identified in the Scope of Work is or might be otherwise impaired; or a Proposer has an unfair competitive advantage.

Termination

The City may terminate the contract and be relieved of any consideration to the successful Proposer, should Proposer fail to perform in the manner required. Furthermore, the City may terminate this contract for any reason without penalty upon giving seven (7) days written notice to the successful Proposer. In the event of termination, the full extent of City liability shall be limited to an equitable adjustment and payment for materials and/or services authorized by and received to the satisfaction of the City prior to termination.

SCOPE of SERVICES

Through this RFP, the City is seeking proposals from qualified firms to design, develop, and host a modern, user-friendly, and ADA-compliant municipal website. The selected firm will be responsible for creating an intuitive and visually appealing website that enhances user experience, improves accessibility, and integrates essential city services and communication tools, as well as content migration from the current website (approximately 350 pages).

Qualified firms should be prepared to provide the following:

- Website design;
- Content migration preserving all existing functionality of the current website;
- Integration with the City's archive portal (Laserfiche);
- Mobile responsiveness;
- Search engine optimization (SEO);
- Ongoing training, hosting, maintenance, and support for City staff and IT administrators;
- Provide a content management system (CMS) that allows city staff to update and manage content easily;
- Ensure website incorporates security best practices and ensure compliance with all relevant legal and regulatory requirements.

The final deliverable must reflect the City's brand identity and support its commitment to transparency and community engagement.

PROPOSAL GUIDELINES

Proposals should be prepared simply and economically, providing a straightforward and concise explanation of the capabilities of the Proposer to satisfy the requirements of this RFP. Emphasis in the submission of the Proposals should be placed on conforming to the RFP instructions, responding to the RFP requirements, and on providing a complete and clear description of the offer. Technical literature, including samples of similar work performed and other elements of support may be included as an optional attachment.

Contents of the Proposal

Vendor Information Form and Cover Letter

Complete the Vendor Information Form and attach it to the cover letter. The cover letter should summarize key elements of the Proposal. An individual authorized to bind the Proposer must sign the letter. The letter must stipulate the proposal price will be valid for thirty (30) days. Indicate the address and contact information of the office from which the Project will be managed.

Firm Experience & Qualifications

- 1) Number of years in business
- 2) Taxpayer identification number
- 3) Resumes of the Project Manager and key personnel who will be responsible for performance if any agreement results from this RFP
- 4) Firm ownership and if incorporated, list the state in which the firm is incorporated and the date of incorporation
- 5) If the firm is a subsidiary of a parent company, identify the parent company

Project Team

Staffing and project organization with qualifications of key personnel, highlighting experience with website design.

Cost Proposal

Proposal shall include a detailed fee schedule for the services requested by this RFP, as well as a multi-year maintenance plan.

References

Proposal shall list references of California government agencies, preferably cities utilizing. References shall include:

- 1) Client name, client project manager, telephone number, and email address
- 2) Project description
- 3) Project start date, and end date
- 4) Staff assigned to each project by the firm
- 5) Provide a summary of final outcome

Complementary Services Offered by Proposer

List any complimentary services offered by Proposer along with corresponding prices.

Subcontracting Services

Subcontracting any portion(s) of the Scope of Services is not preferable; however, if a proposer can demonstrate to the City's satisfaction that it is in the best interest of the project to permit a portion of the service(s) to be subcontracted by the proposer, it may be considered. Provide details on the role of any subcontractor that will be used. Assignment is prohibited.

Disclosure

Please disclose any and all past or current business and personal relationships with any current City elected officials, appointed officials, City employees, or family members of any current City elected official, appointed official, or City employee. Any past or current business relationship may not necessarily disqualify the firm from consideration.

Sample Agreement

The firm selected by the City will be required to execute a Professional Services Agreement ("Agreement") with the City. The form of the Agreement is enclosed as Attachment A, but may be modified to suit the specific services and needs of the City. If a Proposer has any exceptions or conditions of the Agreement, these must be submitted for consideration with the proposal. Otherwise, the Proposer will be deemed to have accepted the form of Agreement.

Conditions for Proposal Acceptance

This RFP does not commit the City to award a contract or to pay any costs incurred for any services, including cost of responding to this RFP. The City, at its sole discretion, reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with any qualified source/s, or to cancel this RFP in part or in its entirety. The City may waive any irregularity in any proposal. All proposals will become the property of the City. If any proprietary information is contained in the proposal, it should be clearly identified.

EVALUATION and AWARD

All proposals received on time will be opened on **October 31, 2025**. Proposals will first be reviewed to ensure compliance with the terms of this RFP. Non-compliant or non-responsive proposals will be rejected. The City will then evaluate and rank the proposals in accordance with the criteria set forth below.

Evaluation Criteria

Evaluation of a proposal will be based on a competitive selection process. The criteria listed are not necessarily an all-inclusive list. The order in which they appear is not intended to indicate their relative importance. The City reserves the right to modify the evaluation criterion and percentage of score as deemed appropriate prior to the commencement of evaluation.

Proposals will be evaluated based on the following criteria:

• Qualifications of the Firm and Experience	20%
• Understanding of the Scope of Work	30%
• Cost	25%
• Experience with similar and relevant project	10%
• References from similar entities	15%

ATTACHMENTS

RFP SUBMITTAL CHECKLIST

1. Submittal Checklist
2. Vendor Information Form
3. Non-Collusion Affidavit
4. Proposal
5. Acknowledge Insurance Requirements

Bidder acknowledges the review of, and agreement to comply with the City's insurance requirements.

Authorized Signature

6. Acknowledge Workers' Compensation Insurance Requirements

Bidder acknowledges the review of, and agreement to comply with the statutory Workers' Compensation insurance requirements.

Authorized Signature

7. Acknowledge City Business License Requirement

Bidder agrees to comply with the City's business license requirement.

Authorized Signature

VENDOR INFORMATION FORM

Legal Contractual Name: _____

Mailing Address: _____

Contact Person & Title: _____

E-mail Address: _____

Phone: _____

Your Firm is: **(check one)**

☐ Corporation

☐ Limited Liability Partnership

☐ Partnership

☐ Sole Proprietorship

☐ Individual

☐ Joint Venture

If corporation, incorporated under laws of the State of: _____

Names of Individuals with Authorization to sign contracts (Corporations and Partnership require at least two signatures):

Federal Tax Identification Number: _____

City of Indian Wells Business License Number: _____

(Indian Wells business license will be required of the successful Proposer)

NON-COLLUSION AFFIDAVIT

(Title 23 United States Code Section 112 and Public Contract Code Section 7106)

To the CITY OF INDIAN WELLS

In accordance with Title 23 United States Code Section 112 and Public Contract Code 7106 the PROPOSER declares that the proposal is not made in the interest of, or on behalf of, any undisclosed person, partnership, company association, organization, or corporation; that the proposal is genuine and not collusive or sham; that the PROPOSER has not directly or indirectly induced or solicited any other PROPOSER to put in a false or sham bid, and has not directly or indirectly colluded, conspired, connived or agreed with any PROPOSER or anyone else to put in a sham proposal, or that anyone shall refrain from proposing; that the PROPOSER has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price of the PROPOSER or any PROPOSER, or to fix any overhead, profit, or cost element of the proposal price, or of that of any other PROPOSER, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the proposal are true; and, further, that the PROPOSER has not, directly or indirectly, submitted his or her bid price or any breakdown thereof, of the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham bid.

Company Name: _____

Signature: _____

Date: _____

Print Name: _____

The above Non-collusion Affidavit is part of this Proposal. PROPOSERS are cautioned that making a false affidavit may subject the certifier to criminal prosecution.

ATTACHMENT A
Professional Services Agreement