

# Request for Proposals

## Website Design Services

## City of Walnut Digital Services

**RFP # 2021-001-CMO**

**DATE ISSUED: October 18, 2021**

**DATE DUE: November 1, 2021, by 5:00pm**

**CONTACT: Liz Payne, Digital Services Manager**

**[lpayne@walnut-creek.org](mailto:lpayne@walnut-creek.org)**

**ALL RESPONSES MUST BE SUBMITTED VIA EMAIL**



## INTRODUCTION

The City of Walnut Creek, nestled at the foot of Mt. Diablo in Contra Costa County, is a vibrant community located just 23 miles east of San Francisco. Attractive neighborhoods, excellent schools, premier health care facilities, Bay Area Rapid Transit (BART), convenient shopping, and fine dining have established Walnut Creek as one of the most desirable cities in the region. The City offers a wide array of business, entertainment and recreational opportunities including numerous parks, 2600 acres of open space, aquatic facilities, the Leshner Center for the Arts, and a vibrant downtown that serves as the heart of the community.

## GENERAL INFORMATION

The City of Walnut Creek seeks a website design firm with experience working with mission driven organizations to redesign the [City of Walnut Creek main site](#) and subsites for [Arts + Rec](#), [Police Department](#), and [Economic Development](#). We are looking to partner with a firm approaching the project with human centered design principles and a data driven strategy.

The site(s) will be housed on Granicus CMS. Build out of the proposed site maps, design, and content migration will be completed by Granicus CMS.

The purpose of this Request for Proposals is to evaluate qualified firms who are able to provide all services necessary to provide recommendations on new site maps and website design. The City expects the selected firm to initiate work in December 2021.

## SCOPE OF WORK

The services to be provided by the selected firm shall include, but are not limited to, the following:

### Preparation

- Gain familiarity with design patterns supported by Granicus CMS
- Gain familiarity with style guides for the City of Walnut and Arts + Rec Department. Also, gain familiarity with logos and color schemes for Police Department and Economic Development which do not have brand style guides.
- Perform content audit

### Deliverables

- Recommend content strategy
- Recommend the information architecture
- Recommend integration between walnut-creek.org and subsites for Arts + Rec, Police and Economic Development in the form of shared top banners, cross-linked content, indexed content, or other recommendations as appropriate.
- Recommend the site maps for City of Walnut Creek main site and Arts + Rec subsite. Site maps for Economic Development and Police Department are being developed outside this scope of work.
- Ensure all designs are achievable using the Granicus CMS
- Provide initial 3 design options for landing pages of Walnut-creek.org, Arts + Rec, Police and Economic Development homepages for a total of 12 options.
- Seven to ten page templates that can be utilized across all sites
- Provide developer-ready specifications
- Provide website style guides
- Ensure design and content standards are ADA compliant: WCAG 2.0 standard, level AA <https://www.w3.org/WAI/GL/WCAG20/>

## Exclusions

- This RFP does not include building any pages using the Granicus CMS. That work will be completed separately by Granicus.

## SUBMISSION REQUIREMENTS

All proposals shall include the following information, organized as separate sections of the proposal. The proposal should be concise and to the point.

- **Company Identification:**  
Provide the name of the firm, the firm's principal place of business, the name and tele phone number of the contact person and company tax identification number.
- **Company Background:** Experience and history providing similar website design and sitemap services.
- **Process and Methods:** Provide detailed overview of how the firm will approach the work for the project including an outline of the process and deliverables.
- **Price Proposal:**  
Based on the proposed scope of work, provide detailed information on all associated fees. The proposal shall itemize all charges for services.  
The proposal shall include proposed payment terms and timeline of amounts due.

## Public Records Law

Pursuant to the California Public Records Act (California Government Code Section 6250 et. seq.), public records may be inspected and examined by anyone desiring to do so. All submitted proposals are considered public records subject to disclosure. Financial records, including cost proposals, will not be considered confidential and are also subject to public disclosure.

## SELECTION PROCESS

Proposals will be reviewed by City staff and evaluated to determine which proposals best meet the criteria. The final selection will be based on completeness, experience with similar businesses, technical merit, and fees.

The City reserves the right, without qualification, to:

- Reject all proposals.
- Exercise discretion and apply its judgment with respect to any proposal submitted.
- Select a proposal which qualifies based on the following factors:
  - Experience of the firm selected to provide the specified services
  - Record of the firm in accomplishing work within a required time, and within an established budget
  - Record of the firm's responsiveness to client request
  - Client list

All interested parties are encouraged to submit proposals to the RFP, as the award is not based solely on lowest cost proposal submitted. Total cost will be taken into consideration, but the company's capabilities, competence, and capacity will be considered as well. The City reserves the right to choose the overall best consultant according to the City's criteria. The City, and its designated representatives, shall be the sole judge of its own best interest, the proposal, and the resulting negotiated agreement. The City's decisions will be final.

The City reserves the right to award a contract/select a service provider without discussion based upon the initial proposals. The above factors, along with other factors that the City may deem appropriate, will be used to identify the proposal that represents the best value, which will be the basis for the contract award. The most qualified and responsive proposers will be selected for an interview.

The selected firm will be asked to enter into a Consultant Services Agreement with the City of Walnut Creek and comply with the insurance requirements set forth therein. The City of Walnut Creek staff will supervise the project and coordinate the work.

## SCHEDULE

Responses to the Request for Proposals must be submitted via email to the Digital Services Manager Liz Payne ([lpayne@walnut-creek.org](mailto:lpayne@walnut-creek.org)). Responses are due no later than **November 1, 2021, at 5:00pm.**

Anticipated aware timeline, which is subject to change:

<b>Milestone</b>	<b>Date</b>
Release of RFP	October 18, 2021
Proposal Due Date	November 1, 2021 by 5pm
Review of submittals by	November 3, 2021
Interviews with finalists	November 8-10, 2021
Selection of top candidate	November 11, 2021
Contract process and approval	November 2021
Project launch	December 2021

## QUESTIONS

Questions or requests for further information should be directed to Digital Services Manager Liz Payne ([lpayne@walnut-creek.org](mailto:lpayne@walnut-creek.org)).