



Request for Qualifications (RFQ)
For

Website Design, Development, and Maintenance Services

Date Issued: Monday, January 16, 2023

SOQ Submission Deadline:
Friday, February 10, 2023, at 4:00 PM Eastern Time

Mail SOQ to:
City of Ionia
Attn: City Manager – Website RFQ
P.O. Box 496
Ionia, MI 48846

Hand Deliver SOQ to:
City of Ionia
City Manager's Office
114 N. Kidd Street
Ionia, MI 48846

Request for Qualifications (RFQ) for Website Design, Development, and Maintenance Services

I. Introduction

The City of Ionia is requesting the submission of qualifications from any and all parties wishing to be considered as the consultant for a comprehensive design and development of a new City website. Included in this project would be services for any needed future maintenance of the website. The City has an existing website at cityofionia.org but is seeking a fresh, user-friendly update featuring additional interactive capabilities.

II. Process

Review of the qualifications will be conducted by a team composed of key city staff. Approval of a resulting professional services agreement will require City Council approval. Evaluation of the required submittal materials will be the basis for selection.

RFQ Timeline	
Release/Publish RFQ	Monday, January 16, 2023
SOQ Submission Deadline	Friday, February 10, 2023, at 4:00 PM
Staff Complete Review of Qualifications	Friday, February 24, 2023
Finalist Selected and Contract Drafted	Monday, March 27, 2023
Contract Approval by City Council	Wednesday, April 12, 2023, at 7:00 PM

The City may elect to reject any and all proposals for any reason whatsoever. The prospective consultant is at risk for all costs associated with the proposal preparation process. Qualifications submitted shall be considered subject to the Michigan's Freedom of Information Act. Any proprietary processes or costs shall be properly marked in accordance with the Act.

III. About the Community

The City of Ionia is located in central Ionia county, Michigan and serves as the county seat. The City adjoins Ionia, Easton, Berlin and Orange Townships. State of Michigan Highway M-21 runs east and west through the City, while State of Michigan Highway M-66 runs north and south through the City. Ionia has a classic "downtown" business district with the County Court House/City Offices located on the east end. The City is also home to four Michigan Department of Corrections correctional facilities, which uniquely impacts the city's demographics and other features. The City of Ionia follows the Council/Manager form of government and the City Council is comprised of a Mayor and eight council members. The City employs a staff of approximately 50 full-time employees. The City currently relies on website support from a contracted third party overseen by the City Manager.

IV. General Scope of Work

The City of Ionia's existing website www.cityofionia.org was established to provide public access to information about services and activities offered by the City and to communicate updates to the community in a transparent manner. The existing website has served the City well, but the time has come to solicit a new design that will more closely align with technological advances and user expectations. The purpose of this Request for Qualifications (RFQ) is to find the best suited partner for the City in designing and developing a new City website and to secure future support for website maintenance. A successful RFQ will demonstrate examples from its repertoire of municipal websites that provide the following, required features:

- User-focused platform with easy-to-navigate structure
- Unique customization functions

- Search engine optimization and analytics
- Integration of video, audio, and social media
- Storage of public documents in a clean and easy to find way
- Interactive features to engage visitors
- User friendly and compatibility with mobile devices
- General accessibility of information
- Visually appealing design and layout
- Intuitive elements and direction
- Internal content management capability
- Ability to create and submit forms and payments
- Functional calendar program

V. Submission Requirements

1. Cover Letter: The cover letter should indicate the composition of the entire team and an executive summary of the SOQ.
2. Summary of company's background and areas of focus.
3. Provide a list of recent municipal websites that have been completed by the company including the URL and name of the municipality for reference.
4. Team Composition: provide names, titles and qualifications of individuals who will be assigned to the City. This section of the response should include descriptions of the respective roles that will be played by team members. A resume (no more than one-page in length) should be included for key team members in an addendum to the response.
5. Professional References: List a minimum of three (3) client references. References for municipal with ongoing website maintenance and support are preferred. For each reference list the contact's name, address, phone number, and relationship to the firm.
6. Draft list of potential website features and functions that can be delivered on the City website. Any additional services that can be provided to the City in relation to the website should be listed.
7. Provide a draft implementation plan, including existing website information conversion, and timeline for the website design and development.
8. Sample cost proposals for available services must be submitted.

Qualifications packages shall not exceed 20 pages. Resumes of professionals and draft agreement are excluded from the page count.

VI. Criteria for Consideration of Qualifications

The following factors will be used to evaluate consultants' qualifications:

- Demonstration of technical ability to design, implement, and provide maintenance for a new City of Ionia website;
- Examples of similarly completed websites for other municipalities;
- Specified plan for converting existing City website pages to the new site format;
- Website hosting capabilities;
- Demonstration of ability to create an interactive and user-friendly website platform;
- Demonstration of ability to provide excellent and timely customer service to the City;
- Available features and functions of the website;
- Implementation plan and timeline;
- Ability to provide ongoing maintenance services;
- Outcome of reference checks; and

- Pricing of cost proposals for offered services.

VII. Conditions and Limitations

The City expects to select a company/vendor from the qualifications submitted, but reserves the right to request substitutions. The City also reserves the right to reject any or all responses to the RFQ, to advertise for new responses, or to accept any response deemed to be in the best interest of the City. A response to this RFQ should not be construed as a contract or an indication of a commitment of any kind on the part of the City, nor does it commit either to pay for costs incurred in the submission of a response to this request or for any cost incurred prior to the execution of a final contract.

Upon selection, a contract shall be prepared and fully executed before work is initiated. The City reserves the right to dismiss any part or all of the contracted team when, in the City's opinion, the services are not being provided in accordance with performance expectations.

VIII. Deadline for Responses

All statements of qualification and interest, and associated submittal materials, must be submitted no later than Friday, February 10, 2023, at 4 PM Eastern Time to be considered. Any company/vendor wishing to be considered for providing the services described in this RFQ shall submit one paper copy and one electronic copy (on thumb drive) by U.S. Mail to:

City of Ionia
Attn: City Manager – Website RFQ
P.O. Box 496
114 N. Kidd Street
Ionia, Michigan 48846

RFQ Questions:

Precia Garland, City Manager
Phone: (616) 527-5776
Email: pgarland@ci.ionia.mi.us