



City of Warrenton
Informal Solicitation:

Request for Proposals
Website Redesign and
Management Services

May 2025

Proposals Due: 2:00 PM (PT), Tuesday, June 3, 2025

Issue Date: Monday, May 12, 2025

Proposals Due: Tuesday, June 3, 2025, 2:00 PM (PT)

1. ANNOUNCEMENT

The City of Warrenton ("City") is requesting proposals from qualified and experienced firms or individuals for content management services and hosting for the City's website. A complete description of services is provided under Section 3 of this solicitation. The city's objective is to enter into an agreement that will provide these comprehensive services.

2. GENERAL INFORMATION

2.1 City Information

Warrenton provides a full range of municipal services, including two marinas that serve both a charter and large commercial fleet. Warrenton was incorporated in 1899 and serves a population of more than 6,200. Warrenton's local government is organized according to a Commission-Manager type system in which the legislative and policy-making body is a popularly elected Commission consisting of 4 members and the Mayor.

2.2 Project Point of Contact

Esther Moberg, City Manager
City of Warrenton
PO Box 250/ 225 S Main
Warrenton, OR 97146
Email: emoberg@warrentonoregon.us
Phone: 971-286-2017

2.3 Proposal Submission

Proposals must be submitted by email, or delivered in person by 2:00 PM PT on Tuesday, June 3, 2025. Proposals received after the deadline will not be accepted. Phone, mail delivery, and facsimile proposals will not be accepted. Proposals shall be submitted to:

Hanna Bentley, Deputy City Recorder
City of Warrenton
PO Box 250/ 225 S Main
Warrenton, OR 97146
Email: hbentley@warrentonoregon.us
Phone: 971-286-2006

2.4 Schedule of Events

City anticipates the following general timeline for receiving and evaluating proposals. This schedule is subject to change if it is in the City's best interest to do so. There will be no formal opening of proposals.

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| • Request for proposals release | Monday, May 12, 2025 |
| • Deadline clarifications/questions | Wednesday, May 21, 2025, 2:00 PM PT |
| • Deadline to issue addenda | Monday, May 26, 2025, 2:00 PM PT |
| • Proposals due | Tuesday, June 3, 2025, 2:00 PM PT |
| • Proposal evaluations & demonstrations complete | Wednesday, June 18, 2025 |
| • Vendor selection | Monday, June 23, 2025 |
| • Notice of award posted on website | Friday, June 27, 2025 |

2.5 Changes to Solicitation by Addenda

City reserves the right to make changes to the RFP by written addenda. Any additional questions submitted to the point of contact listed in section 2.2 will result in an addenda. Addenda will be sent to all prospective proposers known to have obtained the solicitation documents at the time addenda is issued, as well as posted on the Bids and RFPs page of the city website. Proposers should consult the website regularly until the due date to assure that they have not missed any addendums.

No addenda will be issued later than the date set in Section 2.4, except an addendum, if necessary, postponing the date for receipt of proposals, withdrawing the invitation, modifying elements of the proposal resulting from delayed process, or requesting additional information, clarification, or revisions of proposals leading to obtaining best offers or best and final offers.

2.6 Confidentiality

All information submitted by proposers will be public record and subject to disclosure pursuant to the Oregon Public Records Act, except such portions of the proposals for which a proposer requests exception from disclosure consistent with Oregon Law. All requests must be in writing, noting specifically which portion of the proposal the proposer requests exception from disclosure. Proposer will not copyright, or cause to be copyrighted, any portion of any said document submitted to the City as a result of this RFP. Proposer should not mark the entire proposal document "confidential."

2.7 Cancellation

City reserves the right to cancel contract award for website services and hosting at any time before execution of the contract by both parties if cancellation is deemed to be in the City's best interest. In no event will the City have any liability for the cancellation of contract award.

2.8 Proposer's Representation

Proposer, by the act of submitting a proposal, represents that:

- A.** They have read and understand the proposal documents and their proposal is made in accordance with that;
- B.** Their proposal is based upon the requirements described in the proposal documents without exception, unless clearly stated in the response.

2.9 Submittal Conditions

By the act of submitting a proposal in response to this RFP, the proposer certifies that:

- A.** Proposer and each person signing on behalf of any proposer certifies, and in the case of a sole proprietorship, partnership or corporation, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of their knowledge and belief, no elected official, officer, employee, or person, whose salary is payable in whole or part by the City, has a direct or indirect financial interest in the proposal, or in the services to which it relates, or in any of the profits thereof other than as fully described in the proposer's response to this solicitation.
- B.** Proposer has examined all parts of the RFP, including all requirements and contract terms and conditions thereof, and, if its proposal is accepted, the proposer will negotiate the contract terms.
- C.** Proposer, if an individual, is of lawful age; is the only one interested in this proposal; and that no person, firm, or corporation, other than that named, has any interest in the proposal, or in the proposed contract.

2.10 Request for Clarification, Additional Research, and Revisions

City reserves the right to obtain clarification of any point in a proposal or to obtain additional information necessary to properly evaluate a particular proposal. Failure of a proposer to respond to such a request for additional information or clarification may result in a finding that the proposer is non-responsive and may result in rejection of the proposal. City reserves the right to request revisions of proposals after the submission of proposals and before award for the purpose of obtaining best offers or best and final offers.

2.11 Rejection of Proposals

City reserves the right to reject any or all proposals received as a result of this RFP. Proposals may be rejected for one or more of the following reasons, including but not limited to:

- A.** Failure of the proposer to adhere to one or more of the provisions established in the RFP.
- B.** Failure of the proposer to submit a proposal in the format specified herein.
- C.** Failure of the proposer to submit a proposal within the time requirements established herein.
- D.** Failure of the proposer to adhere to ethical and professional standards before, during, or following the proposal process.

City may reject any proposal not in compliance with all prescribed public procurement procedures and requirements and may reject for good cause any or all proposals upon a finding of the City that it is in the public interest to do so.

2.12 Modification or Withdrawal of Proposal by Proposer

A proposal may not be modified, withdrawn, or canceled by the proposer for 60 calendar days following the time and date designated for the receipt of proposals. Proposals submitted early may be modified or withdrawn prior to the submission deadline by submitting notice in writing. Modified or withdrawn proposals may be resubmitted up to the submission deadline, provided that they are fully in conformance with the RFP requirements.

2.13 Proposal Ownership

All proposals submitted become and remain the property of the City and, as such, are considered public information and subject to public disclosure within the context of the federal Freedom of Information Act and Oregon Revised Statutes (“ORS”) 192.345 and 192.355.

Unless certain pages or specific information are specifically marked “proprietary” and qualify as such within the context of the regulations stated in the preceding paragraph, the City will make available to any person requesting information through the City’s process for disclosure of public records, any and all information submitted as a result of this RFP without obtaining permission from any proposer only after a notice of intent to award the contract has been issued.

2.14 Affirmative Action/Nondiscrimination

By submitting a proposal, the proposer agrees to comply with the Fair Labor Standard Act, Civil Rights Act of 1964, Executive Order 11246, Fair Employment Practices, Equal Employment Opportunity Act, Americans with Disabilities Act, and Oregon Revised Statutes. By submitting a proposal, the proposer specifically certifies, under penalty of perjury, that the Proposer has not discriminated against minority-owned, women-owned, veteran-owned businesses or emerging small business enterprises in obtaining any required subcontracts.

3. SCOPE OF WORK

3.1 Project Background

The City of Warrenton [website](http://warrentonoregon.us) (warrentonoregon.us) was redesigned in 2015 and has not received a design refresh since. The website consists of a main site as well as microsites for individual departments and special projects/topics.

City currently contracts with CivicPlus LLC for website service and hosting, who acquired the City's existing contract when the services transferred assignment from Municipal Code Corporation in 2021, who acquired AHA website services.

City anticipates the new hosted website to be implemented no later than Monday, December 29, 2025.

3.2 Scope of Services

A. Minimum Requirements: City requires the following minimum requirements for its website:

- Provide a site re-design including color and theme.
- Provide a user interface that allows for multiple levels of role-based access, and allows authorized users to add, modify, and remove content from the site.
- Offer browser-based administration
- Showcase a responsive design to allow for seamless rendering on any browser or device
- Include multiple design templates including homepage, department pages, meetings and events, projects, job postings, and Bid/RFP postings.
- Provide a calendar feature that allows for end user to add to common calendar tools such as Outlook, iCalendar, and Google calendar
- Ability to post sitewide alerts & emergency notification banners
- Web based fillable forms that send results to staff email
- Ability to print and display mobile friendly pages
- Offer a robust search engine
- Feature a uniform means of managing documents, images, and files
- Easily administrate version control
- Offer 24/7/365 support
- Ensure American with Disabilities Act (ADA)-compliant features throughout all templates
- Offer multilingual support
- Include a browser agnostic interface
- Compatibility with limited bandwidth
- Ability to manage contact information across the site and integrate into a staff directory
- Assist with content migration from existing site to new site
- Support SSL & HTTPS and coordinate with City IT cyber security policy.

B. Desired Features Additional requested features include:

- Application Programming Interface (API) integrations and/or compatibility with third party applications such as NEOGOV, YouTube, Instagram, Esri GIS, and Microsoft Forms
- Provide newsletters & subscriptions function for news and project updates that allows for self-managed subscriptions
- Ability to schedule publishing and unpublishing/deletion of content

C. Support and Maintenance: Annual support and maintenance of the website will be required of the selected proposer. Services include, but are not limited to, refreshing design elements, updating technology in the website design, and search engine optimization.

4. SUBMITTAL REQUIREMENTS

4.1 Proposal Format

Proposals must be type-written with body text consisting of no less than a 11-point font. Proposals and any attachments must be submitted as outlined in Section 2.3. A person authorized to make such a commitment on behalf of the proposing firm must sign the proposal.

4.2 Proposer Requirements

Any firm or individual submitting a proposal must meet these minimum requirements:

- A.** Must be a legal entity, currently registered to do business in the State of Oregon (per ORS 60.701);
- B.** Must have relevant experience with other public sector clients of similar scope and complexity;
- C.** Ability to best respond to various needs contained within this RFP; and
- D.** Agree to negotiate and execute a contract with the City, if awarded.

4.3 Proposal Requirements

A. Proposal: The following items are a minimum content requirement of a proposal submitted in response to this RFP:

- i. Cover Letter.** A letter must include the following: proposer's legal business name, address, phone, website address, and name of the individual authorized to represent the proposing firm regarding the proposal.
- ii. Qualifications.** Describe your experience and knowledge in providing website development, design, and hosting. Describe capabilities and resources in relation to the requested professional services, including the qualifications of key staff that would likely provide these services under the awarded contract. Describe your experience and competence with governmental and municipal agencies and include examples of past work. Include a description of organizational framework, special resources, and any other information to demonstrate that you can effectively and efficiently provide the requested service.
- iii. Project Understanding and Approach.** Review the scope of work and describe your approach for collaborating with city staff to conduct the work described. Provide any proposed recommendations for changes to the scope of work to better provide an efficient and effective process that engages the community and provides sound, defensible measures to complete the requirements of website development, design, and hosting. Based on the scope of work and any proposed revisions, outline the specific tasks to be performed. Provide an overall schedule for major tasks. Please identify a project manager and key members of the team. Proposers will be invited to provide demonstrations on how your service meets the scope of work.

- iv. Support Services. Provide a description of help desk services and the structure of your support team. Include estimated response times.
- v. Service Timeframe. Describe your approach to scheduling tasks in order to meet deadlines and achieve timely completion of implementing the new site.
- vi. Proposed Fee. Provide the proposed fee for completion of the services described in Section 3.2. Include rates for other items, such as reimbursable expenses. Clearly describe any deviation from the listed scope of work that would significantly affect costs, such as migration of content. Separate the cost of any proposed optional services (Section 3.2(B)) from the cost of services requested.

5. SELECTION CRITERIA AND EVALUATION

5.1 General

Each proposal will be judged on its completeness and the quality of its content. City will evaluate all responsive proposals submitted for this solicitation. City reserves the right to reject any and all proposals and is not liable for any cost the proposer incurs while preparing or presenting the proposal. All responses will become part of the public file, without obligation to the City. Proposals will be ranked based on evaluation of responses and demonstrations with the highest-ranked proposal being that proposer which is deemed to be the most appropriate and fully able to perform the services, and the second highest-ranked proposer being the next most appropriate, all in the sole judgment of the City.

5.2 Evaluation Criteria

In accordance with Section 4.3, the criteria listed below will be used to determine the apparent successful proposer. Proposers responding to this RFP will be evaluated based on the following criteria:

- A. Required documents submitted on time; minimum requirements verified (Section 4.2) (pass/fail)
- B. Qualifications (50 points)
- C. Project Understanding (100 points)
Includes Design, ease of use, and ability for staff to use and update website
- D. Support Services (50 points)
- E. Service Timeframe (Yes/No)
- F. Proposed Fee (75 points)

5.3 Notice of Award

Upon completion of evaluations and demonstrations, the City will publish a notice of award for the proposer who best meets the overall needs of the City. The notice will be published to the city website on June 27, 2025.

6. CONTRACT REQUIREMENTS

6.1 Contract

Selected proposer will be asked to sign a goods and services agreement with the City. A draft contract will be provided upon selection. City will require specific levels of insurance, a Warrenton business license, and a federal tax identification number.

The contract resulting from this RFP will commence on or about July 1, 2025. City anticipates this contract to be in effect for five (5) years; however, the proposed costs of services may alter this duration.

6.2 Contract Negotiations

City reserves the right to negotiate final terms of the goods and services agreement as the City determines to be in its best interest. City will begin negotiations once the highest-ranked proposer is selected and notice of intent to award is issued. If the City cannot come to terms with the highest-ranked proposer, the City will formally terminate negotiations and enter into negotiations with the second highest-ranked proposer. This process will continue until the City reaches an agreement which the City deems appropriate for the services or determines a new competitive solicitation process is necessary.

6.3 Contract Award

The award of a contract is accomplished by executing a written personal services agreement that incorporates elements of the proposal and clarifications, addenda, additions, and insurance. All such materials constitute the complete contract documents.