



City of Mobile
Community Planning and Development
P. O. BOX 1827
Mobile, AL 36633-1827
PH: (251) 208-6294

REQUEST FOR PROPOSALS
(Time is of Essence, Project is Low Budget)
PUBLIC NOTICE
DATE: July 19, 2012

REQUEST FOR PROPOSAL – WEBSITE DEVELOPMENT AND MAINTENANCE

RFP#: CPDWEB2012

The City of Mobile, Alabama is accepting proposals and statements of qualifications for the selection of a Website Design and Maintenance firm to design and maintain the department's website. The maintenance contract will be on a two-year basis with option to renew. Instructions for preparation and submission of qualifications and fee proposals are contained in this package.

Please note that any person, firm or contractor seeking to do business with the City of Mobile, must have a City of Mobile business license. You will also be required to comply with applicable state and federal regulations.

A **pre-proposal meeting** will be held on **Tuesday, July 31, 2012, from 3:00 p.m. - 4 p.m., 205 Government Plaza, South Tower, 5th Floor, AE Conference Room**. Interested proposers are encouraged to attend.

All proposals are due in the Office of the Director, Department of Community Planning and Development, 205 Government Street, 5th Floor, Room 514, P. O. BOX 1827, Mobile, AL 36633-1827 **no later than 4:00 P.M., CDT., on Friday, August 10, 2012.** **No electronic submission is allowed and late submission will not be accepted.**

Thank you for your interest in doing business with the City of Mobile.

SECTION I

1.0 Overview

The City of Mobile Community Planning and Development Department (CPD) is responsible for managing the City's Entitlement programs. This responsibility requires extensive public involvement and citizen participation process, community planning and development, economic development, housing development, funding of subrecipient agencies, monitoring of subrecipient agencies for performance and compliance, preparation of plans and associated reports, small business loan assistance and loan program, project planning and implementation; this requires tracking and progress report.

CPD's mission is to preserve and stabilize the physical, social, and economic health of the City of Mobile neighborhoods.

To achieve this goal, CPD prepares and coordinates implementation of the U.S. Department of Housing and Urban Development (HUD)-mandated multi-year Consolidated Housing and Community Development Plan. The plan includes at a minimum, the following elements: housing, economic development, community development (public facilities and infrastructure), human services and youth development, homelessness elimination, and creation of sustainable living environment.

This Request for Proposals (RFP) is issued for the purpose of selecting a website designer to design a functional, user-friendly visually appealing website for CPD, including maintenance.

SECTION II INFORMATION AND INSTRUCTIONS

2.0 Submission Requirements

2.1 The complete original proposal and Fee must be submitted in a separate sealed package and received in accordance with the instructions detailed in the cover letter and Section II of this RFP. Proposers shall submit all documents necessary to support their proposal and include them with their proposal. Proposers shall be responsible for the actual delivery of proposals during business hours to the address indicated in the cover letter. It shall not be sufficient to show that the proposal was mailed in time to be received before scheduled closing time.

2.2 Proposal Format:

Proposals shall include the following information at a minimum:

- a) The response to this Request for Proposal document shall be submitted with a cover letter signed by responsible party. Proposals shall be submitted in accordance with the instructions detailed in the cover letter and elsewhere in this document.
- b) Consultant Statement of Qualifications (use Section V form).
- c) Fee proposal must be submitted separately in a sealed envelope and marked FEE Proposal (see Section IV)
- d) Certifications (see certification Section VI)

- e) Proposed Schedule of M/WBE Participation
 - f) Immigration Law Compliance (see certifications Section VI)
 - g) Submit 1 original copy plus three copies (total copies = 4)
- 2.3 It is the sole responsibility of the Proposer to assure that they have received the entire Request for Proposal (RFP)
- 2.4 **Right of Rejection and Clarification:** The City reserves the right to reject any and all proposals and to request clarification of information from any proposer. The City is not obligated to enter into a contract on the basis of any proposal submitted in response to this document.
- 2.5 **Request for Additional Information:** Prior to the final selection, proposers may be required to submit additional information which the Community Planning and Development department (CPD) may deem necessary to further evaluate the proposer’s qualifications.
- 2.6 **Denial of Reimbursement:** The City will not reimburse proposers for any costs associated with the preparation and submission of any proposal, or for any travel and/or per diem costs that are incurred.
- 2.7 **Right of Negotiation:** The City reserves the right to negotiate with the selected proposer the exact terms and conditions of the contract.
- 2.8 **Right of Rejection of Lowest Fee Estimate:** The City is under no obligation to award this project to the proposer having the lowest fee estimate. The proposed fee will be evaluated in relation to the requirements of the Scope of Work described in Section III and the proposers approach and methodology for accomplishing the Scope of Work. Evaluation criteria included in this document shall be used in evaluating proposals.
- 2.9 **Basis of Award:** Proposals will be evaluated according to the following criteria at a minimum:

Proposer qualifications and experience	30 pts
Project approach/methodology	25 pts
Proposed Schedule/Quicker Timeline For Completion	20 pts
Fee Proposal	25 pts

- 2.10 **Copies:** An **original** and **three copies** of the proposal and supporting documents must be submitted in response to the RFP.
- 2.11 **Minority/Women Business Enterprise (M/WBE) Policy:** It is the policy of the City to provide minority and women owned business enterprises with equal opportunity for participating in selling goods and services to the City of Mobile Department of Community Planning and Development (CPD). Proposers are required to make good faith efforts to subcontract, where applicable, with or purchase supplies from M/WBEs. The proposer shall

keep records of such efforts that are adequate to permit a determination of compliance with this requirement.

- 2.12 In connection with the furnishing of supplies or performance of work under the contract, the Consultant agrees to comply with the Fair Labor Standard Act, Equal Opportunity Employment Act, and all other applicable Federal and State laws, and regulations to the extent that the same may be applicable and further agrees to insert the foregoing provision in all subcontracts awarded hereunder.
- 2.13 **Contacts:** Qualified firms must submit proposals in accordance with the instructions contained in this RFP. All requested information must be submitted with the proposal. Instructions for preparation and submission of proposals are contained in this package.

Questions regarding this request for proposal should be directed to:

**Alexander Ikefuna, Director
City of Mobile
Community Planning and Development
205 Government Street
5th Floor - Suite 514
Mobile AL 36602
(251) 208-6293
Ikefuna@cityofmobile.org**

SECTION III

SCOPE OF WORK

Purpose: The purpose of the website is to provide information on the CPD programs to the public (see Exhibit A).

Website: The website should have 10 – 15 pages containing information on CPD programs to be supplied by CPD (see Exhibit A). In addition to the pages on the department’s programs, the website will also contain pages for news and newsletters, events promotion and notices, publications, photo gallery, and links to the City of Mobile website, HUD and program partners. It will also provide a secured method for web-based project tracking system.

Exhibit A

HOME PAGE

- Mission Statement
- Goal
- Brief descriptions of CDBG, HOME, ESG
- 1 or 2 photos
- 2 large clickable buttons: one titled *APPLICATIONS* and one titled *NEWS*

The applications button would lead to a page with links to all open applications, NOFAs, and RFPs. The news button would lead to a page with current announcements or news. These two pages would be regularly updated with announcements, information, stories, newsletters, photos, applications, funding announcements, etc.

Menu Buttons (on the Home Page)

Staff Contacts

Page would contain office address and phone number along with a staff listing with email addresses and direct phone numbers.

CDBG - Community Development

Page would contain information on CDBG Program, public services, public facilities, Community-Based development Organizations (CBDO), planning projects, neighborhood revitalization, etc.

ESG – Human Services

Page would include information on ESG Program, subrecipients, etc.

HOME-Housing

Page would contain information about HOME Program, multifamily rental programs, homeownership programs, CHDO activity, homeowner rehab, and home modification programs

Community Services & Public Improvements

Page would contain information about public service subrecipients, public parks and facilities improvements, community based organizations, and planning efforts

Economic Development

Page would contain information about the small business assistance loan program, technical assistance, and training/workshops

Homelessness Prevention

Page would contain information about local shelters and resources for prevention of homelessness along with information about the local Continuum of Care

Reports

Page would contain pdf copies of the two most recent Action Plans, the two most recent CAPERs, the most recent Consolidated Plan, the AI, etc.

Links

Page would contain organizational links for our subrecipients, along with links to HUD, City website, NeighborWorks, and other resources for community development interests.

SECTION IV
FEE PROPOSAL

Fee proposals shall be submitted on this form in a **separate sealed envelope** clearly marked **“Fee Proposal for CPD Website Design and Maintenance” RFP #CPDWEB2012, according to the same deadlines and requirements for the proposal,** and include the name of the proposer. Fee proposals will only be opened if after the initial evaluation, proposer is deemed to be qualified. Fee proposals will then be considered in relation to the qualification points awarded to determine the overall best proposal in terms of fees and qualifications.

Fee Proposal shall include any and all travel and per diem charges and shall include all fees for tasks described in the Scope of Work.

I have read and understand the requirements of this proposal **RFP #CPDWEB2012** and agree to provide the required services in accordance with this proposal and all attachments, exhibits, etc.

(Insert your Fee Proposal here)

SUBMITTED BY: _____

PROPOSER: _____

SIGNED: _____

NAME (PRINT): _____

ADDRESS: _____

CITY/STATE: _____ **ZIP:** _____

TELEPHONE: (_____) _____ **Fax:** (_____) _____

E-MAIL: _____

Joint Venture Disclosure

If the prime bidder is a joint venture, please describe below the nature of the joint venture and level of work and financial participation to be provided by the joint venture firm.

Joint Venture Firms	Level of Work	Financial Participation

Signature: _____

Title: _____

SECTION V

CONSULTANT STATEMENT OF QUALIFICATIONS

(Use additional paper if necessary. This section must be submitted with the proposal in order for the proposal to be considered)

Name of Firm: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

1. Name of Principal Consultant:

2. Education of the Principal Consultant:

3. Experience of the Principal Consultant:

4. How long has your firm been engaged in the website design and maintenance?

5. List job titles, qualifications, licenses and certificates of all associates on the project team:

6. Describe any special characteristics of your organization that make it an outstanding candidate for the project:

7. If your firm is selected for the project, would your firm's services be immediately available?
Yes: () No: ()

8. Could you provide uninterrupted and continuous services until the project is completed and accepted by the City's CPD? Yes: () No: ()
9. Would any part of the project be subcontracted? If so, please list the portions with all subcontractors to be used and provide the same information requested in (5, 6, 7, and 10) for each subcontractor.
10. Please attach a list of similar websites you have designed, including those your firm is maintaining during the past five years, giving date of contract, name of agency for which the work was performed, and describe scope of work, name of agency's contact and phone number, and scope of project.
11. Provide schedule for the completion of this proposed project.
12. List any professional awards for similar projects which have been made to your firm or to members of your firm who will participate in the proposed project:
13. State any other qualifications of yourself and your organizations which especially qualify you as consultants or would enable your organization to render a distinctive service:

Signed

Date

The proposer shall sign and submit all attached notices of certifications with their proposal and complete the participation schedule if appropriate.

SECTION VI: CERTIFICATIONS
NON-DISCRIMINATION STATEMENT

The proposer certifies that:

The bidder certifies that:

- (1) No person shall be excluded from participation in, denied the benefit of, or otherwise discriminated against on the basis of race, age, sex, national origin, or gender in connection with any bid submitted to the City of Mobile or the performance of any contract resulting therefrom;
- (2) That it is and shall be the policy of this Company to provide equal opportunity to all business persons seeking to contract or otherwise interested in contracting with this Company, including those companies owned and controlled by racial minorities, cultural minorities, and women;
- (3) In connection herewith, We acknowledge and warrant that this Company has been made aware of, understands and agrees to take affirmative action to provide such companies with the maximum practicable opportunities to do business with this Company;
- (4) That this promise of non-discrimination as made and set forth herein shall be continuing in nature and shall remain in full force and effect without interruption;
- (5) That the promises of non-discrimination as made and set forth herein shall be and are hereby deemed to be made as part of and incorporated by reference into any contract or portion thereof which this Company may hereafter obtain and;
- (6) That the failure of this Company to satisfactorily discharge any of the promises of non-discrimination as made and set forth herein shall constitute a material breach of contract entitling the City of Mobile to declare the contract in default and to exercise any and all applicable rights and remedies including but not limited to cancellation of the contract, termination of the contract, suspension and debarment from future contracting opportunities, and withholding and or forfeiture of compensation due and owing on a contract.

_____	_____	_____
Signature	Title	Date