



REQUEST FOR PROPOSALS

FOR

**WEBSITE REDESIGN AND HOSTING
SERVICES**

**CITY OF BOUNTIFUL
Executive Department
795 South Main Street
Bountiful, Utah 84010**

August 11, 2025

REQUEST FOR PROPOSAL

WEBSITE DESIGN AND HOSTING SERVICES

INTRODUCTION

A. General Information

The City of Bountiful, Utah, (City) is issuing a Request for Proposals (RFP) from an experienced website designer and website host. The selected firm would redesign and build a new City website and migrate existing content from the City's current website to the new site. This new site will include a highly capable and user-friendly Content Management System (CMS), a visually appealing and simple to navigate screen interface, and must be fully functional on both desktop and mobile platforms. The City's goal is to offer clear, user-centered navigation; present a unique and creative visual design; promote a greater understanding of the services and programs of local government; and promote the City's image in the community and beyond.

B. Background

The City's current website design is nearly a decade old, and we are looking to partner with a more current and experienced design and hosting team.

SCOPE OF SERVICES

The proposal must meet, at a minimum, the following requirements:

- 1.Design and build a new website, complete with an easy-to-use Content Management System (CMS) with the following attributes:
 - a. Highly functional; easy to navigate; visually appealing; dynamic; and flexible but not overwhelming; fully searchable; and exceedingly user friendly.
 - b. Capable of supporting multiple staff/user access levels, such as providing different capabilities and restrictions for a wide range of administrators, editors, contributors, and viewers.
 - c. Must have the ability to define predetermined timeframes of "live" content and be able to archive content based on preset expiration dates/times.
 - d. Must provide indexed content search capabilities, including archived content, for an array of document types including the following document types:
 - i. Microsoft Office: Word, Excel, PowerPoint
 - ii. Common exchange: PDF, RTF, TXT, CSV
 - iii. Video: JPG, GIF, MP4, AVI, etc.
 - iv. Audio: MP3, WAV
- 2.The implementation of the website must prioritize quick load times on commonly used browsers as well as common mobile devices.
- 3.Mobile versions must include responsive and adaptive designs.
- 4.The provider must fully migrate all data from the previous Bountiful website to the new website.

5. The site should have internal auditing which would allow City website administrators to track content changes, including what was changed (Provide both old and new values for review, if available)
6. The site must be capable of hosting multiple departmental calendars and must provide the city with the ability to merge and separate each of these calendars, while also presenting real-time, front-end calendars for public consumption.
7. The site must be fully capable of handling e-commerce both interactively within the site, and programmatically with third parties (such as Tyler Payments, Stripe, Elavon, etc.) via direct integration, secure API transactions, or vendor portals. This capability will be essential for conducting business across several departments now, and in the future.
 - a. The website must include the ability for users to reserve and pay for such services as rental of City Park pavilions and other facilities online. If the vendor cannot provide this functionality directly, the platform must be able to seamlessly host or integrate a third-party reservation system. This system must be able to sync with the City's existing payment processing platform, Tyler Cashiering, to ensure compatibility with current financial workflows.
8. The site must be and stay compliant with ADA accessibility requirements as specified by the Federal government (see: <https://www.ada.gov/resources/web-guidance/>).
9. Proposing firms must provide a listing of third-party software providers that the site can integrate with.
10. The site must include a comprehensive array of industry standard security protocols and practices to protect the site and site users from cyber threats.
11. The site's Core Web Vitals must meet or exceed Google's "Good" standard: TTI of <1 second, LCP of <=2.5 seconds, INP of <=200 milliseconds, CLS of <.1.
12. The vendor must provide ongoing maintenance throughout the term of any agreement acceptable to the City
13. The website code and content must be backed up daily, with the ability of the onsite City administrator to granularly restore specific content or elements.
14. Site must support the integration of external content through i-Frames.
15. Site must be able to host a searchable city directory and provide citizen self-service listserv capabilities.
16. Site must provide the capacity to easily upload and manipulate (size, aspect, resolution, location) pictures and video content.
17. SSL connections will be encrypted using the City's public wild card certificate which will be provided, along with a valid CSR, by the city. If a private key is required by the hosting's web service to install the digital certificate, the hosting vendor is expected to facilitate the installation and renewal of the cert. by City IT staff on applicable hosting servers. The city will not relinquish the certificate's private key to the hosting service but will expect to be invited to a monitored remote session to upload the private key. Contact the City IT department for more information as needed.
18. The provider must assign a designated project manager for the term of the project (contract?).
19. The provider must include full technical assistance to the city. This will include implementation training for staff regarding CMS, user security & access roles, content editing and other management tasks, as well as ongoing general technical support.

20. Post launch: Customer service must be provided 24/7.
21. All website design files, source code, graphics, text, and other deliverables created during this project shall be considered work-for-hire and shall be the sole property of the City of Bountiful upon final payment.

SUBMISSION REQUIREMENTS

The submitted proposal must, at a minimum, include the following:

- The firm's name and location of the office that will be providing the services under the contract, telephone number and e-mail address.
- A general description of the firm, including size, number of employees, primary business, and other business or services offered.
- Identification of the project manager who will be the primary contact through all phases of the project, as well as identification of other personnel who will be performing engagement work.
- Hosting and security features, including a description and location of the operations center for website hosting and administration, physical security, power, bandwidth, monitoring, backup, guarantee of online availability, antivirus, data security, hacking prevention, intrusion detection, and staff certifications, if applicable.
- Date available to begin and number of days to complete the project.
- Description of the firm's experience in providing services like those in the Scope of Services for municipal clients.
- Fees should be submitted on the Proposal Submission Form, or similar form, provided in this document.
- Submissions should also include, at a minimum, links to other municipal websites created by the firm within the last 12 months.

SELECTION CRITERIA

All proposals will be reviewed to determine compliance with the requirements of the RFP. Primary factors in the evaluation include, but will not necessarily be limited to:

- The firm's demonstrated experience in providing similar services to municipal clients as identified in the Scope of Services.
- The staff's demonstrated qualifications and expertise regarding relevant experience with municipal clients.
- The ability of the firm to provide the requested services as demonstrated in the proposal.
- Firm's past record of performance, if any, with respect to quality of work and ability to meet stated timelines.
- The quality, conciseness, and completeness of the proposal.
- Project timeline.
- Proposed fees.

SUBMISSION OF PROPOSAL AND OTHER RELATED INFORMATION

Proposals should be brief and concise (6-10 pages, excluding cover page and proposal submission form), plus example websites. Interested firms shall submit **one digital PDF copy of their proposal to the email below**. The deadline for proposal submission is below:

5:00 P.M. on Monday, September 29, 2025

All responses should be delivered by the stated deadline to:

Sophia Ward, City Recorder sward@bountiful.gov

Firms are expected to fully utilize the city's current web site at <https://bountifultah.gov> to gain more information and answer most questions. Questions regarding the RFP that cannot be answered from a study of the City's existing website should be directed in writing to Sophia Ward:

Sophia Ward
City Recorder
sward@bountiful.gov | (801) 298-6142

A proposal may be withdrawn any time prior to the deadline by written notification. The proposal may be resubmitted with any modifications, prior to the deadline.

The City reserves the right to accept or reject any, and all proposals or to choose no firm. The successful firm will be required to meet standard City insurance requirements.

PROPOSAL SUBMISSION FORM

Note: Failure to provide the information requested on this form may be cause for rejection of your proposal on the grounds of non-responsiveness.

Business Name: _____

Federal Tax ID Number: _____

Street Address: _____

Mailing Address if Different: _____

City: _____ State: _____ Mailing Zip: _____

Telephone: _____ E-Mail: _____

FEE PROPOSAL

TASK	PROPOSED ONE-TIME FEES	PROPOSED ANNUAL FEES
Designing and building the site, including content migration	\$	\$
Website hosting, annual maintenance and support fees		
Any other costs, fixed or variable, associated with this project		
TOTAL	\$	\$

AUTHORIZED SIGNATURE

Must be signed by a person having the authority to contractually bind the business listed above.

Signature

Date

Print Name and Title

Phone Number