



REQUEST FOR PROPOSALS

WEBSITE DESIGN SERVICES

Response Due:

Monday April 8, 2024

Submit Responses and Direct Questions to:

Bill Zenoni, City Manager
City of Wheatland
bzenoni@wheatland.ca.gov

1. INTRODUCTION

The City of Wheatland is requesting proposals from qualified website design firms to redesign the City of Wheatland website.

2. BACKGROUND INFORMATION

Incorporated in 1874, the City of Wheatland is one of two cities in Yuba County located in Northern California's Central Valley and is immediately north of the Bear River and is near the tri-county boundary of Sutter, Placer, and Yuba Counties. The City of Wheatland is a growing, rural community located along State Route 65 with a current population of 3,811 residents and a land area of 8.2 square miles. The City of Wheatland provides all basic municipal services including police, fire, water, sewer, wastewater treatment, street maintenance, planning and more.

3. SCOPE OF SERVICES TO BE PROVIDED

As the City of Wheatland prepares for growth in the years ahead, the City would like to complete an update to the City website. The requested services to be provided include the following:

- Review existing website and develop recommendations for content strategy.
- Provide several landing page design options.
- Develop a website that is intuitive, user-friendly, easily maintained and that will allow City staff to provide streamlined processes providing a positive user experience for our citizens.
- Vendor should have a team of subject matter experts who have experience developing local government websites and providing training resources to staff during implementation and after system launch.

4. PROPOSAL REQUIREMENTS

If interested, please submit a proposal that includes the following:

- Letter of Transmittal signed by an individual authorized to bind prospective contracts.
- Overview of firm and qualifications of project manager, key staff and sub-consultants.
- Understanding and description of the scope of services to be provided.
- Relevant past work experience developing websites for local government entities.
- Description of project approach including timeline and deliverables.
- List of any legal judgments against firm, sub-consultants, or any project team-member associated with project performance or professional liability that have occurred within the past five years.
- Estimate of project cost and underlying rates for key personnel.
- Minimum of three client references for similar projects.

5. EVALUATION OF PROPOSALS

Proposals will be reviewed and ranked by a selection committee of City staff based on qualifications. Top-ranked firms may be invited to interview. The City hopes to enter into a contract in June 2024 with work to begin immediately thereafter. City retains the right to reject all proposals received.

6. TIME SCHEDULE

February 13, 2024	Release of Request for Proposals
March 15, 2024	Deadline for submission of questions
March 22, 2024	City provides responses to questions
April 8, 2024	Proposals Due
April 29-30, 2024	City conducts interviews with finalist firm(s)
May 2024	Selection of top firm, contract development
June 2024	Contract approval by City Council

7. PROPOSAL SUBMITTAL GUIDELINES

Respondents must submit their Proposal electronically to the attention of Bill Zenoni, City Manager by Monday April 8, 2024 at the address below:

bzenoni@wheatland.ca.gov

If you have questions, please contact the City Manager at the email address above or by calling (530) 633-2761, ext 113. Any addendums or clarifications to this RFP will be posted on the City's website.