



**REQUEST FOR PROPOSAL**

**FOR**

**WEBSITE DESIGN AND DEVELOPMENT**

September 15, 2018



To All Prospective Bidders:

Pasadena Center Operating Company (PCOC) is seeking a website support and maintenance services company to deliver website support and maintenance services for its websites.

The Pasadena Center Operating Company is a nonprofit corporation 501(c)(4) formed by the City of Pasadena to manage the Pasadena Convention Center, the Pasadena Civic Auditorium, the Pasadena Convention & Visitors Bureau, and the Pasadena Ice Skating Center.

The contract period for the Scope of Work contained within this RFP will be from approximately December 15, 2018 to Jun 30, 2019. Pasadena Center Operating Company will fund the contract for the first year for up to \$15,000. Pasadena Center Operating Company may renew the contract each subsequent year for a three year period, at its discretion.

Attached is a RFP for those capable of meeting minimum requirements and carrying out the Scope of Work. All responses will be carefully reviewed and evaluated based on the criteria noted in the attached document.

Notice of Intent to BID (a non-binding document), as well as any questions you may have to clarify this RFP are due to PCOC no later than 4:00 p.m., Pacific Daylight Time (PDT), October 30, 2018.

Sincerely,

Christine Susa  
Director of Marketing & Communications  
Pasadena Center Operating Company



**REQUEST FOR PROPOSAL  
FOR  
WEBSITE MAINTENANCE**

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**REQUEST FOR PROPOSAL  
FOR  
WEBSITE MAINTENANCE AND SERVICES**

November 30, 2016

**Schedule and Due Dates**

**Submission Deadline**

Parties interested in responding are asked to submit their proposal no later than 4:00 pm on November 15, 2018 via e-mail or mail, to:

Pasadena Center Operating Company  
Attn: Marketing and Communications Department  
300 E. Green Street  
Pasadena, CA 91101  
jyeh@visitpasadena.com

**Deadline for RFP Questions**

The deadline to submit questions related to this RFP is November 15, 2018. All questions regarding this Request for Qualifications should be directed to:

Jessica Yeh  
Marketing Specialist  
jyeh@visitpasadena.com

The following schedule provides key events and their associated completion dates and is provided primarily for planning purposes. Pasadena Center Operating Company may modify the project timeline at its discretion.

RFP Issued	September 15, 2018
Q&A Submissions	October 15, 2018
Q&A Answers	November 1, 2018
Proposals Due	November 15, 2018

The Center without liability, cost, or penalty, may at any time prior to or after closing time:

- Alter any dates in this RFP
- Can cancel this RFP
- Amend or supplement this RFP
- Issue a new RFP for the same or similar services

## Background Information

The Pasadena Center Operating Company is a nonprofit corporation 501(c)(4) formed by the City of Pasadena to manage the Pasadena Convention Center, the Pasadena Civic Auditorium, the Pasadena Convention & Visitors Bureau, and the Pasadena Ice Skating Center.

The mission of the Pasadena Center Operating Company (PCOC) is to promote Pasadena as a meeting and travel destination in an effort to maximize economic impact through the development of meetings, conventions, entertainment events and tourism by providing professionally managed facilities and first-class service.

The Pasadena Center Operating Company (PCOC) is seeking a qualified Website Development Company to restructure and expand its ice skating rink website to improve UX and modernize the look and feel, while maintaining the corporate tone set by branding and marketing standards.

## Objectives

The objective of this RFP is to solicit proposals for the redesign and improvement of the Pasadena Ice Skating Center. The main objective is to migrate the website content from Joomla to a WordPress template that will allow for better UX, without disrupting the website's URL structure and established SEO. The revamp of the website should allow for the following:

- Establish a new site structure (menu w/mURLs) that makes it simple for consumers/visitors/travelers to find information on planning visits.
- Provide a fun and engaging experience for travelers to discover different classes and activities offered by the rink.
- Provide a personal/curated experience for users depending on their area of interest or intended use of the rink.
- Inspire first time and repeat customers.
- Enable a quicker way to navigate the site and allow for more self-servicing when scheduling classes.
- Modernize and streamline mobile experience.
- Redesign the website to include more human elements and make the look/feel more visually appealing while aligning with corporate guidelines.

## Scope

The website should be organized with the following primary features:

- Develop a clear organization for schedules/calendars, private training use, public skating use, lessons (hockey and ice skating), teams, and pricing.
- Improve ease of use, navigation, and UX.
- Create a cohesive design with animated features that makes the site consistent and modern

Works on every browser platform and has a mobile-optimized version

## Cost Summary/Detail

To assist with future budgeting efforts, the following information is requested. Please provide an overview of professional service fees which would include maintenance or changes outside the warranty period of one year. If programming fees are charged on an hourly basis for additional work outside the scope of this RFP, please indicate any discounts for return business and/or upgrades to previously designed applications. This information should be provided in the separate narrative section of your proposal along with summary cost information including:

- **Modifications: Organizational, visual, and structural changes**
  - Mobile first approach to design
  - Extend homepage banner across the entire page
  - Extend the layout across the entire page
  - Modify for font consistency, color consistency/branding
  - Develop a clearer online form for contacting the rink/signing up for classes
  - For each page, add imagery/more modern look and feel
  - Change “Learn to Skate” to “Lessons”
  - Combine Figure Skating/Hockey menu to “Teams & Leagues”
  - Combine About Us, Contact Us, Directions, Parking
  - Remove “links” page
  - Make upcoming events automated/pulls from calendar dates
- **New Additions: Improvements for UX**
  - Include more imagery (images provided by PCOC) to make the site more visually appealing.
  - Make a platform that gives customers the ability to schedule/register for classes online – Show specials/discount codes
  - Add a page for teacher profiles
  - Include an FAQ/overview info on homepage for rental cost, quick links
  - Add social media icons onto the front page and along the footer of the website
  - Optimize the website for mobile optimization
  - Need to create new text/content that will help with SEO
- **Wishlist Items: Enhancements and complementary features**
  - If possible, create a class scheduling app that sends reminders for classes, registration deadlines, and coupon codes
  - Allows for shareability
  - Triggers push notifications

Site Map Structure should be as follows:

**Site Map**

- **Home**
  - Upcoming Events
  - Schedule Changes
- **Schedules**
  - Public Sessions
  - Freestyle Sessions
  - Stick Time & Pick-Up Sessions
- **Registration**
  - Learn-to-Skate Group Classes
  - Freestyle Sessions
  - Stick Time & Pick-Up Sessions
  - Adult In-House Hockey
- **Skating Programs**
  - Group Classes
  - Synchro Team
  - Freestyle
  - Skating Camps
  - Competitions
  - Private Skating Lessons
- **Hockey Programs**
  - Group Classes
  - Stick Time & Pick-Up
  - Hockey Camps
  - Adult In-House
  - Youth Hockey
  - 'Lil Kings
  - Private Hockey Lessons
- **Parties & Groups**
  - Birthday Parties
  - Group rates for Public Sessions
  - Fundraiser
  - Field Trip
- **Private Rental & Filming**
  - Skating Rental
  - Broomball Rental
  - Filming
- **About Us**
  - FAQ
  - Contact Information
  - Employment
  - Gallery
  - Sponsors

## **Proposal Guidelines and Specifications**

Award of the contract resulting from this RFP will be based on the most responsive vendor whose offer will be the most advantageous to the Center in terms of cost, functionality, and other factors as specified in this RFP. Under no circumstances will the Center be responsible for your costs and expenses in connection with this RFP including reviewing this RFP and/or submitting a proposal.

The Center reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential vendor.
- Accept other than the lowest price offered.
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers.
- Award more than one contract.

This RFP and any replies to any written notifications are transmitted to the bidder solely for the purposes of the vendor's preparing and submitting a proposal. Each bidder shall keep the RFP and its contents confidential and shall return the RFP (without keeping copies) to The Center if the vendor elects not to submit a proposal, or upon being requested to do so by The Center.

Any information or materials submitted as a response to this RFP and/or as a proposal (whether successful or unsuccessful) shall become the property of the Center and will not be returned.



## Evaluation Criteria

A.	Project Understanding	15 points
B.	Project Approach	25 points
C.	Staffing of Project/Ability to Perform	15 points
D.	Experience	15 points
E.	Best Value/Cost Effectiveness	20 points
F.	Local Pasadena Business Preference entitlement	5 points
G.	Small/Micro-Businesses Preference entitlement	5 points

**A. Project Understanding:** This criterion will be used to assign points based on how well the consultant’s proposal demonstrates their understanding of the project. The consultant should be able to explain how they will accomplish each task identified in this RFP. Also, the consultant should be able to identify how the overall project objectives are related to the current situation and discuss possible pitfalls with the project.

**B. Project Approach:** This criterion will be used to assign points based on innovative project approach or methodology. The project approach should discuss issues and challenges for each task and demonstrate alternative ways that would be practical and cost effective. In addition to the project approach proposal

**C. Staffing of Project (Ability to Perform):** This criterion will be used to assign points based on availability and capability of the project team. Points will be assigned based on qualification of staff or project team members, provided in the “Statement of Qualifications” section. It is important to note how a particular staff’s expertise is related to the skills or tasks that would be required to provide the best solution and project deliverables.

**D. Experience:** Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project. Prior work demonstrates innovative ideas that have engaged audiences and delivered results within a similar scope and challenges. Maximum point value will be awarded to proposers that have worked with destinations on similar scope projects within the last 5 years.

**E. Best Value/Cost Effectiveness:** This criterion will be used to assign points based on the cost-effectiveness of the proposal. The scoring will be based on the combination of cost and value. If there are two or more firms with identical or very similar cost proposal, then the firm that provides the most value-added services beyond the RFP requirements will be assigned the higher score. Conversely, if there are two or more firms with very similar deliverables and additional value-added services, then the firm with the lowest cost will be assigned the higher score.

**F. Local Pasadena Business:** To receive a five (5) point preference as a local business, the proposer shall have an official business address within the City of Pasadena from the date/time that this proposal is officially released.

**G. Small and Micro-Businesses:** To receive a five (5) point preference, the proposer must be certified by the State of California as a small or micro-business.

## **Review Process**

A screening committee will evaluate the proposals. In the event that selection cannot be made based on the submitted proposals, proposers may be invited for an interview for additional clarification. The Center reserves the right to invite all of the proposers for an oral interview OR only the top three (3) ranked firms based on the initial written proposal review. The interview will not alter the selection criteria but will be used to clarify issues in the proposal. The final scoring and ranking will be made after the interviews.

Once agreement is reached with a proposer, staff will recommend award of a contract. The center reserves the right to select the firm which, in its sole judgement, best meets the needs of the center. Any contract resulting from this RFP, if \$25,000 or more, shall not be effective until approved by the chief executive officer.

## Contents of Proposal

Responses to this RFP should include the following sections and information.

### Qualifications

- The project management team's qualification and experience.
- Listing of three recent projects that the firm was engaged in for other entities, the scope of work performed, and name title and phone number of clients to be contacted for references.
- Listing of the project's assigned team, their proposed areas of responsibility, a brief description of their professional qualifications and experience in those areas.

### Project Proposal

- Detailed description of features and services
- Describe the time and resources needed from the Pasadena Center Operating Company to complete this project.
- Detail additional options (any proposed additions or variations to the solution presented)
- Describe test plan and criteria (timing/user acceptance testing and implementation)
- Project communication plan

### Quality Assurance Process and Analytics

- Describe QA process, code quality, security, source library management
- Describe 2-3 similar development engagements, implementation experiences, and challenges

### Maintenance and Support

- Support Services
- Describe the technical support processes and options available for your proposed solutions
- Outline your escalation process and typical response times
- Technical support process, resources, and service
- Upgrades and releases
- Disaster recovery
- Security

### Cost Summary/Detail

- One-time professional service fees including design, initial development (custom, configuration), and implementation cost including licensing, setup, etc., for core applications and platform as well as options.
- Additional fees outside the scope of this RFP
- Monthly Service & Support for platform and applications for core and options.
- Training & Documentation

## **Additional Requirements and Terms**

### **Revisions**

This RFP represents the best effort of the Pasadena Center Operating Company to document its requirements for this project. The Center reserves the right to adjust the specifications or scope of effort stated in this RFP. In the event that any modifications are necessary, Center will notify all vendors remaining in consideration via a written addendum to this RFP.

### **Vendor's Responsibility**

It is the vendor's responsibility to provide a complete response to the RFP. If the vendor believes more information is necessary for a proper response, questions should be directed via e-mail to [csusa@visitpasadena.com](mailto:csusa@visitpasadena.com). In some cases, if additional information is provided to one potential vendor, similar information will be provided to other candidates receiving this RFP.

### **Use of Creative Materials**

It will be expected that all creative produced and elements of the campaigns created by the selected contractor for the Pasadena Center Operating Company during the contract period shall become the property of the Center as will all materials, film, negatives, art, etc., as well as campaign treatments developed but not utilized. The Center maintains the right to use any materials generated by the vendor in other Center materials or programs generated by Center personnel and may do so without vendor's consent or approval. The Center acknowledges certain legal constraints and, as such, requires universal releases for materials unless cost considerations become prohibitive such as model releases, music, photographs, etc.

### **Compliance**

By responding to this RFP, the vendor is providing assurance that in the performance of the service covered under this RFP it will comply with all applicable State and Federal laws and regulations.

### **Independent Contractor Status**

All personnel assigned by the vendor to perform Services will be employees of the vendor and the vendor will pay all salaries and expenses of, and all federal, social security, unemployment taxes, and any other payroll or withholding taxes relating to such employees. The vendor will be considered, for all purposes, an independent contractor, and it will not, directly or indirectly, act as an agent, servant or employee of the Pasadena Center Operating Company or make any commitments or incur any liabilities on behalf of the Pasadena Center Operating Company without its prior written consent.

### **Certificate of Insurance**

Proof of insurance is not required to be submitted with your proposal, but will be required prior to the award of the contract.

### **Standard Terms and Conditions**

Prior to the award of any work hereunder, city and contractor shall enter into the written contract attached herein. PROPOSERS responding to this RFP are strongly advised to review all the terms and conditions of the contract.



### **Minority and Women-Owned Businesses**

The Pasadena Center Operating Company has a desire to contract with a broad range of vendors with diverse ownership. Please disclose in your response if you are a minority or women-owned business enterprise.

### **Local Preference**

Additional consideration will be given to agencies based in Pasadena or that have ties or partnerships with Pasadena contractor resources.

### **Proof of Authority**

If the PROPOSER is a corporation, formal proof of the authority of the officer signing the Proposer's proposal to bind the corporation must be submitted with said proposal. A copy of the corporate resolution or minutes can be adequate proof. A simple letter is not sufficient.

### **Withdrawal of Proposal**

Any Proposer may withdraw its proposal, either personally or by telegraphic or written request at any time prior to the time set for the opening of proposals.

### **Firm Commitment of Availability of Service**

Once a proposal is opened, a proposer is expected to maintain an availability of service as set forth in its proposal for at least four months after date for opening proposals.

### **Reservations**

The Center reserves the right to reject any or all bids and any item or items therein, and to waive any non-conformity of proposals with this RFP, whether of a technical or substantive nature, as the interest of the City may require

### **Errors and Omissions**

Proposer and/or the Contractor shall not be allowed to take advantage of any errors in or omissions from in the Request for Proposals. Full instructions will be given if such error or omission is discovered and timely called to the attention of the Center.

### **RFP not contractual**

Nothing contained in this Request for Proposals shall create any contractual relationship between the Proposer and the Center. The Center accepts no financial responsibility for costs incurred by any Proposer regarding this RFP.

### **Patent Fees, Patent, Copyright, Trade Secret and Trademark Fees**

Each PROPOSER shall include in the price bid any patent fees, royalties and charges on any patented article or process to be furnished or used in the prosecution of the Work.

### **Taxes**

Price bid shall include all federal, state, local and other taxes.

### **Warranty**

The vendor will provide an unconditional service warranty to insure that the application is error free, accessible by the community, and meets the design standards for one (1) year from the date of public release.



**Work for Hire**

This is a work for hire: all source code, content and keys to external sources used and required to run the application and download the application will be the property of the Center.

**Liability**

The Pasadena Center Operating Company shall not be liable to any vendor, person or entity for any losses, expenses, costs, claims or damages of any kind: Arising out of, or by reason of, or attributable to, the vendor responding to this RFP. As a result of the use of any information, error or omission contained in this RFP document or provided during the RFP process.