

**City of La Feria**  
**Request for Proposals for**  
**Website Redesign, Migration and Hosting Services**

The City of La Feria is requesting proposals for a firm to provide services related to its primary municipal website including redesigning [www.cityoflaferia.com](http://www.cityoflaferia.com) , migrating data and hosting the redesigned site as well as providing training and ongoing support for the site.

Please submit a proposal of services and statement of qualifications to:

Amanda Morales, City Secretary

[amorales@cityoflaferia.com](mailto:amorales@cityoflaferia.com)

115 East Commercial Avenue; La Feria, Texas 78559

The deadline for submission of proposals is Thursday, February 20, 2025 at 4:00 PM. City of La Feria reserves the right to negotiate with any and all persons or firms submitting proposals, per the Texas Professional Services Procurement Act and the Uniform Grant and Contract Management Standards.

City of La Feria is an Affirmative Action/Equal Opportunity Employer.

## **Introduction**

The City of La Feria seeks to engage the services of a qualified firm to provide design and content management services for a new website. The City's goal is to create a website that successfully promotes our brand, facilitates a user-friendly environment for accessing municipal services, creates a two-way communication between the City and citizens and simplifies content management while meeting high standards for design quality and visual appeal. The new website will serve as the public face of La Feria's government and community while providing 24/7 services for a wide range of users.

## **Background and Context**

The major operating departments of the City are: City Manager, Human Resources, Planning and Zoning, Public Works, Police, Fire, Recreation and Economic Development. The City population is approximately 8,000 and is approximately 2.5 square miles.

The current version of our website, can be viewed at [www.cityoflaferia.com](http://www.cityoflaferia.com)

The City of La Feria seeks the bid of a vendor that can accomplish all of the functionality identified in this RFP and has the flexibility of providing this functionality over time, with respect to potential budgetary constraints. Qualified applicants must be equipped to integrate additional features that may be needed or new technologies that may be developed in the future. The City seeks a site that centralizes content management to our City Secretary with additional supporting users and oversight from the City Manager. Finally, the City of La Feria's website must have the capacity to meet the State of Texas' Open Government Law Requirements.

## **Vendor Qualifications**

The City of La Feria seeks a vendor that has been in the business of municipal website design for at least five years. Additionally, the City seeks a vendor with proven capacity to provide the following: Content Management System (CMS) components and tools. Responders are to submit a written narrative corresponding to each of the outlined requirements:

### **1. Introduction**

- A. Company Overview and Summary

### **2. Company Profile**

- A. Company History
- B. Contact Information
- C. Office location(s) (Include business address)
- D. Demonstrated company financial stability

### **3. Project Team Roles**

- A. Name, title, role (e.g., project management, training, design)
- B. Education, years of experience

### **4. Municipal Website Design Experience**

- A. Minimum five municipal references, including:
  - Client name
  - Website URL
  - Contract duration
  - Client contact person, title, phone number, and email
- B. Any municipal award-winning websites designed by vendor (please list city name and website URL)
- C. Design portfolio (minimum of three screenshots with URLs)

## **5. Project Development Approach**

- A. Proposed timeline
- B. Outline all project phases and the City's role
- C. Explain the design process, if not included in the project phases
- D. Explain the data migration process, if not included in the project phases
- E. Meets U.S. Federal Government ADA requirements, if not included in the project phases.
- F. Training, if not included in the project phases
- G. Ability to integrate municipal branding into new site
- H. Ongoing technical assistance and training opportunities
- I. Cyber security

## **6. Support and Maintenance (describe all available)**

- A. System ownership
- B. Ongoing operations and maintenance
- C. Training opportunities
- D. Availability of robust self-service documentation and technical support (videos and training manuals, etc.)
- E. Beta testing
- F. Normal support hours and emergency support hours
- G. Software updates and site maintenance
- H. Software licensing (if any)

## **7. Ability to integrate the City's branding and aesthetics into the site design**

## **8. Integrated Content Management System (CMS) Components and Tools**

The CMS listing in the Functionality Table below represents functional categories and is not comprehensive; others may be recommended or added. The City's new website vendor must be able to provide the desired components shown. Possible budgetary constraints may require that this project be implemented in phases.

**Table 1 – CMS Features**

Component/ Module Name	Function	Offered (Yes/No)	Vendor Comment
Browser Based Administration	Create, edit, or delete and template-based web pages and news updates		
Calendar	Update/publish calendars w/ optional ability to import Google Calendar feeds		
Departmental Home Pages	Ability create landing pages for associated municipal departments		
Directories, Listing for Staff	Dynamic content		
Document and File Repository	Upload/download capability, back-end ability to search within		
Publicly Warned Meeting Document Management	Create, manage, and host agendas, minutes, and other relevant documents		
Search / Archive Center	Searchable solution for live or archived content, documents, and news updates (internal site search engine).		

News Updates	Online publishing of blog-style news updates with email subscription capability		
Alerts & Emergency Notification	Front page solution for emergency notification updates with a registration widget and the ability to share via social media		
Interface to existing systems and databases	Integration or links to Interactive GIS, Smartgov, Land Records Portal, Google Suite, etc.		
Recreation Programming/Event Registration & Facility Management	Web-based registration software for Recreation and facility rentals		
Online Payment Solution	Secure online transaction by department		
Survey/Polling Capability	Web-based software for polling, surveys, and answer tracking (or capability to embed third-party programs)		
RFP/RFQ/Bid Posting	Dynamic content		
Integrated Human Resources Solution(s) for Employment Opportunities	Applicants can view job openings and apply (fill out applications, attach resumes and documents) to submit electronically via website.		

Security Integration	SSL encryption		
Video Hosting	Ability to embed third-party videos		
Site Statistics	Integration of comprehensive analytical status reports		
Sitemap	Dynamic		
Mobile Browsing	Website can be accessed from any mobile platform		
Online Forms	Forms, publishing, and tracking with email forwarding capability		
Photo Center	Optional - Display community photos in a central location on website		
Multi-Lingual Support	Dynamic content		
Printable Pages	Print-friendly function		
Social Media Interface	Facebook and Twitter feeds		
Real Estate Management	Properties – commercial or residential – can be organized by and searched		
Sideshow (Photos/Banners)	Dynamic image/video display		
Volunteer Management & Registration software	Provide web-based software or enable third-party embeddable portal(s)		

**9. Description of Features and Functionality Included with the CMS at minimum include:**

- A. Description of page creation
- B. Page content template information
- C. Content scheduling and versioning information
- D. The different back-end user permission levels

**10. Hosting and Security (describe all available)**

- A. Site hosting (remote or local?)
- B. Hosting location
- C. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
- D. Company's commitment to operational time – or limiting of downtime

**11. Project Pricing Estimate/Cost for Services Outlined (specify amounts of items below):**

- A. Days/hours of training, number of employees to be trained, on-site or webinar
- B. Amount of content migration (entire website or a specific number of pages)
- C. Hosting costs
- D. Any optional enhancements and consulting packages with deliverables and associated fees

**12. Guarantees/Warranties**

List any guarantees or warranties offered the company offers.

**13. Conclusion**

**14: Any additional information (not required)**



## **Submittal Requirements**

The deadline for RFP responses is **4:00 PM on February 20,2025.**

Please mail three hard copies and one digital to:

Amanda Morales  
City Secretary  
[amorales@cityoflaferia.com](mailto:amorales@cityoflaferia.com)  
115 E. Commercial Ave., La Feria, TX 78559

Please ensure "RFP Website Design" is written on the envelope. Three bound copies, plus one digital copy on a USB drive should be submitted.

Submittals not received on or before the specified deadline will not be accepted. The City of La Feria reserves the right to request follow-up information or clarification from vendors in consideration. The City reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which in the opinion of the City, will best serve the interests of the City. Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against the City for reimbursement will be accepted.

## **Evaluation Criteria**

The City of La Feria will evaluate the proposals with regard to the proposed services and the experience and qualifications of the firm. Specifically, proposals will be evaluated based on the following criteria:

- **Ability to provide the integrated Content Management System components (30%)**
- **Extent of experience in successfully implementing and managing existing municipal websites (20%)**
- **Demonstration of the website security credentials (20%)**
- **Cost (20%)**
- **Review of aesthetics of illustrative examples of design and layout capabilities in existing websites (10%)**