



Request for Proposal

Organizational Background

1. Mission and Purpose

The City's mission is to provide the highest quality of service to citizens by employing professionally trained staff, maintaining open communication between residents and city staff, and achieving city goals while fostering a positive work environment. The organization emphasizes pride, teamwork, innovation, efficiency, and respect for both the workforce and the community it serves.

2. Population / Customer Base Served

- The website serves the residents, businesses, and visitors of Waverly, Iowa — a community of approximately 10,400+ people in Bremer County, Iowa.
- Content is tailored to residents (city services, living information) and businesses (economic development, permits).

3. Departments / Services Supported by the Website

The site provides information, contacts, resources, and online services for multiple City departments and functions, including:

- Chamber of Commerce
- Community Development
- Public Works (streets, garbage, utilities)
- Finance
- Economic Development
- Leisure Services & Parks
- Public Library
- Police Department
- City Administration (Mayor, city council, ordinances, permits, strategic plans)
- Utility Services (water, sewer, billing information)
- Municipal Services (fire, police)
- Boards & Commissions information
- News, events, and employment listings

4. Current Website URL

<https://www.waverlyia.com>

(Official website for the City of Waverly, Iowa)

Website Redesign, Development, Hosting, and Maintenance Services

Project Summary: The City of Waverly Iowa is requesting proposals from qualified website design and development firms to redesign, develop, and support our organizational website. The goal of this project is to create an accessible, user-friendly, and sustainable website that meets current accessibility standards, improves user experience, and supports future enhancements.

Qualifications of Bidders:

1. Bidders may be investigated by the City of Waverly to determine if they are qualified to deliver the goods and services. All bidders shall be prepared to submit within five days the City's request written evidence of such information and data necessary to make this determination.
2. The investigation of a bidder will seek to determine whether the organization is adequate in size, is authorized to do business in the jurisdiction where the project is located, has had previous experience, and whether available equipment and financial resources are adequate to assure the City that the goods and services will be delivered in accordance with the terms of the agreement.
3. The City reserves the right to reject any bid if the evidence submitted by, or the investigation of such bidder fails to satisfy the City that such bidder is properly qualified to carry out the obligations of the procurement documents and to complete the goods and services contemplated therein.
4. Each bidder should submit with their bid a list of at least four separate references currently using the equipment or services proposed on similar applications sold by the bidding distributor. This list shall include the company name, contact name and telephone number where they may be reached.
5. If the successful bidder does not honor their bid, they may be disqualified from bidding on future equipment or service projects for a period of up to five years.

General Terms and Conditions:

This document provides basic standard specifications with an area to note alternatives. Alternatives may be accepted if it is determined by the City of Waverly staff that the alternatives listed will be the most advantageous to the City. If alternatives are marked, please provide a short explanation.

The City of Waverly reserves the right to accept the bid in which the judgement of the City is the most advantageous to the City. The City has the right to accept alternatives and waive irregularities in any bid and to reject any or all bids or to re-advertise.

Bids must be submitted by **10:00 am on Monday, April 6, 2026** by one of the following ways:

1. Through Microsoft Forms Submission: [City of Waverly 2026 Website Redesign RFP](#)
2. By email to jjohhson@waverlyia.com
3. Or by mail to:

City of Waverly
Human Resources Department
200 1st Street NW
P.O. Box 616
Waverly, Iowa 50677

The envelope must be plainly marked with the Bid title and the due date. Improperly identified envelopes may be rejected or overlooked in opening at the proper time, in which case the quotation will not be accepted.

We will not be allowing Pre-Bid presentations.

Bid Specifications:

Must Have Requirements

ADA Compliance

The selected vendor must:

- Revamp the website to meet current ADA accessibility standards (WCAG 2.1 AA minimum or most current standard available at time of implementation)
- Conduct accessibility testing and provide documentation of compliance
- Ensure compatibility with assistive technologies such as screen readers
- Provide accessible document and media standards guidance

Staff Training (Required)

The selected vendor must provide comprehensive training for City staff to independently maintain and update the website.

Training must include:

- Hands-on training for designated staff on using the Content Management System (CMS)
- Training on creating and editing pages, documents, images, forms, and news content
- Training on maintaining ADA-compliant content
- Administrator-level training for designated City staff
- Training materials (written guides and/or recorded training sessions)
- Post-launch support period for follow-up training questions

Vendors must specify:

- Number of training sessions included
- Delivery method (in-person, virtual, or hybrid)
- Maximum number of staff per session
- Cost for additional or refresher training

Nice to Have Requirements

Website Refresh

- Updated, modern design consistent with current best practices
- Improved user navigation and site structure
- Mobile-first or fully responsive design approach
- Updated imagery and visual presentation

Recommended Website Enhancements

Vendors are encouraged to provide recommendations and pricing for enhancements such as:

- Improved search functionality
- Online forms and workflow automation
- Integration with third-party systems (payment portals, GIS, HR systems, etc.). The new site must allow authorized users to safely embed custom HTML, CSS, JavaScript, and third-party APIs/widgets.
- Emergency alert or notification integrations
- Calendar and event management tools
- Department-specific landing pages or dashboards
- Multilingual capabilities
- Website analytics dashboard and reporting tools
- Content personalization or audience-based navigation

Technical Requirements

Vendors should address:

- Content Management System (CMS) platform proposed
- Please clarify who manages the DNS, SSL certificates, and domain renewals
- Hosting recommendations (cloud-based preferred if applicable)

- Security standards and practices
- Backup and disaster recovery capabilities
- Update and patch management approach
- Data migration, timetable, archiving historical data

Hosting and Ongoing Maintenance Costs

Vendors must clearly identify and itemize all ongoing costs.

Hosting

Include:

- Annual or monthly hosting fees
- What is included in hosting (security monitoring, backups, uptime guarantees, storage limits, bandwidth, etc.)
- Scalability options and associated costs

Ongoing Maintenance

Include:

- Annual or monthly maintenance costs
- What is included (security updates, CMS updates, bug fixes, minor content or design support, accessibility monitoring, etc.)
- Hourly rates for work outside standard maintenance
- Service level agreements (SLAs), if available

Vendor Qualifications and Experience

Proposals must include:

- Company overview and years in business
- Experience with government or public sector clients (preferred)
- Experience with ADA-compliant website development

Required References

Vendors must provide:

- Minimum of three (3) client references
- At least two (2) references from government or public sector organizations (preferred)
- Contact name, title, organization, phone number, and email

Government Website Examples

Vendors must provide:

- Examples of at least three (3) comparable websites completed within the last five (5) years
- Description of services provided for each example (design, development, hosting, maintenance, ADA remediation, etc.)
- Links to live websites

Project Timeline

Provide estimated timeline including:

- Discovery and planning
- Design phase
- Development phase
- Testing (including ADA testing)
- Content migration
- Training
- Launch

Evaluation Criteria

Proposals will be evaluated based on:

- Understanding of project scope
- ADA compliance approach and experience

- Cost and overall value
- Vendor experience and references
- Quality of proposed solution
- Implementation timeline
- Experience with government website projects
- Training approach and knowledge transfer

Pricing Information:

Please attach additional documents if necessary.

BIDDER'S QUOTATION	
	\$
	\$
	\$
	\$
	\$

In compliance with the above invitation for bids and subject to all listed specifications and general conditions, the undersigned offers and agrees to furnish any or all the item(s) upon which prices are quoted, exclusive of state and federal taxes at the price set opposite each item F.O. B. Waverly. The undersigned affirms that their company has not been a party to any agreement to bid a fixed price.

Company: _____ Phone: (_____) _____

Address: _____

Signature: _____

Printed Name & Title: _____

References:

Company: _____ Phone: (_____) _____

Contact Name: _____

Company: _____ Phone: (_____) _____

Contact Name: _____

Company: _____ Phone: (_____) _____

Contact Name: _____

Company: _____ Phone: (_____) _____

Contact Name: _____