

EL PASO DOWNTOWN MANAGEMENT DISTRICT

**Request for Proposals:
Website Design, Build, Maintenance &
Hosting Services**

Issued: Monday, April 12, 2021

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Section 1: Introduction

The El Paso Downtown Management District (DMD) is a municipal management district directed by a volunteer Board of Directors comprised of Downtown property owners, business representatives, tenants, and community leaders. The mission of the DMD is to promote economic development by providing services that champion a vibrant Downtown El Paso. The DMD is a unit of local government established and operating pursuant to Chapter 375 of the Texas Local Government Code.

In this Request for Proposals (RFP) the DMD is requesting proposals for the Design, Building, Maintenance and Hosting of the organization's website. Through the awarded contract(s), the DMD looks to establish an attractive, interactive, and maintainable website.

The contract will be awarded in May 2021, with an effective date of approximately June 1, 2021.

Section 2: History of Website & Scope of Work

The website was originally designed by a single firm nearly a decade ago using a WordPress framework that continues through today. The design is functional but in need of an overhaul. Currently, the site has a web-maintenance company for technical oversight and hosting, in addition to a third-party company, providing additional website augmentation services, such as a pay-portal, directory, events calendar, etc. We seek to consolidate and build these website features into our new website to meet our current needs and retain a single website maintenance and hosting company after the build is complete.

Current Website Challenges:

- No connectivity to social media content besides links
- Navigation is outdated
- No directory or google map integration
- Calendar is outdated
- Site is clogged with outdated and obsolete dead pages
- Third-party website features are poorly designed and not mobile friendly
- Homepage sliders/banners are not effective enough
- No dropdown menus on homepage categories
- Design is outdated

Scope of Work

- Ground-up website design and build

- incorporating DTEP branding elements
- Design user-friendly interface with DMD input
- Mobile friendly
- Monthly Analytics
- Website Maintenance and Training
 - Web Maintenance after website build
 - User-friendly website updates by staff with staff training
- Web Hosting

The elements of the described scope must include, but is not limited to the following details:

- Mobile/tablet optimized
- Sustainable design that is easy to update-graphics consistent with DTEP branding
- Staff Training
- Ongoing support/hosting
- Intuitive content management system
- Search Engine Optimization
- Downtown events calendar page populated by public with staff approval
- Downtown Real Estate Listing page populated by public with staff approval
- Interactive Google (or comparable) mapping
- Analytics
- Blog
- Secure
- Fast and responsive
- Redirects from older content
- Business Directory
- Checkout and webstore capable for merchandise or ticketing
- Improved drop down menus and navigation
- Social Media real-time integration
- About us section
- News section
- DTEP section
 - Districts
 - Public Transportation
 - Hotels
 - Housing
 - Parks
- All content shall be optimized so that it can be translated to Spanish to serve the needs of Downtown businesses, customers, or visitors who are Spanish-language dominant

In order to fully and equitably evaluate each proposer's ability to meet the needs of the DMD, a standard reply format is required. Proposals must include a response to each item included in Section 7 and Attachment A.

Section 3: Eligibility

Open to all Website Design Professionals and Businesses. Disadvantaged Business Enterprises (DBEs) and Historically Underutilized Businesses (HUBs) are encouraged to respond. Any required statement regarding equal opportunity and affirmative action should be included in the materials provided by the proposer.

No contract may be awarded to a bidder/respondent that is currently behind on taxes due or is in a building that does not meet City, State and Federal requirements and standards.

The DMD reserves the right to contract with one or more contractors, as deemed necessary.

Section 4: Schedule of Events

Dates are tentative except for the deadline for Bid Submissions.

Monday, April 12, 2021 - 8:00 a.m. MDT	Release of RFP Packet materials
Friday, April 16, 2021, 2:00 p.m. MDT https://us02web.zoom.us/j/85311667968 ZOOM Meeting ID: 853 1166 7968 Call In: 1-346-248-7799	Pre-Bid Video Conference
Wednesday April 21, 2021 - 4:00 p.m. MDT	Questions Submission Deadline
Friday, April 23, 2021 – 4:00 p.m. MDT	Q & A available to all Bidders
Wednesday, May 5, 2021, 4:00 p.m. MDT	Bid Submission Deadline
May 6-7, 2021	Evaluation of Bid Proposals

May 10-11, 2021

Bidder Interviews
(if requested)

Thursday, May 27, 2021

Contract Award Date

The DMD reserves the right, at its sole discretion, to adjust this Schedule of Events as it deems necessary. If necessary, the DMD will communicate adjustments to any event in the Schedule of Events in the form of an amendment. Amendment to this RFP will be issued in writing to list of bidders.

Section 5: RFP Release and Contact Info

5.1 Availability of RFP Packets

The RFP packet and any amendments or alterations thereof will be made available on and after 8:00 a.m. MDT on Monday, April 12, 2021. Packets will be available online (www.downtownelpaso.com) or by request.

To request a packet, bidders should contact Rudy Vasquez at the El Paso Downtown Management District at:

201 E. Main, Ste. 107
El Paso, Texas 79901

915-400-2294
rvasquez@elpasodmd.org

Previously identified potential Bidders will be emailed an RFP packet once these are made available to the general public on release date above.

5.2 Authorized Contact

The authorized contact (Authorized Contact) for this RFP is **Rudy Vasquez**. The Authorized Contact may be contacted at the following address or email address:

El Paso Downtown Management District
201 E. Main, Ste. 107
El Paso, Texas 79901
rvasquez@elpasodmd.org

Any material questions about the RFP or procurement process must be submitted in writing to the Authorized Contact. Email questions are preferred, although questions submitted by mail or hand-delivery will also be accepted. Verbal questions will not be accepted. Written questions about the RFP or procurement process must be submitted to the Authorized Contact prior to 4:00 p.m. MDT on Wednesday, April 21, 2021. Any information provided in response to a question about the RFP or procurement from a source other than the Authorized Contact is unofficial, non-binding, and invalid.

Section 6: Question Submissions and Amendments

6.1 Questions/Requests for Clarification

Questions and requests for clarification or additional information (including requests for changes in RFP specifications) must be submitted **in writing only** via hand-delivery, postal mail or electronic mail (email) to the Authorized Contact, as designated in Section 5 above.

Bidders submitting questions shall clearly address each question by reference to a specific section, page and item of this solicitation.

It is the Bidder's responsibility to verify that the DMD received its Questions and/or Request for Clarification. During the bid process, Bidders shall not contact any DMD staff except those designated in the text of this solicitation or in subsequent documentation. Nor shall bidders contact any DMD Board members about the procurement. Non-compliance with this provision may result in rejection of the offer involved.

Questions/requests for clarification must be submitted in writing no later than 4:00 p.m. MDT on Wednesday, April 21, 2021. Any questions or requests for clarification submitted after this time will not elicit or prompt a response.

6.2 Answers/Complete Q&A

Answers to all material questions submitted by above deadline will be communicated to each identified prospective bidder on Friday, April 23, 2021. All requests for complete Q&A must be directed to the Authorized Contact as designated in Section 5 above.

6.3 Pre-Bid Video Conference

A Pre-Bid Video Conference will be held on Friday, April 16, 2021 at 2pm and is open to all prospective bidders. The video conference will be held on the ZOOM Meeting platform at - <https://us02web.zoom.us/j/85311667968>. The ZOOM Meeting ID is 853 1166 7968. The Call In/Audio Only phone number is 1-346-248-7799.

6.4 Changes, Amendments, Withdrawal or Re-Issuance of RFP

A proposer may withdraw its bid by written request at any time prior to acceptance of a contract.

The DMD may, at any time prior to execution of a contract: (a) amend the RFP materials or requirements; (b) extend deadlines contained in the RFP; (c) reject any application that does not meet the qualifications and requirements set forth in the RFP; (d) reject all applications; (e) cancel the RFP entirely; or (f) re-issue the RFP at a later date.

6.5 Availability of Funds

The RFP and/or the contract issued pursuant hereto may be canceled or modified if the funds for the contract are not, for any reason, made available to the DMD. In other words, the DMD reserves the right to cancel or modify this RFP or an executed contract if adequate funds for the goods/services to be provided are not received by or available to the DMD.

Section 7: Bid Proposal Packet

Proposals should utilize Attachment A and be clear, concise and complete. They should thoroughly include all information requested in Attachment A as well as comply with all components of bid proposal packet as described below.

7.1 Bidder Contact Information

- Name of Entity
- Name of Primary Contact (Project Manager) and Backup Contact
- Address, email, business phone, and cell phone

7.2 Proposed Pricing (Cost) and Timeline

Provide a brief description of the proposed pricing. Proposed pricing may be on an hourly basis, a project-based basis, a hybrid basis or any other commercially acceptable fee structure for these services. Further include a proposed timetable for the project, from inception through completion. (See Attachment A to this packet and the selection criteria in Section 10 below for how the pricing (cost) and timeline will be evaluated by the DMD).

7.3 References

The bidder must provide a minimum of two and no more than five references of clients in the last five years. The DMD is authorized and may contact these references regarding past performance.

The following must be included for each reference:

- Name of Client Business/Organization and Contact Name
- Year contracted and contract term (if applicable) or duration of relationship
- Website Address (if Bidder is responsible for web design)
- Contact numbers and email addresses for a reference

7.4 Key Contract Personnel

Provide the name and contact information of appointed Project Manager and her/his Backup as well as all other key individuals who will be directly involved in the execution of the agreement.

7.5 Assurances and Certifications

Proposer certifies by submitting its proposal that it has not given, offered to give, and does not intend to give at any time hereafter any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or service to a public servant in connection with its proposal or any contract it might receive.

Proposer certifies by submitting its proposal that, to the best of its knowledge and belief, there are no lawsuits and no proceedings pending or threatened against or affecting it, which if determined adversely to proposer will have a material adverse effect on the ability to fulfill its obligations under any contract received by proposer.

Section 8: Bid Proposal Submission

Businesses interested in bidding for this contract must submit their completed bid proposal **no later than:**

Wednesday, May 5, 2021 by 4:00 p.m. MDT.

Bids will be accepted via hand-delivery or postal mail at:

El Paso Downtown Management District

201 E. Main, Ste. 107

El Paso, Texas 79901

Office: 915-400-2294

Or via email to:

Rudy Vasquez, Marketing & Communications Manager

El Paso Downtown Management District

rvasquez@elpasodmd.org

The DMD will document date and time of receipt of all Bid Proposals and signed receipts will be provided upon request. However, the burden remains on the Bidder to a) verify that the DMD received its Bid Proposal by the 4:00 p.m. MDT deadline on Wednesday, May 5, 2021, and b) ensure that all electronic submissions (including email uploads, flashdrives, and CDs/DVDs, etc.) are able to be downloaded/opened/accessed.

Proposals received after the deadline of 4:00 p.m. on Wednesday, May 5, 2021 (Mountain Time) will not be accepted and will not be considered for a possible contract. The DMD reserves the right to reject any or all responses, to advertise for new responses, or to accept any responses deemed to be in the best interest of the community.

Section 9: Procurement Standards and Violations

9.1 Costs of Submission Are Not Recoverable

The DMD is not responsible for, and will not pay or be obligated to pay, for any costs or expenses incurred by a proposer in drafting and submitting a proposal in response to this RFP. The DMD is not responsible for, and will not pay or be

obligated to pay, any costs incurred by a proposer prior to the execution of a contract with the DMD.

9.2 Bid Information is an Official DMD Record and Becomes Public Information

The information provided by a proposer in response to this RFP is considered “public information” and may be subject to disclosure to third parties under the Texas Public Information Act (referred to as the Texas Open Records Act), Texas Government Code Chapter 552. Proposers are therefore on notice that any materials, including bidding information, company information, and cost information, submitted to the DMD will be: (a) reviewed, assessed and evaluated by the DMD, its Board Members, employees, and representatives, including individuals who may be used to assist in the bid scoring and evaluation process; (b) kept as a business record of the DMD for a period of time after the proposal is submitted; (c) subject to audit and/or review by governmental entities or agencies that have the right to audit or inspect the DMD’s records; and (e) potentially released to third parties who make requests for records pursuant to applicable law. The DMD is not responsible for the release of any information submitted by a proposer. The DMD will, however, attempt to inform a proposer if its bid materials are requested by a third party pursuant to the Texas Public Information Act so that the proposer may take appropriate action to ensure the confidentiality and non-disclosure of any documents subject to withholding under applicable law.

If a Respondent believes that any information contained in its proposal qualifies for an exception to the Texas Public Information Act, it must indicate which information in the proposal should be exempted from the Act and clearly state the grounds for the exception. Respondents can and should mark any portion of their proposal they believe is confidential as “CONFIDENTIAL”.

9.3 Authorization to Contact References and Others About the Proposer and Bid Proposal

As part of its review, assessment and evaluation of a proposal, the DMD reserves the right to contact any individual, agency, or organization listed as a “reference” or past contracting partner, or any other individual, agency, or organization that may have pertinent knowledge about a proposer’s experience, qualifications, and past similar performance. By submitting a proposal in response to this RFP, the proposer authorizes the DMD to contact references and others as set forth herein, and releases the DMD from liability for

obtaining information about the proposer in connection with the proposal or RFP.

9.4 Impermissible Contacts/Lobbying/Payment of Gratuities

9.4.1 General Impermissible Contacts: In order to preserve the integrity of the procurement process, proposers are, with the exception of communications with the Authorized Contact, strictly prohibited from directly or indirectly contacting, conversing with, emailing, or communicating about the subject matter of this RFP or the procurement with (a) any Board members of the DMD or (b) any employee/representative of the DMD. If a proposer contacts a Board member of the DMD or employee/representative of the DMD about the subject matter of the RFP while the procurement process is ongoing, the proposer may be disqualified from consideration for a contract.

9.4.2 Payment of Gratuities/Favors/Bribes is Prohibited: Respondents shall not, under penalty of federal or state law, offer or provide any gratuities, favors, or anything of monetary value to any Board member, employee or agent/representative of the DMD, for the purpose of having the effect of influencing favorable disposition toward their own proposal or any other proposal submitted in response to this RFP.

9.4.3 Lobbying: Respondents shall not attempt in any manner to advocate for, lobby or otherwise attempt to influence any Board member, employee, agent/representative of the DMD, or any evaluator assigned to assist in the evaluation and assessment of proposals, for purposes of having an influencing effect on this procurement.

9.4.4 Anti-Competitive Conduct: Respondents shall not engage in any activity that will restrict or eliminate competition. Violation of this provision may cause a Respondent's proposal/application to be disqualified and rejected. This does not preclude joint ventures or subcontracts.

Section 10: Selection Process and Criteria

The DMD will award the contract to the bidder that submits a bid which represents the "best value" to the DMD. The best value shall not be based solely upon price but the bid which receives the highest cumulative score for each of the evaluation factors

delineated below. Bidder offered price should remain binding for one year from the date presented. Proposals will be reviewed by Rudy Vasquez, Joe Gudenrath (DMD Executive Director) and Jonathan Escalante (DMD Marketing Committee Chair). Ranking will take into account the following criteria:

Selection Criteria:

- Cost of Services provided (12 pts Total)
 - Website Design/Build (4 pts)
 - Website Maintenance and Training (4 pts)
 - Website Hosting (4 pts)
- Qualifications & Technical Competence of Lead Firm & Key Personnel (4 pts)
- Proposed Schedule and Work Plan (4 pts)
- Past Work Examples (4 pts)
- Understanding of the unique nature of El Paso, its population, downtown and history (4 pts)
- DBEs and HUBs (1/2 pt)

Based on the above criteria, the DMD staff will identify and rank the top bidder to undertake the contract. This recommendation will be forwarded to the DMD Marketing & Executive Committees for review and recommendation for approval by the full Board of Directors. DMD staff will work with the top bidder to finalize the scope of work and contract. DMD staff reserves the right to negotiate with multiple bidders in the event a contract cannot be finalized with the top-ranked bidder. The DMD may approve a contract with a secondary bidder if negotiations with a top bidder fail. The final contract is to be presented to the DMD Board of Directors for its approval.

Section 11: Grievance Procedures

11.1 Post-Selection Inquiries and Protests

This section applies to inquiries or protests submitted after the procurement process has been concluded, meaning after a selection of a contractor(s) has been made and a contract(s) have been executed.

11.1.1 Requests for Debriefing: Respondents who desire a debriefing must submit a written request within ten (10) business days of the receipt of the DMD's notification of the procurement decision. In the debriefing, the respondent will

obtain information on the procurement process and how their proposal or offer was received and ranked. The DMD will acknowledge receipt of the request for debriefing in writing within five (5) business days of receipt, along with the date and time of the scheduled debriefing. The debriefing shall be scheduled, as soon as possible, and no later than 15 business days from the written receipt of request for debriefing.

11.1.2 Debriefing: The purpose of the debriefing is to promote the exchange of information, explain the DMD's proposal evaluation system, and help unsuccessful respondents understand why they were not selected. Debriefings serve as an important educational function for new respondents, which hopefully, will help them to improve the quality of any future proposals. DMD staff and/or independent evaluators will meet with the unsuccessful party and briefly review: (a) the proposal evaluation process and (b) how the unsuccessful party's proposal for bid was scored or ranked. Bidders and respondents can gain a better understanding of the procurement process and how to improve their bids or proposals, while DMD staff obtain direct feedback to help improve future procurements. The debriefing process, however, is not an open-ended invitation for a bidder to obtain information and documentation on an evaluation. Although the DMD will endeavor to provide as much information or documentation as possible in a debriefing, the DMD must observe relevant legal restrictions on the timing and extent certain bid-related information and documentation can be disclosed. By way of example, the DMD may not release confidential or proprietary information belonging to other bidders during any stage of the debriefing or appeals process.

11.1.3 Written Notice of Appeal: If after the debriefing, the appealing party wishes to continue with the appeal process, the appealing party must submit a written Notice of Appeal to the DMD. The Notice of Appeal is a formal bid protest. The Notice of Appeal must be submitted within ten (10) business days of the date of the appealing party's debriefing. This written notice must clearly state that it is an appeal (bid protest) and identify the following:

- The solicitation being appealed (i.e. RFP Title and date).
- The name, address, phone and fax number of the appealing party.
- The specific grounds of the appeal.
- Any relevant documents in the Respondent's possession or control and which are material to the consideration of the appeal

The Notice of Appeal must be sent by registered mail or hand delivered (please request a receipt), clearly identified externally as "Dated Material" and addressed to the Authorized Contact. Written acknowledgement of receipt of the Notice of Appeal will be provided to the appealing party within five (5) business days of receipt of the notice. Such document will also include specific instructions for completing the appeal process and the date, time and place of the Informal Hearing.

11.1.4 Hearing: A Hearing will be held at the DMD's offices within 15 business days of receipt by the DMD of the Notice of Appeal. A hearing officer appointed by the DMD, in its discretion, shall act as the Hearing Officer for the Hearing, and will meet with the appealing party to discuss the specific concerns and grounds for the appeal that were identified in the Notice of Appeal. The Hearing Officer may be an employee of the DMD or a third-party. The Hearing Officer will consider the facts presented and grounds for appeal. The Hearing Officer may request additional information from the DMD or appealing party. The Hearing Officer will conduct the hearing in an informal matter. The Hearing Officer may recommend to the DMD's Executive Director ("ED") any appropriate actions allowable under applicable law and consistent with DMD procurement policies to resolve issues at the Hearing. The Hearing Officer's decision is a non-binding recommendation which is immediately forwarded to the DMD's ED for final review and action.

11.1.5 Final Decision: After a review of the Hearing Officer's recommendation and any information/facts submitted by the appealing party, the DMD's ED will make a final decision on the outcome of the appeal. The DMD's ED will render his/her final decision no later than 60 days from the date of the written Notice of Appeal. The ED's decision shall be the final decision and end the appeal process.

11.1.6 Miscellaneous. The process set forth in this "Post-Selection Inquiries and Protests" section of the RFP materials serves as any administrative grievance process or bid protest/appeal process required by applicable law.

Attachment A

Please provide all information listed below in the order that it is identified.

Contact Information

Name of Lead Firm (and any sub-contractors) and Date of Establishment

Name and Title of Lead Contact (and contact for any sub-contractors)

Business Address, Contact Email, business phone and cell phone

Scope of Work (See Section 2 of RFP for additional details)

Description of the technical approach proposed for accomplishment of the work.

Proposed Schedule and work plan for the accomplishment of the work described.

Proposed itemized (lump sum by deliverable) Project Budget for scope of work identified in Section 2, including: 1) Website Design and Build; 2) Website Maintenance & Training; 3) Website Hosting.

Qualifications and Technical Competence

Qualifications and technical competence of lead firm (and subconsultants) in the type of work required.

Listing of Key Personnel and their qualifications and experience

References (please provide 2 to 5)

Name of Organization and Contact Name

Year Contracted and Contract Term

Contact Phone Numbers and Email Addresses