To Whom It May Concern:

The City and County of Denver, acting by and through its Board of Water Commissioners, ("Denver Water") is pleased to issue this Request for Proposal (RFP) for an Intranet Platform and Design. All Proposals received by Denver Water by Friday, Oct. 23, 2015, will be carefully evaluated and receive equal consideration.

Proposals should be mailed to or delivered to:

Denver Water
1600 West 12th Avenue
Denver, Colorado  80204-3412
Attention: Sabrina Hall

Proposals received after the above date and time may not be considered. If necessary, the field will be narrowed by a review committee. The chosen contractor will be required to sign Denver Water's contract documents and begin at a date set by the Director of Public Affairs. It is anticipated that the work associated with this contract will begin in December 2015.

If you have any questions concerning the attached RFP, please contact Sabrina Hall, Denver Water's Manager of Organizational Communication, at 303-628-6324.
REQUEST FOR PROPOSAL (RFP)

INTRANET PLATFORM AND DESIGN FOR DENVER WATER

Oct. 5, 2015

Submit Proposal by Friday, Oct. 23, 2015, by 3:00 p.m. Mountain Daylight Time, to:

Denver Water
1600 West 12th Avenue
Denver, CO  80204-3412
Attention: Sabrina Hall
REQUEST FOR PROPOSAL (RFP)
FOR INTRANET PLATFORM AND DESIGN

SECTION I
INSTRUCTIONS FOR RESPONDING TO RFP

A. Proposals must be received no later than **Friday, Oct. 23, 2015, 3:00 p.m. Mountain Daylight Time.** Proposal must be in the format noted, for evaluation purposes. Denver Water reserves the right to disqualify any proposal submitted incorrectly.

B. Submit Proposals to: Denver Water
   1600 West 12th Avenue
   Denver, CO 80204-3412
   Attention: Sabrina Hall

C. Submit two (2) hard copies of proposal and one copy on a USB.

D. Contact: Sabrina Hall, Denver Water’s Manager of Organizational Communication, at 303-628-6324
SECTION II
GENERAL INFORMATION

INTRODUCTION:

Denver Water is an independent City agency providing water to the citizens of the City and County of Denver, and those surrounding areas that have water service contracts with Denver Water. Denver Water proudly serves high-quality water and promotes its efficient use to approximately 1.3 million people. Established in 1918, the utility is a public agency not funded by taxes, but by water rates and new tap fees. It is Colorado's oldest and largest water utility.

Its total water service area is approximately 300 square miles. One of the largest water utilities between the Mississippi River and California, Denver Water ensures a continuous supply of water to the City and County of Denver and nearly 50 percent of Denver Water customers who live in the surrounding suburbs. Denver Water is non-union and has approximately 1,100 employees. Its administration complex is located at 1600 West 12th Avenue, Denver, Colorado 80204.

A five-member Board of Water Commissioners is appointed by the Mayor of Denver to staggered six-year terms. The Board appoints a Manager who is chief executive officer of day-to-day operations. The Manager also serves as Secretary to the Board. Denver Water operates from the Water Works Fund, which ensures the separation between City Hall and the Water Board. The general city government has no access to the Water Works Fund and the Water Board has no access to the city's general fund. Both funds, however, are accounted for by the City Auditor. Revenues are generated from the sale of water to Denver and suburban customers and from the sale of hydropower to electric utility companies.

BACKGROUND:

Denver Water created its current SharePoint-based intranet site in 2010. When the site was designed, we worked with a contractor to create a custom layer over SharePoint to look and function like an intranet, as opposed to the standard SharePoint appearance and features. With subsequent SharePoint upgrades, it has proven to be difficult and costly to upgrade the home page and templates of the site. Additionally, SharePoint is not a content management system, and does not offer many features that make a good intranet platform.

In terms of organization, the information architecture has become cluttered and difficult for employees to intuitively find the information they need.

Denver Water is seeking a new technology solution for its intranet that is not built on SharePoint, however SharePoint will continue to be used for the organization's team sites. The selected respondent will implement a modern, flexible and user-friendly new intranet.

EVALUATION PROCESS:

A. Proposals shall be evaluated by specific criteria set forth in this RFP. All proposals considered “responsive” shall be evaluated for completeness of data provided, support for all claims made, and the overall approach taken. The objective is to select the organization, through the outlined evaluation process, whose proposal is judged to be in the best interest of Denver Water.

B. Denver Water may reject proposals if:

1. The respondent misstates or conceals any material fact.  
2. The proposal does not strictly conform to the law or requirements.
3. The proposal is conditional.

Proposals that are deemed incomplete or non-conforming with instructions and requirements of the RFP may not be given further evaluation. Denver Water reserves the right to reject any or all proposals.

C. Evaluation Criteria:

The respondent whose credentials and submittal best meet Denver Water’s needs will be selected to perform this project. Evaluation criteria will consist of, but may not be limited to, the following:

1. Demonstrated intranet design and implementation track record.
2. Quality of samples provided.
3. Thoroughness of proposal.
4. Responsiveness of proposal to RFP.
5. Demonstrated understanding of the purpose and desired outcomes of this project.
6. Demonstrated understanding of Denver Water intranet needs.
7. Cost will be considered but will not be the deciding factor in selecting the winning proposal.
8. Client references

PROJECT SCOPE OF WORK

Project deliverables include but are not limited to:

- Detailed production schedule with listed milestones.
- Technology platform/content management system for new intranet. In proposal please indicate if solution can be hosted on internal servers, on the cloud, or if both options are available.
- New design that meets Denver Water’s brand standards, which will be provided to selected respondent.
- Streamlined information architecture.
- Design and respective coding (if applicable) for homepage and interior, lower-level pages
- Method of communication for tracking project deliverables, status and reporting bugs.
- Ability to work with Denver Water’s IT to determine security and permissions.

Information Design/Site Architecture/Web Analytics
- Analyze and recommend improvements as to how information is currently organized, updated, and maintained.
- Deliver scalable information architecture to help better organize current content, improve overall usability, and accommodate future growth, including new content.
- Include extensive search function.
- Intranet must have website analytical component such as Google Analytics.

Graphic Design and Branding
- Design and deliver a cohesive, extensible visual graphic design and identity system for the site.
- Create and deliver wireframes to detail all elements to be included on key pages, and site navigation.
• Style guide that can be utilized to maintain and grow the site.
• The vendor will provide three rounds of design comp reviews and final products.
• Creation of page templates (e.g. home page, news/feature page, sub-pages).

User Functionality and Interactivity
• Create intranet home page with interactive features that highlight organizational news and announcements; employee dialogue (we currently use Yammer); and other functions and tools listed in Section e — specification table.
• Calendar of project milestones/schedule.
• Search function.
• Email sign-up function, for visitors to sign up to receive project updates.
• Video and photo library capabilities.

Content
• Determine ideal intranet platform/CMS to meet Denver Water’s needs. A team of employees will be responsible for updating the site, so a content management system is required that can be easily accessed from multiple users, and that is easy to use.
• Assist in the migration of existing intranet content to new site structure.
• Printable page option.

TECHNOLOGY REQUIREMENTS:
• New site must render correctly in the major browsers: Google Chrome, Internet Explorer, Safari, Microsoft Edge and Firefox.
• Include test/development area.
• Compatibility with mobile devices.

PROPOSED TIMELINE:

December 2015 – April 2016
REQUIRED INFORMATION:

A. Format:

To ensure consistency, Proposals must conform to the following format:
1. Cover Letter
2. Table of Contents
3. Sections
   a. Introduction
   b. Qualifications
   c. Other Information
   d. References
   e. Methodology/Proposed Work Plan/Specification Table
   f. Portfolio of work
   g. Timetable
   h. Pricing

Section a – Introduction
This section must contain information about the vendor’s experience and background. Include complete information regarding experience with this type of project, number of years, number of staff, etc.

Are you CERTIFIED by: Denver Office of Economic Development (City and County of Denver), Women Business Enterprise National Council (WBENC), Rocky Mountain Minority Supplier Development Council (RMMSDC) or the Small Business Administration (8a) as a SMWBE? Please answer yes or no. If yes, certificate must be provided with RFP response.

Section b – Qualifications
This section must contain qualifications of the vendor. Please submit resumes of key personnel who will be assigned to this contract, including years of experience and qualifications.

Note: Respondents may be required to demonstrate financial stability by submitting financial statements (Balance Sheet, Income Statement, and Statement of Cash Flow) prior to awarding of contract.

Section c – Other Information
This section should address any other information necessary for a full understanding of services offered, i.e. what differentiates the intranet agency from others in the market.

Note: Denver Water is committed to doing business with SMWBE firms and requires that the selected company demonstrates its intent and ability to meet a SMWBE participation goal of at least five (5) percent for any subcontracted services.

Section d – References
Provide a minimum of two (2) references, including contact person, phone number, address, email address, description of service performed, and date of service (include local contacts).

Section e - Methodology/Proposed Work Plan*
Describe methodology for developing and recommending an approach based on understanding of Denver Water’s needs.
As part of methodology/proposed work plan, please complete specification table below.

**Section f – Portfolio of Work**
Please include a portfolio of work that demonstrates an expertise in microsite and/or website design and information architecture.

**Section g – Timetable**
Propose a timetable for development and implementation.

**Section h – Pricing**
Submit schedule of hourly fees of individuals the vendor intends to use in servicing the Denver Water account. Also include pricing estimate as described above.

**To be completed with Section e – Methodology/Proposed Work Plan**

**DENVER WATER INTRANET SPECIFICATION TABLE**

<table>
<thead>
<tr>
<th>Denver Water Intranet Features</th>
<th>Vendor Solution Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below are the ideal features of Denver Water’s new intranet. Please indicate the availability of each feature with the solution you are proposing, using the key on the right.</td>
<td>(O = out of the box; D = requires development; N = not available)</td>
</tr>
<tr>
<td>Breadcrumb navigation</td>
<td></td>
</tr>
<tr>
<td>Mobile responsive design</td>
<td></td>
</tr>
<tr>
<td>Rotating banners on home page that link to site pages</td>
<td></td>
</tr>
<tr>
<td>Phone directory feature (could be a link that goes to our current directory)</td>
<td></td>
</tr>
<tr>
<td>Area for company news</td>
<td></td>
</tr>
<tr>
<td>Company calendar that’s filtered by subject/category; employees can add events to calendar themselves, but there is workflow where designated team can approve</td>
<td></td>
</tr>
<tr>
<td>User-generated classified ads/marketplace, but there is workflow where designated team can approve</td>
<td></td>
</tr>
<tr>
<td>Video gallery or ability to embed videos from YouTube</td>
<td></td>
</tr>
<tr>
<td>Robust Web analytics</td>
<td></td>
</tr>
<tr>
<td>Polling feature</td>
<td></td>
</tr>
<tr>
<td>Ability to comment on content</td>
<td></td>
</tr>
<tr>
<td>Ability to integrate Yammer</td>
<td></td>
</tr>
<tr>
<td>Hide/expire feature for Web pages and assets</td>
<td></td>
</tr>
<tr>
<td>Daily e-newsletter link/view on home page; archive for all daily e-newsletters</td>
<td></td>
</tr>
<tr>
<td>Each end user has the ability to customize an area on their home page for most used/favorite links</td>
<td></td>
</tr>
<tr>
<td>Can connect to or display SharePoint document libraries</td>
<td></td>
</tr>
<tr>
<td>Workflow within intranet content creation and approval</td>
<td></td>
</tr>
<tr>
<td>Robust site search function</td>
<td></td>
</tr>
<tr>
<td>Single sign-on</td>
<td></td>
</tr>
<tr>
<td>Able to sync with Active Directory</td>
<td></td>
</tr>
<tr>
<td>Power users have the flexibility to customize site’s CSS and add site enhancements with a workflow where designated team can approve.</td>
<td></td>
</tr>
<tr>
<td>Ability to revert page content to previous version.</td>
<td></td>
</tr>
</tbody>
</table>