



CITY OF HIDDEN HILLS

REQUEST FOR PROPOSALS

WEBSITE REDESIGN AND DEVELOPMENT SERVICES

SECTION 1: INTRODUCTION AND PURPOSE

The City of Hidden Hills is soliciting proposals from qualified and experienced web design and development firms to provide comprehensive website redesign, development, hosting, training, and ongoing maintenance services for the City's municipal website at www.hiddenhills.gov.

The City of Hidden Hills is a small, incorporated gated equestrian community located in the western San Fernando Valley of Los Angeles County. Incorporated in 1961, Hidden Hills spans approximately 1.7 square miles and serves approximately 1,700 residents with a staff of approximately 6 FTE. The City seeks a responsive and experienced web vendor who understands the communication and transparency needs of small local government agencies.

The existing City website requires a comprehensive redesign and upgrade to improve usability, visual appeal, mobile responsiveness, and functionality. The City is also planning an AI Digital Library Initiative (target launch: mid-2026) and seeks a vendor capable of supporting integration of digital library resources into the new site architecture, where applicable.

SECTION 2: SCOPE OF WORK

The selected firm shall provide all services necessary to redesign, develop, launch, and maintain the City's website. All services shall be delivered in accordance with the terms of the City's standard Professional Services Agreement.

2.1 Discovery and Planning

- Conduct a project kick-off meeting with City staff to confirm goals, priorities, content strategy, and sitemap
- Develop and present a proposed sitemap and site architecture for City review and approval
- Provide wireframes for all key page layouts for City approval prior to design development

2.2 Design and Development

- Redesign the website utilizing the existing City logo and City-supplied branding assets
- Develop up to two (2) homepage design comps for City review, including one (1) round of City-directed revisions per approved design
- Create layouts for all secondary-level content pages (not to exceed fifty [50] total pages); one (1) round of City-directed alterations per page
- Transfer and migrate content from existing static pages per the approved sitemap

- Develop and configure a Content Management System (CMS) preferably WordPress, enabling City staff to manage and update site content independently
- Implement responsive design for full mobile, tablet, and desktop browser compatibility
- Install and configure an SSL certificate

2.3 Required Functionality and Features

The redesigned website shall include, at a minimum, the following functionality:

- Site search
- Image gallery with the ability to embed videos
- Homepage slider/banner for featured and urgent content
- Urgent/breaking news bulletin capability
- News and events feed
- Community calendar
- Contact form
- E-newsletter signup integration (e.g., MailChimp or equivalent)
- Agendas and meeting minutes portal for City Council
- City Council and staff directory/organization page
- Photo gallery and document organizer
- Accessibility compliance (WCAG 2.1 AA standard minimum)
- Integration capability for future digital library resources (e.g., embedded catalog widget or dedicated landing page)

2.4 Transition, Testing, and Launch

- Provide a pre-live development environment for City review and testing prior to launch
- Include two (2) rounds of changes per page during the pre-live review period
- Correct all bugs or improperly functioning features for a minimum of thirty (30) days following launch
- Upon City approval, launch the redesigned website

2.5 Training

- Provide initial training for designated City staff (Trainee(s)) to manage and update website content
- Training to be conducted via conference call or video meeting on a mutually agreed date
- Include a minimum of three (3) hours of training; additional training to be quoted separately
- Provide written documentation or user guides for common CMS tasks

2.6 Annual Hosting and Ongoing Maintenance

- Provide ongoing website hosting, including physical hosting and SSL registration; quote annual hosting fee separately
- Conduct regular site backups on at least a quarterly basis; more frequent backups available upon request at mutually agreed cost

- Alert City when platform or security updates are required; perform updates in a development environment prior to live deployment
- Provide post-launch support; all additional support beyond base scope to be billed at proposer's stated hourly rate

2.7 Professional Services — Out-of-Scope Work

Services outside the scope of this agreement (including additional design work, content changes, new functionality, and any other non-covered items) shall be billed at the contractor's stated hourly professional services rate. Proposers shall provide their standard and after-hours hourly rates in their cost proposal.

Note: The above prices do not include original or stock photography, original illustrations, logo design, writing, Search Engine Optimization, domain name registration fees, or email accounts/addresses, unless specifically stated.

SECTION 3: PROPOSAL REQUIREMENTS

Interested firms must submit a complete proposal that addresses all of the following:

- **Firm Overview** — A brief introduction to your firm, including years in operation, firm size, areas of expertise, and your experience serving local government or public sector clients.
- **Relevant Experience** — Demonstrated experience designing and developing websites for public agencies, cities, or municipalities in California. Include a summary of at least three (3) current or recently completed comparable engagements, including client name, project URL (if live), and a brief description of scope.
- **Proposed Service Approach** — A detailed description of your firm's methodology for completing the scope of services, including a preliminary project schedule with key milestones, your content migration approach, and your process for City review and approvals.
- **Staffing & Key Personnel** — Identification of the project manager and key personnel assigned to this engagement, including their qualifications and relevant experience.
- **Itemized Fee Proposal** — A fixed-price fee for the complete website redesign and development scope, with the following items itemized separately: (1) website redesign and development (fixed fee); (2) annual hosting fee (per year); (3) hourly rate for out-of-scope and post-launch support work; and (4) any optional add-ons. State your payment terms and any deposit requirements.
- **References** — A minimum of three (3) professional references from comparable public agency or municipal website projects, including contact name, organization, phone number, and email address.

- **Insurance** — Statement of ability to meet the City's minimum insurance requirements as outlined in Section 7, and a commitment to provide required certificates prior to contract execution.
- **Vendor Presentation** — Shortlisted firms will be invited to deliver an in-person or virtual presentation and live demonstration of comparable website work to City staff. Presentations are tentatively scheduled for the week of June 1, 2026. The City will notify shortlisted firms of their selection for presentation no later than the week of May 25, 2026.

SECTION 4: SUBMISSION INSTRUCTIONS

Proposals must be submitted no later than May 15, 2026, at 5:00 PM PST. Late submissions will not be accepted.

Please submit your proposal electronically to:

Amber Servin, Interim Assistant City Manager

City of Hidden Hills

Email: staff@hiddenhillscity.org

Phone: (818) 888-9281

All proposals must be submitted in PDF format. The subject line of the email should read: "*RFP Submission — Website Redesign & Development — (Firm Name).*"

All proposals shall remain valid for ninety (90) days from the submission deadline. The City reserves the right to request additional information or clarification from any proposer at any time during the evaluation process.

SECTION 5: EVALUATION & SELECTION PROCESS

Proposals will be evaluated by City staff using the following criteria. Following the initial review and scoring period, shortlisted firms will be invited to deliver a presentation and live demonstration of their work to City staff. Presentations are tentatively scheduled for the week of June 1, 2026. The City reserves the right to request additional information or clarification at any stage of the evaluation process.

EVALUATION CRITERIA	WEIGHT
Relevant experience with public agency or municipal website projects	25%
Quality and clarity of the proposed approach, methodology, and project schedule	20%
Portfolio of comparable work and professional references	20%
Fee proposal (competitiveness, transparency, and value)	15%

Firm capacity, project team qualifications	5%
Vendor presentation and live demonstration of comparable work	15%

SECTION 6: GENERAL CONDITIONS & DISCLAIMERS

- The City of Hidden Hills reserves the right to accept or reject any or all proposals, to waive informalities, and to select the proposal deemed most advantageous to the City.
- Issuance of this RFP does not constitute a commitment by the City to award a contract or to pay any costs incurred in the preparation of a proposal.
- All proposals submitted become the property of the City of Hidden Hills.
- The City reserves the right to request additional information or clarification from any proposer at any time during the evaluation process.
- Proposals submitted to the City may be subject to disclosure under the California Public Records Act.
- By submitting a proposal, each firm certifies that it has no conflict of interest with the City of Hidden Hills and that its submission is made in good faith without collusion or fraud with any other person or entity.

SECTION 7: INSURANCE REQUIREMENTS

The selected firm shall maintain the following minimum insurance coverage throughout the term of the agreement:

- Commercial General Liability — \$1,000,000 per occurrence / \$2,000,000 aggregate.
- Professional Liability (Errors & Omissions) — \$1,000,000 per claim and in the aggregate.
- Automobile Liability — Minimum amounts required by the State of California for business use.
- Workers' Compensation — As required by the State of California; Employer's Liability of at least \$1,000,000.

The City of Hidden Hills, its elected officials, officers, employees, and agents shall be named as additional insureds. All certificates of insurance and endorsements must be approved by the City Manager prior to commencement of performance.

SECTION 8: CONTRACT INFORMATION

The selected firm will be required to enter into the City's standard Professional Services Agreement. All work products, documents, and deliverables developed under the contract shall be and remain the property of the City of Hidden Hills without restriction or limitation upon its use or dissemination. The contractor's Responsible Principal shall serve as the primary liaison to the City and shall not be reassigned without the City's prior written consent.

SECTION 9: CONFLICT OF INTEREST

By submitting a proposal, each firm certifies that it has no known conflict of interest with the City of Hidden Hills, its officers, or employees, and that its proposal is made in good faith without

collusion, fraud, or unlawful agreement with any other person or entity. Contractor shall not accept any employment or representation during the term of the agreement that may make Contractor financially interested in any decision made by the City in connection with work performed under the agreement.

SECTION 10: PUBLIC RECORDS STATEMENT

Proposals submitted to the City of Hidden Hills may be subject to public disclosure under the California Public Records Act (Government Code § 6250 et seq.). Proposers are encouraged to identify any information they consider proprietary or confidential, though the City cannot guarantee the confidentiality of any submitted materials.

SECTION 11: QUESTIONS & CONTACT INFORMATION

All questions regarding this RFP must be submitted in writing via email no later than April 27, 2026. Questions and responses will be shared with all prospective proposers to ensure a fair and transparent process.

Please direct all inquiries to:

Amber Servin, Interim Assistant City Manager

City of Hidden Hills

Email: staff@hiddenhillscity.org

Phone: (818) 888-9281

We appreciate your interest in serving the City of Hidden Hills and look forward to reviewing your proposal.

PROPOSED PROJECT TIMELINE AND MILESTONES

MILESTONE	DATE
City Council Authorization of RFP Release	April 20, 2026
RFP Release Date	April 21, 2026
Questions / Clarifications Deadline	April 27, 2026
City Response to Questions Issued	April 30, 2026
Proposal Submission Deadline	May 15, 2026, at 5:00 PM PST
Proposal Review and Scoring by Staff	May 18-22, 2026
Vendor Presentation	Week of June 1, 2026
Award Notification	Week of June 8, 2026
City Council Contract Award	July 13, 2026
Contract Negotiation and Execution	Week of July 13, 2026

Website Redesign Kick-Off

July 27, 2026 (Target)

Website Launch

November 2026 (Target)