



**City of Kirkland  
Request for Proposal**

**Shop Local Kirkland Website Development,  
Subscription and Services Consultant  
(SLK Phase 2)**

**Job # 37-21-CMO**

**Issue Date: Friday, October 29th, 2021**

**Due Date: Friday, November 19<sup>th</sup>, 12:00 p.m. (Pacific Time)**

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## REQUEST FOR PROPOSALS

Notice is hereby given that proposals will be received by the City of Kirkland, Washington, for:

### **Shop Local Kirkland Website Development, Subscription and Services Consultant (SLK Phase 2)**

File with Purchasing, Finance Department, 123 5<sup>th</sup> Ave, Kirkland WA, 98033 .

Proposals received later than **12:00 PM, November 19, 2021 will not** be considered.

A copy of this Request for Proposal (RFP) may be obtained from City's website at <http://www.kirklandwa.gov/> Locate by clicking on "Business" at the top of the webpage and then "Doing Business with the City". Call 425-587-3123 if you are unable to access RFP documents online.

The City of Kirkland reserves the right to reject any and all proposals and to waive irregularities and informalities in the submittal and evaluation process. This RFP does not obligate the City to pay any costs incurred by respondents in the preparation and submission of a proposal. Furthermore, the RFP does not obligate the City to accept or contract for any expressed or implied services.

A Service Provider response that indicates that any of the requested information in this RFP will only be provided if and when the Service Provider is selected as the apparently successful Service Provider is not acceptable, and, at the City's sole discretion, may disqualify the proposal from consideration.

The City of Kirkland assures that no person shall, on the grounds of race, color, national origin, or sex be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. The City of Kirkland further assures that every effort will be made to ensure non-discrimination in all of its programs and activities, whether those programs are federally funded or not.

In addition to nondiscrimination compliance requirements, the Service Provider(s) ultimately awarded a contract shall comply with federal, state and local laws, statutes and ordinances relative to the execution of the work. This requirement includes, but is not limited to, protection of public and employee safety and health; environmental protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects.

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**Dated this 29<sup>th</sup> day of October, 2021**

Jay Gewin  
Purchasing Agent  
425-587-3123  
City of Kirkland

**Published: Seattle Times – October 29<sup>th</sup> and November 5<sup>th</sup>.**

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## **CITY BACKGROUND INFORMATION**

The City of Kirkland is located on the eastern shore of Lake Washington. It is a suburban city, surrounded by other suburban cities and pockets of unincorporated King County. The City is near several major transportation routes including Interstate 405, State Route 520, and Interstate 5. These routes connect the City economically and socially to the greater Seattle area.

At the time of incorporation in 1905, the City of Kirkland's population was approximately 530. The current estimated population is 92,175. Kirkland is the tenth largest city in the State of Washington and the fifth largest in King County.

Since its incorporation, Kirkland has grown in geographic size to eighteen square miles - approximately twenty times its original size. This growth occurred primarily through the consolidation of the cities of Houghton and Kirkland in 1968, the annexations of Rose Hill and Juanita in 1988 and the annexation of North Juanita, Finn Hill, and Kingsgate areas in 2011.

Kirkland operates under a Council-Manager form of government. The City Council is the policy-making branch of Kirkland's government and consists of seven members elected at large to staggered, four-year terms. The Mayor is elected from within the Council. The City Council is supported by several advisory boards and commissions and the City Manager. The City Manager is appointed by the City Council and serves as the professional administrator of the organization, coordinating its day-to-day activities.

## **PURPOSE OF RFP**

The City of Kirkland, herein referred to as City, is soliciting proposals from qualified providers for web solutions, herein referred to as "SLK2," that fulfill the City's requirements for a secure, compliant, configurable, and feature-rich solution. The SLK website is mission critical to the Shop Local Kirkland initiative, an effort designed to assist Kirkland-based businesses and offer digital presence during and beyond the COVID-19 global pandemic, to encourage local shopping and patronage, and to consolidate business to business, education, training and procurement opportunities for local businesses. The City seeks expert implementation and deployment services to implement a pass through website that functions as a visually pleasing business listings directory; offers multiple options for linking consumers directly to businesses; accommodates easy administrative control over design, content and listings information; offers the capacity to accommodate incentive marketing efforts to drive traffic; offers the capacity for business to business interaction and resources; and is configurable for effective search engine optimization efforts.

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The purpose of this RFP is to seek proposals from qualified proposers for a state-of-the-art Web CMS/MMS implementation, according to the minimum qualifications, minimum procurement requirements, and response forms set forth in this RFP.

The City requests firm-fixed-price proposals to design, develop and implement the website, provide professional services, implement a cloud service subscription and provide ongoing support services.

## **PROJECT PURPOSE**

The long-term vision of the Shop Local Kirkland web platform is to provide an up-to-date, enticing, searchable gateway to connect consumers to local businesses in Kirkland. The purpose is to develop a 'one-click-stop' for consumers to access Kirkland-based goods, services and venues in all sectors and categories, through a visually pleasing, engaging and consumer-friendly portal enlivened with relevant content, offers and consumer-use incentives, and a range of business-to-business opportunities. The updated platform should seamlessly and logically leverage and connect users to the ExploreKirkland.com tourism portal and create a user experience that is a gateway to 'all things Kirkland' for the user to explore and engage with.

SLK is presently a web-based visual registry of Kirkland business listings. The platform's innovation is that it connects businesses with critical ecommerce and delivery service providers and enables the digital transformation of small businesses. The platform accommodates multiple transaction and delivery options for flexibility of businesses to connect and fulfill with consumers.

SLK Phase 2 intends to leverage the City's investment in this digital infrastructure to meaningfully support businesses and the community through and beyond the COVID-19 pandemic. This can be achieved by ensuring that the web platform: is contemporary, responsive, content-rich and easy to use; functionality supports staff efforts to create engagement strategies which drive consumers; offers business-to-business resources and features that add value to local enterprises. Such functionality includes but is not limited to that which enables incentive marketing, featured businesses, user-generated content, events and programs, consumer-driven search capabilities, business resources and opportunities, search engine optimization, and logical integration, beneficial with the City's existing platform ExploreKirkland.com.

The SLK digital marketplace can only be effective for the local economy if it is useful and enticing to consumers. The SLK initiative will rely on a vigorous marketing campaign to drive traffic to the marketplace and onto members' websites to purchase from or engage directly with businesses. The functions and features of the web platform must support such consumer engagement.

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## BACKGROUND

The Shop Local Kirkland (SLK) initiative was created to facilitate local shopping patterns in response to the severe impacts of the COVID-19 pandemic on local businesses. Additionally, the initiative provided a first-rung climb towards digital transformation for small businesses in need of digital capacity in an era of no-contact transactions. The development of SLK was funded by the federal Coronavirus Aid, Relief, and Economic Security (CARES) Act (2020). SLK was built as a recovery strategy to bring support to businesses in the form of customer spending and online presence, through the (digital) 'front door', rather than through the 'back door' in the form of relief monies.

The City currently operates and maintains the SLK website (<https://www.shoplocalkirkland.com/>) using a proprietary MMS platform. The current provider is Meylah Corporation. The SLK website is presently managed by City staff, working with the City's Deputy City Manager for External Affairs, the communications team, IT and other departments as needed. The City's IT personnel, the Deputy City Manager for External Affairs and communications and economic development staff will be active participants during the Web CMS/MMS procurement and implementation.

The current-state Web MMS independent of payments and tokens has the following attributes:

- Purchased and implemented in 2020;
- Used by approximately 500 Content Contributors;
- Operates on the premises;
- Functions as a pass through rather than ecommerce platform;
- Information governed under the City's privacy policy;
- To date utilized with nearly 80,000 page views;
- Does not provide administrative control over the form and function of the website;

## DEFINITIONS

For the purposes of this RFP, the following definitions apply:

- Shop Local Kirkland Solution Phase 2 (SLK2) is a website the City provides as a pass-through service for local businesses.
- Consumers are those who visit the SLK2 website.
- Businesses are those who post their business on the website.
- Administrators are subject matter experts internal to the City of Kirkland government who manage the workflow and administration for SLK2. Administrators author and edit content for publishing on SLK2.

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## **PROJECT GOALS AND OBJECTIVES**

The Goal: is to implement a modern, secure, service-oriented website that is consistent, usable, feature rich, and speedy; is reliably searchable; and is cost-efficient to operate and maintain in a stable and secure environment. The end product should be designed to:

- 1) Add value for local businesses (leads, business to business opportunities, content, visibility through search engines)
- 2) Add value for consumers (relevance, convenience, opportunities)
- 3) Be easy to manage (staff, businesses and consumers)

The Objectives: The City expects to realize the following objectives during or before the second quarter of 2022, based on the project work plan and schedule:

1. Achieve a modern UI/UX;
2. Achieve a flexible and accessible technical platform;
3. Achieve flexible and comprehensive administrative control of content;
4. Set up sitewide search functionality that is easy to use for users;
5. Provide a consistent system that is easy for nontechnical Content Contributors to use;
6. Execute functional migration of all existing data including business registration information, images, metrics to the new solution;
7. Achieve a managed/standardized content style and writing consistency;
8. Integrate with the City's other web-based applications in a seamless and secure manner, with a high degree of aesthetic consistency;
9. Achieve compliance with modern accessibility standards;
10. Provide production and staging environments;
11. Keep the City's information secure and accessible.
12. Establish a forms standard.
13. Achieve high visibility in search engines through best SEO/SEM strategies

During the implementation of the Web CMS/MMS, the City expects to meet the following objectives:

- Follow industry standard practices;
- Implement the project within scope, schedule, and cost;
- Design and deliver a fast and efficient Web CMS/MMS with modern UI/UX standards;
- Architect the Web CMS/MMS with proven Information Architecture
- Prepare and adequately train the City's staff for the change;
- Identify and reduce redundant, unnecessary and underutilized content;
- Design and execute analytics and reporting

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## **MINIMUM QUALIFICATIONS**

The proposers shall demonstrate how they meet the minimum qualifications:

### Firm Minimum Qualifications

- MQ.1 The proposer must provide enough information to demonstrate successful completion of comparable work on similar projects with customers comparable to the City of Kirkland preferably for a comparable public sector entity;
- MQ.2 Demonstrated in-house capabilities to meet and execute the Development, Design and Marketing/SEO requirements of this RFP;
- MQ.3 The proposer must provide a service-level agreement with support coverage of 24 hours a day, 7 days a week, and 365 days a year.

### Project Manager Minimum Qualifications

- MQ.4 The proposed project manager must have managed a project of a size similar to the scope of this RFP, preferably with at least one project for a public sector entity. Note that the City of Kirkland reserves the right to use its own project manager(s) if determined by the City to be appropriate.

### Solution Minimum Qualifications

- MQ.5 The proposed Web CMS/MMS must be provided to the City as either a SaaS or a cloud-based hosted solution;
- MQ.6 The proposed Web CMS/MMS solution must meet or exceed current contemporary Web Content Accessibility Guidelines (WCAG 2.1);
- MQ.7 The proposed Web CMS/MMS must meet all web services standards and specifications including server security;

The proposed Web CMS solution must ensure that City of Kirkland website data is not hosted offshore.

## **PROJECT MANAGEMENT**

The City expects industry-standard project management processes and controls:

1. Project delivery model;
2. Project deliverable acceptance;
3. Project management processes and controls;
4. Project assumptions;
5. Key management artifacts:
  - a. Project management plan (based on the City's Project Charter and the contract's statement of work);
  - b. Project schedule;
  - c. Issue management plan;



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- d. Appropriate project controls (risk log, issue log, decision log, change process/log);
  - e. Program assurance plan (metrics, artifacts, deliverables, and solution);
  - f. Project status reports/meeting schedules.

## **SCOPE OF WORK**

The City expects a proven delivery model with a supporting implementation plan and schedule. The implementation plan should be based on the proposer's best-practice implementation methodology and expert opinion. The City expects the solution provider to work on site for key workshops and meetings as mutually determined in the implementation plan and schedule. Remote work is acceptable if online meeting tools are working efficiently.

This scope of work is what the City believes it needs to be successful. However, the City expects each proposer to outline how such scope or additions or subtractions will be accomplished using the proposer's expert knowledge.

## **IMPLEMENTATION AND SUPPORT**

The scope below should be used to guide the proposers when proposing the implementation plan and pricing proposal for this RFP. The outline below is inclusive, but not necessarily an exhaustive list of required activities.

The outline is not in order of execution; it is up to the proposer to propose the implementation plan, project work plan, and schedule that reflect the outlined activities and the proposer's recommended activities and sequencing.

The City strongly prefers an agile/iterative approach for the implementation, from discovery to deployment.

Launch is the go-live date when the entire site is launched for public and internal Content Contributor use. The City expects to launch the entire new Web CMS/MMS at once. However, if it is later determined that a rolling launch approach is more beneficial based on the strengths of the Web CMS solution, the City will remain open to rollout alternatives.

The City expects a scope involving at least five phases, or a similar approach based on the proposer's expert knowledge. These phases are not necessarily indicated in sequential order:

### **1. Current State Assessment**

Goal: Ensure a thorough understanding of Kirkland's business community, the Shop Local Kirkland businesses and platform users so that the project team designs a good fit for the City:

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- a. Assess the current-state CMS/MMS (structural design, organization, standards, labeling, search, analytics, content, usability);
  - b. Understand the Shop Local Kirkland initiative's mission and programs;
  - c. Understand the key objectives of the SLK Phase 2 development;
  - d. Understand the needs of Kirkland's current and potential SLK users;
  - e. Begin the thought process for organizational and design elements;
  - f. Develop a detailed project scope and schedule based on the current-state assessment.

## **2. Design and Functionality Standards**

Goal: Establish design standards for the Web CMS/MMS based on the understanding of the City of Kirkland, the Shop Local Kirkland website, the Explore Kirkland website and industry/content best practices, with flexibility and scalability for the future.

- a. Develop a comprehensive digital design standard that is easy to maintain and flexible for changing needs, including but not limited to these key features:
  - i. Configurable templates.
  - ii. Configurable pages.
  - iii. Configurable design widgets.
  - iv. Document indexing.
  - v. Electronic forms.
  - vi. Full-text search functionality.
  - vii. Full featured text editor.
  - viii. Full featured Image editor.
  - ix. Video integration.
  - x. Search engine optimization/search engine marketing.
  - xi. Version control.
  - xii. Social media integration.
  - xiii. Google maps integration.
  - xiv. Linked website/application integration.
  - xv. Responsive deployment (iOS, Android, web).
  - xvi. Analytics configuration
    - 1. Google Analytics
    - 2. Google Search Console
    - 3. Google Tag Manager
  - xvii. Monthly Analytics Reporting
- b. Establish design style guide and standard (look and feel for the site).
- c. Define process and tools for content and data import/migration from existing content inventory.

Deliverables:

- d. Deployment model (infrastructure diagram/narrative).
- e. Information Architecture narrative/diagram.
- f. Taxonomies and metadata standards.

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- g. Design document narratives/diagrams (including site, subsite, page, reports, forms, workflows, configurations, template standards, etc.).
  - h. Design assets, wireframes, style guides (e.g., look and feel, comprehensive layout, etc.).
  - i. Defined user journeys based on user personas, with standards for findability and usability.
  - j. Configuration plan (as needed and depending on level of configuration).
  - k. Content import/migration plan (e.g., content import/migration tools [if available]).
  - l. Integration plan for existing linked websites/applications (architecture and control documents).
  - m. Business process for coexistence period (e.g., content changing in old CMS while new CMS pages are deploying).
  - n. Business process for approval workflow.
  - o. Test plans (e.g., unit, system, integration, performance/load, recovery, security, regression, usability, stability, acceptance, responsiveness, compatibility, post-deployment verification).
  - p. Deployment plan for the Prominent Set (the prominent set is a scoped site build during the Create Landing Pages, Key Pages, and Functional Templates phase).
  - q. Analytics integration and reporting
  - r. Proper technical seo setup
  - s. On-page seo configuration
  - t. Training plan addressing:
    - i. In-person training.
    - ii. Training types: technical, system administrator, Content Contributor, user outreach.
    - iii. Self-help resource provision (documentation, videos, etc.).

### **3. Go Live Readiness**

Goal: Ensure the solution provider and the City teams start out with a common understanding of the product and implementation approach and are speaking the same “project language” in the context of the implementation.

- a) Orientation training for City project team
- b) Training and reference materials for City project team (e.g., PDF, video, etc.)
- c) Balloon of service hours to assist during and after launch

Goal: Ensure City staff have refresher training or Content Contributor training prior to launching the SLK CMS/MMS so that the City can support the site with the solution provider’s assistance.

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#### **4. Analytics and Reporting**

Goal: Comprehensive analytics and event tracking provided to the City in standardized, monthly reports including but not limited to metrics on visitors, traffic sources, bounce rate, conversions and pages visited.

#### **5. Monthly Management, Subscription**

Goal: Adequate allotted hours by Provider for monthly service and support to include: hosting, SSL, licensing for plugins and services and technology updates as needed.

### **SUBMISSION CRITERIA**

Proposals should be prepared simply, providing straightforward, concise descriptions of the applicant's capabilities to satisfy the requirements of the request.

#### **Proposals must include the following:**

1. Statement of Interest/Understanding
2. A description of qualifications, including:
  - a) Business experience
  - b) Relevant, Project-specific experience with examples, links;
  - c) Company information including time the company has been in business;
  - d) Number of employees;
  - e) Identified project manager and team, detailing their experience working on similar projects.
3. Proposed Workplan including:
  - a) Work Plan, including scope, staffing and scheduling. Provide a well-conceived Project implementation and support plan demonstrating understanding of and addressing the City's requirements and Proposer's ability to satisfy the requirements; schedule; customer service component; and approach in providing the services. Proposers may also suggest technical and/or procedural innovations, or approaches that have been used successfully for other engagements and which may provide the City with better service delivery.
  - b) Proposals should outline the following details:
    - i. Work Plan and Timeline with key deliverables, including business process reviews, tasks, and activities;
    - ii. Proposed project management services, including role of the Project Manager, on-site presence, and proposed quality assurance procedures;

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- iii. Proposed staff assigned to project with key roles, their qualifications and responsibilities, and approximate dedication of each resource and approximate time work will be completed on-site versus off-site;
  - iv. Explain roles and responsibilities the City is expected to provide;
  - v. Provide a sample project plan;
  - vi. Include a training program and describe how on-site training will be provided to staff and if any training will be done remotely.
4. Cost Schedule:
    - a) Provide proposed budget for the Scope of Work that collates to the Work Plan and Timeline
  5. Examples of relevant projects:
    - a) Provide past examples of similar projects preferably for other government entities and related to tourism and economic development.
  6. References:
    - a) Please provide three Client references.

## **PROPOSAL SUBMISSION REQUIREMENTS**

Please note: The following general requirements are mandatory for all proposals. Proposals submitted after the deadline date and time or lacking one or more of the following requirements will not be accepted.

1. We strongly encourage proposals to be submitted by email. Emailed proposals should include, "SLK Phase 2 Consultant – Job # 37-21-CMO" in the subject line and be addressed to [purchasing@kirklandwa.gov](mailto:purchasing@kirklandwa.gov). Emailed proposals must be in MS Word or PDF format and cannot exceed 20MB. **This is the preferred submission format.**
2. If paper proposals are being submitted, they must consist of one original and one copy.
3. Please include your name, business name, business address, email address, phone number and fax number if applicable.
4. All proposals must include the legal name of the organization, firm, individual or partnership submitting the RFP. Include the address of the principle place of business, phone numbers, emails, and primary contact person.
5. To be evaluated, a proposal must address all requirements and instructions contained within.
6. Maximum page count for proposals is 15 pages. Front and back is considered 2 pages.

**Questions:** Questions regarding the scope of work, RFP and evaluation process must be submitted in writing and should be addressed to Jay Gewin, Purchasing Agent via e-mail at [jgewin@kirklandwa.gov](mailto:jgewin@kirklandwa.gov) . The deadline to submit questions is 4:00 PM on November 9, 2021.

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**Submittal Instructions:** Proposals must be received by no later than 12:00 p.m. on November 19<sup>th</sup>, 2021.

As an alternate to email, proposals (original and one copy) can be mailed to:

City of Kirkland  
ATTN: Purchasing staff – 37-21-CMO  
123 5<sup>th</sup> Avenue  
Kirkland, WA 98033

**SUBMISSION DEADLINES**

The procurement schedule for this project is as follows:

Note: The City reserves the right to adjust this schedule as necessary.

<b>Event</b>	<b>Date</b>
RFP Release	Friday, October 29, 2021
Questions Due	Tuesday, November 9, 2021 – 4:00 PM
Answers Released	Friday, November 12, 2021
Proposals Due	Friday, November 19, 2021 – 12:00 PM
Finalists Announced	Tuesday, November 23, 2021
Demonstrations/Interviews	Week of November 29-Dec. 3, 2021
Apparent Successful Vendor Announcement	Monday, December 6, 2021
Anticipated Contract Agreement	Monday, December 13, 2021

**RFP OFFICIAL CONTACT**

Upon release of this RFP, all vendor communications concerning the overall RFP should be directed to the RFP Coordinator listed below. Unauthorized contact regarding this RFP with other City employees may result in disqualification. Any oral communications will be considered unofficial and non-binding on the City. Vendors should rely only on written statements issued by the RFP Coordinator.

Jay Gewin  
Purchasing Agent  
City of Kirkland | Finance and Administration  
123 5th Ave Kirkland, WA 98033  
[purchasing@kirklandwa.gov](mailto:purchasing@kirklandwa.gov)

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## **SELECTION CRITERIA**

The City will make a selection based on the evaluation of the written proposals. The City may also conduct an interview process with scoring used to determine the selected proposer. The City may elect to interview some or all proposers. The City reserves the right to make a selection based only on the evaluation of the written proposals. Written proposals and interviews will be evaluated based on the following criteria:

Statement of Interest/Understanding	10
Company background and prior experience	10
Experience and qualifications of assigned personnel	20
Scope of work approach	30
Cost schedule	<u>30</u>
Total	100

## **SELECTION PROCESS**

A selection committee will review all proposals, select finalists and may conduct interviews prior to making the final selection of the consultant.

Prior to the commencement of work, the City and the selected consultant will meet either virtually or in person to settle contract details. A notice to the consultant of the City's award will constitute notice to proceed. The City is not responsible for any costs incurred by the consultant in the preparation of the proposal. Once submitted to the City, all proposals will become public information.

## **CONTRACT**

The Consultant and the City will execute a Professional Services Agreement for the Shop Local Kirkland Website Development, Subscription and Services Consultant (SLK Phase 2) role including all the requirements found in the sample agreement shown as Attachment A.

## **TERMS AND CONDITIONS**

- A. The City reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.

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- B. Proposers responding to this RFP must follow the procedures and requirements stated in the RFP document. Adherence to the procedures and requirements of this RFP will ensure a fair and objective analysis of your proposal. Failure to comply with or complete any part of this RFP may result in rejection of your proposal.
  - C. The City reserves the right to request clarification of information submitted, and to request additional information on any proposal.
  - D. The City reserves the right to award any contract to the next most qualified agency, if the successful agency does not execute a contract within 30 days of being notified of selection.
  - E. Any proposal may be withdrawn up until the date and time set above for opening of the proposals. Any proposal not so timely withdrawn shall constitute an irrevocable offer, for a period of one hundred and twenty (120) days to sell to the City the services described in the attached specifications, or until one or more of the proposals have been approved by the City administration, whichever occurs first.
  - F. The contract resulting from acceptance of a proposal by the City shall be in a form supplied or approved by the City and shall reflect the specifications in this RFP. A copy of the City's standard Professional Services Agreement is available for review (see attachment A). The City reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP and which is not approved by the City Attorney's office.
  - G. The City shall not be responsible for any costs incurred by the agency in preparing, submitting or presenting its response to the RFP.
  - H. Any material submitted by a proposer shall become the property of the City. Materials submitted after a contract is signed will be subject to the ownership provision of the executed contract.
  - I. The City reserves the right not to award any portion of this RFP or the project in entirety if it finds that none of the proposals submitted meets the specific needs of the project. The City reserves the right to modify the scope of work and award portions of this RFP to the selected vendor. The City reserves the right to award this work to multiple vendors if the scope of work would be best completed by multiple vendors and their associated experience.



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## **COOPERATIVE PURCHASING**

Chapter 39.34 RCW allows cooperative purchasing between public agencies in the State of Washington. Public agencies which have filed an Intergovernmental Cooperative Purchasing Agreement with the City may purchase from City contracts, provided that the consultant agrees to participate. The City does not accept any responsibility for contracts issued by other public agencies, however.

## **PUBLIC DISCLOSURE**

Once submitted to the City, proposals shall become the property of the City, and all proposals shall be deemed a public record as defined in "The Public Records Act," chapter 42 section 56 of the RCW. Any proposal containing language which copyrights the proposal, declares the entire proposal to be confidential, declares that the document is the exclusive property of the proposer, or is any way contrary to state public disclosure laws or this RFP, could be removed from consideration. The City will not accept the liability of determining what the proposer considers proprietary or not. Therefore, any information in the proposal that the proposer claims as proprietary and exempt from disclosure under the provisions of RCW 42.56.270 must be clearly designated as described in the "Proprietary Material Submitted" section above. It must also include the exemption(s) from disclosure upon which the proposer is making the claim, and the page it is found on must be identified. With the exception of lists of prospective proposers, the City will not disclose RFP proposals until a bid selection is made. At that time, all information about the competitive procurement will be available with the exception of: proprietary/confidential portion(s) of the proposal(s), until the proposer has an adequate opportunity to seek a court order preventing disclosure. The City will consider a proposer's request for exemption from disclosure; however, the City will make a decision predicated upon RCW 42.56.

## **DBE (DISADVANTAGED BUSINESS ENTERPRISE) PARTICIPATION**

The City encourages DBE firms to submit qualifications and encourages all firms to team with DBE firms in their pursuit of this project.

## **FEDERAL DEBARMENT**

The Bidder shall not currently be debarred or suspended by the Federal government. The Bidder shall not be listed as having an "active exclusion" on the U.S. government's "System for Award Management" database ([www.sam.gov](http://www.sam.gov)).



**PROFESSIONAL SERVICES AGREEMENT**  
**Shop Local Kirkland Website Development, Subscription and Services**  
**Consultant (SLK Phase 2)**  
**PSA 6/30/2020**

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The City of Kirkland, Washington, a municipal corporation ("City") and \_\_\_\_\_, whose address is \_\_\_\_\_ ("Consultant"), agree and contract as follows.

In consideration of the mutual benefits and conditions set forth below, the parties agree as follows:

**I. SERVICES BY CONSULTANT**

- A. The Consultant agrees to perform the services described in Attachment \_to this Agreement, which attachment is incorporated herein by reference.
- B. All services and duties shall be conducted and performed diligently, completely and in accordance with professional standards of conduct and performance.

**II. COMPENSATION**

- A. The total compensation to be paid to Consultant for these services shall not exceed \$\_\_\_\_\_, as detailed in Attachment \_\_\_\_\_.
- B. Payment to Consultant by the City in accordance with the payment ceiling specified above shall be the total compensation for all services performed under this Agreement and supporting documents hereto as well as all subcontractors' fees and expenses, supervision, labor, supplies, materials, equipment or the use thereof, reimbursable expenses, and other necessary incidentals.
- C. The Consultant shall be paid on the basis of invoices submitted. Invoicing will be on the basis of percentage complete or on the basis of time, whichever is applicable in accordance with the terms of this Agreement.
- D. The City shall have the right to withhold payment to Consultant for any services not completed in a satisfactory manner until such time as Consultant modifies such services to the satisfaction of the City.
- E. Unless otherwise specified in this Agreement, any payment shall be considered timely if a warrant is mailed or is available within 45 days of the date of actual receipt by the City of an invoice conforming in all respects to the terms of this Agreement.

**III. TERMINATION OF AGREEMENT**

The City or the Consultant may terminate or suspend this Agreement at any time, with or without cause, by giving ten (10) days' notice to the other in writing. In the event of termination, all finished or unfinished reports, or other material prepared by the Consultant pursuant to this Agreement, shall be provided to the City. In the event the City terminates prior to completion without cause, consultant may complete such analyses and records as may be necessary to place its files in order. Consultant shall be entitled to receive just and equitable compensation for any satisfactory services completed on the project prior to the date of termination, not to exceed the payment ceiling set forth above.

#### **IV. OWNERSHIP OF WORK PRODUCT**

- A. Ownership of the originals of any reports, data, studies, surveys, charts, maps, drawings, specifications, figures, photographs, memoranda, and any other documents which are developed, compiled or produced as a result of this Agreement, whether or not completed, shall be vested in the City. Any reuse of these materials by the City for projects or purposes other than those which fall within the scope of this Agreement or the project to which it relates, without written concurrence by the Consultant will be at the sole risk of the City.
- B. The City acknowledges the Consultant's plans and specifications as instruments of professional service. Nevertheless, the plans and specifications prepared under this Agreement shall become the property of the City upon completion of the services. The City agrees to hold harmless and indemnify consultant against all claims made against Consultant for damage or injury, including defense costs, arising out of any reuse of such plans and specifications by any third party without the written authorization of the Consultant.
- C. Methodology, materials, software, logic, and systems developed under this Agreement are the property of the Consultant and the City, and may be used as either the consultant or the City sees fit, including the right to revise or publish the same without limitation.
- D. The Consultant at such times and in such forms as the City may require, shall furnish to the City such statements, records, reports, data, and information as the City may request pertaining to matters covered by this Agreement. All of the reports, information, data, and other related materials, prepared or assembled by the Consultant under this Agreement and any information relating to personal, medical, and financial data will be treated as confidential only as allowed by Washington State laws regarding disclosure of public information, Chapter 42.56 RCW

The Consultant shall at any time during normal business hours and as often as the City may deem necessary, make available for examination all of its records and data with respect to all matters covered, directly or indirectly, by this Agreement and shall permit the City or its designated authorized representative to audit and inspect other data relating to all matters covered by this Agreement. The City shall receive a copy of all audit reports made by the agency or firm as to the Consultant's activities. The City may, at its discretion, conduct an audit, at its expense, using its own or outside auditors, of the Consultant's activities which relate, directly or indirectly, to the Agreement.

Consultant will provide all original operation and maintenance manuals, along with all warranties, from the manufacturer for any equipment or items installed or supplied to the City has part of this contracted project.

The Consultant shall maintain accounts and records, including personnel, property, financial, and programmatic records, which sufficiently and properly reflect all direct and indirect costs of any nature expended and services performed pursuant to this Agreement. The Consultant shall also maintain such other records as may be deemed necessary by the City to ensure proper accounting of all funds contributed by the City to the performance of this Agreement.

The foregoing records shall be maintained for a period of seven years after termination of this Agreement unless permission to destroy them is granted by

the Office of the Archivist in accordance with RCW Chapter 40.14 and by the City.

**V. GENERAL ADMINISTRATION AND MANAGEMENT**

The \_\_\_\_\_ for the City of Kirkland shall review and approve the Consultant's invoices to the City under this Agreement, shall have primary responsibility for overseeing and approving services to be performed by the Consultant, and shall coordinate all communications with the Consultant from the City.

**VI. COMPLETION DATE**

The estimated completion date for the Consultant's performance of the services specified in Section I is \_\_\_\_\_.

Consultant will diligently proceed with the services contracted for, but consultant shall not be held responsible for delays occasioned by factors beyond its control which could not reasonably have been foreseen at the time of the execution of this Agreement. If such a delay arises, Consultant shall forthwith notify the City.

**VII. SUCCESSORS AND ASSIGNS**

The Consultant shall not assign, transfer, convey, pledge, or otherwise dispose of this Agreement or any part of this Agreement without prior written consent of the City.

**VIII. NONDISCRIMINATION**

Consultant shall, in employment made possible or resulting from this Agreement, ensure that there shall be no unlawful discrimination against any employee or applicant for employment in violation of RCW 49.60.180, as currently written or hereafter amended, or other applicable law prohibiting discrimination, unless based upon a bona fide occupational qualification as provided in RCW 49.60.180 or as otherwise permitted by other applicable law. Further, no person shall be denied or subjected to discrimination in receipt of the benefit of any services or activities made possible by or resulting from this Agreement in violation of RCW 49.60.215 or other applicable law prohibiting discrimination.

**IX. HOLD HARMLESS/INDEMNIFICATION**

To the greatest extent allowed by law the Contractor shall defend, indemnify and hold the City, its officers, officials, employees and volunteers harmless from any and all claims, injuries, damages, losses or suits including attorney fees, arising out of or in connection with performance of this Agreement, except for injuries and damages caused by the sole negligence of the City.

Should a court of competent jurisdiction determine that this Agreement is subject to RCW 4.24.115, then, in the event of liability for damages arising out of bodily injury to persons or damages to property caused by or resulting from the concurrent negligence of the Contractor and the City, its officers, officials, employees, and volunteers, the Contractor's liability hereunder shall be only to the extent of the Contractor's negligence. It is further specifically and expressly understood that the indemnification provided herein constitutes the Contractor's waiver of immunity under Industrial Insurance, Title 51 RCW, solely for the purpose of this indemnification.

This waiver has been mutually negotiated by the parties. The provisions of this section shall survive the expiration or termination of this Agreement.

## **X. LIABILITY INSURANCE COVERAGE**

The Consultant shall procure and maintain for the duration of the Agreement, insurance against claims for injuries to persons or damage to property which may arise from or in connection with the performance of the work hereunder by the Consultant, its agents, representatives, or employees. A failure to obtain and maintain such insurance or to file required certificates and endorsements shall be a material breach of this Agreement.

Consultant's maintenance of insurance as required by the agreement shall not be construed to limit the liability of the Consultant to the coverage provided by such insurance, or otherwise limit the City's recourse to any remedy available at law or in equity.

### **A. Minimum Scope of Insurance**

Consultant shall obtain insurance of the types described below:

1. Automobile Liability insurance covering all owned, non-owned, hired and leased vehicles. Coverage shall be as least as broad as Insurance Services Office (ISO) form CA 00 01 or a substitute form providing equivalent liability coverage. If necessary, the policy shall be endorsed to provide contractual liability coverage.
2. Commercial General Liability insurance shall be as least as broad as ISO occurrence form CG 00 01 and shall cover liability arising from premises, operations, stop-gap independent contractors and personal injury and advertising injury. The City shall be named as an additional insured under the Consultant's Commercial General Liability insurance policy with respect to the work performed for the City using an additional insured endorsement at least as broad as ISO CG 20 26.
3. Workers' Compensation coverage as required by the Industrial Insurance laws of the State of Washington.
4. Professional Liability insurance appropriate to the Consultant's profession.

### **B. Minimum Amounts of Insurance**

Consultant shall maintain the following insurance limits:

1. Automobile Liability insurance with a minimum combined single limit for bodily injury and property damage of \$1,000,000 per accident.
2. Commercial General Liability insurance shall be written with limits no less than \$1,000,000 each occurrence, \$2,000,000 general aggregate.
3. Professional Liability insurance shall be written with limits no less than \$1,000,000 per claim and \$1,000,000 policy aggregate limit.

**C. Other Insurance Provisions**

The insurance policies are to contain, or be endorsed to contain, the following provisions for Automobile Liability and Commercial General Liability insurance:

1. The Consultant's insurance coverage shall be primary insurance as respects the City. Any insurance, self-insurance, or self-insured pool coverage maintained by the City shall be excess of the Consultant's insurance and shall not contribute with it.
2. The Consultant shall provide the City and all Additional Insureds for this services with written notice of any policy cancellation, within two business days of their receipt of such notice.

**D. Acceptability of Insurers**

Insurance is to be placed with insurers with a current A.M. Best rating of not less than A:VII.

**E. Verification of Coverage**

Consultant shall furnish the City with original certificates and a copy of the amendatory endorsements, including but not necessarily limited to the additional insured endorsement, evidencing the insurance requirements of the Consultant before commencement of the services.

**F. Failure to Maintain Insurance**

Failure on the part of the Consultant to maintain the insurance as required shall constitute a material breach of agreement, upon which the City may, after giving five business days' notice to the Consultant to correct the breach, immediately terminate the agreement or, at its discretion, procure or renew such insurance and pay any and all premiums in connection therewith, with any sums so expended to be repaid to the City on demand, or at the sole discretion of the City, offset against funds due the Consultant from the City.

**G. City Full Availability of Consultant Limits**

If the Consultant maintains higher insurance limits than the minimums shown above, the City shall be insured for the full available limits of Commercial General and Excess or Umbrella liability maintained by the Consultant, irrespective of whether such limits maintained by the Consultant are greater than those required by this agreement or whether any certificate of insurance furnished to the City evidences limits of liability lower than those maintained by the Consultant.

**XI. COMPLIANCE WITH LAWS/BUSINESS LICENSE**

The Consultant shall comply with all applicable State, Federal, and City laws, ordinances, regulations, and codes. Consultant must obtain a City of Kirkland business license or otherwise comply with Kirkland Municipal Code Chapter 7.02.

**XII. FUTURE SUPPORT**

The City makes no commitment and assumes no obligations for the support of Consultant activities except as set forth in this Agreement.

**XIII. INDEPENDENT CONTRACTOR**

Consultant is and shall be at all times during the term of this Agreement an independent contractor and not an employee of the City. Consultant agrees that he or she is solely responsible for the payment of taxes applicable to the services performed under this Agreement and agrees to comply with all federal, state, and local laws regarding the reporting of taxes, maintenance of insurance and records, and all other requirements and obligations imposed on him or her as a result of his or her status as an independent contractor. Consultant is responsible for providing the office space and clerical support necessary for the performance of services under this Agreement. The City shall not be responsible for withholding or otherwise deducting federal income tax or social security or for contributing to the state industrial insurance of unemployment compensation programs or otherwise assuming the duties of an employer with respect to the Consultant or any employee of Consultant.

**XIV. EXTENT OF AGREEMENT/MODIFICATION**

This Agreement, together with all attachments and addenda, represents the final and completely integrated Agreement between the parties regarding its subject matter and supersedes all prior negotiations, representations, or agreements, either written or oral. This Agreement may be amended only by written instrument properly signed by both parties.

**XV. ADDITIONAL WORK**

The City may desire to have the Consultant perform work or render services in connection with the project other than provided for by the express intent of this Agreement. Any such work or services shall be considered as additional work, supplemental to this Agreement. This Agreement may be amended only by written instrument properly signed by both parties.

**XVI. NON-ENDORSEMENT**

As a result of the selection of a consultant to supply services to the City, the consultant agrees to make no reference to the City in any literature, promotional material, brochures, sales presentation or the like without the express written consent of the City.

**XVII. NON-COLLUSION**

By signature below, the Consultant acknowledges that the person, firm, association, co-partnership or corporation herein named, has not either directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in the preparation or submission of a proposal to the City for consideration in the award of a contract on the specifications contained in this Agreement.

**XVIII. WAIVER**

Waiver by the City of any breach of any term or condition of this Agreement shall not be construed as a waiver of any other breach.

**XIX. ASSIGNMENT AND SUBCONTRACT**

The Consultant shall not assign or subcontract any portion of the services contemplated by this Agreement without the prior written consent of the City.

**XX. DEBARMENT**

Recipient certifies that it is not suspended, debarred, proposed for debarment, declared ineligible or otherwise excluded from contracting with the federal government, or from receiving contracts paid for with federal funds.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the dates written below:

CONSULTANT:

CITY OF KIRKLAND:

By: \_\_\_\_\_

By: \_\_\_\_\_  
Beth Goldberg, Deputy City Manager

Date: \_\_\_\_\_

Date: \_\_\_\_\_