



**Request for Proposals  
for  
Port Web Presence Development &  
Website Replacement**

September 18, 2015

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## Introduction

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The Port of Ridgefield completed a major update of its website approximately seven years ago. At that time, the Port evaluated the needs of website users and contributors and selected the content management system (CMS) SiteFinity, now serviced by the Portland firm Grady Britton.

The current CMS supports multiple contributors so that each department has the ability to maintain and update information on the website. Website contributors are administrative staff, professional staff and a communications contractor. While the Port's website continues to serve many needs, it can be improved through an updated layout, better navigation, a more intuitive CMS, additional audience engagement features and further interface with current and emerging communication technologies.

The Port is currently undergoing a significant transition from 20 years as an agency focused almost entirely on environmental clean-up of its contaminated waterfront site and adjacent waterways to an innovative, community and economic development port. The Port owns several strategic properties ripe for triple-bottom line development by public and private partners who share the Port's vision. Those prospective partners could hail from anywhere in the world.

With its website an open window to a global audience, the Port desires that its new **web presence** not only engage with and satisfy the information needs of the local community, but that it also accurately reflects the Port's brand in order to attract appropriate development partners and new business tenants. The new web presence should also support product service design, delivery and value capture.

The Port brand espouses the Port's values: the Port is professional in all of its business dealings, its staff is expert at development and facilities management, the Port is a platform for entrepreneurial success, the Port is a convener of ideas within the larger global community as well as the local Ridgefield community, and that its executives and leaders act, and be perceived of, as thought leaders.

To achieve this brand awareness through its new website, the Port believes both a one-way and two-way dialogue are critical website platforms to engage with the Port's various audiences; the overall take-away from viewing the site should be one of an innovative, next generation (a.k.a. "bleeding edge") web presence organization that has the skills and resources to successfully accomplish large-scale development projects as well as being an approachable information source to its local constituency.

## PROJECT GOALS

The Port of Ridgefield web/social media team developed the following goals for the website replacement project:

- **Meet the users' needs:** Assist the Port in identifying and prioritizing users' needs. Improve the Port's online presence to provide more efficient, faster access to a user's desired information.
- **Add more visual interest:** Create an online presence that truly engages users. Present the Port of Ridgefield accurately: make sure the website and other online media are consistent with the Port's professional "brand."
- **Engage the energy and creativity of staff:** Make sure the website is intuitive and accessible for those who upload content.
- **Keep the scope realistic:** Improvements need to be achievable within budget and staff resources.
- **Plan for the long term:** Develop a strategy for how the Port's online presence will continue to be improved over the coming years.

## HIGH PRIORITY REQUIREMENTS

Following is a summary of items that are a high priority for the website replacement project and will be required along with other project requirements listed further in this RFP under "Scope of Services."

- Lead the Port web/social media team through a process that will provide the team with the knowledge it needs to choose the various leading and "bleeding edge" tools that are, or will be available to ensure the team does not "under imagine" the power of a new website.
- Working with the Port's brand designer, develop a homepage that is well-organized, interesting and inviting.
- Multiple ways to navigate the website and automated indexing.
- Mobile-friendly design.
- Ability to integrate website with potential online tools such as purchasing boat launch passes online, online forms, geographic integration, public records requests and permitting.
- Master calendar functionality for Port-related event and Port-sponsored community events
- Intuitive portal for content posting with backend tools that make it easy to upload graphics, photos and video.
- Content editor tools including spell check, link check, and update tracking and time control.
- Integration leveraging GIS mapping or spatial geographic data, for example, to help users view available Port property or available property owned by others in the Port district.
- Staff training and "Help" resources.
- Support agreement option for ongoing support.

## Timeline

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Proposals must be received by 2 p.m. on Friday, October 16, 2015.

Submittal address:

Attn: Wonder Baldwin, Executive Assistant, [wbaldwin@portridgefield.org](mailto:wbaldwin@portridgefield.org)

### RFP Process Timeline

Day/Date	Description
<b>September 18, 2015</b>	RFP advertised
<b>September 28, 2015 by 2 p.m.</b>	Vendors' written questions must be received by Executive Assistant Wonder Baldwin using the Question Submittal Form on page 16.
<b>October 2, 2015</b>	Written answers from the Port for pertinent questions posed on the Question Submittal Form by the above date.
<b>October 16, 2015 by 2:00 pm</b>	RFP responses must be received by the deadline at the email address above. It is the responsibility of the vendor to verify receipt of electronic submittals.
<b>October 27-November 6, 2015</b>	Vendors' responses will be analyzed and scored by the evaluation team. The total score will factor heavily into the Port's decision as to which vendors will be considered finalists.
<b>November 9, 2015 by 5:00 pm</b>	A decision is made as to which vendor(s) will be finalists. All vendors will be notified of the Port's decision.
<b>November 12, 2015</b>	Finalist vendor demos/presentations at the Port of Ridgefield.
<b>November 13-16, 2015</b>	Finalists' references may be contacted at the Port of Ridgefield's discretion.
<b>November 17, 2015</b>	Award to apparent successful vendor is made.
<b>By December 18, 2015</b>	Subject to successful negotiation of terms and conditions, notice of award to apparent successful vendor posted on website

### Preferred Project Timeline

*(subject to negotiation with selected vendor)*

**By January 15, 2015:** Meet with Port of Ridgefield team, preliminary design

**By February 29, 2016:** Complete draft website design, create implementation plan

**By March 18, 2016:** Implement new CMS in Beta, training and testing

**By March 31, 2016:** Launch new website

**By April 29, 2016:** Complete addressing follow up issues and training

## RFP Response Submittal Requirements

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### SUBMITTAL FORMAT

RFP responses are required to be in an electronic format that can be easily shared among the evaluation team. Vendors are encouraged to think creatively about the format of the submission as proof of their ability to 1) design in a way that is professional and current, 2) organize information, and 3) provide instructions for accessing your submission that makes sense to both tech-savvy and tech-challenged staff.

### SUBMITTAL CHECKLIST

Vendor response must include the following:

- Sample CMS backend tools (see below)
- Vendor background and non-collusion checklist
- Website general requirements checklist
- Proposal (maximum of 10 pages – see below)
- Pricing schedule (see below)

### SAMPLE CMS BACKEND TOOLS

Vendor shall provide online access for evaluation team members to view examples of backend tools included in the vendor's recommended content management system. Screen shots are acceptable, however interactivity will better demonstrate vendor's ability to creatively use technology.

### PROPOSAL REQUIREMENTS

Vendor proposals must be no more than 10 pages and include the following items in the following order. Provide URLs to vendor examples wherever appropriate.

1. Overview of vendor qualifications and experience.
2. Summary of vendor project management abilities and approach for the Port of Ridgefield web presence.
3. Summary of vendor architecture design abilities and approach for the architecture of the Port of Ridgefield's web presence.
4. Summary of vendor content management system (CMS) abilities and how they relate to the Port of Ridgefield's needs.
5. Summary of vendor CMS implementation abilities and approach to implementing a new CMS for the Port of Ridgefield.
6. Summary of vendor training abilities and approach for the Port of Ridgefield.
7. Description of maintenance and upgrade process and recommended maintenance plan.
8. Description of emergency response capability in case of critical failure.
9. Summaries of up to three (3) past projects.
10. At least three (3) references including phone numbers, email addresses and samples of previous web presence executions.

## PRICING SCHEDULE

Include costs for each of the following project components. Specify number of hours or flat fee.

- Project Management & strategy development
- Website Design
- Website CMS Software
- CMS Software Implementation
- Training
- Annual Maintenance Costs
- Annual Support Costs
- Reimbursable Expenses (including travel)

## Scope of Services

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### VENDOR RESPONSIBILITIES

#### 1) Project Management

The selected vendor will:

- Develop an overall project plan including a plan for the architecture design phase of website replacement, plan for working with the Port's existing brand designer to develop website visual design; CMS implementation plan, training plan, schedule, and plan for future maintenance and upgrades.
- Work with Port staff to become familiar with market, content uploaders and Port brand.
- Develop and implement a mechanism for notifying the Port of maintenance requirements and available upgrades.

#### 2) Design

The selected vendor will:

- Provide a project plan for the architecture design phase of the website replacement project.
- Redesign the Port website look and feel in concert with the Port's current brand designer that will support the Port's brand and meet current market expectations for a professional, leading to "bleeding edge" website.
- Make recommendations for content organization and key pages.
- Work with the communications contractor and other designated Port staff and advisors to determine a new website content information architecture navigation framework to support easy navigation to key Port services.
- Working with the Port's current brand designer, determine a consistent look and feel for the website, including color schemes, graphic elements, fonts and navigation tools.
- Provide a minimum of three (3) designs of the proposed website that adhere to the branding style and standards (to be provided by the Port) including mockups of up to 10 key pages.

#### 3) CMS

The selected vendor will:

- Provide a comprehensive, easy-to-use CMS solution.
- Provide a fully operational and working website framework ("information ready").
- Create website templates that meet ADA standards compliance.
- Provide a search engine solution that will support indexing of all contents within the CMS as well as external Port website resources.

#### 4) CMS Implementation

The selected vendor will:

- Work with Port staff to implement the new CMS including migration of information from the current website.
- The website shall integrate all existing e-government applications and shall be designed for easy integration of additional e-government applications.
- Install and configure website CMS software on Port server infrastructure.

## 5) Training

The selected vendor will:

- Develop a training plan.
- Provide complete training on the use of the CMS for current content uploaders.
- Provide (with prior arrangement) follow up training.
- Provide an ongoing support agreement.

## PORT OF RIDGEFIELD RESPONSIBILITIES

The Port of Ridgefield will be responsible for:

- Installation and configuration of required server infrastructure and network services where the CMS software will be installed.
- Collaborate with the website design vendor in determining key services for inclusion in the updated information architecture that will support easy navigation of the site to key Port services.
- Clean up of current website and delineation of information to be migrated to new website.
- Website governance.

## Vendor Background and Non-Collusion Checklist

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This checklist is available in an Excel document by request. Contact [wbaldwin@portridgefield.org](mailto:wbaldwin@portridgefield.org).

FULL LEGAL NAME OF COMPANY			
TYPE OF BUSINESS			
FEDERAL EMPLOYEE ID NUMBER (FEI)			
ADDRESS PORT/STATE/ZIP			
EMAIL ADDRESS			
WEBSITE ADDRESS			
PHONE			
FAX			
<b>Background Information</b>	<b>YES</b>	<b>NO</b>	<b>Additional Comments</b>
Has your company operated at least 1 year without interruption?			
Has an owner of your company been convicted of a crime within the past 10 years?			
Does any employee or official of the Port have any financial or other interest in your firm?			
Does your company maintain insurance in amounts specified by Port contract?			
<ol style="list-style-type: none"> <li>1. Automobile Liability insurance with a minimum combined single limit for bodily injury and property damage of \$1,000,000 per accident.</li> <li>2. Commercial General Liability insurance shall be written with limits no less than \$1,000,000 each occurrence, \$2,000,000 general aggregate.</li> <li>3. Professional Liability insurance shall be written with limits no less than \$1,000,000 per claim and \$1,000,000 policy aggregate limit <i>(if no, this does not necessarily eliminate vendor from submittal)</i>.</li> </ol>			
If no, describe differences:			
Are there any claims pending against this insurance policy?			
If yes, describe:			

Does your company maintain Professional Liability Insurance?			
Has your company been in bankruptcy, reorganization or receivership in the last five years?			
Has your company been disqualified by any public agency from participation in public contracts?			
Is your company licensed to do business in the State of Washington?			
<b>Non-Collusion Statement</b>	<b>YES</b>	<b>NO</b>	<b>Additional Comments (Optional)</b>
I certify that this proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting an offer for this bid/quote, and is in all respects fair and without collusion or fraud.			
<b>Addenda Statement</b>	<b>YES</b>	<b>NO</b>	<b>Additional Comments (Optional)</b>
Undersigned acknowledges that addenda _____ through _____ have been taken into account as part of this requirement. The undersigned hereby accepts the terms and conditions as set forth herein. The undersigned hereby accepts the terms and conditions as set forth herein.  This page must be signed and dated by the vendor's representative who is legally authorized to contractually bind the vendor.			
<b>NAME</b>			
<b>TITLE</b>			
<b>SIGNATURE</b>			
<b>DATE</b>			

## General Requirements Checklist

This checklist is available in an Excel document by request. Contact [wbaldwin@portridgefield.org](mailto:wbaldwin@portridgefield.org).

Green highlight indicates high priority item

REQUIREMENT	Can the vendor provide?		Substitution if "No" or Further Comments (optional)
	YES	NO	
<b>Website Design/Customer Interface</b>			
Automatic creation of a mobile site and automatic updates to mobile pages as website is updated.			
Homepage that is well organized and enticing.			
Design integrates seamlessly with graphics and video.			
Efficient and accurate search feature.			
Intuitive navigation and multiple navigation options such as by category and alphabetical index.			
Variety of drop-down menu options.			
Friendly URLs for child pages.			
Breadcrumb navigation.			
Look and feel consistent with Port of Ridgefield branding.			
Compatible with all browsers.			
Calendar feature with both list and monthly calendar layout options			
<b>Content Editor</b>			
WYSIWYG rich text editor			
Ability to limit certain features of text editor to maintain common look throughout website.			
Ability to track page creation and updates in an easy-to-reference report or through an alert mechanism.			
Broken link detection.			
Spell-check.			
Page creation integrated with navigation and indexing.			
ADA compliance tools such as alternate text options for photos.			

Configurable email/contact forms.			
<b>Content Management System</b>			
Multiple content loader capability with tailored permissions.			
Direct posting without approval requirements.			
Ability to organize and manage uploaded documents and images.			
Ability to optimize large document files for quickest page loading.			
Ability to easily identify and delete outdated documents and images.			
Ability to optimize uploaded pictures and graphic files for quickest page loading.			
Interactive photo galleries.			
Ability to upload Port newsletters and archive them in searchable database format.			
Ability to display print-designed newsletter in flip book format.			
Ability to allow users to enroll and manage newsletter and news blasts via an email subscribe feature with menu options.			
Ability to provide an integrated survey tool.			
Ability to provide a searchable news archive for news posted by the Port and Port news posted by outside media.			
Ability to share content across multiple pages with single source editing.			
Ability to specify a publishing schedule for specific content.			
Versioning and indexing of content to meet State of Washington Records Retention and Retrieval requirements.			
External access for content uploaders.			
Mouse over tips or help screens for content uploaders.			
The Port prefers to avoid proprietary, limited release CMS solutions.			
Integration leveraging GIS mapping or spatial geographic data, for example, to help users view available Port property or available property owned by others in the Port district			

Ability to integrate website with potential online tools such as payment options, online forms, geographic integration, public records requests and permitting.			
The CMS software proposed shall be currently in use by other organizations and shall not be a beta.			
The system shall integrate smoothly and efficiently with current Microsoft Products (i.e. SQL, Office, Windows, Exchange.)			
<b>Security</b>			
Ability to add and manage content uploaders and specify access rights.			
Ability to limit content uploaders from specific content and content management functionality.			
Built to withstand security attacks			
Secured from email harvesting			
Archiving and roll-back in case of problems.			
<b>ADDITIONAL FEATURES AND CAPABILITIES (desired but not required)</b>			
<i>Vendors who demonstrate the ability to provide one or more of the items below will receive high ratings in the evaluation process.</i>			
Automated options to integrate social media (including blog integration) on website pages.			
Automated options to post new website content to Port social media accounts			
Built-in online tools such as payment options, online forms, geographic data integration, and public records requests.			
Customer-tailored experience with Port website.			
Two-way communications and open data tools			
Mobile applications for audience(s) engagement and reporting problems			
Ability to e-publish large documents (for tablets and e-readers, for example)			
Multi-lingual content integration with website content translation capabilities in up to five (5) languages.			



## RFP No Response Letter

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Please submit using the following format (or similar) to: [wbaldwin@portridgefield.org](mailto:wbaldwin@portridgefield.org)

PORT OF RIDGEFIELD  
RFP: Port Website Replacement

### NO SUBMITTAL FORM

Dear Prospective Vendor:

Your feedback is valuable! If you decide not to submit a response to this RFP, we would like to know why. Thank you in advance for taking the time to send us your thoughts and suggestions.

Reason for not submitting a bid in response to this solicitation:

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FULL LEGAL NAME OF COMPANY \_\_\_\_\_

ADDRESS PORT/STATE/ZIP \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX \_\_\_\_\_

NAME (PLEASE PRINT) \_\_\_\_\_

TITLE \_\_\_\_\_

SIGNED \_\_\_\_\_

DATE: \_\_\_\_\_

## RFP Evaluation Criteria

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An evaluation team including members of the Port of Ridgefield web/social media team will evaluate the RFP responses received from each vendor. Prior to the selection of the award to the apparent successful vendor, the Port of Ridgefield reserves the right to conduct on-site visits of any vendors' facilities and/or require any vendor to participate in a presentation to the evaluation team (and others) of the items contained in the RFP response and any other items deemed appropriate by the Port of Ridgefield.

If an award is made as a result of this RFP, it shall be awarded to the vendor whose proposal is most advantageous to the Port with price and other factors including, but not limited to:

- Responses to the RFP questions; demonstrated technical ability and expertise
- Financial stability;
- Reference calls and/or recommendations
- Memberships, licenses, ISO Certifications or any other applicable membership or certifications
- Presentations to the Port evaluation team and others (if applicable)
- On-site visits at vendor's site (if applicable), product samples which the Port may, at its discretion, request as part of the RFP process
- Any additional criteria deemed appropriate by the Port which would lend itself to establishing the Service Provider's viability to perform the work as outlined in this RFP.

When determining whether a vendor is responsible, or when evaluating a vendor's proposal, the following factors will be considered, any one of which will suffice to determine if a vendor is either not a responsible vendor or if the vendor's proposal is not the most advantageous to the Port:

1. The ability, capacity and skill of the vendor to perform the contract or provide the service required.
2. The character, integrity, reputation, judgment, experience and efficiency of the vendor.
3. Whether the vendor can perform the contract within the time specified
4. The quality of performance of previous public and private contracts or services, including, but not limited to, the vendor's failure to perform satisfactorily or complete any written contract. The Port's termination for default of a previous contract with a vendor shall be deemed to be such a failure.
5. The previous and existing compliance by the vendor with laws relating to the contract or services.
6. Evidence of collusion with any other vendor, in which case colluding vendors will be restricted from submitting further bids on the subject project or future tenders.
7. The vendor is not qualified for the work or to the full extent of the RFP.
8. There is uncompleted work with the Port or others, or an outstanding dispute on a previous or current contract that might hinder, negatively affect or prevent the prompt completion of the work bid upon.
9. The vendor failed to settle bills for labor or materials on past or current public or private contracts.
10. The vendor has been convicted of a crime arising from a previous public contract, excepting convictions that have been pardoned, expunged, or annulled.
11. The vendor has been convicted of a crime of moral turpitude or any felony, excepting convictions that have been pardoned, expunged or annulled, whether in this state, in any other

state, by the United States, or in a foreign country, province or municipality. Vendors shall affirmatively disclose to the Port all such convictions, especially of management personnel or the vendor as an entity, prior to notice of award or execution of a contract, whichever comes first. Failure to make such affirmative disclosure shall be grounds, in the Port's sole option and discretion, for termination for default subsequent to award or execution of the contract.

12. More likely than not, the vendor will be unable, financially or otherwise, to perform the work.
13. At the time RFP award, the apparent successful vendor must obtain a City of Ridgefield business license. Failure to do so will constitute a determination that the vendor is not responsive and may be disqualified.
14. Such other information as may be secured having a bearing on the decision to award the contract.
15. Any other reason deemed proper by the Port.

### Good Faith

This RFP has been compiled in good faith. The information contained within is selective and subject to the Port's updating, expansion, revision and amendment.

### Right to Cancel

The Port reserves the right to change any aspect of, terminate, or delay this RFP, the RFP process and/or the program which is outlined within this RFP at any time, and notice shall be given in a timely manner thereafter. The Port will post changes and updates to this RFP, including answers to questions, on the Port's website. It is the sole responsibility of respondents to keep up-to-date on the RFP process.

### Not an Award

Recipients of this RFP are advised that nothing stated herein, or any part thereof, or any communication during the evaluation and selection process, shall be construed as constituting, offering or awarding a contract, representation or agreement of any kind between the Port and any other party, save for a formal written contract, properly executed by both parties.

### Property of the Port

Responses to this RFP will become the property of the Port and therefore public information. Responses will form the basis of negotiations of an agreement between the Port and the apparent successful vendor.

### Port not Liable for Costs

The Port is not liable and will not be responsible for any costs incurred by any vendor(s) for the preparation and delivery of the RFP responses, nor will the Port be liable for any costs incurred prior to the execution of an agreement, including but not limited to, presentations by RFP finalists to the Port.

### Port's Expectations

During the review of this document, please note the Port's emphasis on the expectations, qualities, and requirements necessary to be positioned as an RFP finalist and successful vendor.

### Waiver of Minor Administrative Irregularities

The Port reserves the right, at its sole discretion, to waive minor administrative regularities contained in any proposal.

### Single Response

A single response to the RFP may be deemed a failure of competition, and in the best interest of the Port, the RFP may be cancelled.

### Proposal Rejection; No Obligation to Buy

The Port reserves the right to reject any or all proposals at any time without penalty. The Port reserves the right to refrain from contracting with any vendor. The release of this RFP does not compel the Port to purchase. The Port may elect to proceed further with this project by interviewing firm(s) well-suited to this project, conducting site visits or proceeding with an award.

### Right to Award

The Port reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially with the most favorable terms the vendor can offer.

### Withdrawal of Proposals

Vendors may withdraw a proposal that has been submitted at any time up to the proposal closing date and time. To accomplish this, a written request signed by an authorized representative of the vendor must be submitted to the RFP Coordinator. The vendor may submit another proposal at any time up to the proposal closing date and time.

### Non-Endorsement

As a result of the selection of a vendor to supply products and/or services to the Port is neither endorsing nor suggesting that the vendor's product is the best or only solution. The vendor agrees to make no reference to the Port in any literature, promotional material, brochures, sales presentation or the like without the express written consent of the Port.

### Proprietary Proposal Material

Any information contained in the proposal that is proprietary must be clearly designated. Marking the entire proposal as proprietary will be neither accepted nor honored. If a request is made to view a vendor's proposal, the Port will comply according to the Open Public Records Act, chapter 42.17 RCW. If any information is marked as proprietary in the proposal, such information will not be made available until the affected vendor has been given an opportunity to seek a court injunction against the requested disclosure.

### Errors in Proposal

- The Port will not be liable for any errors in vendor proposals. Vendors will not be allowed to alter proposal documents after the deadline for proposal submission.
- The Port reserves the right to make corrections or amendments due to errors identified in proposals by the Port or the vendor. This type of correction or amendment will only be allowed for such errors as typing, transposition or any other obvious error. Vendors are liable for all errors or omissions contained in their proposals.
- If, after the opening and tabulation of proposals, a vendor claims error and requests to be relieved of award, s/he will be required to promptly present certified work sheets. The RFP

- Coordinator will review the worksheets and if the RFP Coordinator is convinced, by clear and convincing evidence, that an honest, mathematically excusable error or critical omission of costs has been made, the vendor may be relieved his/her proposal.
- After opening and reading proposals, the Port will check them for correctness of extensions of the prices per unit and the total price. If a discrepancy exists between a price per unit and the extended amount of any proposal item, the price per unit will control. The Port will use the total of extensions, corrected where necessary.

### Bid Bond

A bid bond is not required

### Performance Bond

A performance bond is not required.

### Payment Bond

A payment bond is not required.

### Funding

Any contract entered into as a result of this RFP is contingent upon the continued funding by the Port of Ridgefield.

### Ridgefield Business License

The successful vendor is responsible for compliance with Ridgefield business license requirements per Ridgefield Municipal Code. Vendors may call (360) 887-3557, or visit the City's website (<http://www.ci.ridgefield.wa.us/finance/page/business-license-application-and-renewals>) for business license information.

### Terms of Payment

The Port's terms of payment are Net 30. Payment will be made within 30 days upon receipt of an undisputed invoice for goods that have been delivered and accepted. No down payment or advance payment of any kind will be made. Washington State law requires proof that the materials have been furnished, the services rendered or the labor performed as described before payment may be made. A vendor may submit an invoice for partial shipments or progress payments. All invoices must be submitted to:

Port of Ridgefield  
Accounts Payable  
111 West Division Street  
Ridgefield, WA 98642