Request for Proposals

WEBSITE DESIGN

OBJECTIVE
The City of Gladwin is seeking a vendor to redesign and develop its website (www.gladwin.org). The goals for the website include, but are not limited to, the following:

- Enhance functionality of the website
- Expand online service capacity
- Extend reach on multiple platforms (Responsive Web Design-mobile friendly)
- Improve communication between the City Council and City staff with the constituents they serve
- Promote community and economic development
- Support special events within the community
- Enhance the community image and identity
- Delivery of eGovernment services
- Allow 24-hour access to City information, forms, inquiries and the ability to conduct business that would otherwise occur over the phone, in person, or via regular mail delivery

Additionally, the City of Gladwin has created and implemented a new brand and design standard for marketing and branding of the City. Full details will be provided to the selected vendor.

The new website will be hosted in the United States. Our vision is to have a secure site that is multi-platform for MAC and PC users, tablet users, and smart-phone users. The focus will be on the user’s experience to quickly and directly navigate to the information, services and contacts they may need in an efficient and simple manner.

ABOUT THE CITY OF GLADWIN
The City of Gladwin is a small municipality which was incorporated in 1893 and is the county seat of Gladwin County. The current population of Gladwin is approximately 3,000. Like many Michigan communities the city was founded on the lumber and oil industries. Today the community has a diverse economy that includes manufacturing and local retail. Community residents are proud of their City and the natural resources that they enjoy every day.
REQUIRED TOOLS AND FUNCTIONALITIES

- Ease of expansion and evolution
- Adaptive browsing
- Integration with current apps and platforms and yet to be determined third party applications and platforms
- Ability to embed other web-based formats including GIS, Social Media platforms, recreation program software, and shared calendars.
- Gather information on forms, databases and other tools for general information or department specific areas
- Capability for easy and fast searching of the site
- A user-friendly, industry standard and non-proprietary content management system that will allow staff with minimal technical expertise to update pages
- Website analytics and reporting and site traffic monitoring
- Provide communication plan for customer information and routine maintenance notifications – this should include an escalation policy for production support issues
- Website must have a strong presence on the Internet and include metatag development and search engine optimization
- A complete and accurate representation of the City, all departments and their related services, contacts, telephone numbers, and FAQ’s
- Non-interactive forms from each department for user download in PDF format (with ability to readily download Adobe Acrobat)
- Responsive PDF capabilities
- Photographs and graphic elements should be placed on pages where appropriate; photographs will be provided in digital format; and graphics should be optimized in order to decrease download time
- Website should serve as vehicle for communication between Council, staff, and constituents; this may include the ability for residents and visitors to opt-in to general and department specific newsletters, text alerts, or mailed information about a range of City topics and news. Vendor should be prepared to discuss options, including email subscription application, how email lists may be managed, etc.
- Inclusion of video and other graphic elements now or in the future
SCOPE OF WORK

The City of Gladwin is open to creative options that will enhance the user’s experience and modernize the overall look of the City’s online home. Final structures and designs will be decided in consultation with the successful vendor based on the City’s new brand guidelines. Vendors should organize their proposal into the following areas for consideration:

1. Design
   - Redesign the City of Gladwin’s website, including overall theme, consistency of look and feel with our current branding standards, and ease of navigational options
   - Provide at least three (3) proposed design mock-ups for review or three (3) acceptable past examples of government website work

2. Content Management
   - As noted in Tools and Functionality previously
   - Focus on ease of use for City of Gladwin staff to maintain, update and expand website
   - Hosting solution for forms, data caches, documents, etc.

3. Production
   - The successful vendor will provide a fully operational and working website
   - Undertake content migration as needed and directed in consultation with City of Gladwin
   - Must have cross browser capability; including mobile device considerations (auto detect)
   - Include industry-standard security measures and solutions
   - Use methods to secure email addresses from spammers and hackers
   - Be designed with functionality on the back end that facilitates integration of additional features in the future

4. Training and Support
   - Provision of full training on CMS usage for applicable staff
   - Creation of a user manual for the City of Gladwin
   - Outline of ongoing support options
   - Site monitoring solutions

5. Proposed Project Costs
   - Breakdown of costs by production hours, tools and functionalities
   - Use and identification of subcontractors
   - On-going/future maintenance and support
   - License fees
   - Training and style guide
   - Hosting
   - Other miscellaneous costs
6. Proposed Timeline
   - RFP Release Date – April 29, 2019
   - Proposals due and publicly opened- May 20, 2019
   - Proposal selection date – June 17, 2019
   - Initial meeting – Late June 2019
   - Beta Site Launch – September 3, 2019
   - Final Site Launch – October 8, 2019

The City of Gladwin is responsible for the content and provision of the content to the successful developer, including existing content files, graphics, guidelines, copy and other source files and information.

VENDOR INFORMATION/Criteria

The following information is required as part of any proposal:

- Outline of experience including sample work
- Municipal website experience
- Biographies of key personnel who will be working on the project and contact information
- A proposed process plan for the project
- Your testing and evaluating process
- Demonstration of understanding the City’s objectives
- Suggestions for ease of maintenance, expansion and use of the website
- Costs including hours proposed, hourly rates, training for City staff and whether fee proposed is a “not-to-exceed” amount
- Options for a monthly website maintenance plan
- Guaranteed turnaround time
- Content Management System
- Provide at least five (5) references
- Hosting reliability record over the past five years

SELECTION

The successful vendor will enter into a contract with the City of Gladwin based on the information contained in the RFP and successful proponent’s submission and any modifications. The successful vendor will be notified by City staff. The RFP and completed proposal will be incorporated by reference in the contract and included in the formal agreement which will form part of the contract/agreement between the City and the vendor.
ADDITIONAL SERVICES

If the successful vendor is required to perform additional services, outside the scope of the tasks identified, these additional services can be invoiced on a time charge basis in accordance with the approved fee. Any additional services must be approved in writing by the City of Gladwin, before the vendor undertakes the additional services.

TERMS & CONDITIONS

1. Vendors shall review the RFP documents, and promptly report and request clarification for any discrepancy, deficiency, ambiguity, error, inconsistency or omission. These requests must be submitted in writing no later than May 20, 2019 to citymanager@gladwin.org.

2. The City of Gladwin reserves the right to cancel this RFP for any reason without any liability to any vendor or to waive irregularities at their own discretion. Proposals may be withdrawn by written notice only provided such notice is received at the City of Gladwin prior to the date/time set as the closing time for receiving proposals.

3. Proposals shall be open for acceptance for 60 days following the submission closing date.

4. All proposals are subject to the Michigan Freedom of Information Act (FOIA).

5. The City of Gladwin at its sole discretion, may elect not to accept any submission for any reason and reserves the right to negotiate final project terms and conditions.

6. The City of Gladwin is not responsible for any costs incurred by vendors in preparing and submitting proposals, and further accepts no liability of any kind to a vendor until its proposal is accepted and a formal agreement signed.

7. The City of Gladwin will have ownership rights to all data and intellectual property generated or developed by this project including all graphic design elements, text provided, photos, videos, etc.

8. In the event that the website developer does not also host the website, the proposed contract must provide for the City to take over hosting the site should the City choose to do so. The dollar amount for this transfer should be stipulated in the RFP.

9. The City of Gladwin will own the copyright to the website. The City of Gladwin will own the code to the site. All licensed and customer software used, or developed, for the site must be made known to the City along with the associated function. Should the City decide to host the site in-house, this information will be necessary for the continuous operation of the site.

10. The domain used for the site is and will be registered and owned by the City of Gladwin. The primary domain www.gladwin.org is currently owned by the City.

SUBMISSION INFORMATION

Sealed proposals will be opened and read aloud on Monday, May 20, 2019 at 10am EST at City Hall. Proposals must be mailed or hand-delivered to the following address and be clearly marked “Website Proposals”:

Emailed, faxed or late proposals will not be considered for any reason. Further, the City retains the right to accept or reject any and all proposals for any reason deemed in the interest of the City of Gladwin.