

Request for Proposals Website Redesign & Content Management Services September 17, 2018

(Proposals due 3PM October 11, 2018)

The Town of Sharon is requesting proposals for consultant services to assist with the redesign of its current website in addition to ongoing hosting, security, and content management services.

The Town intends to negotiate website development separately from maintenance of the website and content management services over time.

Objectives for this website redesign project are the following:

- To complete design, development, and implementation of an intuitive, flexible, and informative website utilizing WordPress as a CMS.
- To enhance user experience, simplify content management, and provide better customer service while meeting today's standards for design quality, visual quality, security, and relevance.

The redesigned website will be

- Secure
- Simple (**both** the published website and the back-end CMS)
- Intuitive (navigation and website functions must meet the needs of a broad spectrum of users)
- Quick to load and operate for all users, regardless of browser or device
- Provide a simplified site architecture which offers the potential for online services

BACKGROUND INFORMATION

The Town of Sharon is a small rural bedroom community located at Exit 2 I89 in Windsor County, Vermont. Though the Town is located within easy commuting distance to the tri-town region of Hartford, VT and Hanover, and Lebanon, NH - many residents **still rely upon old computers and out-dated browsers, in addition to handheld devices, as their sole means for internet connectivity.** The Town's internet provider is currently EC Fiber.

The Town is already contracting with a web host and registrar. The Town owns the domain sharonvt.net. The Town utilizes its website (www.sharonvt.net) as the primary platform to communicate with its residents, taxpayers, businesses, local and state officials, the media, internal staff and town volunteer boards and commissions, and the general public. But the Town only has one staff member dedicated as a very part-time back-end administrator for content uploads.

The site was migrated from Joomla to WordPress in 2017. *That migration is not 100% complete.* However, with some ‘tweaking’ and ‘updating’, much of the existing content could be utilized and enhanced. When a Contractor has been obtained, and an agreement is in place, the web host will clone the current site to a development area. The designer is expected to create new plug-ins, tweak settings, data, and themes.

Hosting Platform Notes

- *cPanel Hosting Platform*
- *Running on Amazon AWS*

PROJECT DEVELOPMENT TIMELINE:

It is hoped that the new site will be functional within 6 months from the date contract is signed. If necessary, the timeline may be adjusted to enable the Town to fund the project in 2 municipal budget cycles. The project will be organized into the following phases:

Phase 1: Design/Development includes analysis of current website and analytics; project plan development and refinement; timeline development and refinement; content refinement; design creation and review.

Phase 2: Implementation/Testing includes implementation of chosen design, including transfer of existing website content to new platform, full performance testing, all revisions as-needed; staff training.

Phase 3: Ongoing Content Management - Staff Training (separate contract)

PROPOSAL DEADLINE:

The deadline for proposals is *Thursday, October 11, 2018 3PM EST.* Submit one copy of the RFP response as a PDF insert to an email addressed to selectboard@sharonvt.net with the subject line “Town of Sharon VT Website Design & Development RFP”. Proposals should include evidence of insurance coverages as noted below.

For more information about this solicitation, please contact Margy Becker, Selectmen’s Assistant, 802-763-8268 x 4 (Mon-Thurs. 9AM – 4:30PM) or selectboard@sharonvt.net.

REQUIRED CONTENT OF PROPOSALS:

1. Please provide a brief cover letter and summary of how your company will assist the Town in achieving its project objectives.
2. Provide brief overview and history of your company including statements concerning
 - how long the company has been in business,
 - the number of employees employed,
 - capabilities of company employees and why your firm should be selected,
 - Company name, website URL, phone, email address.

3. Please describe your proposed website design and development team including name, title, role on project; years of experience and years of experience with municipal website design. Please describe the management team to be in place for ongoing content management services.
4. Please provide a minimum of 3 professional references for municipalities for whom you have completed similar work, or for whom you provide ongoing CMS and/or IT support. Please include the client name, website URL, client contact person and title, phone, email address.
5. Describe your projected timeline for project completion, addressing the phases of project development described above. Provide an outline of your expectations of Town participation in all phases of project implementation
6. Provide a description or outline of suggested improvements to site features and functionality, including references to 3 – 5 high-quality comparable websites with similar audiences which could provide a basis for incorporation of ideas and best practices (as part of the initial development process).
7. Provide an intuitive site map for internal development purposes that will be used to:
 - Review/reorganize existing content
 - Identify new content needs and opportunities
 - Identify outdated content for removal
 - Compile all final content for the redesign.
8. Provide a statement that the new website design will meet *Accessibility Compliance* requirements and how it does so.
9. Provide an outline of what technical services the Town can expect from your company in all phases of project implementation.
10. Provide a statement concerning hosting & security best practices, including data protection, protection from denial of service (DDoS) attacks.

Support and maintenance services (describe all available):

1. Please describe ongoing training opportunities and availability of robust, self-service documentation and technical support (on-site training, videos and training manuals, etc.)
2. Please describe the availability of continued communications post website implementation (with consultants and support staff)
3. Please describe your company's support services – emergency and non-emergency situations

Project Pricing Estimate/Cost for Services Outlined:

Please specify amounts of items below:

1. The costs for website development (concept to completion) including
 - Days/hours of training, number of employees to be trained, on-site or webinar
 - Amount of content migration (entire website or a specific number of pages)
 - Additional products/functionality
2. Ongoing fees for maintenance and support for Year 2 and beyond

PROPOSAL REVIEW and CONTRACT AWARD SCHEDULE (tentative)

October 11, 2018

Proposals due by 3:00PM EST

October 15, 2018

Selectboard bid review

October 18, 2018

Successful bidder notification

November 5, 2018

Contract Signed

ADDITIONAL CONTRACTOR REQUIREMENTS:

The Consultant awarded this contract shall apply for registration with the Vermont Secretary of State's office to do business in the State of Vermont, if not already so registered. The successful Consultant will be expected to execute sub-agreements for each sub-consultant named in the proposal upon award of this contract.

The contractor shall agree to provide and maintain the following types and amounts of insurance for the term of its contract with the Town of Sharon. This insurance shall be obtained from an insurer having an A.M. Best Insurance Rating of at least A-, financial size category VII or greater. [www.ambest.com]

Commercial General Liability Coverage:

Commercial General Liability Insurance including but not limited to Bodily Injury, Personal/Advertising Injury, Broad Form Property Damage, Products and Completed Operations Liability and Contractual Liability with limits of, at minimal, \$1,000,000 Combined Single Limit for each occurrence. *The Contractor must list the Town of Sharon as Additional Insured's on their Commercial General Liability Policy.*

Workers' Compensation & Employers Liability Insurance:

Statutory Worker's Compensation Insurance and Employers Liability with limits of, at minimum, \$1,000,000 any one occurrence. *The Contractor must show evidence of Workers Compensation and Employers Liability Insurance Coverage.*

Professional Liability Insurance: (Errors and Omissions Coverage)

Professional Liability Insurance Coverage for \$1,000,000 Each Occurrence and \$3,000,000 annual aggregate. *The Contractor must list the Town of Sharon as Additional Insured's on their Professional Liability Policy.*

The Town of Sharon reserves the right to reject any or all submittals, to compare the merits of the respective responses, and to choose a Contractor/Vendor, which will best serve the interests of the Town.