



TOWN OF RICHMOND REQUEST FOR PROPOSALS
WEBSITE DEVELOPMENT, DESIGN, AND IMPLEMENTATION
ISSUED MARCH 30, 2021

Introduction

The Town of Richmond seeks to engage the services of a qualified firm to provide design and content management services for a new website. The Town's goal is to create a website that successfully promotes our brand, facilitates a user-friendly environment for accessing municipal services, and simplifies content management while meeting high standards for design quality and visual appeal. The new website will serve as the public face of Richmond's government and community while providing 24/7 services for a wide range of users.

Background and Context

The Town of Richmond covers about 33 square miles and is inhabited by roughly 4,000 people. Due to increased interest and an influx of new residents, the Town of Richmond has seen an extensive increase in digital engagement across all of our platforms. Our goal is to create a new website that fosters this increase, supports the results of our ongoing marketing and branding efforts, and possesses the capacity to grow over a long period of time with our evolving community. The current version of our website, can be viewed at <http://www.richmondvt.gov/>. The current version of our library website, can be viewed at <https://richmondfreelibraryvt.org/>.

The Town of Richmond seeks the bid of a vendor that can accomplish all of the functionality identified in this RFP and has the flexibility of providing this functionality over time, with respect to potential budgetary constraints. Qualified applicants must be equipped to integrate additional features that may be needed or new technologies that may be developed in the future. The Town would like a site that centralizes content management to our Town Manager while allowing various administrative access levels to support additional content managers. The new site should also allow for online transactions. Finally, the Town of Richmond's website must have the capacity to meet the State of Vermont Open Meeting Law Requirements under **1 VSA § 312**.

Vendor Qualifications

The Town of Richmond seeks a vendor that has produced a minimum of twenty websites and has been in the business of website design for at least five years (experience with municipal websites preferred). Additionally, the Town seeks a vendor who has the proven capacity to provide the following Content Management System (CMS) components and tools. Responders are to submit a written narrative corresponding to each of the outlined requirements:

1. Introduction

A. Company Overview and Summary

2. Company Profile

A. Company History

B. Contact Information

C. Office location(s) (Include business address)

D. Demonstrated company financial stability

3. Project Team Roles

A. Name, title, role (e.g., project management, training, design)

B. Education, years of experience

4. Website Design Experience (municipal design preferred)

A. Minimum three references, including:

- Client name
- Website URL
- Contract duration
- Client contact person, title, phone number, and email

B. Any award-winning websites designed by vendor (please list website URL)

C. Design portfolio (minimum of three screenshots with URLs)

5. Project Development Approach

A. Proposed timeline

B. Outline all project phases and the Town's role

C. Explain the design process, if not included in the project phases

D. Explain the data migration process, if not included in the project phases

E. Meets U.S. Federal Government ADA requirements, if not included in the project phases.

F. Training, if not included in the project phases

G. Ability to integrate municipal branding into new site

H. Ongoing technical assistance and training opportunities

6. Support and Maintenance (describe all available)

A. System ownership

B. Ongoing operations and maintenance

C. Training opportunities

D. Availability of robust self-service documentation and technical support (videos and training manuals, etc.)

This is essential—Town staff and volunteers must be able to do as much as possible including updating pages, updating pictures, adding PDF's, importing feeds from social media, creating new pages, editing navigation, etc.

E. Beta testing

F. Normal support hours and emergency support hours

G. Software updates and site maintenance

H. Software licensing (if any)

7. Ability to integrate the Town’s branding and aesthetics into the site design

8. Integrated Content Management System (CMS) Components and Tools

The CMS listing in the Functionality Table below represents functional categories and is not comprehensive; others may be recommended or added. The Town’s new website vendor must be able to provide the desired components shown. Possible budgetary constraints may require that this project be implemented in phases.

CMS Features

Component/ Module Name	Function	Offered (Yes/No)	Vendor Comment
Browser Based Administration	Create, edit, or delete and template-based web pages and news updates		
Calendar	Update/publish calendars w/ optional ability to import Google Calendar feeds		
Departmental and Town service Home Pages	Ability to create landing pages for associated municipal departments and Town services (e.g. library, historical society, rec. committee)		
Directories, Listing for Staff	Dynamic content		
Document and File Repository	Upload/download capability, back-end ability to search within		
Publicly Warned Meeting Document Management	Create, manage, and host agendas, minutes, and other relevant documents		
Search / Archive Center	Searchable solution for live or archived content, documents, and news updates (internal site search engine).		
News Updates	Online publishing of		

	blog-style Town news updates with email or cell phone subscription capability		
Alerts & Emergency Notification	Front page solution for emergency notification updates with a registration widget and the ability to share via social media		
Interface to existing systems and databases	Integration or links to Interactive GIS, maps and overlay districts, Smartgov, Land Records Portal, Google Suite, etc.		
Community Services Programming/Event Registration & Facility Management	Web-based registration software for Community Services programming and facility rentals		
Online Payment Solution	Secure online transaction by department with 3 rd party vendor integration		
Survey/Polling Capability	Web-based software for polling, surveys, and answer tracking (or capability to embed third-party programs)		
Security Integration	SSL encryption and "dotgov" domain name compatibility		
Video Hosting	Ability to embed third-party videos, via iFrame or other		
Site Statistics	Integration of comprehensive analytical status reports		
Sitemap	Dynamic		
Mobile Browsing	Website can be accessed from any		

	mobile platform		
Online Forms	Forms, publishing, and tracking with email forwarding capability		
Photo Center	Optional - Display community photos in a central location on website		
Multi-Lingual Support	Optional-Dynamic content		
Printable Pages	Print-friendly function		
Social Media Interface	Facebook, Twitter, IG feeds		
Sideshow (Photos/Banners)	Dynamic image display		

9. Description of Features and Functionality Included with the CMS at minimum include:

- A. Description of page creation
- B. Page content template information
- C. Content scheduling and versioning information
- D. The different back-end user permission levels

10. Hosting and Security (describe all available)

- A. Site hosting (remote or local?)
- B. Hosting location
- C. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
- D. Company's commitment to operational time – or limiting of downtime

11. Project Pricing Estimate/Cost for Services Outlined (specify amounts of items below):

- A. Days/hours of training, number of employees to be trained, on-site or webinar
- B. Amount of content migration (entire website or a specific number of pages)
<http://www.richmondvt.gov/>
<https://richmondfreelibraryvt.org/>
- C. Hosting costs
- D. Any optional enhancements and consulting packages with deliverables and associated fees

12. Guarantees/Warranties

List any guarantees or warranties offered the company offers.

13. Conclusion

14: Any additional information (not required)

Submittal Requirements

The deadline for RFP responses is 3pm 5/10/2021.

Please mail three sealed bids, clearly marked with RESPONSE TO RICHMOND WEBSITE RFP.

Mail to:

Josh Arneson
Town Manager
PO Box 285
Richmond, VT 05477

Or drop-off at

203 Bridge St.
Richmond, VT 05477

Submittals that are not received on or before the specified deadline will not be accepted. The Town of Richmond reserves the right to request follow-up information or clarification from vendors in consideration. The Town of Richmond reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which in the opinion of the Town, will best serve the interests of the Town. Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against the Town for reimbursement will be accepted.

Evaluation Criteria

The Town of Richmond will evaluate the proposals with regard to the proposed services and the experience and qualifications of the firm. Specifically, proposals will be evaluated based on the following criteria:

- Proposer's ability to provide the integrated Content Management System components
- Extent of experience in successfully implementing and managing existing municipal websites
- Demonstration of the website security credentials
- Cost
- Review of aesthetics of illustrative examples of design and layout capabilities in existing websites

Selection Process

The selection process will involve the following phases:

A Town review team will evaluate vendor submittals. The initial review will determine conformance to submission requirements and whether responses meet minimum criteria established. Review will include the vendor's acceptance of RFP terms and completeness of submissions.

Phase 2:

Interview of most qualified applicants.

Phase 3:

Review team will check references given.

Phase 4:

The Town will seek approval from the Select board and will enter into negotiations leading to a professional services agreement.

Schedule

The approximate RFP schedule is summarized below:

Issuance of RFP: 3/30/2021

RFP Questions Due: 4/13/2021

Questions Answered on: 4/26/2021

Vendor submittals due by: 3pm 5/10/2021

Bids opened at 3:05pm on 5/10/2021 via zoom:

<https://us02web.zoom.us/j/84988842653?pwd=MGV0TDgvYVowTW4rQU5yaUFRVjhlUT09>

Meeting ID: 849 8884 2653

Passcode: 203459

Vendor interviews completed by: 6/14/2021

Vendor reference and background checks completed by: 6/25/2021

Selectboard Contract Approval: 7/6/2021

Enter negotiations, execute a professional services agreement: 7/13/2021

(Dates subject to change)

Inquiries about this RFP must be made in writing and directed to:

Josh Arneson

Town Manager

jarneson@richmondvt.gov

PO Box 285

Richmond, VT 05477

*RFP language / structure borrowed in part with permission from City of Winooski and CCRPC.