



RFP 2019-01

WEBSITE DESIGN, HOSTING AND
IMPLEMENTATION SERVICES

TOWN OF COTTAGE CITY, MARYLAND
3820 40TH AVENUE
COTTAGE CITY, MARYLAND 20722
301.779.2161
TOWNMANAGER@COTTAGECITYMD.GOV

ISSUE DATE: JUNE 17, 2019
DUE DATE: JULY 19, 2019

1. INTRODUCTION

The Town of Cottage City, Maryland is soliciting competitive proposals from qualified agencies to design and implement their new website at www.cottagecitymd.gov. We want this website to be modern, functional, highly attractive and responsive. From the administrative perspective the site must be easy to update by users of varied technical expertise from individual departments.

The Cottage City Government is seeking proposals from highly qualified, experienced website development companies to design, develop and implement its website. The preferred strategic partner should have experience in managing local government website design projects, with expertise in best practices regarding:

- successful website redesign
- current trends in design
- user experience and usability testing
- information architecture
- website development and deployment
- ADA compliance
- website hosting
- disaster recovery
- e-commerce integration
- content management by department
- maintenance and website integrity tools
- social media integration
- search engine optimization
- mobile readiness

The successful agency will report directly to the Town Manager after approval from the Commission.

1.2

Cottage City is located in Prince George's County Maryland, just outside of Washington D.C. Cottage city was established in 1924. The area is approximately .28 square miles. According to the 2010 U.S. Census the population is 1,305.

The Town's organizational structure includes:

- Administration
- Public Works
- Police

2. OVERVIEW, ASSESSMENT AND SCOPE OF WORK CONCEPT OVERVIEW

OVERVIEW Create a beautiful, engaging, content-rich website that serves as the central place for prospective tourists to learn everything about the Town's attractions and amenities.

ASSESSMENT A great web presence is essential to giving prospective visitors to the Town of Cottage City all the information they need in a quick, easy, and engaging way. Building interest, informing visitors, and facilitating local engagement, the site will serve as a home for all content pertaining to and help direct traffic to area businesses, attractions, and amenities. The current Town web site is hard to navigate. Here are the elements we plan to fix or improve about the existing site:

- Website Functionality create back-end content management system, introducing an ease of ownership – migrate existing content to a user friendly, well-supported content management system (CMS).
- Define a structure for the site that is clear and concise – work to ensure that navigation is intuitive, persistent across all pages, and directs traffic to area sites without losing visitors.
- Simplify user experience, bringing content and messaging into the spotlight – create an intuitive user experience that makes learning more simple and fun.
- Design & Develop –Create a visually compelling design for the site that features the attractions, amenities and experiences that the Town provides.
- Fix and improve functionality –Ensure that the site performs across all platforms and all devices. Visitors to our site will utilize a wide variety of devices, including computers, tablets and mobile smart phones. Our new website should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen. This will ensure what all users will be able to view our site, no matter what device they are using. In addition, the solution should be able to preview the mobile view across different devices with the ability to design and customize a better user experience for mobile users by allowing us to move, hide and reorder content to create an optimized mobile view of our website.
- Provide a pleasant experience to all users by making it easy for them to complete their tasks or find what they want in a straightforward manner.
- Strategic Partnership – We want a partner who understands the local government market, who will help guide us to where we want to be today and provide ongoing services and support to sustain us into the future.
- Integrate social and supporting accounts – drive traffic to county's social channels and encourage engagement.
- Responsive Design & User Experience Responsive design–explore and go –develop the site as a responsive site optimized for mobile devices. Ensure that the site is optimized for mobile loading and viewing. Content hierarchy, legibility, and accessibility issues - update navigational structure to remove content clutter and create dynamic feeling for core content presentation.

- Accessible Site – Our new website must be ADA compliant to current recognized standards and our chosen vendor must be able to train our users to maintain ADA compliance

Target Audiences Audiences served by the website will include:

- Residents and potential residents
- Potential visitors to the community
- Businesses operating in the community and/or businesses looking to relocate to the community
- Elected and appointed officials
- Community members and organizations
- Local and national media
- Land owners and developers (resident and non-resident)

SCOPE The intention of this scope is to break down the complete task of creating a fully designed website into stages that make sense from a design and monetary perspective for the Town of Cottage City:

- *Content Development & User Experience* Fully explore and plan the layout of the website. Goals include expanding awareness and increasing traffic through a more functional website platform and equipping the Town to easily manage information (add, edit, and remove site content). Finalize the organization of information, where it will be found on the site.
- *Design Development* Confirm a specific direction for the look and feel of the site. Build excitement and intrigue through use of compelling imagery and video content. Deepen and refine your story through infusing visual hierarchy. Actively engage and energize audience groups through thoughtful design that captivates and informs. Provide an ease of navigation and informative layout that guides people to the information they are interested in. At the end of this phase we will know what the site looks like.
- *Voice Gather* existing and create new content and copy, including text, photographs, maps, and other graphics needed to populate the site with relevant and engaging information. Establish a tone that informs and engages in an authentic way. At the end of this phase we will have all the content that a visitor will interact with on the site.
- *Site Build-out Architect*, prototype, design, and content approved and created, the site can be built and tested. At the end of this phase we will have a fully functional web destination for those interested in learning more about the Town's attractions and amenities.

Third Party Administrators

The Town uses a variety of their party/custom software to provide services to its citizens and requires the ability to migrate third party applications/features into the website where feasible. The following table provides a listing of some third party applications and reference sites that exists on our website.

Application/Function/Feature	Hosted by	Location/URL
City Facebook Page	Facebook	https://www.facebook.com/Town-of-Cottage-City-1575684165982389/
Red Light Camera Violations	Verra Mobility	www.violationinfo.com

The designs, imagery, photographs, content, etc. used for this Website become the property of the Town of Cottage City, Maryland.

Ongoing Services We are interesting in understanding ongoing services that you may provide, such as:

1. Access to On-Demand Training Library – Do you have an on-demand library of training videos and materials?
2. Annual Consulting Hours or Credits – Do you offer a certain number of consulting hours as part of the base annual fee? What can the consulting hours be used for?
3. Website Re-Design – Do you offer a free site refresh at any time? What is included?
4. Training and Best Practice Webinars – Do you offer regular training and best practice webinars? Are these webinars recorded and viewable at a later date?

3. PROPOSAL QUALIFICATION REQUIREMENTS

All proposals submitted for evaluation must include, but are not limited to the following information.

- A. Agency Background – Please provide information on the agency, its history, credentials, principal place of business and contact information.
- B. Responding agencies are encouraged to share examples of similar projects and provide an explanation of what could be considered including materials used and creative process.
- C. Agency to provide draft timeline of project dates
- D. Cost – Identify the estimated cost to complete this project.
- E. Signature Page – The proposal is to be signed by a principal of the business who is authorized to execute the contract.
- F. Proprietary Information – The agency shall mark any specific information contained in the proposal which is not to be disclosed to the public or used for purposes other than the evaluation of the proposals.

4. EVALUATION OF PROPOSALS

Proposals will be evaluated and ranked by the Town of Cottage City with input from the Town Commissioners. Agencies may be invited to give an oral presentation. Evaluation criteria with assigned weights are as follows:

- | | |
|-----------------------------|-----------|
| 1. Completeness of Proposal | 20 points |
| 2. Experience | 20 points |
| 3. Cost/Pricing | 20 points |
| 4. Creativity | 40 points |

5. INQUIRIES

All inquiries relating to the proposal should be directed to:

Consuella Barbour
Town Manager
3820 40th Avenue
Cottage City, Maryland 20722
townmanager@cottagecitymd.gov

All inquiries must be submitted in writing. All inquiries must be received no later than 5:00 PM July 19th, 2019. Each inquiry must include the inquirer's name, firm, telephone number and email address. Each inquiry should begin by referencing the RFP page number and section to which it relates.

The Town will attempt to provide any assistance or additional information of a reasonable nature that may be requested by interested vendors. Telephone calls will not be accepted.

Inquires received July 19th, 2019 at 5:00 PM will not be considered. All inquired received before the deadline will be compiled and posted on the website.

6. INSTRUCTIONS FOR PROPOSAL SUBMISSION

Costs

The Town of Cottage City prefers a firm quote on the full website redesign, development and hosting. Given that statement, we also want to insure a competitive bid from each potential vendor. If your firm prefers to provide a firm quotation covering only certain phases of this project, insure that each phase is fully and clearly described and is denoted as a firm or budgetary quotation. At minimum, it is required that each vendor provides a budgetary proposal for the full scope of the work described in this RFP.

Provide detailed pricing information for the proposed solution. Include list prices and discounted prices. Include licenses as required for the different roles of users (administrator, view only, etc.). Break pricing down by project phases if appropriate.

Services and Support Costs

1. Implementation of Web Site
2. Implementation Services
3. Training Services
4. Software Support and Maintenance
5. Hourly billing rates for each job classification that will or could be utilized during the project and/or post “go-live”.
6. Other Services and Costs (Specify)
7. Ongoing Costs
 - a. Annual Hosting or Subscription Fee
 - b. Hourly Rates for custom development
 - c. Other ongoing costs

Proposal Contents

- A. Signature: Proposal shall be signed by an authorized person, whose signature will bind the business or business entity.
- B. Valid Period: Proposal shall include a statement that prices for services will be guaranteed for ninety days from the date of submission.
- C. Approach to the Project: Discuss how you will approach the delivery of the desired services and products, including specifying the types and price ranges of services. Major components of the project should be identified and include “Not To Exceed” costs.
- D. Qualifications: Names and number of individuals that will provide services, relevant experience, relevant licenses and permits, relevant education or certificates, responsiveness, ability to perform, anticipated manpower allocation, name of project manager, and names of the personnel who will actually be working.
- E. Schedule for Completion: Proposal shall include a statement of ability to meet the schedule for completion within 6 months of signing a contract.
- F. References: Please provide three (3) references, from similar clients, who have launched their website within the past 24 months and are currently using the vendors Content Management System (CMS). For each reference please provide the following information:
 - a. Entity name
 - b. Website “hard” launch date
 - c. Website URL
 - d. Client Contact information (name, title, phone and email)
 - e. Services provided and solutions implemented.

DUE DATE: JULY 19TH, 2019 AT 5:00 PM

Two (2) hard copies and one (1) electronic file of the proposal must be submitted to:

Consuella Barbour
Town Manager
3820 40th Avenue

Cottage City, Maryland 20722
townmanager@cottagecitymd.gov

7. ACCEPTANCE OF PROPOSAL

The Town of Cottage City, Maryland will evaluate all proposals to determine acceptance or rejection of the proposal. Pursuant to this RFP a contract will be executed and signed by Cottage City, Maryland.

8. PROCUREMENT RULES AND PROCEDURES

The Town of Cottage City, Maryland will award a contract in reliance upon the information contained in proposals submitted in response to the RFP. Cottage City will be legally bound only when and if there is a definitive signed agreement with the awarded contractor. It is important that any person who signs a proposal or contract on behalf of a Contractor's organization certifies that he or she has the authority to so act. The successful Contractor who has his/her proposal accepted may be required to answer further questions and provide further clarification of his/her proposal and responses.

Receiving this RFP or responding to it does not entitle any entity to participate in services or transactions resulting from or arising in connection with this RFP. Cottage City shall have no liability to any person or entity under or in connection with this RFP, unless and until Cottage City and such person shall have executed and delivered a definitive written agreement.

No oral modifications or amendments to this RFP or any resulting contract shall be effective, but such may be modified or amended by a written agreement signed by the parties. If it becomes necessary to revise any part of this RFP, an addendum will be provided to all who received an RFP.

Contract Negotiation and Execution

It is the intent of the Town of Cottage City that after the successful vendor has been selected, Cottage City and the selected vendor will enter into contract negotiations containing all terms and conditions of the proposed service. Any acceptance of a proposal is contingent upon the execution of a written contract and the Town of Cottage City shall not be contractually bound to any bidder prior to the execution of such written contractual agreement. The contents of the bid submitted shall become part of the contractual obligation and incorporated by reference into the ensuing contract. The contract with a successful vendor will include penalties for non-performance and failure to meet the proposal implementation schedule. Contract execution is contingent upon approval by Cottage City Commission.

9. PROCUREMENT TIMETABLE

Below is the Procurement Timetable that has been established for this RFP.

Required Activity Scheduled Date RFP

Issue Date:	JUNE 17, 2019
Closing Date for Receipt of Proposals	JULY 19, 2019
Selection of Agency *	AUGUST 9, 2019
Preferred Completion Date - on or before	FEBRUARY 7. 2020

*Desired date for Town of Cottage City to select agency.

10. SIGNATURE PAGE

I hereby certify that the information submitted by me/my company in response to this RFP, including the pricing and other information in this Proposal Response Form is true and accurate.

I understand that the Town of Cottage City has the right to reject any or all proposals, to waive minor irregularities when to do so would be in the best interests of the Town of Cottage City, Maryland.

Name of Agency _____

Address _____

Email Address _____

Phone Number _____ Fax Number _____

Print Name _____

Signature: _____ Date: _____