

Town of Freeport, Maine



REQUEST FOR PROPOSAL

Website Redesign Services

Address Proposals to:

Town of Freeport

Attn: Jessica Maloy – Finance Director

30 Main St.

Freeport, ME 04032

Deadline Date: Wednesday, April 4th, 2018 - Noon

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I. Introduction

The Town of Freeport, Maine (pop. 8,232) (the “Town”) is a full service municipality with approximately 65 full time and 125 part time/seasonal employees, \$1.35B of taxable property valuation, and a \$9.7M operating budget, exclusive of schools, which are administered separately by RSU #5. The Town sits along the north shore of beautiful Casco Bay on the Atlantic Ocean. With scenic residential and commercial neighborhoods, Freeport is both a remarkable place to live and a popular tourist destination. The Town of Freeport is home to a large international outdoor retailer, a myriad of retail establishments, and a growing specialty food and beverage production sector. With local access to I-295 and Amtrak’s rail network, and easy access to airport and seaport facilities in nearby Portland, Freeport is regarded as a convenient, family-friendly location for businesses, residents, and visitors alike.

The purpose of the Town’s Website Design and Replacement project is to update the Town of Freeport’s website with a new design, simplified navigation, and a new backend website content management system. The last major redesign of the Town’s website took place in 2007. Since then, much has changed in terms of both available technology and the level of expectation of services provided by local government websites.

Proposals, in accordance with the specifications and directions provided herein, will be received as follows:

Town of Freeport
Attn: Jessica Maloy
Finance Director
30 Main St.
Freeport, ME 04032

All proposals must be delivered to the Town of Freeport Finance Department at the address listed above and sent to the attention of Jessica Maloy, Finance Director, no later than **noon, April 4, 2018** in order to be considered.

All proposals must be in sealed envelopes reflecting on the outside thereof, the responder’s name, address, phone number and “**WEBSITE REDESIGN RFP**” clearly marked on the sealed envelope.

II. Project Goals

The primary goal of this project is to replace the current website with a new and improved website, along with an updated Content Management System. The new website should be easier for users to navigate, including Mobile Optimization, more efficient for Town staff to manage, and provide a wide variety of services to the citizens of Freeport. The Vendor will provide the Town with an information ready, turn-key website that Town staff can immediately begin to utilize.

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Goals

1. Improve the content management system (CMS) that supports updating the website.
2. Improve the information architecture that supports easy navigation of the site to access key Town services, including Mobile Optimization.
3. Redesign the website with a new look and feel reflecting the vision of the Town.
4. Expand the services the Town offers to citizens on the website.
5. Enable updating the look and feel of the website on an as-needed basis by Town Staff.
6. Ensure easy accessibility and navigational user experience, encouraging citizens to return.
7. Visually reflect the character of the Town.
8. Implement electronic workflow for all proposed web postings for approval and promotion.
9. Identify and provide web information management tools to comply with the State of Maine's Public Records retention guidelines. This will include the ability to archive all information updates.

III. **Scope of Services Required** – The Vendor(s) will be responsible for the following:

Scope of Design Services Offered

- 1) Redesign the Town website look and feel to support the Town's vision as well as the design needs of specific departments/services.
 - Provide a project plan for the design phase of the website replacement project.
 - New website content information architecture that supports easy navigation to key services.
 - Determine a consistent look and feel for the website, including color schemes, graphic elements, and navigation tools that provide straightforward navigation within a unifying graphic theme as well as flexibility for the branding of different Town departments/services.
 - Provide design mock ups of primary website sections: Home page, Departments, Visitors, Businesses, Residents, Contact Us, Municipal Calendar, and FAQs, as well as their Mobile Optimization equivalent.
- 2) Apply website redesign mockups to website CMS software implementation to enable information ready website.
 - Provide a website CMS software implementation project plan. This can be integrated with the overall project plan.
 - Install and configure website CMS software on Town server infrastructure.
 - Consult with Town staff to determine how the website CMS navigation will support the Town template requirements.
 - Create website templates that meet ADA standards compliance.
- 3) Website CMS training for site administrators and content contributors.

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Examples of Previous Designs

Provide examples of previous municipal website designs with similar features and functionality to those contained in the vendors' proposal.

Website Content Management Software

Software Needs Summary

The Town is looking for website content management software that will; be adaptable to current and changing technology, enable content subject matter experts to efficiently publish and manage their content on the Town website and Mobile Applications, and provide easy access of Town services to website visitors.

Product Requirements

Product requirements are outlined below.

General Website Content Management System Features:

1. Content Editor

- WYSIWYG rich text editor
- Spell checker
- Ability to limit certain features of WYSIWYG editor to maintain common look and feel throughout the website.
- Content publisher control of associated meta data

2. Content Management

- Ability to organize and manage uploaded documents and images.
- Ability to archive outdated documents and images.
- Ability to optimize uploaded pictures and graphic files for quickest page loading.
- Interactive photo galleries to publish and display photo assets.
- Document galleries to organize and publish documents according to subject matter.
- List module for creation and organization of logically related items into lists that can be shared on multiple pages but managed within single list. Example list content: contacts and links.
- Ability to determine specify a publishing schedule for specific content
- Versioning and indexing of content to meet State of Maine Records Retention and Retrieval requirements.

3. Navigation

- MEGA Drop Down Menus
- Breadcrumb navigation
- Secondary level navigation within specific content subject matter areas
- Friendly URL's

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- Addition of external pages to navigation
- Flexible navigation tools that facilitate management of common links across site.
- Ability to reorganize content to different sections of the website without manually changing content links.

4. Master Calendar Functionality

- Master calendar to share events, meetings, holidays, etc. that can be managed in a main calendar and shared across the website by content/subject matter category.
- iCal links for users to add events to desktop calendar programs such as Outlook.
- The ability to create interactive maps of event locations.
- Provide RSS feeds by calendar based on content creator defined categories.

5. Forms

- Standard contact forms
- Ability to easily add custom forms to site pages and manage content produced by the forms
- Surveys and ad hoc reporting

6. Security/Authorization

- Ability to centrally add and manage users and specify access rights
- Ability to create groups with different access rights
- Ability to limit certain group members from specific content and content management functionality
- Ability to manage logged in users
- Publishing Workflow with ability to customize by security group and user
- Audit trail and reports of changes to content within the CMS

7. Additional Functionality

- RSS consumption and display of external resources, or current equivalent.
- RSS production on frequently updated content such as news releases and calendar events, or current equivalent.
- “Share This” social networking site links for site visitors to share content on Facebook, Twitter, etc.
- Site templates must be ADA standards compliant
- CSS template features for viewing text only, printing, and mobile access versions of the site.
- Software Development Kit - Ability for the IT Department or outside Vendor to create custom pages and content within the site’s templates to facilitate

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integration of other e-Gov services software such as GIS, permitting, online bill payment, etc.

- Search engine that can be directed to index both internally and externally hosted website resources.
- Ability to manage an interactive multimedia top stories section within the CMS.

Technical Requirements

- Active Directory authentication integration if possible.
- Ability to have separate development and production environments.

Site Look and Feel

- Site must display correctly in all version for major browsers, e.g. Internet Explorer, FireFox, Google Chrome, Opera, etc.
- Site themes and/or style sheets that maintain common look and feel throughout website.
- Department / Service Marketability – ability to apply customized look and feel within different departments/services while maintaining global navigation and website common look and feel.

Hosting Options

- Hosted by the vendor or
- Within the Town's Microsoft server environment on Microsoft Server 2016 server and Microsoft SQL Server 2008. If the Town hosts the site it intends to remain with Microsoft IIS for web services.
- If hosting is proposed by vendor, please provide cost detail as an optional contract alternative

Training Options

- Vendors will have the ability and will allow Town staff to perform a hands-on demo/test of the software during the website CMS selection process.
 - Demos will be as close to current production environment as possible.
 - Documentation of additional functionality and performance differences from demo will be provided.

IV. Submittal Requirements:

Each applicant must respond to the following items in order for the application to be considered complete.

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1. Provide a detailed background of the vendor.
2. Provide a detailed description of how the vendor proposes to meet the requirements contained in section III. "Scope of Services Required" of this proposal. Descriptions should be itemized into five (5) main areas for the Town's consideration of their services: scope of design services offered, examples of previous designs; proposed content management system (CMS) software; available hosting options; and options for training.
3. Provide a detailed cost proposal.
4. Provide (3) professional references relative to the vendor's experience working with municipal governments.
5. Provide examples of previous municipal website designs with similar features and functionality to those contained in the vendors proposal.
6. Please submit four (4) complete copies of your proposal.

V. Evaluation of Proposals and Award of Contract

1. Proposals shall be evaluated based on qualifications as well as proposed cost.
2. There is no obligation on the part of the Town to award a contract to the lowest-cost proposal.
3. The Town reserves the right to award the proposal to the vendor submitting a responsive proposal with a resulting negotiated agreement which is the most advantageous to, and in the best interest of, the Town. The Town shall be the sole judge of which proposal and resulting negotiated agreement is in its best interest of the Town, and the decision of the Town shall be final.
4. The Town reserves the right to interview respondents at its sole discretion. Telephonic interviews are acceptable for remote respondents.
5. The Town of Freeport reserves the right to reject any and all proposals, or to accept the proposal that in the opinion of the Town Manager is in the best interest of the Town.

VI. Miscellaneous:

1. Conflicts of Interest - All respondents must disclose with their proposal the name of any Town official or Town employee who is a relative, or who might have a pecuniary interest in the proposals offered for consideration.
2. The selected vendor will be prohibited from assigning, conveying, subcontracting, or otherwise transferring any agreement or its rights, title, or interest therein, or its power to execute such agreement to any other person, company, or corporation, without the consent of the Town Manager.