



Town of Riverdale Park Request for Proposal: Town Website Redesign

Project Overview:

The Town of Riverdale Park is requesting proposals for website design and development services. The redesigned site should have a theme that promotes the Town of Riverdale Park with a welcoming, friendly, and professional feel. Once completed, the Town will be responsible for content management and will own all content. Additionally, the website will become the property of the Town of Riverdale Park.

The Town Website Objectives:

1. A website with a look and feel that reflects the Town's character; being respectful of the Town's history with a look to the future.
2. A website that is simple, modern, secure, visually appealing and easily accessed by mobile devices with the same quality and features provided on the full site.
3. A website hosted by the developer or with a third party host familiar to the vendor.
4. An information architecture which provides easy navigation and accessibility of the site to Town services, information and activities; and, assures security and privacy.
5. Simple content management system that will allow for easy creation of new pages by Town staff and automatic removal of information with deadlines.
6. Google translate or another service that allows visitors to the website to view information in a language other than English.
7. On-line services that improve communication with residents and allow access to Town services and staff.
8. Ability for Town staff to create on-line forms and collect information submitted on the website. (Ex. Request a new trash can or to be placed on tree planting list)
9. Alert system for inclement weather or emergencies.
10. Robust search feature for the entire website.
11. Capability for live streaming and storage of video from public meetings or the ability to link to YouTube.
12. Capability for online payments.
13. Intranet for employees or a secure employee-only section.
14. Training and support package for Town staff.

Scope of Services:

The selected vendor must:

1. Provide a complete project workplan that incorporates the Town's objectives listed above.
2. Provide a comprehensive information architecture solution which assures ease of use, security of information and room for future expansion of the site.
3. Propose a design of Town's Website to include at a minimum:
 - a. At least three (3) Home Page design options for the Town to consider.
 - b. Consistent look and feel for the website, including color schemes and graphic elements developed through collaboration with the Town staff.

- c. Website architecture for the entire site that provides easy navigation to information and services, and is compatible with all major browsers and mobile devices.
 - d. Website that meets ADA standards compliance.
4. Implement redesign of Town Website
 - a. Install and configure the website information architecture software based on the approved design.
 - b. Work with designated Town staff to develop and implement a content approval process and permission levels for staff.
 - c. Migrate content and documents from the existing website to the new website.
 - d. Complete all other work necessary to develop and fully test the website.
 - e. Ensure that the website is fully operational and meets the Town's requirements.
5. Provide training to Town employees who will be responsible for managing and updating the website.
6. Provide website support options including hosting, both remote and onsite support to assist in the creation of new web pages and general support as needed.
7. Provide a complete cost proposal to include any additional items, not listed above any annual fees outside of website support.

Proposal Submissions

Submissions should consist of the following:

1. Overview and background of the firm submitting the proposal.
2. Names and relevant experience of the team members who will work on the Town of Riverdale Park Project.
3. Proposal narrative, including demonstration of an understanding of Town objectives and Scope of Services, a proposed vision for the website, hosting and other information which further clarifies the proposed solution and the capability of the vendor to achieve it.
4. Detailed timeline of creation, implementation and training.
5. Description of the proposed information architecture.
6. Links to previous design work relevant to this project and reference contacts for similar projects.
7. Complete outline of project costs.
8. Submission of at least 3 references from similarly situated clients

Selection Criteria

Proposals will be evaluated on the following criteria:

1. Compliance with the Project Objective, Scope of Services and required submissions.
2. Qualifications and experience, including internal organization and resources, comparable project experience, and knowledge of municipal government.
3. Approach to project management
4. Overall cost of proposal

Finalist Presentations

Project finalists may be required to give a presentation to include: background and experience, vision for the new website, website samples for similar projects, overview of the proposed information architecture, proposed maintenance and support and project costs.

Proposal Submission

The Town of Riverdale Park will accept sealed proposals up to Friday, March 10, 2017 at 5:00 p.m. This material shall be submitted to Town Hall, 5008 Queensbury Road, Riverdale Park, Maryland 20737. Proposals received after that time will not be accepted and will be returned unopened. All proposals become property of the Town of Riverdale Park upon submission and are subject to Maryland Public Records law.

For questions and clarification of any details of this opportunity, please submit in writing to email: RFPQuestions@riverdaleparkmd.gov. Written responses will be prepared as an addendum to the RFP and distributed to all applicants in advance of the submitted deadline.

Rights Reserved by the Town of Riverdale Park

Town of Riverdale Park may investigate the qualifications of any proposer under consideration, require confirmation of information furnished by a proposer, and require additional evidence of qualifications to perform the work described in this RFP.

The Town of Riverdale Park reserves the right to:

1. Reject any or all of the proposals if it deems such action is in the public interest;
2. Issue subsequent Requests for Proposals;
3. Cancel the entire Request for Proposal;
4. Remedy technical errors in the Request for Proposals process;
5. Appoint an evaluation committee to review the proposals;
6. Seek the assistance of outside technical experts in proposal evaluation;
7. Approve or disapprove the use of particular subcontractors;
8. Establish a short list of proposers eligible for interviews after review of written proposals;
9. Negotiate with some, all, or none of the respondents to the RFP;
10. Solicit best and final offers from all or some of the proposers;
11. Award a contract to one or more proposers;
12. Accept an offer other than the lowest price offer; and
13. Waive informalities and irregularities in proposals and the bid process.

This RFP does not commit the Town of Riverdale Park to enter into a contract, nor does it obligate the Town of Riverdale Park to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract. All proposals will be subject to public disclosure as required by the Maryland Public Information Act. The Town of Riverdale Park reserves the right to investigate the qualifications of all firms under consideration to confirm any part of the information furnished by a proposer, or to require other evidence of managerial, financial, or other capabilities which are considered necessary for the successful performance of the contract.