



TOWN OF MILTON, VERMONT 05468-3205

Town Manager's Office • 43 Bombardier Road • 802-893-6655 • Fax: 893-1005

Request for Qualifications/Proposals
Website Design, Development, and Implementation

October 2016

Introduction

The Town of Milton seeks to engage the services of a qualified firm to provide website design and content management system services. The Town's goal is to update our website to enhance the user experience, simplify content management, and provide better information and customer service to the community, while meeting high standards for design quality and visual appeal.

Proposal Guidelines and Submittal Requirements

The deadline for RFP responses is November 21, 2016 at 3:00 p.m. EST Submit one original, two hard copies, and one electronic copy to:

Mary Thompson
Town of Milton
43 Bombardier Road
Milton, VT 05468
mthompson@town.milton.vt.us

- While price will contribute to decision-making, it will not be the sole, deciding factor in the Town's choice.
- Submittals that are not received on or before the specified deadline will not be accepted and will be returned unopened.
- Town reserves the right to request follow-up information or clarification from vendors in consideration.
- The Town of Milton 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.
- The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.
- 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.
- Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

Background

The Town of Milton's current website can be seen at <http://www.miltonvt.org> The Town currently has a web presence that is outdated in appearance, structure and in the presentation of content. It also fails to reflect a new atmosphere of possibility and promise for change that is apparent in the work of the Town and support by many community groups. The Town of Milton seeks a firm that can provide modern and adaptable resources to meet the needs of our community for years to come. Included in this modernization, the Town seeks a site that will offer online services and enable communication and

information sharing so that our residents, visitors and businesses have quick and efficient access to the Town's resources.

To be effective, our web site must be:

- Easy and intuitive
- Visually pleasing
- Informative
- Safe and secure
- Quick to load and operate

In short we wish to present the Town's character and opportunities through the use of compelling visuals, intuitive navigation, and concise messaging. Specifically, the Town would like a site that decentralizes content management to multiple content managers in each Town department under the oversight of the Director of Administration and Community Affairs.

The Town of Milton seeks the assistance of a company that can accomplish all of the functionality identified in this RFQ/P and has the flexibility of providing this functionality over time, if needed due to budgetary constraints. The Town also seeks a company that has the capability of integrating additional features that may be needed or new technologies that may be developed in the future.

Finally, the Town of Milton's website must have the capability to meet the State of Vermont Open Meeting Law Requirements under 1 VSA § 310.

Vendor Qualifications

The Town of Milton seeks a vendor that has produced a minimum of twenty websites and has been in the business of municipal website design for at least five years. Additionally, the Town seeks a vendor who has the proven capability to provide the Content Management System (CMS) components and tools identified in the chart that follows. 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. What type of team will be assigned to this project? Please include a brief background summary for each key staff member assigned to this project. Name, title, role (e.g., project management, training, design)
- B. Briefly describe your firm's project management process
- C. Education, years of experience

4. Municipal Website Design Experience

- A. References (minimum three municipal references, including all contact information below)
 - 1. Client name
 - 2. Website URL
 - 3. Contract duration
 - 4. Client contact person, title, phone number, and email
- B. Any municipal award winning websites designed by vendor (please list Town name and website URL. Only sites that are live will qualify during evaluation.) Briefly list the role your firm played in each project.
- C. Design portfolio (minimum of three screenshots with URLs)
- D. If no previous experience with municipal governments, please explain relevant website experience (please list client URLs. Only sites that are live will qualify during evaluation.) Briefly list the role your firm played in each project.

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. Post website go live website communication (award entries, annual website review, etc.)
- H. Ability to integrate existing municipal branding into new site
- I. Please discuss your testing and support plan.
- J. 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.)
- E. Continued communication post website go live with consultants and support staff
- F. How the Town can share ideas, opinions and sign up for beta testing
- G. Normal support hours and emergency support hours
- H. Software updates and site maintenance
- I. Software licensing (if any)

7. Ability to integrate existing 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.

Component/ Module Name	Function	Offered (Yes/No)	Vendor Comment
Browser Based Administration	Update, delete and create template based web pages		
Departmental Home Pages	Ability to for departments, associated organizations to manage their own home pages and users		
Directories, Listing for Staff and Businesses	Dynamic content		
Archive Center	Store agendas, minutes, newsletters and other documents		
Document Center	Upload/download capability, back-end ability to search within		
Calendar	Update/publish calendars by both department, committee, and Town wide		
Agenda Management	Upload, create and manage agendas		
Blog	Comments can be moderated by Town before being published		

Alerts & Emergency Notification	Alerts posted on website and public notifications sent out through email, text message and social media		
Interface to existing systems and databases	Integration or links to Interactive GIS, Smartgov, Land Records Portal, etc.		
Intranet/Extranet	User restricted pages		
Department/Facility Management	Reservations and/or listings		
Event Registration	Online reservation and payment		
Parks & Recreation	Enroll in classes online, ability to create custom enrollment forms, link to payment module		
Online Payments	Secure online transaction by department		
Survey/Polling Capability	Poll, question, and answer tracking		
Website Visitor Profile	Visitors can pick and choose the information that automatically becomes fed to their profile upon site login		

Citizen Sourcing Tool	Encourages citizen idea submission, engaging discussions, voting, etc.		
RFP/RFQ/Bid Posting	Dynamic content		
Online Job Postings and Application	Applicants can also create an online profile, fill out application and attach additional documents		
E-Notifications	Electronic subscription, scheduled notifications, SMS subscribers		
Video Hosting	With live streaming video capabilities		
Site Search	Internal site search engine, site search log		
Site Statistics	Analytics and site audit reports		
Sitemap & Breadcrumbs	Dynamic		
Spotlight	Ability to highlight 1 text on one or more pages		
News Releases	Online publishing		
News & Announcements	Dynamic content		

Newsletters	Subscription and online publishing for a variety of newsletters		
Mobile Browsing	Website can be accessed from any mobile platform		
Online Forms	Forms, publishing, and tracking		
Multi-Lingual Support	Dynamic content		
Frequently Asked Questions	Dynamic content		
Printable Pages	Print-friendly function		
RSS Feeds out	Registration by Department		
Social Media Interface	Facebook and Twitter feeds		
Automatic expirations	Expiration dating		
Broken Links Finder	Site visitors can enter comments concerning how they accessed the page		
Real Estate Management	Properties – commercial or residential – can be organized by and searched		
Rotating Photos/Banners	Dynamic image display		

Photo Center	Optional - Display community photos in a central location on website		
Mobile App	Optional - Generic and/or custom		
LDAP Integration	Optional, not required - Lightweight Directory Access Protocol (LDAP) integration should be an option		

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
- E. Other

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)
- 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.

14. Conclusion

Format for Proposals

Please use the following as a guideline to format your proposal:

- **Length and Font Size:** Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 35 pages (not including Hosting Attachment information).
- **Title Page:** Web Site Development Proposal, your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.
- **Cover Letter:** Signed by the person or persons authorized to sign on behalf of the company (1-2 pages).
- **Proposal:** Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted in the Schedule Section of this RFQ/P, found on page 11 of this document.
- **Qualifications:** Provide the information requested in the Vendor Selection outline, Sections 1-4, page 3-4 of this document.
- **Budget and Fees:** List budgets as requested above. Identify staff you anticipate working on the project and their hourly rates for work that may be needed.
- **Attachments:** Hosting options/information:
 - o Do you provide hosting? If so, please provide answers to the following questions.
 - o How often do you backup? o
 - o How often do you have down time? o
 - o How often do you upgrade software/hardware? o
 - o Please describe your technical support. o
 - o Please describe your security. o
 - o Do you have a high-speed, direct connection to the Internet? o
 - o Please describe your methodology and service level agreements. o
 - o Pricing, terms and conditions. If you do not provide hosting, please suggest a vendor/partner to provide this service and provide answers to the above questions.

Evaluation Criteria

The Town of Milton 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 (CMS) components and tools (30%)
- Extent of the firm's experience in successfully implementing and managing existing municipal websites (20%)
- Demonstration of the website security credentials (20%)

- Cost (20%)
- Review of aesthetics of illustrative examples of design and layout capabilities in existing websites (10%)

Selection Process

The selection process will involve the following phases:

Phase 1: 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 Town Selectboard and will enter into negotiations intended to lead to a professional services agreement.

Schedule

The approximate RFP schedule is summarized below:

- Issuance of RFP: October 12, 2016
- Vendor submittals due: November 21 at 3:00 p.m. EST.
- Vendor interviews and reference checks: January 2016
- Vendor approval, enter negotiations, execute a professional services agreement: April 2016

* Dates subject to change

Inquiries

Inquiries about this Request for Proposals must be made in writing and directed to:

Donna Barlow Casey
Town Manager
43 Bombardier Road
Milton, VT 05648
dbarlowcasey@town.milton.vt.us