



Town of Bargersville, Indiana
REQUEST FOR PROPOSAL
Website Maintenance & Redesign

ISSUED:

August 2, 2021

DEADLINE FOR RESPONSES:

August 16, 2021

4:00 PM Eastern Daylight Time

SUBMIT PROPOSALS TO:

Kevin Killinger, Utilities Manager

Town of Bargersville

24 N Main St

Bargersville IN 46106

utilityadmin@townofbargersville.org

317.422.3170

GENERAL INFORMATION & SUMMARY

Organization Requesting Proposals:

Town of Bargersville
24 N Main St
PO Box 420
Bargersville IN 46106

Contact:

Kevin Killinger
Utilities Manager
utilityadmin@townofbargersville.org
317.422.3170

Summary of Request:

The Town of Bargersville seeks proposals from qualified firms to assist in the maintenance of our current website and development of a new website for the Town of Bargersville. The Town is soon looking to redesign the website for improved navigability and functionality. The Town is ultimately looking to provide consistency in the design and messaging from a global perspective that includes instant brand recognition to attract families, residents, businesses and vendors. Interested parties must submit proposals electronically by Monday August 16, 2021 at 4:00 Eastern Daylight Time.

Website History:

The website was recently redesigned in 2015 and moved to WordPress for hosting. Currently there are no more than ten primary or secondary users. People use our website to pay utility bills, start / stop utility services, report issues, watch meetings and perform document searches. With the Town growing 82% in the previous ten years and continuing to expand, our website needs to be running at all times in order to serve residents and vendors. Additionally, the website feels dated and minimal on all devices, especially mobile, and thus we feel it is due for a redesign.

Communications about the RFP:

All communication from interested parties during the response submittal process must be made to Kevin Killinger (utilityadmin@townofbargersville.org). Any questions regarding the RFP will need to be transmitted via email and will be posted on the Town of Bargersville website, at www.townofbargersville.org, with a response from staff.

If necessary, interpretation of or changes to this RFP may be made by written addendum. A copy of any addendum will be posted on the Town website no later than August 9, 2021 at 4:00 Eastern Daylight Time. Interested parties are responsible for checking the website for addenda, though the Town of Bargersville may choose to contact all known interested parties with notification of posted addenda; the Town of Bargersville will not be responsible for any incorrect assumptions or misinterpretations of this RFP. If significant changes to this RFP are required, then the Town may postpone the final date for submission through an addendum.

Interested parties may notify the Town of Bargersville via email of their intent to submit a proposal but are not required to do so. Failure to notify the Town of Bargersville of intent to submit a response may result in omission from future communications including possible notification of any addenda.

Proposals must be submitted in a .pdf format no later than 4:00 PM EDT August 16, 2021. Responses which, in the judgment of the Town, are in any way incomplete, inaccurate, or otherwise not in compliance with the requirements described in this RFP will be rejected.

Any costs incurred while responding to this RFP in anticipation of receiving a contract award are the responsibility of the entity submitting the response. The Town of Bargersville will not reimburse any respondent for any such expenses.

Proposal Process Schedule:

**Dates are tentative and subject to change as needed*

<i>August 2, 2021</i>	<i>RFP Advertisement</i>
<i>August 16, 2021 (4:00 PM EDT)</i>	<i>Proposal Deadline</i>
<i>August 17- August 20, 2021*</i>	<i>Response Evaluation</i>
<i>August 23, 2021*</i>	<i>Interviews with Selected Respondents</i>
<i>September 1, 2021*</i>	<i>Selection of Respondent, Contract Negotiations with Selected Respondent</i>

PROJECT DETAILS

Overview:

The purpose of this project is to maintain our current website and develop, draft, and adopt a new website for the Town of Bartersville. It is envisioned that the website will

Objectives:

The following objectives should be considered:

- Handle any break/fix issues that may arise on current website
- Present a more modern, professional image for the Town
- Engage users and maximize traffic efficiency
- Attract new families, residents and vendors
- 99.9% uptime
- Ability to interface with current add-ins (OnBase, Municipal Online Payments, Smart Bill Corp)

Project Management:

The project will be managed by the Town of Bartersville staff.

Scope of Work:

With assistance from staff, the selected respondent will create a new website for the Town. The final work program will be developed in conjunction with staff but the scope of work should include the following.

- Website Maintenance: The selected respondent will assist staff with break/fix that may arise on the current website for an hourly fee.
- Project Schedule: The selected respondent will develop and propose a project schedule estimating the timeline for the project elements.
- Current Website Evaluation: The selected respondent will work closely with staff in performing a diagnostic evaluation of the existing website.
- Public Outreach: The selected respondent will assist in surveying residents regarding changes they would like to see in the new website.
- Drafting the New Website: The selected respondent will prepare drafts of the website, including sitemaps, for review by staff, culminating in a final version to be acted upon by the Town Council and any other appropriate boards.
- Transition of Content: The selected respondent will transition all current web pages to the new website.
- Training: The selected respondent will train relevant staff in the CMS environment chosen.
- Publish and Maintain the New Website: The selected respondent will publish the website and assist staff in maintenance, performing break/fix as needed in a timely manner.

SELECTION CRITERIA & EVALUATION

Consultant selection for this project will be based on an evaluation of the responses along with the consultant interviews. The Town reserves the right to request additional information or to reject all responses and not select a consultant. It is anticipated that the scope of services, fees, and contract details will not be finalized until a consultant is selected, at which time the Town will work with the selected consultant and team members to finalize those matters.

RESPONSE REQUIREMENTS

General Requirements:

Submissions must be prepared electronically using 8.5" x 11" paper format and must be submitted as a single .pdf file. The submission must include the following items in order.

1. Submittal Form
2. Introductory Letter
3. Project Team and Structure
4. Relevant Project Experience
5. Project Approach
6. Pricing Estimate

Submissions must be emailed to Kevin Killinger (utilityadmin@townofbargersville.org). Submissions received after 4:00 PM Eastern Daylight Time on August 16, 2021 will not be considered.

Content Details:

Proposals should include all of the information required below:

1. Submittal Form: Completed and signed submittal form that is attached to this document.
2. Introductory Letter
 - Name of the individual(s) or firm(s)
 - Contract information for the person authorized to serve as point of contact during the RFP evaluation process and to negotiate on behalf of the firm or team if selected for the project.
 - General statement of interest and availability for the project described in this RFP.
3. Project Team & Structure
 - Identification, qualifications, expertise, and availability of the project manager and key staff proposed to be assigned the project.
 - Identification of proposed sub-consultants for any tasks not to be completed by the prime consultant and the type and percentage of work each sub consultant will complete.
 - Relevant information regarding team organization or leadership in place to ensure efficiency and accountability during the course of the project as well as quality control and schedule control.
 - Location of all project team members and their applicable licensure and certifications. Knowledge of and experience with pertinent federal, state, and local laws, regulations, and policies.
4. Relevant Project Experience
 - Specific examples of projects that are relevant and similar to this project (provide a link to the project, a reference name, and contact information for the clients associated with these projects).
 - Identification of which key personnel were responsible for the relevant tasks.
5. Project Approach
 - Description of the project approach and deliverables.
 - Timeline with milestones
 - Description of innovative ideas or strategies for project prioritization and project implementation.
 - Discussion of budget and any anticipated expenses above that budget.
 - Other relevant information related to the project approach.
6. Pricing Estimate: A complete estimate of costs associated with the project. The provided estimate should itemize each phase of the proposal.

SUBMITTAL FORM

The undersigned declares that this response submitted to the Website Maintenance & Redesign Request for Proposal (RFP) advertised on August 2, 2021 is, in all respects, an accurate and true representation of the individual's / firm's / project team's experience and qualifications. The undersigned further acknowledges that the response submitted is absent any collusion with an employee / official of the Town of Bartersville. The undersigned acknowledges they reviewed and are familiar with the RFP documents issued on August 2, 2021, and they acknowledge their responsibility for checking the Town website for any addenda to this RFP and incorporating or responding to information presented in such addenda as necessary.

If any omissions, erasures, and / or alterations (collectively "modifications") are required to be made to the response documents, the undersigned acknowledges that they have carefully examined the modifications to the response documents submitted by the individual or firm, and have approved all such modifications. If said modifications are hand written, the modifications must be initialed. The undersigned further acknowledges that the individual initiating any such modifications has authorization to do so on behalf of the individual, firm, or team.

Individual / Primary Firm Name:

Firm Representative Name:

Authorized Signature:

Title:

Date

Address

City

State

Zip

E-Mail

Contact Number