



Town of Summerville

REQUEST FOR PROPOSAL

FOR PROVIDING

WEBSITE REDESIGN

FOR

SummervilleSC.gov

PROPOSALS ARE DUE BY MAY 24, 2018 | 2:00 PM EST

Questions regarding RFP requirements must be received by Michelle Beltz, Purchasing Agent in writing at mbeltz@summervillesc.gov by **5:00 PM** on Thursday, May 10, 2018. Oral and late questions will not receive responses. Responses will be posted on www.SummervilleSC.gov.

Proposals containing the information required by this RFP, in the format described below, must be received no later than 2:00 PM on Thursday, May 24, 2018. Proposals shall be submitted in a sealed envelope and plainly marked "Proposal for Website Redesign."

Proposals must be submitted to:
Town of Summerville
Attn: Michelle Beltz, Purchasing Agent
200 S. Main Street
Summerville, SC 29483

It is the sole responsibility of each Respondent to ensure its Proposal is received by the Town by the date and time stated in this RFP. **Late Proposals will not be accepted.**

1.0 INTRODUCTION

1.1 Background

Situated on a pine-forested ridge, Summerville was first inhabited in the late 1700's as Charlestonians and other inhabitants of the SC Lowcountry sought respite from the summer heat, mosquitos and disease. From May to September, plantation families along the nearby Ashley River and other coastal areas, headed for higher elevation to live temporarily or "maroon," in the tiny forest colony soon dubbed Summerville. Other pioneer residents descended from those 1696 puritans who settled the nearby former colonial settlement of Dorchester, endowing Summerville with a heritage spanning three centuries.

Modernization came to town with the arrival of the railroad in the early 1800's and led the village to incorporation. Trees were being cut in large numbers for laying rails and the clearing of lots to relocate the commercial center near the tracks. To protect Summerville's biggest asset, the village became an official town in 1847, passing a first law prohibiting the cutting of certain-sized trees without permission, and fining offenders a then hefty \$25. That ordinance, one of the oldest of its kind in the United States, is still on the books.

Summerville's beauty is mirrored in her motto, "The Flower Town in the Pines." Since the early 1900's tourists have flocked to the town during early spring to enjoy millions of spring blossoms, particularly azaleas, in private and public gardens, including the mid-town Azalea Park. It's no wonder perhaps that the motto on the town's official seal is "Sacra Pinus Esto - The Pine is Sacred".

Despite the publicity and the development it spurred, the town's population hovered around 3,000 for nearly a century, not reaching 6,000 until the late 1970's. Then, as a bedroom community for the larger urban centers in the area, the charm of Summerville resulted in a doubling of the population in the 1980's. It continues to attract families, business people and military personnel, all looking for a quality of life that has long since disappeared in cities. Today, the Town of Summerville has a population of approximately 50,000 residents.

1.2 Purpose

The Town of Summerville ("Town") is seeking professional website redesign services. The Town's current website (www.SummervilleSC.gov) is in need of a complete redesign to meet the needs of a rapidly growing community. The top goals of the website redesign project include:

- creating an overall inviting and engaging web design interface
- providing information architecture that supports easy navigation and return users
- expanding online services
- providing full site searchability

1.3 Response Cover Sheet

**Town of Summerville
RFP
WEBSITE REDESIGN
Response Cover Sheet**

	YES	NO
Has your company operated at least 1 year without interruption?	<input type="checkbox"/>	<input type="checkbox"/>
Does any employee or official of the Town have any financial or other interest in your company?	<input type="checkbox"/>	<input type="checkbox"/>
Has your company been disqualified by any public agency from participation in public contracts?	<input type="checkbox"/>	<input type="checkbox"/>

Please provide the appropriate contact information below:

FULL LEGAL NAME OF COMPANY _____

TYPE OF BUSINESS

- Sole Proprietorship
- General Partnership
- Limited Partnership
- Corporation
- Limited Liability Company
- Other _____

FEDERAL EMPLOYER IDENTIFICATION NUMBER _____

ADDRESS _____

EMAIL ADDRESS _____

PHONE _____

NAME _____

TITLE _____

SIGNATURE _____ DATE _____

2.0 SCOPE OF WORK

2.1 Objective

The primary objective for this project is to redesign the current website, migrate any pertinent information from the existing website to the new website, and host the new website. The selected Respondent will perform these services under the direction of the Town of Summerville IT and Public Information Offices.

2.2 Specifications

- Work with the Town of Summerville IT and Public Information Offices to create a new website design that gives the site a professional, attractive and contemporary look with the option of a companion mobile application for IOS and Android devices.
- Migrate any pertinent content from the current website to the new redesigned website.
- Design an easy to navigate menu and homepage layout that incorporates an image slider that can be changed by staff at any time, a master calendar, a news section listing latest press/news releases, powerful search capabilities and social media icon links (Facebook, Twitter, Instagram and YouTube).
- Integrate current forms to allow users to complete and submit online through the new redesigned website. Form data must be stored and available to staff for later access.
- Incorporate an alert system to disseminate emergency notifications (text, voice, email, etc.) to the public (closures, weather related announcements, etc.) – homepage should also have a clear alert message bar or pop up alert when users visit.
- Provide an optional method for accepting online payments or have the ability to incorporate Town's preferred external online payment software.
- Provide an organized meeting section where users can easily access upcoming and past agendas, packets and video streaming/recordings.
- Provide a Human Resources module with online applications, employment application tracking and an employee intranet.
- Provide a Parks & Recreation module for league sign-ups and facilities rentals.

2.3 Website Requirements

- Must be designed for continuous operation, 24 hours a day, 7 days a week with maintenance windows clearly defined.

- Web interface must accommodate individuals with disabilities in accordance with the Americans with Disabilities Act.
- Must display correctly on all versions for major browsers, i.e. Internet Explorer, Firefox, Google Chrome, etc. and be mobile device friendly for both IOS and Android operating systems; the Town must also be given the option to include a mobile app in the redesign package if desired.
- Must have the ability to organize and manage uploaded documents, images and videos.
- The Town of Summerville IT and Public Information Offices will be in charge of content management and will own all content.
- Must have ability to add and manage staff users and access rights.

2.4 Respondent Qualifications

- Must possess excellent technical, verbal and written communication skills, be able to work independently, and have the ability to work with multiple constituents.
- Must provide examples of successful municipal or government website redesign projects and provide past client contacts.

3.0 MINIMUM PROPOSAL REQUIREMENTS

**Please address the items detailed below, in the order shown, in the Proposal. Each section should be clearly labeled, with pages numbered. Failure to include all items may result in the rejection of the Proposal. One (1) original and three (3) copies of the Proposal must be submitted.*

3.1 Response Cover Sheet

(RFP Response Cover Sheet located on page 2 of this solicitation.)

3.2 Cover Letter

Briefly introduce the Respondent, explain the Respondent's interest in providing the requested services, and articulate why the Respondent is qualified to provide the requested services. Include the name, email address and phone number of the person(s) who will serve as the Respondent's principle contact with Town staff.

3.3 Experience

Provide information on recent, relevant or similar services the Respondent has provided, as well as, examples of past websites created and/or redesigned.

3.4 Past Performance

Provide two (2) client references within the past two (2) years, including contact name, phone number, email address and brief summary of services provided, that can attest to your quality of work, your team mentality, on-schedule performance, cost performance and return on investment.

3.5 Timeline

Provide an estimated project/milestone timeline from project start to project completion.

3.6 Cost

Proposals shall include all costs, incidental or otherwise, for providing the required specified services of the website redesign project (i.e. software, hardware, hosting, design, etc.).

3.7 Addenda Acknowledgement Form

(Addenda Acknowledgement Form located on page 9 of this solicitation.)

4.0 PROPOSAL EVALUATION

All Proposals will be evaluated by a team of staff comprised of up to three (3) Town of Summerville employees. It is the intention of the Town to select the Respondent most capable of providing the required services. The Town reserves the right to include additional selection criteria as the need arises. Various elements will be weighted higher than others depending on how the elements impact on the total solution.

The Town will use a qualitative-based selection process using the following criteria:

- Experience
- Past Performance
- Estimated Project Completion Date
- Cost

The Town may contact references provided with the Proposal. The Town reserves the right to request clarification or additional information from Respondents and to consider independently obtained information. By submitting a Proposal, Respondent authorizes the Town to undertake such investigation as may be necessary to verify the Respondent's qualifications and reputation. The Town will select the most responsive and responsible Respondent determined to be the most advantageous by the Town in its sole discretion.

The Town reserves the right to interview and negotiate further with one or more Respondents. Selection and the issuance of a Notice of Intent to Award will be conditioned on approval of the selection by the Town Council of the Town of Summerville if the potential contract price is greater than \$25,000.00.

5.0 MISCELLANEOUS

5.1 Reservation of Rights

The Town reserves the right to modify this RFP or the selection process, to cancel this RFP, to reject or accept any Proposal, and to waive any informalities or irregularities in any Proposal or in the selection process, without liability, at any time. The issuance of this RFP, the receipt and evaluation of Proposals, and the selection of or negotiation with any Respondent(s) does not obligate the Town to select a Respondent(s) or enter into any agreement. This RFP does not commit the Town to award any contract.

5.2 No Commitment by the Town

The Town is not obligated to pay any costs associated with this RFP, including the preparation or submission of a proposal, interviews, supplemental proposals or the negotiation of a contract, or to procure or contract for any services.

5.3 Contract Terms and Conditions

All Proposals must clearly set forth any restrictions or provisions deemed necessary by the Respondent(s) to effectively perform the Services. No contract modifications or proposals shall be deemed accepted by the Town unless explicitly incorporated into the contract.

5.4 Confidentiality

All Proposals shall become property of the Town, will not be returned, and will become a public record. Respondent(s) may request parts of their Proposals to remain confidential by indicating such in the Proposals and on the appropriate proprietary or financial pages. The Town will keep confidential only documents protected from disclosure under the Freedom of Information Act, as determined by the Town. An entire proposal shall not be marked or identified as confidential. By submitting a Proposal, each Respondent agrees to hold the Town harmless from any claims arising from the release of confidential information not clearly designated as such by the Respondent or from the release of documents not protected from disclosure under the Act.

5.5 Substantive Proposals

By submitting a Proposal, Respondent(s) certify that: (a) the Respondent(s)' Proposal is genuine and is not made in the interest of, or on behalf of an undisclosed person, firm, or corporation; (b) the Respondent(s) have not directly or indirectly induced or solicited any other Respondent(s) to put in a false Proposal; (c) the Respondent(s) have not solicited or induced any other person, firm, or corporation to refrain or abstain from proposing a Proposal; and (d) the Respondent(s) have not sought by collusion to obtain for themselves any advantage over any other Respondent(s) over the Town.

5.6 Addendum to the RFP

Revisions to this RFP will be made through the addenda published and made available to all Respondent(s) on the Town's website, www.SummervilleSC.gov. Any other communication, spoken and written, formal and informal, received by any representative of any Respondent(s) from sources other than official addendum shall not be effective to vary any term of the RFP.

5.7 No Recourse Against the Town

The Town's decisions with respect to this RFP are final and without recourse to any Respondent(s).

6.0 ADDENDA ACKNOWLEDGEMENT FORM

All addenda will be posted on the Town website (www.SummervilleSC.gov) prior to the Request for Proposal submittal deadline.

If applicable, the Respondent acknowledges the following Addenda have been received and incorporated into this Request for Proposal; Website Redesign:

Addendum No. _____ Dated _____

Printed Name _____

Signature _____

Addendum No. _____ Dated _____

Printed Name _____

Signature _____

Addendum No. _____ Dated _____

Printed Name _____

Signature _____