

REQUEST FOR PROPOSALS



LAGRANGE
G E O R G I A

WEBSITE REDSIGN SERVICES

FEBRUARY 10, 2023

**The City of LaGrange, Georgia
200 Ridley Ave
LaGrange, GA 30240
706-883-2183
www.lagrangega.org**

February 10, 2023

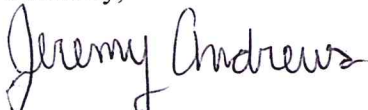
To Whom It May Concern:

The City of LaGrange will receive sealed proposals until **2 P.M. EST, MONDAY, MARCH 13, 2023** in the Office of the Purchasing, Third Floor, City Hall, 200 Ridley Avenue, Lagrange, Georgia 30240 for the **CITY OF LAGRANGE WEBSITE REDESIGN PROJECT** in accordance with the following conditions and specifications.

1. The City of LaGrange is exempt from sales and excise taxes. All proposals shall be free of sales and excise taxes.
2. The City reserves the right to ask any and/or each bidder to submit a list of similar works completed and to inspect those projects and to question owners or other knowledgeable individuals about the quality of work or reliability of the bidders.
3. All work shall be done in accordance with the proposal documents that are attached. Proposals shall be held valid for a period of SIXTY (60) days after the opening date
4. The City of LaGrange reserves the right to accept or reject any and/or all bids and to accept the bid which City personnel consider the most advantageous to the City. The City further reserves the right to waive informalities and minor irregularities in all proposals received in the proposal process.
5. All questions will be answered by addendum. The last day for questions shall be **WEDNESDAY, MARCH 8TH, BY 5 P.M.**

Questions concerning these conditions and specifications should be addressed to Adams Speas, Creative Director at 706-883-2183 or via email at aspeas@lagrangega.org. Proposals can be submitted via hard copy or through email. To avoid being inadvertently opened by City Personnel, all proposals should be clearly marked "**PROPOSAL FOR WEBSITE REDESIGN, 2 P.M. EST, MONDAY, MARCH 13, 2023.**"

Sincerely,



Jeremy Andrews
Purchasing Agent



LAGRANGE
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**Request for Proposal
City of LaGrange
Website Redesign and Content Management System**

Project Scope

Our goal is to meet the emerging needs of our citizens by providing a website that:

- Provides citizens and visitors with information about the City of Newport and the services we provide
- Has a consistent look and feel on all pages in regard to fonts, graphics and color schemes
- Easy to maintain for administrators and content creators
- Easy to navigate and find information regardless of the device they are using
- Boosts resident satisfaction
- Improves the digital profile of the City of LaGrange

At a minimum, the vendor will deliver to the City of LaGrange a new, fully functioning CMS

(Content Management System) which meets the following requirements:

- **Unique, Consistent Design**

The newly designed SEO-friendly website should be as unique as our community. The look and feel of the website should represent our brand, be simple and consistent, yet engaging.

- **Responsive Design**

Our new website should be usable on any and all devices including phones, tablets and PCs.

- **Interactive Calendar**

Help site visitors stay informed on upcoming local events, meetings, and activities. A searchable calendar that automatically removes outdated information is ideal.

- **Site Search**

Extend our site's usability by allowing users to skip directly to the information they need. Search tools should allow users to locate information anywhere on our site by searching for keywords in all pages and documents.

- **E-Notification**

Keep our community well-informed on important notices with automatic emails/texts. Ideally users can subscribe/unsubscribe to specific areas of interest and modify those settings online 24/7.

- **Intuitive Navigation**

The City of Newport website has a lot of information. The new navigation should help users

locate information quickly by directing visitors through logical information patterns. Categorizing information through multiple paths will also help visitors locate information even when they are unfamiliar with the specific roles and objectives of various departments.

- **ADA Compliance**

Our new website design should comply with WCAG 2.0 and Section 508 of the Rehabilitation Act. We want to make sure that all users, including those with disabilities, have a pleasant user experience.

- **Department Subsites**

Option to give some of our departments a subsite that would allow them flexibility in design, color schemes and page templates. Department managers must have permissions to edit their pages as required in addition to permissions for communications staff to edit any and all pages.

- **Easy Access**

Provide quick access to frequently requested information in the header or footer of each page. From contact information to documents, e-payments to e-notifications, determine which pages our visitors use most and provide links in multiple, convenient locations throughout the site. City staff must be able to access and modify the website from remote locations.

- **Streaming Video**

Provide the ability to stream city meetings on the website. Current meetings are streamed via YouTube and managed by the South Washington County Cable Television Commission.

- **Front Page Information Center**

Our homepage is the perfect place for a quick glance at the latest news, events, and items of community interest. While it's important not to overload visitors with a cluttered mess of information, it is expected that our home page will contain more than a pretty picture. At the very least, plan for current news, upcoming calendar items, and direct links to some of the site's information hot spots. Information should be easily accessed using a slide show type format.

- **Social Media Integration and Management**

Ability to cross-post content from the CMS to the City's social media accounts, link to social media pages, and display social media feeds on webpages. The City has 2 main Facebook accounts and up to 2 secondary accounts.

- **Employee Intranet**

Employees would have the ability to log in to a protected section of the City website to access internal information, download forms, etc.

- **Online Job Posting**

Allow visitors to fill out job applications and submit attachments directly from website and filter available job postings by category, type of position, posting date, etc.

- **Components and Functionality**

- Emergencies
 - The ability to easily post emergency notices on the website homepage and link to microsite dedicated to the emergency page
 - Ability to redirect from home page to emergency page automatically
- Frequently asked questions – dynamically generate content

- Effective search engine optimization
- Calendar function configured for displaying on home page and/or department pages with ability to update and filter relevant content, shareable to social media and other platforms and linkable to direct calendar items
- Newsletter sign-up function with management tool to send newsletter updates out through the website or an external product like MailChimp
- Online forms for content editors to create and insert onto department pages
 - Polls/Surveys
 - Interactive Online forms for secure submittal
 - Printable pages – print friendly function
- Ability to integrate with currently used applications
 - Social media interface (Facebook, Twitter and YouTube feed shares and follow buttons)
- Easy to manage CMS with robust tracking, reporting and governance tools
 - Management reporting capabilities to identify website analytics, broken links, etc.
 - Easy-to-use editor/modules for content managers
 - Easy to manage and organize resource modules for images, PDFs, etc.
 - Ability to track when content was last updated and run reports on that data
 - Easy-to-use process for creating new pages or reorganizing existing content
 - Ability to fix broken links identified through reports
 - Ability to analyze site usage, demographics, etc. and to identify content that is either of little interest or difficult to locate
 - Ability to set dates for content to automatically post and expire
- Ability to provide required features as well as features and functionality available on the existing website
 - Alerts and notifications displayed prominently on website with notifications sent to subscribers via email and text messages
 - Browser-based administration to update, delete and create content from any device with Internet access
 - Ability to easily embed video on all pages
 - Ability to provide photo center for public access
- RSS Feeds
- Rotating photos and video on background of homepage
- Sitemap
- Ability for City to have access to update all aspects of website
- Capability to maintain an archive of existing and past records such as agendas, minutes, press releases, newsletters, etc.
- Integrate translation functions for Spanish and Korean citizens.
- Interactive map feature where site user can look up residence to discover information such as: district, representative, trash day, and other important information specific to that residence.
- Migrate all relevant web content from existing website to the newly designed website in an organizer manner.

Website Technology and Security

- Accessibility on popular mobile and desktop devices
 - a. Provide responsive design compatible with popular devices and browsers, updated as necessary, including but not limited to;
 - i. Browsers that operate on iOS, Android, Windows (7, 8.1, 10) and MacOSX devices
 - ii. Site visitors using Google Chrome (v55 and later), Apple Safari (v10 and later), Microsoft Internet Explorer (v11 and later), Microsoft Edge, Firefox (v58 and later)
 - iii. Content managers using Google Chrome on Android, Windows or MacOSX; Microsoft Internet Explorer on Windows; or Safari on iOS or MacOSX
- It should be protected against cyber-attacks including Distributed Denial of Service (DDos).
- Being hosted in a certified data center would be ideal, with multiple layers of security and redundant internet service providers to provide minimal down time in the event of an outage.
- Emergency support available
 - a. US-based live support staff, hours, emergency availability, contact methods
- Continuous software and security updates
- Availability of online training, manuals and technical support
- SSL Certification and Microsoft sequence database, Website security with https
- Monitoring tool to monitor changes to the Domain Name Service
- Monitoring and management of associated domain names
- Monitoring for malware
- Content Delivery Network to improve load speed and protect against ransom attacks
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Cost

Please layout a total cost summary that would include upfront cost and possible yearly cost. This would include:

- Design and implementation
- Hosting and security services
- Migration of existing site
- Ongoing fees such as support, licenses and maintenance
- Any cost associated with upgrading the CMS
- Training