Town of Bristol and Minot-Sleeper Library
Request for Proposals
Website Redesign, Development and Implementation Services

Proposals are due no later than 12:00pm on October 4, 2017
and shall be sealed and addressed to:
Nicholas J. Coates, Town Administrator
Town of Bristol
230 Lake Street
Bristol, NH 03222

The Town of Bristol and Minot-Sleeper Library are seeking to update our websites to enhance the user experience, simplify content management, and provide better information and customer service to its community and employees, while meeting high standards for design quality and visual appeal. The contract for this project is planned to begin April 1, 2018.

Five (5) sets of the sealed proposals are due no later than 12:00 Noon on Wednesday, October 4, 2017. Envelopes should be clearly marked "RFP for Websites" and have the name and address of the proposer on the outside of the package. Proposals delivered after the appointed time and date will be rejected.

The Town is aware of the time and effort required to prepare responses to proposals and invites vendors to let us know of any proposal requirements that are unclear and/or create difficulty in responding. The Town reserves the right to reject any and/or all proposals, to waive any technicalities, informalities or irregularities, to accept or reject all or part of a proposal, and to be the sole judge of the suitability of the proposals offered.

Questions regarding the proposal should be directed to Town Administrator Nik Coates, townadmin@townofbristolnh.org or 603-744-3354.

1. PURPOSE
The purpose of this RFP is to identify and select a vendor with a proven record of accomplishment in the redesign, development, implementation, support and hosting of government websites. The selected vendor must be capable of providing all services to implement a state-of-the-art website. In addition, the vendor must offer a web-based, easy to use content management system (CMS) that allows Town staff to easily update website content.

The Town is seeking a vendor that will take full responsibility for all aspects of the Town's and Minot-Sleeper Library's websites, CMS, and related hosting. The vendor's services should include the following:
- Design and configuration
- Interfaces to Town data/systems
- Implementation consulting
- Administrative and staff training
- Content migration and conversion

- Testing
- Documentation
- Project management
- Reporting
- Hosting
- Ongoing maintenance and operations support

2. OBJECTIVE

The Town's and Minot-Sleeper Library's new websites seeks to attract more business to the Town, make Town services easier to access and for those currently living and working in the Town to get the help they need from local government.

3. GOALS

The goal is to develop websites that promote the Town and Library through a welcoming, sophisticated, user friendly and intuitive site. They should be visually attractive, interesting, dynamic, unique, and provide useful, relevant, and current information. The sites must be accessible and functional using all the common web browsers, operating systems, and mobile devices, support a high degree of 'uptime' and be easy to maintain content by staff. Additional goals of a new website include:

- Implementing a web CMS that streamlines the processes associated with managing, updating, and maintaining the websites, as well as sub-sites.
- Allowing the Town and Library to add new pages, documents, and complete other site modifications without having to rely on an outside resource.
- Improving the user experience when interacting with the websites.
- Improving the websites' information architecture to provide easy and intuitive navigation and search capabilities.
- Providing a new look and feel that reflects current technology and the Town's and Library's diverse make-up and vision.
- Improving and expanding on-line services.
- Implementing quick links feature to ensure it is available on all pages.
- Addressing current and future ADA accessibility guidelines and any other applicable state and federal accessibility requirements.
- Providing departments with the tools and training to create and maintain pages to meet their department's needs while maintaining design requirements, navigation, and consistency.
- Allowing for some flexibility for departments to create and maintain a level of uniqueness within their own sub site that best expresses their department's functions and culture.
- Ensuring the host site provides secure and consistent website availability, with ample warning of upgrades and scheduled outages.

4. WEBSITE REQUIREMENTS

- Provide uniformity of design that is visually attractive, intuitive, and easy to use.
- Provide all features and functionality that exist on current websites.
- Ability to have a homepage slideshow feature where fresh pictures are displayed frequently.

- Robust search capability. The search should allow the user to do keyword searches of the content included in PDF's and standard Microsoft Office documents.
- Site maps provided that auto updates to reflect webpage add/change/deletes.
- Cross-referenced information should be hyperlinked from page to page within the websites, with the home page link always visible.
- They must have capability to maintain an archive of existing and past records, such as agendas, minutes, and press releases.
- Consistent navigation on all pages, with the ability to change the delivered menus or navigational tools by the Town and Library as needed.
- Ability to activate a banner at the top of all pages to alert citizens in case of breaking news or disaster.
- Robust site usage and statistics tracking to allow the Town and Library to analyze how the public is using the websites.
- Provide secure sites that meet emerging industry standard guidelines on privacy and accessibility.
- Provide telephone support with a 2-hour response during normal business hours (8:00-4:30 EST, Monday – Friday and 24/7 emergency support.
- Provide a comprehensive "full function," web-based, easy to use solution that includes, but is not limited to:
  - Template creation
  - Security and approval levels
  - Content editor, versioning
  - Content scheduling
- Ability to schedule system to automatically add/update/delete content upon approval of edited page and schedule.
- Comprehensive training and user help documentation.
- Provide spell-check and grammar correction functionality.
- Support allowing staff to post various file types on web pages for viewing and/or downloading (e.g. xls, .tif, .bmp, .jpg, .pdf, etc.)
- Support the posting of maps and allow dynamic linking to the Town GIS website or Google Maps.
- Allow content editors flexibility in determining size and position of page features such as photographs.
- Automatic replication of navigation and menu changes to all related pages with no additional data entry.
- Ability to add, change, and/or delete links between pages and/or to other websites as needed, with no vendor intervention required.
- Provide training for site administrators and content contributors.
- Allow CMS to be accessible via external access – outside of our internal network.
- Provide the ability to archive outdated documents and images.
- Ability to optimize uploaded pictures and graphic files for quickest page loading.
- Ability to create and manage document galleries to organize and public documents according to subject matter.
- Ability to specify a publishing schedule for specific content.

- Support for versioning and indexing of content to meet legal and policy-based Records Retention and Retrieval requirements.
- Ability to reorganize content to different sections of the website/intranet without manually changing content links.
- Ability to apply customized look and feel within different department/services while maintaining global navigation and website common look and feel.
- The CMS handles file storage to maintain historical, existing and future records, press releases, minutes, agendas and with version control.
- Provide hosted websites in secure, state-of-the-art data center.
- Provide hosted websites in vendor owned and operated data center.
- Maintenance/downtime scheduled outside of normal business hours, with at least one week notice to the Town/Library.
- Technical support for system outages and responds to priority service calls 24/7 with 2 hours guaranteed response time.
- Site monitored for outages 24/7.
- Ensure full system backups and provide recovery services to minimize impact to the Town and Library.

5. GUIDELINES

In preparing their proposals, respondents should consider the following criteria:
- Visually appealing – Design of this sites is important. The brand of Bristol should be conveyed from the initial impression given on the homepage. The redesigned websites should reflect Bristol's natural beauty, commercial base and volunteer spirit, while offering an easy-to-use user interface.
- Common theme – Each section of the sites should have a unified look and feel that reinforces Bristol's image. Each section of the sites should visually relate, yet retain some degree of individuality that reflects the service, department or audience being served.
- Easily updated – Once the sites have been completed and accepted by the Town and Library, the sites should be easy to maintain by Town and Library staff. The content management system should provide for at least page level specific permissions, approvals and roles, including creating and publishing as well as version control.
- Fast-loading pages – The websites must be designed with a balance of text and graphics so that the average page loads in an acceptable amount of time.
- Easy to navigate – The sites should be easy to navigate, with information grouped and presented in a logical manner. During the initial phase of the project, the successful contractor will be required to develop comprehensive site maps, which show the strategy for information architecture decisions.
- Search engine – The sites should provide a rapid search capability of the entire site, generating results of high relevance to users.
- Future flexibility – The sites should include a flexible design template that can easily accommodate the addition of new functionality at a later date.
- Mailing lists – There should be a mechanism that permits users to sign up to be on various mailing lists targeted at different top interests.

- Cross-referenced information should be hyperlinked from page to page within the websites, with the home page link always visible.
- Graphic files should be relative to the sites and provide for quickest loading.
- They must have capability to maintain an archive of existing and past records, such as agendas, minutes, and press releases.
- The consultants shall assist departments with information design, as requested, for the initial website design.
- The Town's and Library's staff will maintain the information on the site.

6. REQUESTED INFORMATION AND PROPOSAL FORMAT

A. Company Profile
- Company overview and summary
- Company history
- Office location including business address
- Demonstrated company financial stability

B. Municipal Website Design Experience

The respondent should provide a list of comparable websites, including those of municipalities and governmental agencies that have been designed by the firm. Each site listed should include the website address, company/agency contact, emailing address and telephone number. These companies/agencies will be contacted for references.

If no previous experience with municipal governments, please explain relevant website experience (please list client URLs)

C. Project Development Approach

The proposal should include a brief statement demonstrating your understanding of the work to be performed. Identify the designated contact person for all communications regarding this RFP process and include phone and email contact information. Letter shall also include a statement by the respondent accepting all terms, conditions, and requirements contained in this RFP.
- The proposal should include the approach and timeline for completion of the project with a delineation of tasks/activities required by Town staff.
- The proposal should include basic training for a minimum of 20 employees, a training plan, online tutorials and/or documentation and a training timeline.

D. Support and Maintenance (describe all available)
- Ongoing training opportunities
- Availability of robust self-service documentation and technical support (videos and training manuals, etc.)
- Continued communication with consultants and support staff post go live
- Software updates and site maintenance
- Software licensing (if any)
- Redundancy, backup & disaster recovery options

E. Description of Features and Functionality Included with the CMS
- Descriptions of page creation
- Page content template information
- Content scheduling and versioning information
- The different back-end and user permission levels

F. Project Pricing Estimate/Cost for Services Outlined
The proposal submitted should include the costs of the base bid, which must include:
- Designing and building the basic sites, including migrating content for all existing pages and site maps.
- A content management system with levels of permission and approvals
- Annual web content management software licensing and support costs
- Cost of hosting the websites and annual maintenance costs
- Additional functionality
  - Site search capability
  - Ecommerce
  - Online permitting
  - Archiving
  - Streaming video of meetings
  - Emergency notification to residents
  - Citizen request/complaint tracking
- Days/hours of training, number of employees to be trained, on-site or webinar
- Amount of content migration (entire website or a specific number of pages)
- List optional enhancements and consulting packages with deliverables and associated fees.

G. Hosting and Security
- Site hosting
- Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges.

H. Guarantees/Warranties
List any guarantees or warranties the company offers to clients.

I. Other
- Subcontracting: Identification of any services that may be subcontracted, including if known the name of the subcontractor and applicable experience.
- Security: Describe background and security measures used in firm's hiring process and how firm would work with the Town to assess facilities with significant security requirements.
- Insurance: Include proof of insurance, including worker's compensation and general liability of at least $1,000,000 single limit. Within 15 days of selection and as a condition of the contract, consultant shall provide Certificate of Insurance naming Town of Bristol as additional insured. The Town shall be notified within 15 days in the event of loss or change in coverage or

conditions or amounts of coverage. Each policy of insurance shall be issued by a financially secure insurer, duly licensed to do business in the State of New Hampshire.

- Acknowledgements: Consultant shall acknowledge that it is an Independent Contractor and as such, shall receive no other compensation or considerations, such as those benefits, indemnifications and other considerations normally extended to employees of the Town and is responsible for providing any required or voluntary benefits to its employees. The Contractor shall not compensate, in any way, a Town official or employee or any member of the family of such officer or employee in the performance of any work under this contract.

9. SELECTION AND EVALUATION CRITERIA

Evaluation of the responses will be based on the extent to which the response meets the requirements stated above and the Town's and Library's determination as to the extent to which the respondent is likely to be able to achieve the desired results and fulfill the purposes of the contract. Selection will be based on criteria including but not limited to:

1. **Experience/expertise**	• Previous related experience and qualifications in the subject. • Clear knowledge of website design and operations. • Clear understanding of scope of work and other technical issues related to this engagement.
2. **References**	• History and performance of firm/project team on similar projects. • References and recommendations of previous clients.
3. **Overall methodology**	• Overall approach to the project. • Additional services, cost-saving measures, products, etc. will be considered for their usefulness or contribution to the engagement.
4. **Resources**	• Availability of essential personnel based on current workload and future commitments including how many hours each person will dedicate to the engagement. • Adequacy of amount and quality of resources
5. **Cost**	• Cost including the overall project-task budget-distribution as well as itemized cost breakdowns.
6. **Interview**	• At the discretion of the Town, interviews may be arranged to assist in making a final selection.

10. ADDITIONAL INFORMATION

It is the Town's intention to select one firm to perform all services. Selection is subject to Select Board and Library Board of Trustees approval.

All RFP responses will be considered confidential information and will not be available for viewing until a contract award is made.

Any proposal must be valid for a period of 120 days from the due date.