

Request for Proposal

For Township Website Redesign

Washington Township
Montgomery County, Ohio

8200 McEwen Road
Dayton, OH 45458



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Introduction and Executive Summary

Washington Township provides vital local services through its Development Services, Fire, Police, Public Works, and Recreation departments. Washington Township is a “home rule” township, meaning that residents have adopted Limited Self-Government giving township trustees the ability to enact resolutions, similar to city ordinances, provided they do not conflict with state laws or a list of specified exceptions.

The Information Systems division is seeking a knowledgeable provider to supply and design a comprehensive website content management system and to provide an updated design for the website to assist those living and working in and around our community to gain access to Township related information.

Submission Details

Submission Deadlines

All submissions for responding to this request must be submitted to our office by:

Friday, April 28, 2017

No later than 4:00pm

Submission Delivery Address

You may contact the Township if you have any questions or require clarification on any topics covered in this Request for Quotation. The delivery address to be used for all submissions is:

Website Redesign
Washington Township
8200 McEwen Road
Dayton, OH 45458
Phone: (937) 433-0152
Email: websiteRFP@washingtontwp.org

Electronic Submissions

Electronic submissions in response to this Request for Quotation will be accepted as long as they meet the following criteria:

Sent via email to: websiteRFP@washingtontwp.org

Document standards:

- Must be in PDF format

Additional Documentation

As a condition to the awarding of a contract under this RFP, Proposer must submit a Delinquent Personal Property Tax Statement in the form attached hereto as Appendix A. O.R.C. Section 5719.042 specifically provides that after the award by a taxing district of any contract led by competitive Proposal and prior to the time the contract is entered into, the person making a Proposal shall submit to the Township's Fiscal Officer a statement affirmed under oath that the person with whom the contract is to be made was not charged at the time the Proposal was submitted with any delinquent Personal Property Taxes on the general tax list of Personal Property of any County in which taxing district has territory or that such person was charged with delinquent Personal Property Taxes on any such tax list, in which case delinquent taxes and any due and unpaid penalties and interest thereon. If the statement indicates that the taxpayer was charged with any such taxes, a copy of the statement shall be transmitted by the Fiscal Officer to the County Treasurer within thirty days of the date it is submitted.

Schedule

Schedule of Events	Date/Time
RFP Release	3/22/2017
Deadline for Questions	4/21/2017
Proposals Due to the Township	4/28/2017
Selection of Companies for In-Person Presentation	5/5/2017
In-Person Capabilities Presentation	5/15/2017 –5/24/2017
Selection of Successful Proposer	6/2/2017

Website Content Management System Requirements

Washington Township requests that the systems proposed will be accessible through a web interface to perform any necessary edit/updates. Said interface will function similarly to a word processing application and will not require unique skills to be able to use. Interface features should include at a minimum, typeface controls (font, size, color). In addition, the CMS should be able to handle the following capabilities:

- Upload files for hyperlinking throughout the site
- Ability to add new photos throughout the site (home page, landing pages, and interior pages)
 - Also included is the capability to word wrap around an image
- Ability to create “news items” and have specific content block designated from them
 - Ability to filter those content blocks to display only certain news types or create various new modules specific to a given page or department
- Ability to add anchored toolbar to facilitate end-user webpage sharing through social media (Facebook, Twitter, email, etc.).
- Site to feature dynamic coloring of active links throughout site
- Two unique emergency alerts – one that can displayed on the Township homepage and one on the recreation landing page. Alerts must be able to be turned on and off individually.

Website Design Requirements

Washington Township will require a minimum of three unique designs from which to select. Each design concept will include: 1) the Township Homepage, 2) one interior department landing page 3) one alternate interior landing page for recreation center 4) an interior content page.

Following selection of a design concept, the vendor will incorporate client input and revisions in order to create final designs for 5 types of pages:

1. Home page
2. Department home pages (non Rec)
3. Interior pages
4. Recreation Home page
5. Simplified versions of the Rec home page for Town Hall Theatre and RecWest Enrichment Center (landing pages based off of the Recreation Home Page design)

Maintaining consistent design and branding throughout Township webpages and portals helps to ensure a cohesive user experience. Washington Township operates several software platforms with a web portal that will need to be integrated into the Township site or skinned to look like it. It will be incumbent upon the selected vendor to ensure design consistency is carried through to these platforms as well. The platforms are as follows:

1. Laserfiche
 - a. Used for document retention and allows for publically searchable information.
 - b. <https://records.washingtontwp.org/WebLink/Welcome.aspx>
2. MUNIS Employee Self-Service Portal
 - a. Used by employees to obtain pay information. Also used by non-employees for job application submission
 - b. <https://my.washingtontwp.org/MSS>
3. Microsoft Exchange 2016 Outlook Web Access
 - a. Used by employees for access to email
 - b. <https://mail.washingtontwp.org/owa>

A comprehensive website style guide should also be included at completion of project

Assumptions & Constraints

Washington Township reserves the right to add to or waive from the requirements contained within this document. Changes to the document after posting will be uploaded to the Township website for review. Company chosen for new site will migrate existing content on pages chosen by Washington Township to the new site.

Demonstration of Experience

As part of your response, please provide examples and reference information (including company name, company contact name, phone number, e-mail address) demonstrating experience in the areas listed below:

- Provide examples of your work with public sector and non-profit organizations.
- Provide examples of start-to-finish work that helped organizations solve complex user interface needs that included providing simplified ways of curating and surfacing related content.
- Provide examples of your clear, data and research driven methodology for web development.
- Provide examples demonstrating expertise to drive flexible design that performs effectively on desktop, mobile, and tablets across all operating systems and multiple browsers.

Washington Township requests at minimum the items listed below must be submitted along with the proposal.

The proposal must include the follow breakdown:

- Summary of how CMS, design, and experience requirements will be met
- Itemized costs
- Company structure and representative contact information
- Estimated delivery time from date of purchase
- At minimum three references:
 - That are Government or non-profit
 - Whose sites have been designed within the last 24 months

Selection Criteria and Award of Contract

The submitted proposals will be initially screened for minimum qualifications. The proposals that move past this screening process will be evaluated based on the Proposal Evaluation criteria below. Candidates judged to be most responsive to the Proposal Evaluation criteria (below) will be invited to be interviewed. After the interviews, the Township will select the Proposer deemed to be most qualified for award and then move to the contract negotiation process.

- Design portfolio
- Proposed Services
- Demonstrated strength of research, analysis and testing capabilities
- Proposed cost
- Staff resources to meet desired milestone delivery schedule as needed

The Township is not required to furnish a statement of the reason why a particular candidate was deemed to be most qualified. Acceptance of all contracts and terms are subject to final approval by the Township. The award document will be a contract incorporating by reference all the requirements, terms and conditions of this RFP and the Candidate's proposal as negotiated.

Alternate Consideration 1 – Woodland Lights

Washington Township is also seeking to update the design and functionality of our Woodland Lights website (woodlandlights.org). Said site would have a unique design and utilize the CMS chosen for the Township site. Site would require the same CMS requirements listed for the Township site.

The Township would want 3 different design concepts to include 1) home page and 2) an interior site page. Following selection of a design concept, the vendor would incorporate client input and revisions in order to create a final design.

Alternate Consideration 2 – Community Portal

Washington Township also is seeking to develop a community portal page that would link to Washington Township's home page and to the web sites of about 6 other public entities within our community. The purpose is to provide access on one web page to all local public services in order to:

1. Provide a convenient resource for residents looking for community activities and services
2. Promote economic development
3. Provide community information for people considering relocation

The page design would be clearly distinct from the Washington Township web site, but compatible with it. The portal page would include photo links to each web site and one updatable news item linking to each site. An additional option would be a shared calendar that all entities could update.

The site would utilize the CMS chosen for the Township site and would require the same CMS requirements listed for the Township site. The Township would want 3 different design concepts. Following selection of a design concept, the vendor would incorporate client input and revisions in order to create a final design.

APPENDIX A

DELINQUENT PERSONAL PROPERTY TAX STATEMENT

(O.R.C. - 5719.042)

I, _____, the _____, of _____,
(Name) (Title) (Company)

affirm that, as of _____, the time that the Proposal for Website Redesign Services was submitted to Washington Township, the Company was / was not charged with delinquent Personal Property Taxes by the Montgomery County Auditor.

(If Personal Property Taxes are delinquent, complete the following section):

The amount of delinquent Personal Property Taxes due Montgomery County are \$ _____
_____ and unpaid penalties and interest are \$ _____.

(Company Name)

(Signature)

(Date)

Before me appeared _____ on this
day of April, 2016.

Notary Public