Issuers: Town of Perry, NY

REQUEST FOR PROPOSAL

WEBSITE RE-DESIGN & HOSTING PLAN

June 2023

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1. SUMMARY

The Town of Perry is accepting proposals to design, develop and provide a hosting plan recommendation for a web site.

This will be a concept to completion project. The issuers will provide requirements and design direction for the project, and approval by multiple stakeholders for the design will be required. The purpose of this RFP is to provide a fair evaluation for all interested candidates and to provide the candidates with the project criteria against which they will be evaluated.

The issuers advise that if your solution includes or necessitates a specific hosting plan, your proposal should include **itemized** fee/cost information for that service on a **monthly** and **annual** basis.

The issuers are looking for a proposal to address redesign, architecture and additional content that will be described in subsequent sections. Access to publish and easily edit content via a CMS solution is also a project requirement.

2. PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process. **Proposals received after NOON EST, August 8, 2023**, will not be considered and will not be returned.

Each proposal must contain the signature of a duly authorized officer or agent of the company that is submitting the proposal.

The issuers are less concerned with specific technologies proposed to create a solution, and more concerned that all requirements be met. If technologies that are unfamiliar to the Town of Perry are proposed, a demo, or short presentation on the rationale for selection of the unfamiliar technology may be requested. Time and/or travel for such presentations will *not* be considered "chargeable" to the project.

Fixed Price Proposals vs. Time & Materials Estimates: The issuers recognize that providing a fixed-price proposal in an RFP carries significant risk for the respondent. Though a fixed price is preferable, the issuers will also consider "time & materials" proposals that include a not-to-exceed fixed-price ceiling. Please see the examples below:

Fixed price example:
Project Cost: $3200.00

Time & Materials example:
Estimated Project Cost: 50 hours @ $50/hour = $2,500.00. Not-to-exceed price: $3200.00

For EITHER type of proposal, please include an estimated number of hours per requirement or task. This will enable the issuers to easily compare approaches. Please see example below:

Example: Requirement: Develop a new site design – 10 hours

The price that is quoted should be inclusive. If the solution requires charges by third parties or necessitates other fees or charges (e.g. software licenses, stock photography budgets, hosting plans, etc) and the price excludes certain fees or charges, a list of such fees with an explanation of the nature of each fee should be provided.

If the execution of work to be performed by a company requires the hiring of sub-contractors it must clearly be stated in the proposal.

Sub-contractors must be identified and the work they will perform must be defined. Please provide the name, address and brief rationale for the selection of the sub-contractor, if an individual has already been identified. The issuers will not refuse a proposal based upon the use of sub-contractors; however the issuers retain the right to refuse the sub-contractors that have been selected.

 Other requirements for all responses:

1) First available project start date

2) List of any reference sites you have developed and would like us to see

3) Three client or customer reference(s).

3. CONTRACT TERMS

The issuers will negotiate contract terms upon selection. All contracts are subject to review by Town of Perry legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

4. PURPOSE, DESCRIPTION AND OBJECTIVES

Purpose: The Town of Perry is seeking re-development of a website that can interact with the public and provide a 'virtual Town Hall' experience. The appearance, structure, and presentation of information should represent government operations, but the site should be informative to *all* visitors. An opportunity exists to engineer a site to reflect the identity of the township and incorporate the latest web technology.

Upon completion of the project, the issuers will assume primary responsibility for website content maintenance and administration. All content and graphics will become the sole property of the Town of Perry. The code may be used by the developer for other websites, but the Town of Perry will maintain rights to the code for maintenance and development of the Town's website.

Ideally, terms for a maintenance-oriented relationship with the successful respondent will be established, at the conclusion of the project enabling the issuers to easily engage them for work that is outside the skill set of the issuers (complex graphics, new page layouts, new requirements, etc).

Description: The Town of Perry wants to create a flexible, informative web site that is easy to maintain. The web site must be user-friendly and deliver large amounts of information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, the site must also develop a web-based, database-driven administration tool that allows key management personnel to easily update content without directly accessing source code. Additionally, the website should have the ability to expand services to the public such as on-line payments.

The issuers will maintain ultimate editorial control of content, and manage the web publishing processes after launch, preferably by using a system with a browser-based user interface. Administration of web content will be based on roles to control access and workflow (e.g. author, reviewer/editor, publisher).

 To be effective, the web site must be:
- Informative
- Easy and intuitive
- Safe and secure
- Quick to load and operate
- Visually pleasing

Objective: The primary online objective is to continue to build the equivalent of a brand identity for the town, awareness, and interest in the area and the amenities and attractions it provides.

Vision
- Improve information delivery and government services awareness
- Maximize web-based technologies
- Build visitor loyalty and enhance relationships
- Leverage community resources and knowledge
- Increase commerce in the area

Specific Strategies
- Present comprehensive information and resources in an easy to use format
- Increase awareness of the Town of Perry
- Strengthen relationships with community partners, members, Town leaders and employees
- Integrate brand messaging and deliver a consistent image
- Deliver a scalable, maintainable foundation

In short, our township must be recognized through the use of intuitive navigation and quality concise messaging.

Make it easy: The site should deliver intuitive navigation, easy-to-find content organization, and a graphical user interface

Make it happen: Reinforce the Town's brand and market position and give the online visitor incentive to be active with the town offline.

5. TIMELINES
This RFP is dated June 14, 2023. Vendors may also request a copy be sent via email by contacting Town of Perry at topclerk@rochester.rr.com. **Proposals are due no later than NOON EST, August 8, 2023.**

Proposals will be evaluated thereafter. During this time we may require interviews at the towns offices or ZOOM with our evaluation team beforet September 6, 2023. You will be notified if this is requested.

The name of the candidate who has been selected will be decided on or about September 13, 2023. Negotiations will begin immediately with the successful candidate and should conclude no later than October 7, 2023 . All other candidates will be notified on or about October 11, 2023.

The project must be completed (site live) and delivered by March 1, 2024 or by negotiated agreements with the Town of Perry.

6. BUDGET

Please provide several cost proposals to accomplish the scope outlined below. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the web site. Hosting will be addressed separately and costs for hosting are not included in the budget for this project.

List pricing for:
- Phase I: Discovery, Requirements Planning & Site Definition
- Phase II: Site Development, Testing and Deployment and training
- Hosting: Discussions during the discovery phase and your input and advice will help determine what solution is appropriate.

The issuers have allocated approximately $3200 for this project. ***Responses greater than $3200 will be considered if they show an incremental project plan*** (accomplished over a period of budget years). Hosting costs will be addressed separately.

7. BACKGROUND

Perry residents have a limited number of town and community related resources available to them online. Increasingly, consumers of all services are looking to their service providers to provide access to critical information and tools online, so that they can "self-service". The Town of Perry seeks to build a website to meet the demands of a 'virtual Town Hall' and to provide a method for the public to interact with the local government.

Project Objective: Update an informational style web site that encourages interaction with local government and to provide a 'virtual Town Hall' experience.

7a. Project Brief Points

Topic	Brief Points
Creative Input	Simple, straightforward approach is desired. Not looking for a complex exploration exercise. The desire is to interface design elements with already existing web sites and to work with the Perry Main Street Association to complement those elements. The objective is to refine existing identity elements to present a clean, functional, professional website (?) that clearly communicates the multiple layers / spirit of the community. Some of the creative process will be incorporated with residents(?) input and direction. Descriptors used for desired site impression overall: ● Clean, Informative ● Intuitive ● Governmental feel hidden, but identified DO want to be a site that aspires to be a window into Perry for the world
Usage	There currently is a bicentennial logo for the Town of Perry, but there is not an official logo for the Town of Perry. The logo below is a long established component of the identity of the Village of Perry, but not necessarily the Town of Perry. Another identity element that could be leveraged is the "yellowjacket" logo that is associated with the local public schools. The use of the logos is a possibility, but the development of another concept is appealing.
"Perry" logo and Yellowjacket Logo	
Size	Village and Town of Perry combined are estimated to have approximately 6000 residents.

Regional Peer sites	http://www.avon-ny.org http://www.geneseony.com http://www.visitrochester.com http://www.cityofrochester.gov http://www.townofpittsford.org/
Comments	There is a desire to develop an identity for the Town of Perry and incorporate its use in a web site. The identity will be carried forward to other phases of correspondence from the Town.

7b. Geographics

Our immediate geographic market is Wyoming County and the greater Rochester (36.2 miles) and Buffalo (45.8 miles) regions. Perry is a rural area, featuring Silver Lake and located on the eastern edge of Wyoming County. Perry has an entrance to Letchworth State Park and is approximately 15 miles from SUNY Geneseo. According to the United States Census Bureau, the town has a total area of 36.6 square miles (94.8 km²), of which, 36.4 square miles (94.2 km²) of it is land and 0.2 square miles (0.6 km²) of it

(0.60%) is water. The east town line is the border of Livingston County. Routes 20A, 39, and 246 go through the town. Route 39 is the Village of Perry's Main Street. Between 2000 and 2007, Perry's population decreased by about 7%.

7c. Resident Demographics
In 2017-2021, there were 2,203 households in the Town of Perry, Wyoming County, New York. The average household size was 2.54 people.

Married-couple households made up 41.6 percent of the households, while cohabiting couple households made up 13.5 percent of households. Female householders with no spouse or partner present were 24.6 percent of all households, while 20.4 percent of households had male householders with no spouse or partner present.

31.0 percent of all households have one or more people under the age of 18; 35.7 percent of all households have one or more people 65 years and over.

In 2017-2021, 92.0 percent of people 25 years and over had at least graduated from high school and 17.2 percent had a bachelor's degree or higher. An estimated 8.1 percent did not complete high school.

The total school enrollment was 1,628 in 2017-2021. Nursery school enrollment was 89 and kindergarten through 12th grade enrollment was 1,320. College or graduate school enrollment was 219.

14.1 percent reported a disability. The likelihood of having a disability varied by age - from 4.5 percent of people under 18 years old, to 10.6 percent of people 18 to 64 years old, and to 39.4 percent of those 65 and over.

An estimated 73.0 percent of workers drove to work alone in 2017-2021, and 9.7 percent carpooled. Among those who commuted to work, it took them on average 25.9 minutes to get to work.

The median income of households in Perry, New York was $55,362. An estimated 2.1 percent of households had income below $10,000 a year and 3.0 percent had income over $200,000 or more. Median earnings for full-time year-round workers was $41,679. Male full-time year-round workers had median earnings of $46,419. Female full-time year-round workers had median earnings of $36,676.

In 2017-2021, Perry, New York had a total population of 5,619 - 2,791 (49.7 percent) females and 2,828 (50.3 percent) males. The median age was 37.0 years. An estimated 26.6 percent of the population was under 18 years, 33.7 percent was 18 to 44 years, 22.0 percent was 45 to 64 years, and 17.7 percent was 65 years and older.

In 2017-2021, 92.7 percent of households had a computer, and 82.8 percent had a broadband internet subscription. An estimated 75.7 percent of households had a desktop or laptop, 77.7 percent had a smartphone, 64.1 percent had a tablet or other portable wireless computer, and 1.0 percent had some other type of computer. ***Among all households, 70.0 percent had a cellular data plan; 67.1 percent had a broadband subscription such as cable, fiber optic, or DSL; 4.7 percent had a satellite internet subscription; 2.0 percent had dial-up alone.***

8. AUDIENCE
Stakeholders and audience groups:

Stakeholders:
- Town of Perry Government Officials

Primary Audience Groups:
- Current residents, Former residents, Regional visitors
- Prospective residents
- Businesses and entrepreneurs

Secondary:
- Casual users

9. SCOPE & GUIDELINES
The scope of this project is to design a municipal website. The issuer's resources will create/provide the majority of the site copy and provide the successful candidate with the necessary material and serve as approvers of any needed stock photography.

A firm that can handle all planning, interface design and production is required. The site must include a technology solution that allows the resources identified by the issuers to easily and cost effectively update content and modify site design after the initial launch.

Discovery: Confirm audiences, objectives, graphic look and feel, navigation, technology issues and assumptions, requirements, and budgetary constraints, resulting in a project brief that covers creativity and technology.

Design: Establish information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main areas of the site.

Development Guidelines and Requirements: The web site designed by the successful candidate must meet the following criteria:

Core Requirements
- Implement a content management system (CMS) that will permit non-technical resources to instantly update web site content on identified pages or areas of the site. When a CMS is agreed upon, a custom template, or set of templates with variations for specific purposes will be needed.
- Easily Updated – Once the site has been completed and accepted by the issuers the site will be maintained by resources identified by the issuers using browser-based technologies.
- Convert substantial amounts of existing content (currently live, and archived) to new websites.
- Ease of Use – the site must be easy to navigate and use current dial-up access.
- Capabilities – site should allow video to be posted and played easily from pages within it, space for blogging is a must.
- Information Organization – information should be grouped and presented in a clear manner and require no more than three levels of "drill down" for the user to find the desired information in all possible cases.
- Visually Appealing – the site design must be approved by designated stakeholders. May require exploration of multiple concepts.
- Provide any necessary software and licenses to maintain the site internally or externally, as decided by the issuers.

Level 1 Functionality Requirements
- Main page – allow visitor to select their destination and link with other stakeholders in the community (i.e. school website, Village web site, etc)
- Town of Perry (TOP) Government Information on Elected Officials, their contact information, schedules for regular Board meetings, Postings of Board Meeting Minutes, agendas etc.
- Town Event Calendar - For posting events by authorized content contributors. Must have functionality that archives past events, and displays upcoming events automatically.
- Town Event Calendar – Provide a means for visitors to subscribe to changes (additions, changes, and deletions) such that they can be delivered to visitors via a push mechanism in one or more channels (email, RSS Feed, etc.)
- Email Opt-in List – Prominently display an opt-in email subscription capability for visitors to use that integrates with an email tool like Campaign Monitor. The issuers would be able to use this list to send "News and Updates" to subscribers.
- Town Business Directory – Develop a Database driven, categorized directory of businesses that can be searched on the site. Each business should be able to provide basic contact information as well as a short promotional statement and the opportunity for a link to their own web site. The idea is to provide awareness on the community site with equity, but NOT to encourage/allow favoritism in display of business information or promotional information.
- Blogging feature.
- Analytics – Use something like Google Analytics to allow issuers to see evolution in usage of the site.
- Search – Provide on-site search functionality for visitors that index and return results across all site content.
- Provide training and all support to permit easy use by designated "transition resources".

Level 2 Functional Requirements – desired, but not required for launch
- Provide training and all support to permit easy use by designated "transition resources".

Site Specifications:
The issuers encourage creativity in the proposals submitted; however, beyond the requirements communicated here, and through the initiation of the project, there are certain specifications for the web site project. Your proposal must account for all of these specifications.

- Browsers: Site must be compatible with iOS 15.4 and higher, OSX 10.10 and higher, LINUX, WIN 8.1 and higher, Android 8.1 or higher, AI capabilities available for all standard browsers that operate the living standard of HTML. It is desired that mobile devices be able to render the site in a usable way, but not require that a specific mobile device oriented version of the site be developed.
- The website must not require plug-ins from a user in order for site compatibility , must always have cookies off except what is necessary and must maintain high function of user privacy.
- Meets ADA Requirements – Site should be developed to meet Federally-mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act.
- Site must be built in accordance with the Web Content Accessibility Guidelines, provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user. (http://www.w3.org/TR/WAI-WEBCONTENT/)
- Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average computer (using a 56K modem).

Testing:
Testing of site on all applicable platforms (Windows, Macintosh, and Mobile Devices) to ensure the website works as designed.

Delivery:
Delivery and uploading of site to client for internal hosting, to an outside third party, or hosting by successful respondent (to be determined).

10. AVAILABLE TECH RESOURCES / INTEGRATION ISSUES
We will use much of our existing offline content. New content will be identified through the project and via other research avenues (interviews and user focus groups). There are no existing databases that will need to be imported or connected to the new site. There are no existing e-Commerce systems, web forums or other tools that the new site should be connected to.

11. PROJECT RESOURCES

This project will be driven by two roles:

Project Lead: Responsible for sign-off on key decisions, providing project steering and maintaining relationships with stakeholders –Town of Perry, Sarah Ballinger

Project Manager: Responsible for keeping the project on schedule and within the budget. Maintains communication between other team members – Tracy Rozanski and Bonnie Matson.

12. QUALIFICATIONS
List the websites (ideally 3 or more) your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Live sites are preferred for evaluation. Additional questions of interest to us are:

- Describe your experience in producing sites for municipal, non-profit and/or community-focused projects.
- Provide current reference information for three current or former clients.
- Briefly describe your firm's organizational capacity to produce our website (e.g. staff, equipment, software, physical space, office location, etc.).
- How many full-time staff does your firm employ? Please include a copy of your firm's organizational chart.
- Provide a company profile, length of time in business and core competencies.
- Briefly describe the percentage of your web staff that would work on this project relative to your entire staff (using full time equivalents). For example, if you would use five staff on the project and you have ten web designers and developers, the percentage would be 50%.
- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your firm's project management process.
- Explain your business model.
- Please discuss any planned IPOs, mergers or acquisitions.
- Please discuss any hardware/software vendor partnerships.
- Please discuss your testing and support plan/approach.
- Please explain your training approach.
- Time frame for completion. The time frame for completion of the project will be evaluated.
- In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
- Process to include input from all program areas. Please state how you intend to communicate with all program areas to gather all of the required information.
- Terms and conditions.

13. EVALUATION CRITERIA

The following criteria will form the basis upon which the proposals will be evaluated. The mandatory criteria must be met and include:

- Your proposal must be received no later than **NOON EST, August 08, 2023.**
- Your proposal must include a cost proposal as described above.
- Your proposal must include a non-collusion agreement.

ALL proposals MUST be submitted electronically in PDF or Word DOC, or DOCX format. You are also welcome to submit a physical proposal, but it is not required that you do so.

Deliver ALL proposals electronically to the following email address: topclerk@rochester.rr.com with a subject line of "website proposal"

Deliver physical proposals to the attention of:

Sarah Ballinger
Town of Perry
22 South Main Street
PO Box 205
Perry, NY 14530

Please email any questions to: topclerk@rochester.rr.com

Proposals that meet the requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth here.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates appropriate skill and style range
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure & Price Levels – Price is in line with value offered by the proposer.
- Depth & Breadth of Staff – Candidate has appropriate staff to develop the site in the time frame needed.
- Proposal Presentation – Information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to appropriate service level agreements (SLA).

14. FORMAT FOR PROPOSALS
 Please use the following information as a guideline to format your proposal:

Length and Font Size:
Please use fonts no smaller than 11 points. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 35 pages (not including Hosting Attachment information).

Title Page:
Please include the following pieces of information on your cover page:

- Town of Perry, NY
- Your company name
- Address
- Website address
- Telephone number, and Fax number
- E-mail address
- Primary contact person

Cover Letter:
Signed by the person or persons authorized to sign on behalf of the company (1-2 pgs).

Proposal:
Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted in Section 5 (3-10 pgs).

Qualifications:
Provide the information requested in Section 12 (10-20 pgs).

Budget and Fees:
List budgets as requested above. Identify staff you anticipate working on the project.

Attachments:
Hosting options/information:
- Non-collusion agreement.
- Do you provide hosting? If so, please provide answers to the following questions.
    - o   How often do you backup?
    - o   How often do you have down time?
    - o   How often do you upgrade software/hardware?
    - o   Please describe your technical support and security.
    - o   Do you have a high-speed, direct connection to the Internet?
    - o   Please describe your methodology and service level agreements.
    - o   Pricing terms and conditions.

- ***If you do not provide hosting, please feel free to suggest a vendor/partner to provide this service. Hosting is NOT a requirement for this RFP***.