



Phil Barrett
Town Supervisor

Request for Proposal

RESPONSES SHOULD BE MARKED:

CLIFTON PARK RFP #: 2016-Web

Name of Bidder: _____

RFP Opening: October 7th, 2016 at 2:00 p.m.

AND RETURN TO:

Town of Clifton Park
Legal Department
One Town Hall Plaza
Clifton Park, NY 12065
518-371-6651
mspringli@cliftonpark.org

Website Redesign

PREPARED BY: _____, 2016

Statement of Work/Detail Specifications
For
WEBSITE AND REDESIGN AND UPGRADE

I. INTRO

The Town of Clifton Park seeks a qualified vendor to provide the following services: redesign of current website, update web content management services, and ongoing support and maintenance services on an as-needed basis. The Town's current website, www.cliftonpark.org, is currently maintained and updated by a 3rd party vendor and a small number of staff who manage and update postings on the WordPress platform. Such activities include posting content, such as press releases, event photos, event and calendar submissions, community information, applications and forms, and board meeting agendas, minutes and live broadcasting.

The Town of Clifton Park seeks a qualified professional firm or individual to collaborate with the Town to update the website, and improve the look and feel, navigation, searches, and overall functionality that will allow staff to continue to upload information without the need for a web development background. Town staff currently utilizes WordPress v. 3.9.1 as its content management system although an updated version may be desirable. ***The Town is willing to consider other cost-effective content management systems.***

II. REQUIREMENTS

The Town of Clifton Park shall own the contents, domain names, coding, images and files related to this website.

III. PROJECT GOALS

A. Objectives

- Create a website solely designated for the Town of Clifton Park government purposes.
- Redesign the look and feel of the website(s) and the information architecture of the Town's website(s) and/or social media, including full integration with existing e-government applications (online payments, assessment data) currently in use and provide for easy integration with future e-government applications. Implement electronic workflow or similar streamlined system for all proposed web postings.
- Upgrade the website(s) CMS software versions as necessary.
- Allow user access to designated staff for publishing content, updates, notices. Users may need differing levels of authorization. Certain user accounts will need to be established to allow updates, agendas and minutes to be published immediately upon live activation of website.

- Provide training and/or technical support sufficient for Town staff to fully maintain all website/social media postings.
- Establish an ongoing maintenance and update plan.

B. Short Term Goals

- Assist in transition of ownership rights of www.cliftonpark.org from current ownership to Town of Clifton Park.
- Improve and/or update the existing tools that support updating the website(s), i.e. WordPress, content management system (CMS). Redesign the website(s) with a consistent look and feel throughout that supports the use of the official Town Seal, approved logos and local images and reflects the values and characters of the Town visually and informationally.
- Improve navigation throughout the site as needed. Include an audit of the current site and work with Staff to determine which pages are relevant to new website and which can be deleted.
- Improve the searchability and sorting parameters of current Town Hall data (agenda, minutes, documents, etc.) and content.
- Ability for staff to update, edit and publish to pages, with different administrative rights depending on role.
- Provide a maintenance plan, and secure responsive, helpful technical support.

C. Long Term Goals (To be considered optional for future implementation)

- Recommend Facebook and/or other social media sites as appropriate, which are compatible with the marketing and branding efforts, and have similar look and feel as website.
- Consider expanding the services the Town offers to citizens on the website(s) and/or social media, such as an interactive map to locations in Town.
- Ensure easy accessibility and navigational user experience, encouraging citizens to return.
- Enable access by smart phones and tablets (mobile version of the website(s)).

IV. SCOPE OF WORK

Any reply to this RFP shall be organized into six (6) categories, with separate costs for each category, for the Town's consideration of their services: Redesign; content management system (CMS) software and implementation; training, recommendations for and implementation of social media applications, ongoing maintenance and update plan, and finally, webhosting and domain name registration. (Please see and complete SCHEDULE A).

The Town would prefer to award the entire project to a single vendor but reserves the right to split the award for specific work. The Town also may not choose a consultant for each phase.

The Vendor(s) will be responsible for the following:

1. Redesign the Town website(s) look and feel that will support the Town's updated image as well as the marketing needs of specific departments/services.
 - a. Provide a project plan for the design phase of the website(s) replacement project.
 - b. Determine a consistent look and feel for the website(s), including color schemes, graphic elements, and navigation tools that provide straightforward navigation within a unifying graphic theme as well as flexibility for the branding of different Town departments/services. The look and feel should be consistent with the Town's current image. It must also be able to work on any commonly used browsers for Windows, Linux or Mac systems.
 - c. Provide design mock ups of primary website(s) sections, e.g. Home page, drop down menus, Departments/Boards, Visiting Clifton Park, and Calendar sections.
 - At least one mockup should include a "slideshow" banner which can be filled with local images that can be updated by Town Staff on a regular basis
2. Apply website(s) redesign mockups to website(s) CMS software implementation to enable information ready website(s).
 - a. Provide a website(s) implementation project plan. This can be integrated with the overall project plan.
 - b. Upgrade and configure website(s) CMS software on Town server infrastructure, if applicable.
 - c. Consult with Town staff.
 - d. Create website(s) templates that meet ADA / 508 standards compliance.
3. Recommendations for improvements and implementation of social media applications,
 - a. "Share This", and RSS production on frequently updated content such as news releases, calendar events, agendas and minutes.
 - b. Include the ability to hyperlink documents to specific events, such as plans submitted for public hearings or Planning and/or Zoning Board review.
4. Website(s) CMS training for site administrators and content contributors.
 - a. Security/authorization rights to manage different user groups and access rights
 - b. Provide full and complete training on the use of the CMS.
 - c. The Vendor will provide full and complete training on the use of all software, web, and social media applications.
 - d. Training shall include administrator and security level as well as department head and department user level.
 - e. Training will be provided at a minimum in an interactive Webinar format. On-site training would be ideal.
 - f. Adequate training manuals must be provided, electronic format is acceptable.
5. Annual cost for ongoing maintenance and technical support.
6. Annual cost of registering/maintaining the domain name, webhosting and any perpetual website design elements/licenses as required.

The successful Vendor(s) will deliver the following:

- A proposal demonstrating that they have a clear understanding of the scope of work, and their ability to complete the work as required. The proposal may include adjustments or additional options, if it is believed those adjustments will add value to the project or would be a more cost effective method of delivering the end-result.
- Completed Schedules A and B as found in the RFP documents.
- Examples of relevant previous work that demonstrates the experience of the consultant to deliver the requested project, such as a list of completed websites and contact information for references.
- A management plan identifying the personnel who will be working with the Town on the project, including biographies and experience. Name of the project manager and a project schedule.
- Submission Deadline: October 7, 2016
 - Proposals are due by 2:00 pm and PDF's may be emailed to mspringli@cliftonpark.org with subject line RFP# 2016-Web.
 - Or **three paper copies** of the submission are required to be submitted as follows:

PROPOSALS SHALL BE ADDRESSED TO:

Town of Clifton Park
Legal Department
One Town Hall Plaza
Clifton Park, NY 12065

Re: RFP# 2016-Web

SCHEDULE A
Proposed Cost for RFP for Website Redesign for Town of Clifton Park
RFP #: 2016-Web

Name of Bidder: _____

Scope of Work	Time Frame		Proposed Cost
	Estimated Start Date	Estimated Delivery Date	
1. Redesign the Town website(s) look and feel			
2. Upgrade and configure current website(s) CMS software on Town server			
3. Implementation of Social Media Applications and recommended improvements			
4. Training			
5. Ongoing maintenance, document storage, and technical support			
6. Annual support and ongoing maintenance of domain name, webhosting and perpetual licenses			
7. Option* Alternative CMS software installed and configured on server			
8. Option*			
9. Option*			
TOTAL #1-6 <i>(With Current CMS)</i>			
TOTAL #1, 3-7 <i>(With Alternative CMS)</i>			

*Please include any optional improvements and costs you may have discussed in your proposal.

SCHEDULE B
Components for Website Redesign for Town of Clifton Park
RFP #: 2016-Web

Name of Bidder: _____

Priority Components

Component/ Module Name By Priority	Function	Offered by Vendor (Yes/No)	Vendor Comment
Rotating Photos/Banners	Dynamic image display, on frontpage and for individual departments		
Video Hosting	Optional - With live streaming video capabilities		
Agenda/Minutes Management	Upload, create and manage agendas, easily searched chronological		
RFP/RFQ/Bid Posting	Dynamic content, Digital Clerk Application		
Unique Department Home Page	Optional, not required - ability for departments, associated organizations to have a unique separate design and URL		
Calendar	Update/publish calendars by both department, townwide, subscription capability, attach documents to calendar events		
Mobile Browsing	Website viewable on smartphones and tablets		
Browser Based Administration/CMS	Update, delete and create template based web pages		

Desired Components

Component/ Module Name By Priority	Function	Offered by Vendor (Yes/No)	Vendor Comment
Online Forms	Forms/publishing/tracking/poss. Integrate with General Code and Laserfiche		
Alerts & Emergency Notification	Alerts posted on website and public notifications sent out through email, text message and social media		
Archive Center	Store agendas, minutes, newsletters and other documents, link to laserfiche public portal, migrating current documents, easy indexing and document dates and upload dates.		

Automatic expirations	Expiration dating for public announcements, alerts and calendar items		
Broken Links Finder	Site visitors can enter comments concerning how they accessed the page		
Directories, Listing for Staff and Businesses	Address Books and Email module		
Document Center	Upload/download capability, back-end ability to search within site, coordinate with Laserfiche		
E-Notifications	Electronic subscription, scheduled notifications, SMS subscribers, Optional - Subscription and online publishing		
Forward To a Friend	E-Mail extension		
Frequently Asked Questions	Linkable page to most frequently clicked links, dynamic content		
Page Edits	Easily edit pages, switch between live page and CMS and edit content through CMS		
News, Announcements, News Releases	Most recent forefront, Dynamic content, Online publishing		
Online Job Postings and Application	Applicants can also create an online profile, fill out application and attach additional documents		
Online Payments	Secure online transaction through third party vendors		
Photo Center	Display community photos in a central location on website (department photo album)		
Printable Pages	Print-friendly function		
Property Information Lookup through Assessors Office	Properties – commercial or residential – can be organized by and searched		
Quick Links	Links can be placed directly on the pages		
Site Search	Internal site search engine, site search log		
Site Statistics	Analytics and site audit reports		
Sitemap & Breadcrumbs	Automatic updating		
Spotlight	Ability to highlight important text on one or more pages		
Other			