



Request for Proposal No. 2017-01

Jefferson Township, Montgomery County, Ohio Website Design, Development & Implementation

Jefferson Township Trustees
One Business Park Drive
Dayton, Ohio 45417

Inquiries

Inquiries about this Request for Proposal must be in writing and directed to:

Contact Name: Steven A. Woolf
Contact's Title: Administrator
Jefferson Township
One Business Park Drive
Dayton, Ohio 45417
Phone: (937) 262-3591
E-mail: swoolf@swohio.twcbc.com

and/or

Contact Name: Adrienne Jones
Contact's Title: Administrative Assistant
Jefferson Township
One Business Park Drive
Dayton, Ohio 45417
Phone: (937) 262-3591
E-mail: adriennej@swohio.twcbc.com

As Per: Resolution No. 17-008 passed by the Jefferson Township Trustees on 1/3/2017.

Overview

The Jefferson Township Trustees are seeking to update its Township website to enhance the user experience, simplify content management, and provide better information and customer service to its community, while meeting high standards for design quality, visual appeal and cyber security.

Effective websites increase online citizen self-service while reducing staff workload. It also serves as the main notification tool to meet all open meeting act requirements. This will be accomplished by tailoring your solution to meet our unique needs.

In Jefferson Twp., the management of online content has been decentralized to some extent, with the assistance of a handful of “power users.” The Township would like to decentralize content management by empowering our staff to easily create and manage website content in each township department under the oversight of the Township Administrator.

Jefferson Township seeks the assistance of an experienced company that can accomplish all of the functionality identified in this RFP with the flexibility of providing this functionality over time, if needed due to budgetary constraints. The Township also seeks a company that has the capability of integrating additional features and functionality that may be identified in the future. The experienced company should have a team of experts or equivalent who understand local government, to help us achieve our vision – all while providing 24/7/365 support.

Situational Analysis

Jefferson Township is seeking to enter into a professional services agreement with a qualified vendor to design and implement a new website based on the above strategy. The Township’s website URL is currently www.jeffersontwp.org but is seeking to transition to a new URL upon the launch of a new website – **or** – and will continue to use this URL upon the launch of a new website. The Township’s emphasis is on incorporating extensive content management tools and database driven architecture while providing a user-friendly and intuitive site structure and an interface that is both attractive and ADA compliant. The Township would like the vendor to host the website in a secure data center.

Vendor Qualifications

Jefferson Township will evaluate vendor experience, qualifications and capabilities for developing and implementing a new Township website. The desired qualifications are outlined below. Responders are required to submit a written narrative corresponding to each of the underlined section items:

Introduction

- Overview and summary of how your company will assist the Township in reaching our website goals

Company Profile

- Company overview and history
 - How long has the company been in business
 - Number of current employees
 - Number of clients in the past 5 years (?)
- Capabilities of company - Why should your company be chosen

Management Team

- Name, title, role (e.g., project management, training, design)
- Education, years of experience

Project Development Approach

- Average timeline
- Detailed explanation of all project phases including consultation, design, development, training, implementation
- Statement that website will meet Accessibility Compliance requirements
- Training options
- What role the Township will play in the project

Scope of Work

- Project phase deliverables
- What will be expected of the Township
- What the Township can expect from the company

Municipal Website Design Experience

- References (minimum three references, including all contact information below)
 - Client name
 - Website URL
 - Client contact person and title
 - Phone
 - Email address

Hosting and Security (describe all available)

- These are desired standards but are not limited to these standards.
 - Minimum requirements: reliable data center, managed network infrastructure, on-site power backup and generators, multiple telecom/network providers, redundant network, secure facility, 24/7/365 system monitoring
- Hosting
 - Minimum requirements: automated software updates, server management and monitoring, multi-tiered software architecture, software updates and security patches, database updates and security patches, antivirus management and updates, server-class hardware, redundant firewall solutions, high performance SAN with N+2 reliability
- Bandwidth
 - Minimum requirements: multiple network providers, burst bandwidth of at least 22Gb/s
- Disaster Recovery
 - Minimum requirements: 24/7 emergency support, on-line status monitor, event notification emails, recovery time objective of at least 8 days, recovery point objective for at least 24 hours, pre-emptive monitoring for disasters, multi geographic region redundant back up data center
- DDoS Mitigation
 - Minimum requirements: defined DDoS attack process including the ability to identify the attack source and type of attack, the ability to monitor the attack for a threshold and a plan once threshold is reached
- Upgradable security packages

Support and Maintenance (describe all available)

- System ownership
- Ongoing training opportunities and availability of robust, self-service documentation and technical support (videos and training manuals, etc.)
- Availability of continued communications post website implementation (with consultants and support staff)
- Support services - emergency and non-emergency situations

Project Pricing Estimate/Cost for Services Outlined

Specify amounts of items below:

- First Year development fees including:
 - 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)
 - Additional products/functionality
- Ongoing fees for hosting, maintenance and support for Year 2 and beyond
- Temporary webpage to be installed immediately to retire/replace current website until new website is ready to launch.

Description of Features and Functionality Included with the CMS

At minimum include:

- List of all features and functionality included in the proposed CMS. Must address all features and functionality listed in Required Features and Optional Features section of this RFP

Additional Products offered

- Give brief descriptions of other products offered by the company.

Required Features

The information below represents required functional capabilities in the selected CMS. It is not all inclusive; other functionality may be recommended or added. The Township's new website vendor must be able to provide at a minimum, the components shown.

- **Agenda Management** - Upload, create and manage agendas
- **Alerts & Emergency Notification** - Alerts posted on website and public notifications sent out through email, text message and social media
- **Approval Rights** - allow system administrator to establish specific rights and capabilities for internal staff to update content based upon the role they have in updating the website.
- **Archive Center** - Store agendas, minutes, newsletters and other documents
- **Automatic expirations** – the ability to set a date for content to automatically expire
- **Broken Links Finder** - Site visitors can enter comments concerning how they accessed the page
- **Browser Based Administration** - Update, delete and create template based web pages
- **Calendar** - Update/publish calendars by both department, city wide
- **Citizen Sourcing Tool** - Encourages citizen idea submission, engaging discussions, voting, etc.
- **Departmental Home Pages** – the ability for departments to have dedicated pages within the site that follow the same design as the other interior pages

- **Directories, Listing for Staff and Businesses** – ability to allow citizens to search for staff or business information
- **Document Center** - Upload/download capability, back-end ability to search within
- **E-Notifications** - Electronic subscription, scheduled notifications for email and SMS
- **Facility Management** - Reservations and/or listing
- **Forward To a Friend** - E-Mail extension
- **Frequently Asked Questions** - Dynamic content
- **Intranet/Extranet** - User restricted pages
- **Live Edit** - create and edit pages live from the front end
- **Multi-Lingual Support** – using Google Translate
- **News & Announcements** - Dynamic content
- **News Releases** - Online publishing
- **Online Forms** - Forms/publishing/tracking
- **Online Job Postings and Application** - Applicants can also create an online profile, fill out application and attach additional documents
- **Online Payments** - Secure online transaction by department; trash/refuse; zoning permits; cemetery fees; road permits; all other.
- **Photo Center** - Display community photos in a central location on website
- **Printable Pages** - Print-friendly function
- **Real Estate Management** - Properties – commercial or residential – can be organized by and searched
- **Responsive Design** - fully mobile responsive design - site adjusts to the screen size of all devices its being view on, includes forms, calendars, etc.
- **Request Tracking** - Citizens can submit request
- **RFP/RFQ/Bid Posting** – allow for easy posting of bids to the site
- **Rotating Photos/Banners** - Dynamic image display
- **RSS Feeds out** - Registration by Department
- **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** – Dynamically generated
- **Social Media Interface** - Facebook and Twitter feeds
- **Spotlight** - Ability to highlight important text on one or more pages
- **Website Visitor Profile** - Visitors can pick and choose the information that automatically becomes fed to their profile upon site login

Optional Features

The features below are not required by the Township at this time; however, please include information and availability of integration in the future.

- **Activities** – create classes, display class schedules, limit the number of persons that can sign up per class, and email those who have registered for specific classes

- **E-Communication platform** - integrated within the centralized CMS for creating visually rich, fully responsive, non-emergency e-communication. Create unlimited subscriber lists, and communicate over multiple channels – e-mail, text and social media from a single point of access.
- **Custom Mobile App** – mobile app for Apple® iOS and Android® devices
- **LDAP Integration** – Lightweight Directory Access Protocol (LDAP) integration
- **Newsletters** – Subscription and online publishing
- **Provide off-site storage/backup** of Township’s computer system.
- **Unique Department Home Page** – ability to for departments, associated organizations to have a unique separate design and URL
- **Video Center** – live streaming video capabilities for future use.

Format for Proposal

The response should be formatted to address all items in the Vendor Qualifications section.

Submittal Requirements

The deadline for RFP responses is January at 12:00 noon EST. Submit one copy of the RFP response as a PDF to swolf@swohio.twcbc.com with the subject line "Jefferson Twp. Website Design & Development RFP."

Submittals that are not received on or before the specified deadline will not be accepted (no exceptions). The Township reserves the right to request follow-up information or clarification from vendors in consideration. Vendor is responsible to ensure delivery by the date and time included.

Jefferson Township reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which will best serve the interests of the Township.

Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against the Township for reimbursement will be accepted.

Evaluation Criteria

Responses to this RFP will help the Township identify the most qualified vendor and will be indicative of the level of the firm's commitment. The Township will evaluate the qualifications, references, overall fit with Jefferson Township, as well as take into consideration the proposed scope and pricing submitted to determine the most qualified web vendor.

Selection Process

The selection process will involve the following phases:

Phase 1: Trustees and select staff will evaluate vendor submittals. The initial review will determine conformance to submission requirements and whether responses meet minimum criteria established. Review will include the vendor's acceptance of RFP terms and completeness of submissions.

Phase 2: Trustees will make decision on selection of vendor.

Phase 3: The Township will enter into negotiations leading to a professional services agreement.

Schedule

The approximate RFP schedule is summarized below:

- Issuance of RFP: January 3, 2017
- Vendor submittals due: January 27, 2017
- Trustee review, debate and vote February 7, 2017
- Vendor approval, enter negotiations, execute a professional services agreement: February 21, 2017
- Temporary website required to be live by February 24, 2017
- New website – go live by June 1, 2017

* Dates subject to change – The Trustees reserve the right to revise this RFP.