Request for Proposal
Website Design & Maintenance
Village of Martin's Additions

INTRODUCTION

The Village of Martin's Additions (Village or VMA) hereby solicits proposals from individuals or firms with experience in website design and maintenance. VMA is seeking to update its website to enhance user experience, simplify content management, and provide better information and customer service to its community, while meeting high standards for design quality and visual appeal.

BACKGROUND

The VMA is a small municipality of approximately 325 homes in Chevy Chase, Maryland. The Village Office is staffed by one full-time Village Manager, and one part-time Assistant Village Manager. Currently, the Village website is hosted on WordPress at the url: http://martinsadditions.org/. The Village also uses Constant Contact to manage e-communications with residents. The Village does not currently have a robust Social Media presence (i.e. Twitter, Facebook).

SCOPE OF WORK

The successful bidder would be engaged to redesign and host the Village's website, and provide ongoing website maintenance as needed on a one year contract with option years available. VMA expects the Scope of Work would include the following (please see "Functionality Table" included under Submittal Requirement below):

- Website Design;
- Hosting;
- Support and Maintenance; and
- Integration of additional features that may be needed in the future.

SUBMITTAL REQUIREMENTS

Proposals must include the following:

1. Introduction
    A. Company Overview and Summary

2. Company Profile
    A. Company History

    B. Contact Information
    C. Office location(s) (Include business address)

3. <u>Project Team Roles</u>
    A. Name, title, role (e.g., project management, training, design)
    B. Education and years of professional experience

4. <u>Municipal Website Design Experience</u>
    A. References (minimum of three references, including all contact information below)
        1. Client name
        2. Website URL
        3. Contract duration
        4. Client contact person and title
        5. Phone
        6. Email address
    B. Design portfolio (screenshots with URLs)
    C. If no previous experience with municipal governments, please explain relevant website experience (list client URLs)

5. <u>Project Development Approach</u>
    A. Average timeline
    B. Outline all project phases and Village (e.g., Council, staff, and resident) roles, as applicable
    C. Explain the design process, if not included in the project phases
    D. Meets U.S. Americans with Disabilities Act requirements
    E. Training, if not included in the project phases
    F. Consulting Services – include information on types of consulting available and pricing

6. <u>Training (describe all available)</u>
    A. Training Options (on-site / web-based, other) while hosting
    B. Availability of accessible, self-service documentation and technical support (videos and training manuals, etc.)
    C. Ongoing (post Go Live) training availability and options
    D. How VMA can share ideas, opinions and sign up for beta testing

7. <u>Support, Hosting, and Maintenance</u>
    E. Support services – day/hours of normal coverage; response time; emergency support
    F. Software updates and site maintenance
    G. Site hosting options
    H. Location, security level of hosting facility
    I. DDoS coverage capabilities
    J. Software licensing (if any)
    K. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
    L. Other

8. <u>Integrated Content Management System (CMS) Components and Tools</u>
   The CMS listing in the Functionality Table below represents functional categories and is not comprehensive; others may be recommended or added.

Functionality Table

Component/ Module Name	Function	Offered by Vendor (Yes/No)	Vendor Comment
Agenda Management	Upload, create and manage agendas		
Alerts & Emergency Notification	Optional, not required - 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		
Automatic expirations	Expiration dating		
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, subscription capability		
Citizen Sourcing Tool	Optional, not required - Encourages citizen idea submission, engaging discussions, voting, etc.		
Document Center	Upload/download capability, back-end ability to search within		
Dynamic Page Components	Page-specific content		
E-Notifications	Electronic subscription, scheduled notifications, SMS subscribers		
Forward To a Friend	E-Mail extension		
Frequently Asked Questions	Dynamic content		
Intranet/Extranet	User restricted pages		

LDAP and/or ADFS Integration	Optional, not required - Lightweight Directory Access Protocol (LDAP) integration should be an option		
Custom Mobile App	Optional, not required		
Mobile Browsing	Website viewable on smartphones and tablets		
Multi-Lingual Support	Dynamic content		
News & Announcements	Dynamic content		
News Releases	Online publishing		
Newsletters/E-Zine	Optional - Subscription and online publishing		
Online Forms	Forms/publishing/tracking		
Online Payments	Optional, not required - Secure online transaction for fees, etc.		
Photo Center	Display community photos in a central location on website		
Printable Pages	Print-friendly function		
RFP/RFQ/Bid Posting	Dynamic content		
Rotating Photos/Banners	Dynamic image display		
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		
Social Media Interface	Optional - Facebook and Twitter feeds		
Spotlight	Ability to highlight important text on one or more pages		
Other			

9. <u>Description of Features and Functionality Included with the CMS</u>
   At minimum include:
      A. Content scheduling and versioning information
      B. Capability of back-end user permission levels
      C. ADA / WCAG, Section 508 compliance measures

10. <u>Project Pricing Estimate/Cost for Services Outlined</u>
      Specify amounts of items below:
      A. Days/hours of training, number of employees to be trained, on-site or webinar
      B. Amount of content migration (entire website or a specific number of pages)
      C. Project enhancements and functionalities included

Also, list optional enhancements and consulting packages with deliverables and associated fees.

11. <u>Any additional information (not previously requested)</u>

SUBMITTING PROPOSALS
If you wish to provide a proposal, the required information should be submitted to:

   Village of Martin's Additions
   Attn: Village Website
   7013 Brookville Road Suite B
   Chevy Chase, MD 20815-3263

   Or

   vmarfp@gmail.com

Proposals must be received no later than 5:00pm Friday, December 2nd, 2016. Proposals received after the deadline will not be considered. Proposals sent via mail should be submitted with one original and one copy. VMA reserves the right to reject any and all proposals in part or in full and to waive formalities as may best serve the interests of VMA.

The Village of Martin's Additions is a municipality of approximately 325 houses in the Chevy Chase area of Maryland's Montgomery County. A five-person elected Council governs the Village and it hires a Village Manager to which it delegates duties consistent with the Village Charter and ordinances.

The Village of Martin's Additions is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.