



**TOWN OF GILMANTON
SELECTMEN'S OFFICE**

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Town of Gilmanton, New Hampshire

SELECTMENS OFFICE

REQUEST FOR PROPOSAL

Website Design

The Town of Gilmanton is requesting proposals for the re-design, development, and implementation of the Town's website.

All Bids must be submitted with the attached bid certificate, in a sealed envelope, plainly marked: "RFP for Website Design"

Town of Gilmanton
Attn: Heidi Duval, Town Administrator
PO BOX 550 Gilmanton, NH 03237

All proposals/bids must be received by **Friday, December 29, 2017, at 4:00 p.m. EST**. They will then be publicly opened and read aloud at the following Gilmanton Selectmen's Meeting on Monday, January 8, 2018 at 6:00 pm at the Gilmanton Academy Building, 503 Province Rd, Gilmanton, NH.

***IMPORTANT**

Vendors wishing to respond to a bid request with alternates to specifications must notify the Town Administrator no less than five (5) days prior to the bid request opening date. If the proposed changes are acceptable, the Town will advise other potential respondents, thereby maintaining equality in the bid process. Failure to advise the Town could result either in rejection of the alternate proposal or in an untimely extension of the sealed bid process.

This project will not be awarded until/ unless the 2018 Town Budget is approved by a vote of the Residents, at the second Deliberative Session of the Town of Gilmanton, to be held on Tuesday, March 13, 2018. The Board of Selectmen will award a contract at a subsequent Board of Selectmen's Meeting.

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1. WEB DEVELOPMENT

Introduction

The Town of Gilmanton is requesting proposals from qualified vendors for the purposes of website re-design of the Town’s website.

Proposers should make themselves familiar with the following specifications as well as the general terms and conditions.

Two (2) hard copies of your proposal shall be submitted in a sealed package clearly marked “RFP for Website Design” with the name and address of the proposer on the outside of the package. Proposals delivered after the appointed time and date will be rejected.

Questions regarding this request shall be directed to Heidi Duval, Town Administrator, PO BOX 550, Gilmanton, NH 03237. Questions should be made in writing, and may be submitted via e-mail to townadministrator@gilmantonnh.org. No questions will be accepted after December 15, 2017 at 4:00 PM.

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PO BOX 550, Gilmanton, NH 03237

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The purpose of this request for proposal (RFP) is to provide prospective vendors with our requirements and to establish a consistent evaluation process for all responding vendors.

Goals

The Town is seeking to update our website to focus on customer service and ease of use including simplifying content management, providing better information to our residents, business owners and guests, and enhance the overall user experience.

Scope of Work

1. Provide consistency of design that is attractive, intuitive, and easy to use.
2. Provide all features and functionality that exists on the current website.
3. Develop a satisfying user experience for information gathering.
4. Provide a Content Management System (CMS) with a simple user interface.
5. Provide a fully responsive website able to handle all available screen sizes, including smart phones, iPads, tablets, etc.

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6. Provide platform that is easily updated on a daily basis.
7. Provide a search engine optimization.
8. Provide web analytics to quantify webpage views and website activity.

2. FUNCTIONAL REQUIREMENTS AND ESSENTIAL COMPONENTS

- The website should share information and inform the public about upcoming events, news, calendars, projects, etc. through attractive and engaging features.
- The website should be able to deliver large amounts of constantly changing information in the form of photos, links, audio and video, including maintaining a history of agendas, minutes and audio recordings for multiple boards, etc.
- The website should be easy and intuitive, visually pleasing, quick to load and operate, and safe and secure.
- The website should have a subscription feature for emailed newsletters, etc.
- Cross-referenced information should be hyperlinked from page to page within the website, with the home page link always visible.
- Ability to activate a banner at the top of all pages to alert citizens in case of breaking news or emergency situations.
- Provide a secure site that meets emerging industry standards on privacy and accessibility, to include ADA guidelines.
- The successful vendor should provide training of our staff to use site tools.
- The site shall include a searchable archive section that will contain historic files and documents.
- The site shall be provided with a search capability.

3. GUIDELINES

While preparing their proposals, respondents should consider the following criteria:

1. Visually appealing – Design of this site is important. The site should reflect Gilmanton’s rich history and active community.
2. Common theme – Each section of the site should have a unified look and feel that reinforces Gilmanton’s image. Each section of the site should visually relate, yet retain some degree of individuality that reflects the service, department or audience being served.
3. Easily updated – Once the site has been completed and accepted by the Town, the site should be easy to maintain by Town staff. The content management system should provide for at least page level specific permissions, approvals and roles, including creating and publishing as well as version control.

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4. Fast-loading pages – The website must be designed with a balance of text and graphics so that the average page loads in an acceptable amount of time.
5. Easy to navigate – The site should be easy to navigate, with information grouped and presented in a logical manner. During the initial phase of the project, the successful contractor will be required to develop a comprehensive site map, which shows the strategy for information architecture decisions.
6. Search engine – The site should provide a rapid search capability of the entire site, generating results of high relevance to users.
7. Future flexibility – The site should include a flexible design template that can easily accommodate the addition of new functionality at a later date.
8. Mailing lists – There should be a mechanism that permits users to sign up to be on various mailing lists targeted at different top interests.
9. Cross-referenced information should be hyperlinked from page to page within the website, with the home page link always visible.
10. Graphic files should be relative to the site and provide for quickest loading.
11. It must have capability to maintain an archive of existing and past records, such as agendas, minutes, audio recordings and press releases.
12. The consultants shall assist departments with information design, as requested, for the initial website design.
13. The Town’s staff will maintain the information on the site.

4. PROPOSALS MUST INCLUDE:

1. Summary of your project approach and scope of work.
2. Estimated project timeline and schedule of deliverables. Include each work element/ phase, major milestones and testing proposal.
3. Three most recent projects completed or references from your body of work that you feel best represent elements of the scope of work you have proposed to us.
4. Brief profiles of each project team member.
5. Discussion of the use of databases for information storage and the database proposed to be used.
6. Include cost for migration of existing documents as a separate line item.

5. DETAILED COST PROPOSAL

1. Website Development: Identify costs related to website production hours, tools and functionalities.
2. Training: Identify costs to train our staff to use site tools for future updates.
3. Style Guide: Identify costs to provide a style guide to maintain future consistency.
4. Hosting: Identify provider and cost for hosting services for a single (not shared) server. We may not change our hosting provider, but would like to know our options.
5. Contractual Stipulations: Identify your company’s terms and conditions of payment and hourly rate for additional work after proposal is accepted.

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CERTIFICATE

The undersigned represents that they are authorized to bind the bidder to the bid amount specified and hereby offers to provide to the Town of Gilmanton the commodities and services as contained in the attached competitive sealed bid specifications at the price stated in complete accordance with all conditions of the bid specifications. Furthermore,
The undersigned certifies that this bid is in all respects bona fide, fair, and made without collusion or fraud with any other person. As used in this section the word "person" means any natural person, joint venture, partnership, corporation or other business or legal entity

 Signature/Title

 Company

Business Address _____

City/City _____

State _____

Zip _____

 Date

 Phone Number

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GENERAL TERMS AND CONDITIONS

Preparation of Bids/Proposals

Bids shall be submitted on the forms provided and must be signed by the bidder or the bidder’s authorized representative. The person signing the bid shall initial any corrections to entries made on the proposal form.

Unless otherwise stated in the Request for Bid/Proposal, the bidder agrees that the bid shall be open for acceptance for ninety (90) calendar days from the date of submittal to the Town of Gilmanton.

Acceptance or Rejection of Bids/Proposals

The Town of Gilmanton reserves the right to reject any or all bids, to waive technical or legal deficiencies, and to accept any bid that is determined to be in the best interest of the Town.

The Town of Gilmanton also reserves the right to reject the bid of a bidder that has failed to perform properly or complete on time contracts of a similar nature.

Delivery of Bids/Proposals

Bids must be submitted in a sealed envelope, and shall be addressed to the Town at the address and to the attention of the official as outlined in the bid documents. All bids must be submitted prior to the specified date and time. Any bids received after the specified date and time will not be considered and will not be opened. Bids delivered via facsimile, e-mail, or any format other than within a sealed envelope shall not be considered.

Withdrawal of Bids/Proposals

A bidder will be permitted to withdraw their bid unopened after it has been deposited if such request is received in writing prior to the time specified for opening the bid.

Public Opening of Bid/Proposals

Bids will be publicly opened and read aloud at the time and place as indicated in the bid documents. Any bidder, authorized agent, or other interested party may be present.

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Bid/Proposal Ownership and Costs

Upon submission, bids become the property of the Town of Gilmanton. The cost of preparing and submitting a bid is the sole responsibility of the bidder and shall not be chargeable in any manner to the Town. The Town will not reimburse any bidder for any costs associated with the preparation and submission of a bid.

Examination of Proposed Materials

The submission of a bid shall be deemed a representation and warranty by the bidder that it has investigated all aspects of the RFP, that it is aware of the applicable facts pertaining to the RFP process and its procedures and requirements, and that it has read and understands the RFP. No requests for modification in the provisions of the bid shall be considered after its submission on the grounds that the bidder was not fully informed as to any fact or condition. Statistical information, which is contained within a RFP or any addendum thereto, is for informational purposes only. The Town disclaims any responsibility for this information that may subsequently be determined to be incomplete or inaccurate.

Quantities

Quantities of materials, whether to be used on projects, or purchased directly by the Town, are provided for informational purposes only unless otherwise specifically stated. The Town disclaims any responsibility for this information that may subsequently be determined to be incomplete or inaccurate. Bidders are responsible to verify the accuracy of these estimates.

Buy Local

The Town of Gilmanton reserves the right to award any bid to local vendors, as determined by the Town, even in the event they may not be the lowest qualified vendor, if it is determined to be in the best interest of the Town. The Town will consider such factors as overall cost, prior service, and any other pertinent information available when making such decisions.

Insurance Requirements

The successful bidder shall procure and maintain insurance, in the amounts and coverage detailed by the proposal documents at the bidder's sole expense. The successful bidder shall be required to present to the Town of Gilmanton a certificate of insurance in the amounts required naming the Town of Gilmanton as an additional insured.

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Bid Results

After the bids are opened and read, the bid results will be available for the public. Bidders that desire a comprehensive list of the bid results may do so by attending the bid opening, or requesting such, in writing, to the Town Administrator.

The award of a bid shall not be considered official until such time that a Purchase Order, fully executed contract, or an award letter has been issued by the Town of Gilmanton. No presumption of award shall be made by any bidder until such documents have been executed and are in hand. Further, no bid shall be awarded until/ unless the 2018 Town Budget is approved by a vote of the Residents, at the second Deliberative Session of the Town of Gilmanton, to be held on Tuesday, March 13, 2018. Verbal notification of award is not considered official. Any action by the bidder to assume otherwise is done so at their own risk and the Town will not be held liable for any expense incurred by a bidder that has not received an official award.