

Village of Lake Odessa, Michigan
Request for Proposals
for
Website Design and Development Services

The Village of Lake Odessa, Michigan (hereinafter referred to as “Village”) is seeking qualification statements and service proposals from individuals and/or organizations (hereinafter referred to as “Vendor”) specializing in the provision of professional services in the appraisal and redesign of the Village of Lake Odessa’s website (www.lakeodessa.org). The proposals should be designed to provide the Village with a clear understanding of the costs of performing the service being solicited. Such proposals shall be submitted to the Village of Lake Odessa, Attn: Patrick Reagan, Village Manager, 839 Fourth Avenue, Lake Odessa, Michigan 48849, by 4:30 pm, ET, May 14, 2021.

I. Introduction and Background

The Village of Lake Odessa is seeking proposals from a firm or individual designer/website developer to redevelop the Village’s current website (www.lakeodessa.org) to enhance its overall online presence. The goal is to enhance communications to and from the government offices, including, but not limited to, meetings, events, citizen concerns, general service information, data sharing, etc.

The new website is expected to integrate with and serve as a portal to a variety of different services offering sites now in use by the Village. Although information will be transferred from the current website, the successful vendor will be expected to assist the Village in eliminating information that is no longer pertinent. The information architecture must be able to handle increased content and additional features through the use of a content management system. The Village is also interested in proposals for a hosted website that is still able to integrate with internal data resources.

Additional goals include:

- A responsive, modern, and visually appealing layout that is both easily navigable by users and able to be easily updated on a periodic basis;
- Improved navigation and accessibility that is most importantly understood by residents but also simple to manage for the content editors;
- Mobile device friendly, support compatible with the Americans with Disabilities Act, and multi-language translations services;
- Full social media integration with established communities;
- Dynamic content generation of database information provided to the public;
- Support for other services currently not offered online.

II. Scope of Services

The Village of Lake Odessa wishes to update its current web presence to one that provides easy navigation and provides a broad base of customer services and interaction for any visitor to the site. In order to attain this goal, the Village is soliciting experts to provide an implementation plan that includes clearly defined components, deliverables, costs, and timelines.

General Requirements

Vendors are advised that proposals should be as responsive as possible to the provisions of this RFP. However, vendors may make exceptions to, or propose alternative methods, without their proposal being disqualified. These exceptions must be duly noted in the response documents. The Village

reserves the right to reject any or all proposals. The Village also reserves the right to request more information for clarification or due to omission of information. Vendors should be prepared to make an oral presentation as part of the evaluation process. Preference will be given to the vendor that provides a comprehensive, cost-effective solution for current specifications, future Village requirements, and ongoing service and support.

Key Decision Criteria

- Project Plan - Develop a project plan for the entire scope of work with input from the Village.
- Content Management Software (CMS) - The Vendor must provide a comprehensive CMS solution including, but not limited to, template creation, security and approval levels, WYSIWYG content editor, versioning, content scheduling, etc. Avoid proprietary, limited release CMS solutions. The proposed CMS shall currently be in use in a wide variety of industries/government entities and shall not be a beta, release candidate or other early adopter technology. The responding vendor must have prior experience with this CMS.
- Hosted vs. On Premise Server – The Vendor shall outline their recommendation for a hosted or on premise website solution, and provide associated costs for said recommendation. Vendors are allowed to provide options for both a hosted and on premise website in the same proposal. Pricing should be designated for each option listed.
- Site Design - Redesign of the Village’s Website, which shall include at a minimum:
 - Consistent look and feel for the website, including color schemes and graphic elements to unify the website.
 - While maintaining consistency, the site should allow flexibility for departments to present their specific branding.
 - Recommend to the Village the amount and types of content that should be migrated to the new site. The Village will have final determination as to which content is included.
 - Propose three (3) different design prototypes of a new Home page and three (3) subpages for the Village to consider. The Village will select the final design before the vendor proceeds with the development of the new website.
 - New website content information architecture that supports easy navigation to information and services.
 - Propose a navigational layout for the entire website. The Village will select the design navigation before the vendor proceeds.
 - Design shall conform to a look & feel that works with mobile and tablet browsers using “responsive website design” (RWD). This is to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices.
 - Website shall be able to support data from external sources including, but not limited to, SQL, text files, etc.
 - Website shall utilize Google Analytics and Google Webmaster Tools.
 - Website shall include integration with popular social media tools including, but not limited to, Facebook, Twitter, Instagram, etc.
 - Website shall meet ADA/508 standards compliance.
 - Website shall display correctly in all major browsers, including, at a minimum: Internet Explorer, Firefox, Google Chrome, Safari, and Opera.
 - Provide options to include website language translation services.
 - Provide options for centralizing and/or accepting financial transactions.
 - Website shall have the ability to meet legal postings for meetings, downloadable forms, and public hearings.

- Development/Implementation of the New Website using the proposed Content Management System (CMS)
 - Install and configure the website CMS software.
 - Develop the Website based on the agreed/signed-off design.
 - Develop the Website and CMS templates to allow Village staff to easily update and maintain all website content and documents.
 - Develop the Website to allow for simplified site-wide revisions (color, layout, etc.) using CMS tools.
 - Work with designated Village staff to incorporate CMS permissions and content approval processes.
 - Complete all other work necessary to develop and fully test the website.
 - Ensure that the website is fully operational, without issues or broken links.
 - Conversion of all approved content and documents from the existing website into the new CMS-based website/templates.
- Training - Provide Content Management System (CMS) training to a minimum of three (3) Village employees who will be responsible for updating website pages.
- Other – Describe and include any additional items, not listed above, to provide a new fully operational website.
- Support - Provide one (1) year of website support, CMS maintenance and website hosting from the date the new website is “live”.
 - Please provide a proposal for website support, CMS maintenance and hosting beyond the first year.

III. General Criteria for Evaluating Qualification Statements

All proposals received shall be subject to evaluation by a Selection Committee comprised of Village representatives. The evaluation shall be for the express purpose of selecting the proposal which most clearly meets the RFP requirements. The following areas will be considered in the selection:

1. Understanding the Problem/Solution Proposal: This refers to the vendor's understanding the Village of Lake Odessa's needs, objectives of the RFP, component stability, and pricing.
2. Vendor Qualifications: This includes the ability of the vendor to meet the needs of the RFP. Particularly, component availability and quality, vendor expertise, established working relationships with the Village, and pricing.
3. References and Previous Design Work: - Each prospective Vendor will submit examples of its previous work. These examples should clearly demonstrate the Vendor’s qualifications in regards to website projects, and specifically, to developing work plans for how to implement these website projects. These examples should demonstrate that the prospective Vendor:
 - Has a thorough understanding of the Village’s needs.
 - Is able to suggest innovative, yet workable, cost effective solutions.
 - Is able to submit a work plan that is accurate, from the outset, in regards to the time and resources needed to complete the project.

IV. Subcontractors

The vendor shall be responsible to retain, and pay for the services of, any subcontractor necessary to complete the work. The Village shall approve of any subcontractor the vendor may retain, and such approval shall not be unreasonably withheld.

V. Contract

The vendor will be required to sign a Village of Lake Odessa contract document prior to performing any work.

VI. Submission of Proposals

To be considered, the proposal must respond to all requirements in the RFP. Any other information believed to be relevant, but not applicable to the enumerated categories, should be provided as an appendix to the proposal. If publications are provided, the document and page number shall be referenced. The proposal shall be divided into sections as indicated below:

Experience, Expertise, and Workability: The experience of the proposed vendors should be documented, including any experience in projects similar to the project proposed by the Village of Lake Odessa. This experience will be examined at a minimum, on the basis of actual experience, length of time in business, established working relationship with the Village.

Conflicts of Interest: The qualification statement shall specifically address any possible conflicts of interest and the vendor's position or response as to whether or not such other work or relationship may be deemed a conflict of interest with this project.

Special Qualifications: The qualification statement shall identify any specific credentials which might make the vendor uniquely skilled to provide the requested services. These may include similar work experience related to another community of similar size or a project of similar design.

Statement of Project Requirements: Each vendor shall state in sufficient terms its understanding of the project requirements presented in this RFP.

Scope of Work: Each vendor shall describe in narrative form their plan for accomplishing the work. Please use the Scope of Work tasks provided in this RFP as the point of departure. Additions to, or modifications of the Scope of Services descriptions are permissible, but reasons for changes shall be fully documented.

Personnel and Prior Experience: Each proposal should identify specific executive, professional and technical personnel who will be assigned to the project. The proposal shall indicate the responsibilities each person will have in the project and indicated the previous related work experience of each individual. Personnel indicated having appropriate expertise for this project must be assigned to the project and actively engaged in completion of the tasks. Any changes in assignment of personnel shall be reviewed with the Village of Lake Odessa to assure consistent technical expertise throughout the term of the project. The vendor is requested to make specific recommendations to the Village of Lake Odessa for the successful implementation of this project. In addition to providing specific steps to be taken to accomplish the specific concerns identified, an itemized breakdown of the costs should be included.

Sealed Proposals: Each sealed proposal shall be submitted to the Village of Lake Odessa, Attn: Patrick Reagan, Village Manager/Clerk, 839 Fourth Avenue, Lake Odessa, Michigan 48849, by 4:30 pm, ET, May 14, 2021. Questions may be directed to the Village Manager via email (manager@lakeodessa.org) or by telephone: (616) 374-8698.

VII. Interviews

Village staff will review all proposals and may require that the vendor appear before a selection committee for an interview.

VIII. Contract Award

The Village of Lake Odessa reserves the right to accept, reject, or request changes in any/ all proposals. The Village is not liable for any costs incurred by the consultant prior to contract issuance.

IX. Addenda to the Request for Proposals

In the event that it becomes necessary to revise any part of this RFP, addenda will be provided to all vendors invited to respond.

X. Late Proposals

Late proposals will not be accepted. It is the responsibility of the vendor to ensure that the proposal arrives prior to the stated deadline.

XI. Response Material Ownership

The material submitted in response to the RFP becomes the property of the Village of Lake Odessa and will only be returned to the vendor at the Village's option. Responses may be reviewed by any person after the final selection has been made. The Village of Lake Odessa has the right to use any or all ideas presented in reply to this request. Disqualification of a vendor does not eliminate this right.

XII. Acceptance of Proposal Content

The contents of the proposal of the successful vendor may become a contractual obligation if the Village of Lake Odessa wishes to execute a contract based on the submitted proposal. Failure of the successful vendor to accept these obligations in a contract may result in cancellation of the award and such vendor may be removed from future solicitations.

XIII. Reference Checks

The Village of Lake Odessa reserves the right to contact any reference or any client listed in the documents for information which may be helpful to the Village in evaluating the vendor's performance on previous assignments. Vendor shall include a list of organizations (local and otherwise) for this purpose.