



McCordsville
INDIANA

Request for Proposal (RFP) Website Design for McCordsville, Indiana

Issue Date: 8/08/23

Due Date: 8/25/23

Contact: Tim Gropp
Town Manager
tgropp@McCordsville.org
(317) 335-5146



McCordsville

INDIANA

1. General Information

1.1 Timeline

The timeline supplied is McCordsville's best estimate and is not binding on the Town.

RFP Issued	8/08/23
<u>Open Q&A for potential vendors</u>	Request a ZOOM or TEAMS meeting by contacting Tim Gropp, tgropp@McCordsville.org no later than 8/18/23
DEADLINE FOR VENDOR QUESTIONS	8/23/23
PROPOSAL DUE	8/25/23
Staff Decision and Recommendation to Town Council	9/12/23
Selected Vendor Notification	9/13/23
Estimated Contract Start	ASAP after award date

All questions must be emailed and directed to Tim Gropp, tgropp@McCordsville.org

A complete listing of all Vendor questions relating to this RFP along with McCordsville responses will be provided to each Vendor via written addendum.

1.2 Statement of Purpose

This Request for Proposal (RFP), issued by the Town of McCordsville (hereby referred to as "McCordsville") is for design of a municipal website and all necessary functions described within ("Services").

1.3 Town Information

McCordsville is in the northwest corner of Hancock County in central Indiana approximately 20 miles northeast of downtown Indianapolis. The Town is part of Vernon Township and has experienced tremendous growth in the past several years. Between the 2010 and 2020 census, the Town district population grew from 4,797 to 8,503. Today's population is approximately 10,750. McCordsville has a median income of \$95,295 and a median age of 37.3.



1.4 Proposal Evaluation & Selection Criteria

An Evaluation Committee shall review all proposals to determine which Vendors have qualified for consideration and to make a recommendation to the Town Council for a final decision.

McCordsville reserves the right, at its sole discretion, to request clarifications of proposals or to conduct discussions for the purpose of clarification with any or all Vendors. The purpose of any such discussion shall be to ensure full understanding of the proposal. If clarifications are made because of such discussion, the Vendor shall put such clarifications in writing.

The selection of the winning proposal will be based on evaluation of the factors listed below. All proposals will be ranked for each item/category as outlined in the following table. Upon receipt of the proposals, an evaluation team will determine the proposals most qualified based on the following criteria:

Suitability of proposal to meet stated goals for website.	
Cost both upfront and ongoing	
Ease of use by end user (staff)- ability to modify, add, and edit content	
Ability to add on and expand functionality (modules)	
Vendor experience and capability	
Clarity and completeness of the submitted proposal	

McCordsville reserves the right to select the Vendor deemed most suitable, which may or may not be the lowest cost Vendor.

2. Description of Requirements

2.1 Website components

Project Overview and Scope of Work

McCordsville’s website has served us well for many years. It’s time to reimagine our web presence with more contemporary design principles in mind. We desire a website that is uncluttered and easily navigable. We want the public to have easy access to public notices, RFP’s, Public Records Requests, development filings, requests for service, upcoming events, and contacts. We also want to archive agendas, minutes, resolutions, ordinances, and financials. Most, if not all, of the current McCordsville website’s content should migrate to the new site although the architecture of the site itself may not remain the same.

The selected vendor will work cooperatively with Town staff, select community stakeholders and the Town Council as appropriate to create a new, intuitive, modern website that will incorporate the Town’s brand.



Note that the Town will entertain a variety of creative solutions to any of the components below. The list of components below is intended to give vendors an idea of current functionalities but is not necessarily intended to be a completely prescriptive list.

Specific Required and Desired Project Components

A. High Level Requirements

- A.1. Design process should include opportunities for staff, public, and Town Council input and/or feedback.
- A.2. Site should leverage responsive design to adapt seamlessly to screens of various sizes. (Mobile)
- A.3. The vendor should configure the platform so that content can be easily created and updated by Town staff with multiple permission levels.
- A.4. Site should meet WCAG 2.1 requirements for accessibility purposes.
- A.5. Site should not rely on dependencies or technologies that are not publicly documented and openly available.
- A.6. Site should adhere to security best practices. Effective spam mediation measures should be in place to stave off bots and malicious actors.
- A.7. Site should make effective use of Town branding, including color scheme.
- A.8. Site should include all content from current McCordsville website, excepting content identified as undesired by McCordsville

B. Highly Desired Components

- B.1. Site should provide a search feature for the site on the main page
- B.2. Home page should be able to feature rotating new content/ photos
- B.3. Site should make McCordsville online resources, including databases, downloadable, easily visible, discoverable, and well-organized
- B.4. Site should consider allowing users to make a payment to the Town
- B.5. Site must include a site map for the website
- B.6. Menus should respond to taps/clicks rather than hovering (buttons and other smaller functions may respond to hovering)
- B.7. Ability to easily create forms which can e-mail submissions to selected staff email addresses for example, rental requests, public record request, employment application, etc.
- B.8. Ability to translate site into multiple languages, to be identified by Town
- B.9. Ability to easily incorporate multiple photos and video (Town generated), both static and in slideshows, to highlight events and services and to enhance the appearance of the site.

C. Current external integrations and embeds

- C.1. Site should integrate with Town permitting third-party vendor iWorQ. New permitting programs will be considered.
 - C.2. Keyword optimization with improved SEO, title and metadata descriptions, include implementation of Google analytics
 - C.3. Seamless social media integration for common platforms such as Facebook and
-



McCordsville

INDIANA

- Instagram, and YouTube.
- C.4. Beacon GIS integration
- C.5. Survey Monkey or JotForm's for specific citizen communications

D. Desired New Features

- D.1. Dedicated home buttons for RFP's, Development Filings, and Public Notices
- D.2. Codification Section easily manageable
- D.3. Recreation (Parks) rental section (for future use to be activated later)
 - D.3.1. Ability to sign up for programs
 - D.3.2. Ability to reserve and pay for rentals of shelters, Community Center, and fields
 - D.3.3. Ability to make a donation to "Building A Brighter McCordsville" Fund
- D.4. Options for permitting and licensing.
- D.5. Combine "nextstopMcCordsville.org" with "McCordsville.org"
 - D.5.1. Remove old websites from the web once new site is implemented and it is confirmed all data has transferred over.
 - D.5.2. Add in downloadable maps, statistics such as tax rate, population, etc., reports and studies
- D.6. Explore and manage domain: [McCordsville.gov](#)? [McCordsville.in.gov](#)?

One (1) electronic PDF copy of the proposal shall be submitted via e-mail to Tim Gropp (tgropp@McCordsville.org).

Proposals received beyond the deadline 8/25/23 will not be opened.

Proposals should be addressed to:

Tim Gropp
Town Manager
tgropp@McCordsville.org

Any costs associated with the preparation and delivery of this proposal will be borne solely by the Vendor.

2.2 Liability

Any contract for services shall include the following indemnification language. Vendors acknowledge that submitting a proposal indicates their willingness and ability to contract with McCordsville under these terms:

Contractor agrees to indemnify and hold harmless McCordsville and its officers, officials, employees, and volunteers from and against all claims, damages, losses and expenses including attorney's fees arising out of the performance of the work described herein caused by any negligence, recklessness, or willful misconduct of the Contractor, any subcontractor, anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable.





McCordsville

INDIANA

The parties expressly agree that any payment, attorney's fee, costs, or expense McCordsville incurs or makes to or on behalf of an injured employee under McCordsville's self-administered workers' compensation is included as a loss, expense or cost for the purposes of this section, and that this section will survive the expiration or early termination of this Agreement.

2.3 Responses to the RFP

Proposals will only be accepted from a single firm, not from joint ventures. When two or more Vendors desire to submit a single proposal, they shall do so as prime/subcontractor(s). Vendors are invited to visit McCordsville to assist in the preparation of their responses.

Vendors may not use omissions or errors in the contract documents to their advantage. McCordsville reserves the right to issue new instructions correcting any such errors or omissions, which new instructions shall be treated as if originally included.

McCordsville may make any investigation it deems necessary to determine the ability of the Vendor to perform the work. Vendors shall furnish information for this purpose to McCordsville upon request. McCordsville reserves the right to reject any proposal if the evidence submitted by, or other investigation of, the Vendor fails to satisfy McCordsville that the Vendor has the proper qualifications, experience, equipment, manpower, or financial and managerial capability to carry out the obligations of the contract agreement or to perform the work as specified.

A Vendor may withdraw a proposal in writing to Town prior to deadline for proposal receiving.

2.4 Negotiation

The Vendor acknowledges McCordsville's right to reject any and all proposals and to waive any formality or irregularity in any proposal received. An award to the lowest Vendor is not required.

Town reserves the right to enter negotiation with one or more Vendors. Town reserves the right to waive any informality as may be permitted by law. Town reserves the right to award multiple contracts for different portions of the work or commodities, or to reject all proposals.

2.5 Contract Documents

Each Vendor shall examine the RFP carefully. Any interpretation or correction will be issued as an Addendum by McCordsville. Only a written interpretation or correction by Addendum shall be binding.

Addenda are written or graphic instruments issued prior to proposal receiving which modify or interpret the RFP, including specifications, additions, deletions, clarifications, or corrections. Prior to proposal receiving, McCordsville will send any Addenda to each Vendor in writing.

The successful responder will be expected to enter a contract with Town pursuant to the documents that include the RFP, the Vendor's proposal, the summary of negotiation, and all other additional materials submitted by the Vendor. The selected Vendor may be requested to submit copies of their applicable standard contract forms.

The only official answer or position of Town will be the one stated in writing.



2.6 Prices

Vendor will also provide a detailed quote sheet using the format provided in Section 3.4. Prices reflected in the proposal should include any discounts.

Unit and extended prices must be quoted in U.S. Dollars for each line item specified on the Cost Worksheets.

Unit and extended prices must be quoted in U.S. Dollars for any additional and necessary or recommended services.

No Vendor will be allowed to modify or resubmit its proposal, for any reason whatsoever, after the proposals have been opened. Proposals will not be opened until the specified due date.

3. Proposal Format

Proposals must be structured, presented, and labeled as described in this section.

Failure to follow the specified format, to label the responses correctly, or to address all the subsections may, at McCordsville's sole discretion, result in the rejection of the Proposal.

Proposals should be prepared on standard 8 1/2" x 11" paper and printed on two (2) sides. All proposal pages should be numbered.

3.1 Cover Letter

The proposal must include a cover letter that provides the following:

1. Vendor's legal name and corporate structure;
2. Vendor's primary contact to include name, address, phone, and email;
3. Identification of any subcontractors and scope of work to be performed by subcontractors;
4. Identification of any pending litigation against the Vendor;
5. Disclosure of any bankruptcy or insolvency proceedings in last ten (10) years;
6. Statement of the Vendor's credentials to deliver the services sought under the RFP;
7. Statement indicating the proposal remains valid for at least 90 days;
8. Statement that the Vendor or any individual who will perform work for the Vendor is free of any conflict of interest
9. Signature of a company officer empowered to bind the Vendor to the provisions of this RFP and any contract awarded pursuant to it.
10. The proposal cover letter should be concise and brief and not exceed two (2) pages.

3.2 Table of Contents

All pages are to be numbered.



3.3 Overview of Services

Provide a brief and concise synopsis of the proposal and a description of the Vendor's credentials to deliver the services sought under the RFP.

3.3.1 General Project Plan

1. **WORK PLAN** Provide a detailed narrative on how your company plans to provide a well-designed and innovative website for McCordsville including:
 - a) Description of the website redesign methodology recommended for McCordsville and to be used to meet the requirements of this RFP.
 - b) Project plan that specifically describes how the Vendor intends to successfully complete each phase of the project plan. The project plan should clearly identify all the tasks and activities the Vendor will complete to successfully provide the services requested in this RFP.
2. **PROJECT PLANNING AND MANAGEMENT** Describe the planning and management skills your company will employ to ensure the prompt meeting of deadlines as they pertain to the project phases defined above.
3. **PERFORM IMPLEMENTATION** Describe how your company will promptly meet the development and deployment phases, including how usability testing will be performed by vendor and Town.
4. **PROVIDE POST IMPLEMENTATION SUPPORT** Describe how your company will provide maintenance and support after the roll-out of the new Town website, including how we can expect the Vendor to communicate with us.
5. **PROJECT TIMELINE** Provide a project timeline and schedule for completion of all activities, that should demonstrate all work on the website should be completed. Proposal must include a detailed schedule of work and activities based on the deliverables in section 3.3.2.

3.3.2 Deliverables and Completion

The project should achieve the following phase structure and deliverables to be considered complete.

Definition Phase: The Vendor will work with the Town to finalize the information architecture for the site, including the site map. The Vendor will work through revisions and suggestions with the Town. The Vendor will deliver final wireframes detailing the components and features of the homepage and interior pages.

Deliverables:

1. A method for feedback that will inform the design process
 2. Findings summary that details how the new design will incorporate brand strategy and targets identified audiences.
 3. Findings summary on improving current front-end design and back-end coding practices.
 4. Preliminary site map.
 5. Proposal of hosting plan. Details of what is included (server space, updates to
-



McCordsville

INDIANA

CMS, security, application, and widget updates).

Design Phase: The Vendor will develop a clean, modern, high-quality design that will serve our organization and audience. The vendor will provide a minimum of two homepage design options followed by revisions based on feedback from the Town. The Vendor will provide two design options for the interior pages followed revisions based on feedback.

Deliverables:

1. Wireframe designs for two design options.
2. Design mockups for revision templates.
3. Selection of final design by appointed staff.

Development Phase: The Vendor will implement the final approved design and build out site in a Content Management System. Vendor will test the system, fix bugs, and install web features. Vendor will have all third-party integrated programs in place and ready for seamless transitions. Vendor will deliver a document to the Town articulating how all stated required and desired components have been incorporated into the design.

Deliverables:

1. Summary of findings for website team on the existing functionality with any notes, adjustments, or suggestions.
2. Developed modules for content creation, custom or pre-existing, for testing.
3. Staff training for adding/editing/deleting content.

Deployment Phase: Before project completion, Vendor will provide appropriate documentation and training to the appropriate Town staff, detailing the features and functionality of the new site. The vendor will train designated Town staff on the daily maintenance and upkeep of the site. The vendor will warranty their work for a period of a year and will address technical problems that arise during the first twelve months after completion of the website. Hosting will continue past deployment.

Deliverables:

1. Website style guide.
2. Collection of content which corresponds to each page, provided by the Town.
3. Sample pages from the Contractor exhibiting layout, styles, and options.
4. Summary of modifications presented by website team.
5. Documentation of modification.
6. All documentation and manuals for maintenance of the website.

1.1.2 Quality Control & Support

Please provide a summary of how your company monitors for quality control and provides customer support, addressing the following questions:



McCordsville

INDIANA

- What are the procedures for contacting your company for support?
- Who are the key support team personnel/customer contacts?
- What will be the pricing structure for ongoing hosting and support after the contract period concludes?

Please provide any sample support and maintenance agreements with the corresponding Cost Worksheet.

1.1.3 Exceptions

If the Vendor's specifications for providing services are in any respect not the equivalent of the website components in the RFP, please provide a description of those exceptions. Vendors are invited to propose, and McCordsville will consider reasonable modifications to the required and desired website components. Please note any impact on pricing that the proposed modifications will affect.

If the Vendor can provide all website requirements as specified in section 2.1, note "None."

1.2 Pricing, Payment, and Cost Schedule

The vendor will provide a Cost Proposal that shall present a total fixed price to perform all the requirements of the RFP. The Proposer must include details in the Owner's Cost Proposal template supporting all costs. These details must include, at a minimum, detailed descriptions and/or specifications of the goods and/or services to be provided, quantities, and unit costs.

The payment schedule for the project is tied to specific dates and deliverables as outlined in the awarded contract. Invoices may be submitted by the Vendor on specific dates based on the completion and acceptance of related deliverables. No invoice will be approved unless the associated deliverables have been approved by the Owner's designee. A percentage of the total contract cost may then be invoiced based on the schedule.

1.3 References

The Vendor must supply three references for similar work it has undertaken over the past five years, preferably within a town, school, public/government building or other community space.

Provide the company/organization name; contact name(s); email address; telephone number; and a brief description of the work performed.

Failure to provide the above information may result in the Vendor being disqualified and its proposal not considered. Town reserves the right to contact all references to obtain information without limitation and regardless of the Vendor's performance on the listed jobs.

1.4 Declaration and Signature



McCordsville

INDIANA

DECLARATION:

The undersigned hereby declares the proposal's specifications have been carefully examined and this proposal is submitted in compliance therewith. The undersigned understands that competence and responsibility, time of completion, as well as other factors of interest to McCordsville may be a consideration in making the award. McCordsville reserves the right to reject any one or all proposals, to accept or reject alternate proposals and unit prices, and waive technicalities concerning the proposals received as it may be in McCordsville's best interest to do so.

AUTHORIZED REPRESENTATIVE:

Authorized Representative's Name

Title

Authorized Representative's Signature

Date

Company

Telephone

Street Address

E-Mail

City/ State/ Zip Code
