

Collegetown Borough Website Re-Design & Development Request for Proposals

This RFP is for design and development services and annual renewable maintenance for a new website for www.collegetown-pa.gov/

RFP Sent: August 2, 2018

Intent to Respond Due: August 15, 2018 (COB)

Responses Due: September 5, 2018 (COB)

Send any questions on the RFP to: Shannon Spencer, Collegetown Borough Council Member, sspencer@council.collegetown-pa.gov

Send proposals to: Geoff Thompson, Borough Manager, gthompson@borough.collegetown-pa.gov

Budget for new website and annual maintenance: \$15,000

Goal for new website launch: February-March 2019 (work to occur between October 15, 2018 and February 28, 2019)

About Our Government

The Borough of Collegetown is in Montgomery County, PA and has approximately 5,100 residents. We have one full-time and two part-time employees in the Borough offices. We also have a police force and a volunteer fire department. The Borough has a seven-member Council and a Mayor as well as multiple commissions and committees, many of which will need to have a website presence.

Our Audience

Our primary audience are residents who live in and businesses located in or around Collegetown and who are looking for information about the Borough. Our community includes Ursinus College, so we also serve the needs of our 4-year student residents.

Our secondary audience are visitors to Collegetown. These may be people who are attending an event here, people who are interested in purchasing property here, businesses who may want to locate here, or potential students at the college or parents of current or potential students.

New Website Objectives

Our website's number one objective is to inform, educate and engage those living in the Borough, or those considering moving here, and to provide information about the Borough to website visitors. The second objective is to inform website visitors of Borough news.

Current Website

Our current website, www.collegeville-pa.gov is 20 years old and has not been updated to keep up with current functionality demands or branding/design updates. We are not looking to revamp this site – we are looking for a brand new site that will provide users with the information that they are looking for from their local government.

New Website Functionality Requirements

Our new website will need:

- An easy-to-use, database driven open source CMS
 - Widgets
 - Calendar for events, etc
 - Calls to action
 - Signup forms
 - Quick links
 - Blog categories
- Intuitive navigation
- Responsive design
 - Pages, sidebars, and footers resize
 - Menu to all levels
- Quick links on every page
- Resource library where documents can be stored and retrieved
- Clean and focused design
- All applicable content migrated from current site (client to determine content to be migrated)
- Optimized with SEO best practices
- Blogs (the ability to have multiple blogs on a variety of topics)
- Social media integration (share buttons, follow buttons, etc.)
- Email sign-up form
- Contact Form
- Accessible to editors off site
- Ability to make forms
- Ability for editors to upload pages
- Ability for a variety of users to upload content and make changes
- Expandable

Budget Details

As listed in the summary, our budget is \$15,000 for redesign and maintenance. Proposals will be considered by the Borough's communications committee and will then be taken to the finance committee for preliminary approval. Final approval will be given by Borough Council. While we of course prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits. Proposals that offer flexibility in billing will receive preference, as we may be able to budget for part of the redesign for the 2019 funding year.

Proposal Requirements

Please submit your RFP in pdf format to gthompson@borough.collegeville-pa.gov by COB September 5, 2018. Include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples, preferably including government sites
- References
- Any key differentiators about you?
- Pricing with optional elements line-itemed
- Terms & conditions

RFP & Project Timeline Details

RFP Sent: August 2, 2018

Interested firms should send an email to Shannon Spencer, sspencer@council.collegeville-pa.gov on or before August 15, 2018 indicating their intention to respond to the RFP by the deadline below.

RFP Questions deadline: August 17, 2018. Interested firms may send their questions to Shannon Spencer, sspencer@council.collegeville-pa.gov on or before August 15, 2018 (questions will be responded to within 48 hours).

Responses Due: September 5, 2018

Winner Selected & Contacted: October 4, 2018

Project Kick-off: October 5, 2018

New Website Launch Target Date: March 1, 2019

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Shannon Spencer, sspencer@council.collegeville-pa.gov