Town of Surfside Beach, South Carolina

115 U.S. Highway 17, North
Surfside Beach, SC 29575

Request for Proposals #2021-0805
Website Redesign

Schedule of Events	
RFP Released	8/18/2021
Ad in Newspaper	8/23/2021
Deadline to Submit Questions	8/28/2021
Proposals Due	9/10/2021

Note: This schedule is the anticipated schedule of events and the dates are subject to change.

Section A: Overview

1. PURPOSE:

To fulfill one of the Town of Surfside Beach, South Carolina goals to create and implement a responsive web presence which will allow us to accomplish impactful initiatives using innovative solutions which will both save time and connect us to our citizens. The major focus of this website will be Citizen Engagement and up to date information.

2. Project Description

The Town of Surfside Beach (Town) is seeking the aid of an experienced vendor who specializes in partnering with municipalities to enhance their online capabilities. Specifically, the Town needs an updated website to enhance the user experience, simplify content management, and provide improved citizen-centric information and customer service to the community, while meeting high standards for design quality and visual appeal. At a minimum, the new website must be developed with a responsive design that will adjust to all devices. Further, the site must be easily maintained without requiring HTML knowledge. The new website will have the depth of functionality that will enable the Town's staff to streamline processes and provide the best user experience for our citizens, more specifically described in Section B.1.

In addition, the vendor should have a team of experts who have in-depth experience working with local government and will equip our staff with the training, resources, and tools to do their jobs quickly and efficiently, both during implementation and after system launch.

The Town also seeks a vendor that has the capability of integrating additional features and functionality that may be identified in the future. The Town would like the vendor to provide secure, cloud-based hosting services and 24/7/356 support.

The Town seeks a partnership with the chosen vendor to create an online presence that continually engages our citizens.

Responses will only be considered from vendors who have extensive experience partnering with municipalities and are regularly engaged in the business of providing and performing similar services requested in this solicitation.

3. Questions and Requests for Clarification

All questions and requests for clarification shall be made in writing and sent via email to the following individual no later than the deadline to submit questions identified in the Schedule of Events.

Contact: William P. Shanahan Jr.

Email: Wshanahan@surfsidebeach.org

4. Addenda

The Town will answer all questions and requests for clarification in the form of an addendum that will be published on the Town's website. It is the responsibility of the vendor to check for any issued addenda before submitting a response.

5. Submittal Requirements

[Email Submittal]

Submit one, electronic file (.pdf file preferred) via email to: Wshanahan@surfsidebeach.org.

Indicate in the subject line "RFP #XXX Website Redesign – [Vendor Name]".

[Hardcopy submittal]

Submit two (2) hardcopy of response in a sealed envelope and mailed to:

> William P. Shanahan Jr.
>
> Town Administrator
>
> Town of Surfside Beach
>
> 115 U.S. Highway 17, North
>
> Surfside Beach, SC 29575

Clearly mark the submittal envelope with the "RFP #XXX Website Redesign" and vendor's name.

Submittals not received on or before the specified deadline stated in the Schedule of Events will not be accepted (no exceptions). Proposals submitted in response to this RFP shall be valid for 60 days from the submittal due date. The Town reserves the right to request follow-up information or clarification from vendors in consideration. Vendor is responsible to ensure delivery by the date and time included.

6. Evaluation Criteria & Contract Award

Responses to this RFP will help the Town identify the most qualified vendor and will be indicative of the level of the vendor's commitment. The Town will evaluate the qualifications, references, overall fit with the Town, as well as take into consideration the proposed scope and pricing submitted to determine the most qualified website vendor.

Section B: Minimum Requirements

The information in this section represents required functional capabilities necessary to meet the Town's goals for a website redesign. The items listed are not all-inclusive, and other items may be recommended or added that would benefit the Town. The Town's new vendor must be able to provide, at a minimum, the components shown.

1. Website Redesign & Content Management System

Minimum functional requirements must include:

Engagement & Communication

- Alerts & Notifications - Display alerts prominently on website with notifications sent via email and text messaging to subscribers
- Calendar - Update/publish calendars for departments/categories with a main calendar to display all events
- E-Notifications - Electronic subscription, scheduled notifications for email and SMS
- News & Announcements - Post news releases or updates dynamically to relevant pages based on category
- Request Tracking - Citizens can submit requests with automated workflow to correct individual/department with exportable statistics and reports
- Sharing Capability - Links to share content via email and social media on every page
- Website Visitor Profile - Visitors can pick and choose the information that automatically becomes fed to their profile upon site login

Document Management

- Agenda Management - Upload existing, create new, categorize, approve and manage agendas
- Archival of Recurring Documents - Store agendas, minutes, newsletters and other documents
- Document Storage - Upload/download capability for files up to 1GB, back-end ability to search within published and unpublished documents
- Online Forms - Create unlimited customizable forms, track and export results
- Image Repository - Store images in a central location on website
- Rotating Photos/Banners - Slideshow capabilities

Information & Navigation

- Frequently Asked Questions - Ability to categorize FAQs by department or page
- Directories for Staff - Ability to allow citizens to search for information about staff members
- Activities - Create classes, display class schedules, limit the number of persons that can sign up per class, and email those who have registered for specific classes
- Facility Management - Listings with maps, filtered search, and reservation capability
- Online Job Postings and Application - Applicants can also create an online profile, fill out application and attach additional documents
- RFP/RFQ/Bid Posting - Allow for easy posting of bids to the site

Department-Specific

- Activities – Create, organize, and track activities.
- Facilities & Reservations – Showcase community facilities and allow reservations online.
- Job Postings – Post available jobs online and accept online applications.
- Bids – Post sortable and subscribable bids.

Administrative Features

- Browser Based Administration - Update, delete and create content from any device with internet access
- Content Scheduling - Set dates for content to automatically publish and expire
- Intranet - Restrict pages by login
- Permissions - Allow system administrators to establish levels of rights for staff to update/manage/access content based upon roles
- WYSIWYG Live Editing - Add, edit and move content directly on the front end of the site without the need to utilize or be trained in writing HTML or CSS code
- Multilingual Support - Using Google Translate or similar
- Online Payments - Ability to accept secure online transactions
- Printable Pages - Print-friendly function
- Responsive Web Design - Fully mobile responsive design - site adjusts to the screen size of all devices it's being view on, includes forms, calendars, etc.
- RSS Feeds - Registration by Department or Category
- Site Search - Internal site search engine and log of search terms
- Site Statistics - Analytics and site audit reports
- Sitemap & Breadcrumbs - Automatically generated and updated sitemap and breadcrumbs
- Social Media Interface - Display feeds and push to social media accounts

2. Project Management & Implementation

The chosen vendor will supply a professional project team to oversee and provide the implementation services needed for a successful implementation of the Town's new website. The vendor's project team shall be responsible for developing a comprehensive project management plan to include outlining methods of communication for implementation, supplying a detailed project timeline, and identifying tasks and deliverables for both Town staff and vendor's staff.

3. Training

The Town expects the vendor to provide in-depth, professional training services which will educate staff on functionality, features, processes, and best practices. After training sessions, staff should be confidently prepared to maintain the new website after launch.

4. Continuing Services

The Town anticipates an on-going partnership with the chosen vendor after launch of the system, which shall include:

Technical Support & Services

- Technical Support – The vendor shall provide U.S.-based, live technical support, including emergency support after business hours. Technical support shall be available through multiple communication channels, including phone, email, and chat. Self-service training (video tutorials, documents, or webpages) shall be available for Town staff to access at any time.

- Maintenance – The vendor shall continually work to enhance and update the systems. This should include, at a minimum, development, testing, backups, and regularly scheduled fixes, patches, and other enhancements.

<u>Hosting & Security</u>

- 99.9% uptime (outside of scheduled maintenance) guaranteed by Service Level Agreement
- U.S.- based, tier II data center with 24/7/365 system monitoring
- Automated software updates and security patches and high-performance SAN with N+2 reliability
- Minimum bandwidth of 22 Gb/s
- Disaster recovery process with a recovery time objective no greater than eight hours and recovery point objective no greater than 24 hours
- Geographically redundant backups
- DDoS mitigation with DDoS advanced security coverage options

Section C: Submittal Format & Requirements

The Town will evaluate vendor experience, qualifications, and capabilities for developing and implementing the technology requested in this RFP. The narrative portion and the materials presented in response to this Request for Proposals should be submitted in the same order as outlined and must contain, at a minimum:

1. **Executive Summary**

   - Provide a short overview of how vendor will assist the Town in achieving the goals outlined in this RFP

2. **Company Profile**

   - Include an overview of vendor's company, which encompasses a brief company history highlighting your experience working with local governments, the length of time the company has been in business, and the number of current employees
   - Name the vendor's main point of contact for the RFP process, including their email address and telephone number
   - Describe any differentiators that set vendor and vendor's systems apart from your competitors
   - One-source vendors are preferred. If utilizing subcontractors for any portion of the RFP requirements, provide subcontractor company information and key personnel involved

3. **Experience**

   - Provide a minimum of three municipal references, and include the following information for each:
     - Client name

- o Website URL
- o Client contact person and title
- o Phone
- o Email address
- Provide a portfolio of 4-6 examples of vendor's website design experience

4. Project Team

- Identify and define vendor's project team roles for implementation
- Include a project team organization chart showing the relationship of each role

5. Features & Functionality

- Provide a brief description of how vendor's solution meets the minimum functional requirements as identified in Section B.1
- Identify any functional requirement vendor's solution cannot provide as described in Section B.1
- Complete and include Exhibit A – Functional Requirements table

6. Implementation Plan

- Provide a typical phased implementation timeline including major tasks and deliverables
- Include a description of the vendor's implementation approach
- Outline what role the Town will play in the implementation of the new website

7. Ongoing Services

- Technical Service & Support
  - o Describe vendor's technical support services, including hours of support, methods to access support, and the availability of emergency support
  - o Identify any online, self-service training, and support resources available after launch
  - o Describe provided maintenance, including system releases, patches, and enhancements
- Hosting & Security
  - o Describe proposed hosting and security services that meets the requirements in Section B.4
  - o Describe security, backup, and disaster recovery processes

8. Investment Proposal

- All pricing must be provided as an all-inclusive/lump sum amount. Include the following:
  - o One-Time Implementation Services
    - ▪ Include specific details and amounts of any content or data migration, training hours, and any included enhancements and functionality to meet the requirements
  - o Annual Services
    - ▪ Include details on hosting and security, technical support, and maintenance
  - o Fees
    - ▪ Total first year cost (combined one-time fees and first year annual fees)
    - ▪ Annual fees beginning year 2
- Separately list any optional enhancements that vendor believes will benefit the Town's project.

9. **Exceptions**
   - Identify any exceptions to the specifications of this RFP and attachments. Exceptions must reference the relevant section(s) and an alternate solution or substitute language in lieu of such requirement or specification.

Section D: General Provisions

1. **Contract Negotiation & Insurance**

The Town reserves the right to enter into a contract with the selected vendor that the Town deems to offer the best overall qualifications and experience. It is the intent of the Town that after the successful vendor has been selected, the Town and the selected vendor will enter into contract negotiations containing all terms and conditions of the proposed service. Any acceptance of a proposal is contingent upon the execution of a written contract and the Town shall not be contractually bound to any bidder prior to the execution of such written contractual agreement.

Before signing a contract with the successful vendor, the Town requires satisfactory proof that the vendor has adequate ongoing insurance coverage for the work to be performed under the contract.

2. **Costs of Proposal**

The Town will not be liable for any costs incurred by the vendor in preparation of a proposal submitted in response to this RFP, in conducting of a presentation, or any other activities related to responding to this RFP.

3. **No Obligation**

This RFP does not obligate the Town to award a contract for services specified herein.

In addition, the Town reserves the right to cancel this RFP, to reject any and all proposals, to waive any and all informalities and/or irregularities, or to re-advertise with either the identical or revised specifications, if it is deemed to be in the best interest of the Town.

4. **Modification or Withdrawal of Proposal**

Prior to the scheduled closing time for receiving proposals, any vendor may withdraw their proposal. Only written requests for the modification or correction of a previously submitted proposal received by the Town prior to the RFP due date and time will be accepted. Oral, telephone, or fax modifications or corrections will not be recognized or considered. After the scheduled closing date and time for receiving proposals, no proposal may be withdrawn.

5. **Proposal Submission Certification**

By submitting a proposal, vendor certifies that he or she has carefully examined all the documents, thoroughly reviewed this RFP, and understands the nature and scope of the work to be done and the terms and conditions thereof.