

REQUEST FOR PROPOSAL

Website Re-Design



Borough of Mercersburg

113 South Main Street

Mercersburg, PA 17236

**Mercersburg Borough Council
Borough of Mercersburg**

Franklin County, Pennsylvania

REQUEST FOR PROPOSALS FOR WEBSITE DESIGN AND HOSTING

I. Purpose

This Request for Proposals provides interested website design and hosting companies an opportunity to submit information for consideration by the Mercersburg Borough Council when selecting a company to design and host a new municipal website.

The Mercersburg Borough Council expressly reserves the right to reject any or all proposals, to waive any informalities or irregularities in the proposals received, and to accept a proposal that is in the best interest of the Borough.

II. Overview

The Borough of Mercersburg, incorporated in 1831, is home to a community which reflects an abundant amount of historical preservation. The borough is home to over 1,700 residents and is bordered by Montgomery and Peters Townships.

III. Contact

Derek J Stoy, Borough Manager
717-328-3116 x 101
dstoy.mercersburgborough@comcast.net

Stacey Golden
717-717-328-3116 x 100
boroughsecretary1@comcast.net

IV. Location

113 South Main Street
Mercersburg, PA 17236

V. Objective

The Borough of Mercersburg wants to create an exciting new website that reflects the community it represents. The website should be informative, welcoming and encourage people to visit our community. It should be user friendly to both constituents and staff and be optimized for use on both traditional computers and mobile devices. The borough is also interested in changing all emails from Comcast to

a more secure and consistent domain. Finally, the website should be a single-source reference for the community seeking information about their local government.

VI. Current Website

The Borough of Mercersburg has a website located at borough.mercersburg.org. The website is outdated and has an antiquated feel. The website is able to be navigated by constituents however not with ease or concise organization. The placement or reorganization of new information by staff is difficult or in some cases, impossible. Much of the information on the website is accurate and will be reutilized on the new website. Our current website is not interesting and does not entice onlookers to visit the community.

VII. Design

When designing the website please consider the below as a list of goals for the new website. This list is not all inclusive.

- A fresh clean appearance.
- Organized and very user friendly.
- Aesthetically pleasing with captivating photos of iconic items in town (Clock Tower/Borough Hall, Buchanan Pub/Hotel, Harriett Lane House, Center Square, etc.)
- Responsive web design able to be navigated on a variety of electronic devices.
- Easy to update by Borough personnel.
- A showcase of the different facets of the government including Borough Government, the Police Department, Water Authority and Sewer Authority.
- Website accessibility compliance.
- Functional across all web browsers.
- Form field for website searches.
- Calendar to list Borough and Community events and meetings. Link from calendar to take you to associated documents. Calendar should be downloadable to other electronic devices (personal phone or computer).
- Interactive map showing key points in the Borough.
- Secure to prevent hacking.
- Ability to accept online payments through third party link.
- Ability to receive online fillable forms.
- Capability to publish scanned images, pictures, videos, external links, etc. without a billable event from vendor.

VIII. Timeline

Proposals are due to the Borough of Mercersburg by noon on Monday, December 7th, 2020. The Borough Council will review bids at their Council Meeting on December 14th, 2020. A new functioning website should be online no later than Spring of 2021.

IX. Proposal Requirements

All proposals shall include the following information in section format as outlined below. Failure to follow this format or provide information as specified may result in rejection of the proposal.

Section 1 Please provide a brief description of your firm including but not limited to corporate history, areas of expertise and number of employees. This section should be no more than two pages but may include attachments to include brochures, articles, or other relevant information.

Section 2 Please provide at least (3) websites similarly structured to the objectives of the Borough of Mercersburg that you have designed and references including, the website link, name and contact information of the client for which the website was created. Additionally, provide a brief description of each project and your involvement. The Borough will accept more than three references however, this section should not be longer than five pages.

Section 3 Please list the employee(s) assigned to this project and their area of specialty along with each employees' resume. Please identify and provide contact information for the person responsible for the execution of the project.

Section 4 Please list your fixed fee contract price in this section. The fixed price will include all time and materials for the initial website design and personnel training on how to use/update the new website. Also, please list hourly figures for those individuals who will work on our project in case additional work is called for outside the scope of this project.

Please include an annual maintenance option to cover the website updates mentioned above and as identified by Borough staff. Finally, an annual hosting fee and breakdown for technical support for working with staff and any other fees that will be charged. Option should be costed out.

Please provide a Service Level Agreement (SLA) that should outline the services to be provided by the service provider and the performance level to which those services must be provided. The SLA should outline how the Borough will be made whole if the performance requirements are not met.

Section 5 Please tell us why we should select your firm for this project including any unique characteristics that would make your company especially appealing to the Borough of Mercersburg. The narrative should be no more than two pages.

- Section 6 Please list any other pertinent information we should know that we may not have asked in the information above.
- Section 7 Please list any exceptions you take to the work called for in this proposal.
- Section 8 Please submit a sample contract with the proposal.
- Section 9 Proposals should include a web link that will show the proposed new home page for the Borough of Mercersburg as well as one subpage example as a design concept of the new website. Existing website content should be included in the conceptual pages. Firms may include additional conceptual designs, up to 5 total.

X. Submission of Proposals

Qualified vendors should submit their proposals electronically via email to dstoy.mercersburgborough@comcast.net and boroughsecretary1@comcast.net no later than noon on December 7th, 2020. No hardcopy proposals will be accepted.

XI. Award of Contract

Mercersburg Borough Council will award the contract to the overall best qualified bidder. Price will be one factor that is considered but may not be the determinative factor. The Borough reserves the right to reject any or all bids and to waive any informalities or errors in proposals.