



## Town of Union

### Request for Proposal

### Website Design, Development, Hosting & Maintenance

Issue Date: April 30, 2023

Proposal Due Date: May 23, 2023

Submit Responses to:

Town Clerk

[Townclerk@townofunion.com](mailto:Townclerk@townofunion.com)

Town of Union, 3111 E. Main Street, Endwell, NY 13760

[Townofunion.com](http://Townofunion.com)

The Town of Union is seeking a vendor to redesign, develop, and maintain a highly usable government website that enhances the user experience, simplifies content management, provides citizen-centric information and customer service to its community, and addresses all legal concerns. The purpose of the website is to provide our 55,000+ residents with access to important government information and services in a secure and user-friendly manner, while meeting high standards for design quality and visual appeal. The vendor should have extensive experience in developing websites that comply with all applicable laws and regulations.

#### Scope of Work:

The scope of work includes but is not limited to the following:

1. **Design and Development:** The vendor will design and develop a user-friendly, responsive, and accessible website with a centralized, dynamic design and organization that brings 24-hour access to Town information and forms. The website will have consistent visibility for the services and functions that the Town of Union provides to its constituents and complies with all applicable laws and regulations, including but not limited to:
  - Americans with Disabilities Act (ADA)
  - Section 508 of the Rehabilitation Act of 1973
  - The Privacy Act
  - Federal Information Security Modernization Act (FISMA)
  - General Data Protection Regulation (GDPR)
  - Children's Online Privacy Protection Act (COPPA)
  - The Freedom of Information Act (FOIA)
2. **Content Management:** The vendor will provide a robust content management system (CMS), such as WordPress, that allows staff to easily manage website content, including text, images, videos, and documents.
  - Editor permissions should be able to be assigned on a department/project level
  - Ability to embed photographs of town facilities and events in the site
  - Ability to plug in future technologies
  - Ability to post and download forms and securely submit online
  - Indexed document archiving and retrieval system, including agendas and minutes
  - Email subscription
  - Integration of Third-party Sites and Services
  - Hosting solution for forms, data caches, documents, etc.
  - Maintain a calendar to keep residents up-to-date on meetings and events
3. **Security and Compliance:** The vendor will ensure the website is secure and compliant with all applicable security and privacy laws and regulations. This includes regular security updates, vulnerability assessments, and penetration testing.
4. **Accessibility:** The vendor will ensure the website is accessible to all users, including those with disabilities, by complying with Section 508 of the Rehabilitation Act and the Web Content Accessibility Guidelines (WCAG) 2.1.

5. Hosting and Maintenance: The vendor will provide reliable hosting services and ongoing maintenance and support for the website.
6. Data Storage: The hosted data must reside on servers located within the United States of America. No data shall be stored or used outside of the USA
7. Training and Support: The vendor will provide full training on CMS usage for applicable staff.
  - Creation of a user manual and/or training materials for the Town of Union
  - Outline of ongoing support options, including potential future site redesign schedules
  - Site monitoring solutions. Vendor shall provide its support process and escalation procedures.
8. Production:
  - As directed in consultation with the Town of Union, the vendor will undertake content migration of all existing content on current sites to the new website, including Files, documents, pictures, videos, etc.
  - Must have cross browser capability, including mobile device considerations, across a variety of devices ranging from cell phones to large meeting room monitors.

#### Deliverables:

The vendor will deliver the following:

- A fully functional, user-friendly, and accessible website that complies with all applicable laws and regulations.
- A robust content management system that allows staff to easily manage website content.
- A secure website that is regularly updated and maintained to ensure compliance with all applicable security and privacy laws and regulations.
- Documentation, including user manuals and training materials, to ensure staff can effectively manage the website.

#### Proposal Guidelines:

The proposal should include the following:

- A detailed description of the vendor's approach to designing, developing, and maintaining the website, including any relevant experience and expertise.
- A proposed timeline and budget for the project, including any optional features or services, as well as annual hosting and maintenance fees.
- Examples of previous work that demonstrates the vendor's ability to design and develop websites that comply with all applicable laws and regulations.

- A description of the vendor's content management system, including any relevant features and capabilities.
- A description of the vendor's security and compliance practices, including any relevant certifications or accreditations.
- A description of the vendor's accessibility practices, including any relevant experience with Section 508 and WCAG 2.1.
- A description of the vendor's hosting and maintenance services, including any relevant experience and expertise.

#### Evaluation Criteria:

The proposals will be evaluated based on the following criteria:

- The vendor's experience and expertise in designing and developing municipality websites that comply with all applicable laws and regulations.
- The vendor's proposed approach to designing, developing, and maintaining the website.
- The vendor's proposed timeline and budget for the project.
- The vendor's examples of previous work that demonstrate their ability to design and develop websites that comply with all applicable laws and regulations.
- The vendor's proposed content management system, security and compliance practices, accessibility practices, and hosting and maintenance services.
- The vendor's overall responsiveness and ability to communicate effectively with the government agency/department.

#### Submission Details:

The proposals should be submitted in writing and include all required information as outlined in the Proposal Guidelines. Proposals must be submitted to Town of Union Clerk's Office by May 23, 2023.