



**TOWN OF LURAY
VIRGINIA**

REQUEST FOR PROPOSALS

Pursuant to

TOWN WEBSITE REDESIGN & DEVELOPMENT

Issued
November 3, 2021

RFP No. : 21-003

INTRODUCTION

The Town of Luray is soliciting proposals from qualified consulting firms for services to replace the Town's current website with a new and improved website. The new website is anticipated to include an updated content management system (CMS), improved user navigation, efficient management tools for staff to update content, and expand the services to our citizens available on the website.

Offerors are required to submit a written proposal that presents the offeror's qualifications, staffing, and understanding of the work to be performed. The proposal should be prepared simply and provide all the information pertinent to the work identified in this Request for Proposals.

Sealed proposals will be received at Town Hall, 45 East Main Street until 3:00 pm on Wednesday, December 1, 2021, at which time and place the proposals will be opened and the names of the offerors will be read aloud. No disclosure of the contents of any proposals will be made during the evaluation process. Any proposals received after the announced date and time will not be considered.

Proposals are to be mailed to the Town of Luray, Attn: Bryan Chrisman, PO Box 629, Luray VA, 22835. Proposals may also be hand delivered until the scheduled date and time shown above. The outermost envelope containing a proposal must be clearly marked "TOWN WEBSITE REDESIGN & DEVELOPMENT". The Town of Luray is not responsible for delays in the delivery of the mail by the US Postal Service or private couriers. It is the sole responsibility of the offeror to ensure that their proposal reach the Town of Luray by the designated day and time. Any electronic submittals (fax, email, etc.) will not be considered.

Any questions regarding this Request for Proposals shall be submitted at least seven (7) days before the designated day and time for proposal submission and shall be directed to:

Bryan Chrisman
Assistant Town Manager
PO Box 629
Luray VA 22835
(540) 743-5511 (O)
bchrisman@townofluray.com

Any responses to questions will typically be made by addendum issued to each party receiving the RFP. Addenda will also be available at the Town offices for review by any interested party. The Town shall not be responsible for explanations or interpretations except as issued by addendum. Each offeror shall be responsible for determining that all addenda issued by the Town for this RFP have been received before submitting a proposal and should acknowledge receipt of each addendum in their proposal.

Awarding of this contract is subject to appropriation by the Town of Luray Town Council. Should funds for the contract not be appropriated, this RFP will be cancelled and no contract will be

awarded. If funds are appropriated in part, the contract may be awarded with a revised Scope of Services commensurate with available funding.

The Town of Luray reserves the right to accept or reject any and all proposals; to waive informalities; to negotiate with the lowest qualified and responsive offeror in order to stay within available budget funding; and to award the contract as deemed in its judgment to be in the best interest of the Town of Luray.

All offerors agree and covenant that their agents and employees shall comply with all Town, County, State and Federal laws, and rules and regulations applicable to the business to be conducted under the contract awarded as a result of this RFP. The successful offeror shall cooperate with Town officials in performing the work so that interference with existing Town operations will be held to a minimum.

The Town of Luray does not discriminate on the basis of race, religion, color, sex, sexual orientation, gender identity, national origin, age, disability, status as a service-disabled veteran, or any other basis prohibited by state law.

Proposal Format

All proposals shall, at a minimum, include the following:

- Cover Transmittal Letter – Provide a narrative which introduces the firm and team highlighting the special strengths of the firm to perform the work requested in this RFP. The letter should be signed by an authorized principal of the offeror. The point-of-contact for correspondence should be identified.
- Firm, Qualifications, Experience, and References – Provide a narrative describing the firm’s qualifications to perform the project work, including past (relevant) experience and at least three client references in the Commonwealth of Virginia, with contact names and information. Include information regarding the offerors experience involving the size and level of complexity of the proposed project with particular emphasis on any prior experience with local government entities. Qualifications and experience for proposed sub consultants should also be included.
- Project Organization, Personnel, and Staffing - Provide a brief description of all key personnel and technical staff (including, vendors, partners or subcontractors) to be involved and their relationship to the services to be provided. Identify the principal in charge for the proposed services.
- Project Approach, Work Plan, Cost, and Schedule - Provide a narrative which shows your understanding of the project’s requirements and documents a logical technical approach to the project scope of work. Include a general work plan with projected hours and hourly rates as well as training and annual maintenance cost, the proposed approach to undertaking the scope of work described earlier in this RFP.
- SCC ID – An offeror organized or authorized to transact business in the Commonwealth pursuant to Title 13.1 or Title 50 shall include in its proposal the identification number issued by the Virginia State Corporation Commission. Any offeror that is not required to be authorized to transact business in the Commonwealth as a foreign business entity under

Title 13.1 or Title 50 or as otherwise required by law shall state why the offeror is not required to be so authorized in its proposal.

Evaluation of Proposals

All proposals meeting the requirements of this RFP shall be reviewed and rated by a Town evaluation committee according to the criteria listed below.

- Experience and qualifications of the personnel. (20 points)
- Project approach, work plan, timeline, deliverables and project management. (40 points)
- Quality, completeness, and responsiveness of the proposal. (20 points)
- Cost proposal. Proposal shall include cost for providing ongoing annual maintenance and support costs. (20 points)

SCOPE OF SERVICES

The design of the website shall include but not limited to:

- 1) Town website is hosted through GoDaddy on a Linux system with Cpanel. Website must comply with this platform.
- 2) Reflect in all user interfaces the concept of service-based government.
- 3) Be flexible and resolve properly for different screen resolutions.
- 4) Compliance with Section 508 of the Rehabilitation Act of 1973 (29 U.S.C. § 794d).
- 5) Be mobile-friendly. A mobile version of the website should be easily viewed from major mobile devices.
- 6) Provide a site search engine. The search results should be accurate and come only from the Town of Luray website.
- 7) Be compatible with all browsers, including but not limited to Microsoft Edge, Internet Explorer, Firefox, Safari, Google Chrome, and Opera.
- 8) Maintain a similar look and feel throughout the site. Intuitive navigational aids and links shall be consistently used throughout the site. A common framework and standardized style will enable users to easily navigate the site regardless of their understanding of the departmental structure of the Town of Luray.
- 9) Divide the website into easily understandable user-centered categories. For example, categories could include residents, businesses, government, and visitors.
- 10) Provide an easy to use, interactive, and architecturally sound platform flexible enough to accommodate website growth for a minimum of five years.
- 11) Provide a language translation tool. Web users should be able to select their desired language from a list of major languages in which to view the content.
- 12) Provide printer friendly page.
- 13) Provide Sitemaps.
- 14) Provide offsite management, maintenance, and service.
- 15) Incorporate Google Analytics to monitor website visitation
- 16) Expand services offered to citizens through the website to include online application completion and submission for license, permits, FOIA requests, and citizen concerns

- 17) Allow online surveys
- 18) Incorporate social media posts

The Content Management System (CMS) shall, but not limited to:

- 1) Ensure web security in all aspects, including SQL injection, file uploading, and cross-site scripting, among others.
- 2) Have main news and calendar modules on the home page.
- 3) Have emergency alert on main home page and emergency section of homepage.
- 4) Allow each department to have its own separate news and calendar.
- 5) Allow each department to have its own FAQs.
- 6) Allow each department to have multiple photo galleries.
- 7) Be able to link internal and external sites that relate to the Town's mission.
- 8) Be able to insert photos alongside text in page content.
- 9) Allow to post the videos from both internal and YouTube.
- 10) Allow for integration of streaming video and other current online forms and applications written in classic ASP.
- 11) Include RSS Feeds, Email Notification, Interactive Map, Survey Tool, Job Posting, Bid Posting, Business Directory, Service Directory, Newsletters, Staff Directory, Blog, and Dynamic Weather Updates modules
- 12) Provide WYSIWYG rich text editor and spell checker
- 13) Master Calendar function
- 14) Archiving of page data

Optional Service

Development of mobile app available through Apple and Google Play Stores to provide users with link to social media content, Town Master Calendar, and citizen concern submission. Additional app services can also be provided.

Basis of Payment

Payment will be made to the successful offeror in one lump sum upon completion of services and succession launch of new website. Approved additional services will be specifically cited in an invoice.

Proprietary Information

Trade secrets or proprietary information submitted by an offeror in connection with this RFP shall not be subject to public disclosure under the Virginia Freedom of Information Act. However, the offeror must invoke the protections of this section prior to or upon submission of the data or other materials, identify the data or other materials to be protected, and state the reasons why protection is necessary. An offeror shall not designate as trade secrets or proprietary information (1) an entire proposal; (2) any portion of a proposal that does not contain trade secrets or proprietary information; or (3) line item prices or total proposal prices.

Required Contract Provisions

Any contract awarded as a result of this RFP shall include, without limitation, the applicable provisions specified in the Town procurement policy (Town Code Sec. 2-391) and any other provisions required under applicable law.

Claims, Administrative Issues, and Appeals

The Town will be solely responsible for the settlement of all contractual and administrative issues arising from the contract awarded as a result of this RFP, including protests, disputes, and claims in accordance with good administrative practice and sound business judgment. Any contractual claims against the Town shall be adjudicated in strict accord with the contractual claims process (Town Code Sec. 2-471) and administrative appeals procedure (Town Code Sec. 2-471) set forth Town's procurement policy, which are expressly incorporated herein by reference. Compliance with the procurement policy is mandatory.