



Village of Johnson Creek, Wisconsin
Request for Proposal for Website Design Services

Request for Proposals (RFP) Schedule	
07/26/2024	RFP Issued
08/26/2024	Proposals Due
08/27/2024-09/05/2024	Staff Evaluation
09/09/2024	Committee of the Whole Consideration
09/10/2024-09/19/2024	Final Contract Negotiation/Edits
09/23/2024	Village Board Contract Award

Purpose

The Village of Johnson Creek is seeking proposals from qualified vendors specializing in web design services and implementation of Content Management System (CMS) software. The new website will be contemporary, intuitive, accessible, and will appeal to a broad range of audiences including citizens, prospective residents, civic groups, existing business, and potential developers.

The planned website redesign project will begin in late 2024 with full completion anticipated by April 1, 2025.

Background:

Johnson Creek is a growing community of approximately 3,400 residents and is known as the "Crossroads With A Future" due to its convenient location at the intersection of Interstate 94 and State Highway 26. Johnson Creek is located in the heart of Jefferson County and is one of the fastest growing communities in the County. The community is known for its small-town atmosphere with the convenience of big city amenities. The Village provides a wide range of services to including fire protection, emergency medical services, police protection, public works, parks and recreation, public library, administration, and more.

The Village of Johnson Creek's website (johnsoncreek-wi.us) was launched in 2005. While it continues to be a functional site, the website's design is limited in terms of navigation and how information is presented to the public.

Scope of Work:

Vendor Experience and Development Criteria

Experience working with government is preferred, but not required. A vendor that can demonstrate capability to innovate the government website model is desirable. The chosen vendor must have expertise with:

- Innovative website design
- User experience and usability testing
- Website development and deployment
- Information content strategy
- Website hosting
- Social media integration
- Search engine optimization
- Responsive web design, include mobile platforms
- Exceptional customer service

In addition, the vendor should have a proven development process, flexible timeline structure, and in-house resources that favor the availability and time commitment of the Village of Johnson Creek.

As part of the proposal, also provide specific contact information for a minimum of two companies or municipalities for which the bidder has satisfactorily performed work within the past three (3) years.

Proposed Content Management System (CMS) Software

A successful Content Management System (CMS) will provide maximum functionality for the best possible cost. At a minimum, the CMS should include the following functionality and services:

1. Accessible from any location and adaptable to current and changing technology. Software updates are included in user/maintenance fees.
2. SSL encryption, user security, and audit trail.
3. Website/CMS includes a search engine that will support indexing of content within the CMS.
4. The CMS must support multi-user entry and specify licensing/cost implications for additional users, if any. An unlimited number of users is preferred.

System Functionality

The administrative portion of the CMS shall be accessible for all content contributors and feature an intuitive guided user interface that allows for, the following:

1. Add, edit, and move content directly on an assigned webpage.
2. Ability to preview changes prior to publishing on the site.
3. Content scheduling to the site shall feature delayed posting and automatic expiration abilities.
4. Hyperlinking to internal or external pages.
5. Editor should include spell-check functionality.
6. Creation of user-friendly URLs.
7. Advanced site search capability.
8. A service directory that organizes the service offering or functions of an organization instead of by department. The service directory should allow users to search by keyword and should filter by category.
9. A document archive/storage for specified categories of documents with built-in filtering abilities and search capabilities.

Third Party Integrations

Vendor must analyze all third-party plug-ins, APIs, and user interfaces for integration with a new web design. Vendor must ensure all third-party applications are compatible with the new website and provide recommendations and solutions to the Village to maintain and/or enhance the customer experience. Included in their response the vendor shall:

1. Analyze the Village's current website for all third-party applications.
2. Provide a list to the Village of Johnson Creek of all third-party applications.
3. Include recommendations for enhancing the end-user experience with third party applications.

Design Guidelines and Qualifications

The redesign of the website should be user-friendly, state of the art, and created by professional design staff with significant input from the Village of Johnson Creek. The final design must adhere to current Americans with Disabilities Act and WCAG standards and requirements for accessibility. The website should be easily and intuitively accessible by both standard and mobile devices. The final version of the design should be a collaborative effort between the Village of Johnson Creek and the

vendor, incorporating elements that represent the Village of Johnson Creek's brand and image.

1. Vendor must provide a project plan for design phase.
2. Vendor shall provide a minimum of three (3) designs of the proposed website to the Village.
3. Vendor must provide design mockups of primary website sections.
4. Vendor will work with Village staff to determine a new website content information architecture and navigation framework to support easy navigation to key Village services.
5. Vendor must determine a consistent look and feel for the website, including color schemes, graphic elements, and navigation tools.

Special Notes:

Village of Johnson Creek shall not be liable for any costs incurred by respondents to this RFP or for any costs associated with discussions required for clarification of items relating to this RFP.

Village of Johnson Creek reserves the right to revise or amend the RFP in response to a need for further clarification, specification and/or requirement changes. Such revisions and amendments, if any, will be announced by an addendum or addenda to the RFP. Copies of any such addenda will be furnished to all known RFP holders.

The Village reserves the right to reject any and all proposals. The Village reserves the right to negotiate the terms of the contract, including the award amount, with the selected proposer prior to entering into a contract. If contract negotiations cannot be concluded successfully with the highest scoring proposer, the Village may negotiate a contract with the next highest scoring proposer.

Indemnification and Insurance Requirements:

Indemnification

To the fullest extent allowable by law, Contractor hereby indemnifies and shall defend and hold harmless the Village of Johnson Creek, its elected and appointed officials, officers, employees or authorized representatives or volunteers and each of them from and against any and all suits, actions, legal or administrative proceedings, claims, demands, damages, liabilities, interest, attorneys' fees, costs, and expenses of whatsoever kind or nature whether arising before, during, or after completion of the work hereunder and in any manner directly or indirectly caused, occasioned, or contributed to in whole or in part or claimed to be caused, occasioned, or contributed to in whole or in part, by reason of any act, omission, fault, or negligence, whether active or passive, of Contractor or of anyone acting under its direction or control or on its behalf in connection with or incident to the performance of this Agreement regardless if liability without fault is sought to be imposed on the Village of Johnson Creek, Contractor's aforesaid indemnity and hold harmless agreement shall not be applicable to any liability caused by the sole fault, sole negligence, or willful misconduct of the Village of Johnson Creek, or its elected and appointed officials, officers, employees or authorized representatives or volunteers. This indemnity provision shall survive the termination or expiration of this Agreement.

Insurance Requirements

The successful bidder will be required to provide proof of required insurance prior to the start of work. The minimum requirements include at least \$1,000,000 general liability on an occurrence basis, evidence of automobile liability, and statutory Worker's Compensation coverage.

END OF DETAILED SPECIFICATIONS