

Charter Township of Garfield Township
Request for Proposal - Branding and Website Design Services

Responses to Vendor Questions #1

January 25, 2024

PLEASE NOTE: This is the first "Responses to Vendor Questions." If needed, a second "Response to Vendor Questions" may be issued.

- 1) Will local or in-state agencies be given preference?

It is the policy of the Garfield Township to purchase from and contract with responsible Garfield Township vendors whenever feasible.

- 2) When was the website last redesigned?

Unknown.

- 3) What Content Management System (CMS) is being used on the current website?

The website was designed and is hosted by LIAA which provides its own CMS. More information can be found here: https://www.liaa.org/community_center.asp

- 4) Is there a preference on what CMS will be used for the redesigned website?

Not at this time.

- 5) What is your "not to exceed" budget?

The project budget is \$50,000 for branding and website design. Note the budget is for more than a website.

- 6) What is your yearly maintenance budget?

The maintenance budget is part of the overall IT budget.

- 7) How many pages are on the current website?

87.

- 8) What 3rd party applications will be integrated into the website?

BS&A for tax payments, ESRI for GIS mapping, etc.

- 9) Do you currently have a CMS? If so, what system?

The website was designed and is hosted by LIAA which provides its own CMS. More information can be found here: https://www.liaa.org/community_center.asp

10) Are there any aspects of the current CMS that you are not satisfied with?

Some of the basic aspects of the CMS include ease of use, tracking content, user approval, and creating clean URLs, event calendars, forms, etc.

11) What CMS options have you considered (if any)?

None at this time.

12) What are your Single Sign On (SSO) needs?

Not determined at this time.

13) What internal systems must the site be connected to, and can you provide the technical details / programming languages / database for each?

Unknown.

14) How many users or content providers will the CMS have?

Less than 6.

15) How many staff members are maintaining the website?

Less than 6.

16) How many internal developers & resources do you have to support this project, and what is their anticipated role in the initial development of the solution, ongoing maintenance, and feature enhancements to the website?

All IT services for the Township are outsourced.

17) Will you need the vendor to assist with or execute the content migration process?

Yes.

18) Will you need the vendor to help develop content?

Yes, to some degree, particularly in relation to the branding.

19) Is a compliance audit required?

Not expected at this time.

20) Are there any additional accessibility requirements?

Undetermined at this time.

21) What are you most satisfied about on the current website?

It's simplicity.

22) What are you least satisfied about on the current website?

Out of date, unattractive, not easy to use, too much content.

23) Can you share the URL of websites that you feel are successful?

None have been identified.

24) Is there any existing user research or user feedback available?

None available.

25) Are you interested in having user research and usability testing to ensure a user-friendly website?

Yes.

26) Are you able to provide participant recruitment if user research is desired?

27) Is there an incumbent vendor? If so, is that vendor bidding on this contract?

- a. The website was designed and is hosted by LIAA which provides its own CMS. More information can be found here: https://www.liaa.org/community_center.asp*
- b. No.*

28) What is the desired budget / range for the project? Is it less than or greater than \$75,000?

The project budget is \$50,000 for branding and website design. Note the budget is for more than a website.

29) What was your budget on the current site?

The project budget is \$50,000 for branding and website design. Note the budget is for more than a website.

30) What is the deadline for completion of the work?

By year end.

31) Are you okay with WordPress being the CMS platform?

To be determined.

32) Our projects usually fall into the \$75,000 - \$150,000 USD range. Will that work for you?

The project budget is \$50,000 for branding and website design. Note the budget is for more than a website.

33) What is the expected delivery timeline? Our projects usually take between 6-7 months to complete.

By year end.

34) Do you have an idea of how many staff members you want to have access to editing content during the same time period? For example, is it 2, <6, <15?

Less than 6.

35) The site should not rely on dependencies or technologies that are not publicly documented and openly available. Does this statement mean the township wants the website to be 100% open source where you have access to all code? Stated another way, if the website vendor utilizes proprietary software within the service does this mean it not eligible to participate in the RFP?

- a. Not necessarily. While it is preferred, the Township is not compelled by this requirement.*
- b. No.*

36) Options for permitting and licensing.

To be determined. It's desired by the Township to move beyond the current system of fillable PDF forms to a more integrated process that provides submitted forms directly to the appropriate staff.

37) Is there a target launch date for the new site?

To be determined.

38) At risk of leading with an indelicate question, are you willing to share a sense of your budget range or a not-to-exceed amount? It's not strictly speaking a hard limitation for us—we work with budgets of all shapes and sizes—but it will help me better understand what you have in mind and guide our conversation in a constructive direction.

The project budget is \$50,000 for branding and website design. Note the budget is for more than a website.

39) What is your current CMS?

The website was designed and is hosted by LIAA which provides its own CMS. More information can be found here: https://www.liaa.org/community_center.asp

40) Will the website need members only login/registration or any other privatized pages for documents?

To be determined.

41) For the training aspect would Zoom training, or pre-recorded trainings be sufficient or would we come in and do a in-person training? (I would like to add our flexibility with either option to the proposal)

To be determined. Zoom or pre-recorded training will be considered as an option.

42) Can you provide more insights into the desired aesthetic and functional elements you envision for the new website and branding?

The brand will be used in various Township communications, including the website, signs, reports, etc. This may include the development of a new logo for the Township. The full extent of the application of the brand has yet to be determined.

43) How do you see the new brand reflecting Garfield Township's unique character and community values?

The Township envisions a brand that reflects a growing community in Northern Michigan with an attractive quality of life.

44) What are the key challenges you have faced with your current website, and how do you envision overcoming these in the new design?

The current website functions adequately, however it's outdated and not organized in a way that meets today's standards.

45) Could you elaborate on the extent of integration required with existing township systems and databases?

At this time, databases and systems include BS&A, ESRI ArcGIS, etc.

46) In terms of project timelines, are there any critical milestones or dates, apart from the ones mentioned in the RFP, that we should be aware of?

Not at this time.

47) While we understand budget specifics are typically discussed at a later stage, could you provide a ballpark figure or range that the township has earmarked for this project?

The project budget is \$50,000 for branding and website design. Note the budget is for more than a website.

48) What is the current hosting platform? Is there any preference for the hosting platform?

- a. *The website was designed and is hosted by LIAA which provides its own CMS. More information can be found here: https://www.liaa.org/community_center.asp*
- b. *No.*

49) Regarding Hosting plan, we can make a recommendation to you for a hosting vendor and would act as your liaison to the hosting vendor. Is this acceptable? And would you be willing and able to contract directly with the hosting vendor for hosting services.

To be determined.

50) When is the expected launch date for the new website?

By year end.

51) Does the current site allow payment? If so what payment platform is being used? Stripe or something else? If this is a new feature is there a preferred payment platform?

- a. *Yes.*
- b. *BS&A for tax payments.*
- c. *BS&A for tax payments.*
- d. *This is a preferred payment platform.*

52) What are the pages/feature functionality behind the Login? That will help us assess the effort to redesign and develop those pages as well.

87 pages.

53) Could you provide some high level requirements for the new Licensing & Permitting features? Or direct us to other websites that perhaps provide that feature. That will help us assess the effort to develop that new feature?

To be determined. It's desired by the Township to move beyond the current system of fillable PDF forms to a more integrated process that provides submitted forms directly to the appropriate staff.

54) Could you please elaborate this "The site should integrate with any current Township programs."

BS&A for tax payments, ESRI for GIS mapping, etc.

55) What kind of integration, we are assuming this is much more than embedding a link to current Township Programs. Does it require any API calls or something else?

To be determined.

56) Do you have a preferred CMS choice?

Not at this time.

57) What is the approximate page number of your new site?

87 pages.

58) Do you expect the selected proponents to provide ongoing maintenance and support? If yes, for how long?

To be determined.

59) Do you want the proponents to propose a hosting solution for your website? How long would the hosting be needed?

To be determined.

60) Do you have any third-party's API you would like to implement into your future website?

To be determined.

61) Are you open to propositions of third-party API that could have a value add to your website?

To be determined.

62) Will you require content creation? If so how much?

Yes, to some degree, particularly in relation to the branding.

63) Do you have a specific Internet solution you want to integrate such as SharePoint?

To be determined.

64) What is project budget?

The project budget is \$50,000 for branding and website design. Note the budget is for more than a website.

65) Could you please provide a list of the needed brand collateral templates (such as signs, letterhead, Word/PowerPoint templates, business cards, etc.) that are needed as part of this RFP?

To be determined.

66) What payment platform or processor does the Township currently use that would need to be integrated into the website to allow users to make payments online?

BS&A for tax payments.

67) The RFP mentioned that the website should integrate with any current Township programs - could you please provide examples of the types of programs that would need to be integrated?

BS&A for tax payments, ESRI for GIS mapping, etc.

68) Outside of payments and social media, are there any other required third-party integrations needed on the website?

ESRI for GIS mapping, etc.

69) The RFP mentions exploring options for permitting and licensing - could you please provide more details about the expected functionality for these features?

To be determined. It's desired by the Township to move beyond the current system of fillable PDF forms to a more integrated process that provides submitted forms directly to the appropriate staff.

70) What is the ideal timeline for the completion of this project?

By year end.

71) Do you have a preference for a CMS platform? (such as WordPress, Drupal, etc.)

Not at this time.

72) Is there an incumbent bidder on this project?

No.

73) Is there a preference for local vendors?

It is the policy of the Garfield Township to purchase from and contract with responsible Garfield Township vendors whenever feasible.

74) Do you have a set budget or budget range in mind for this project?

The project budget is \$50,000 for branding and website design. Note the budget is for more than a website.