



Charter Township of Garfield

Grand Traverse County

3848 VETERANS DRIVE
TRAVERSE CITY, MICHIGAN 49684
PH: (231) 941-1620 • FAX: (231) 941-1588

Issue Date: January 11, 2024

Due Date: February 22, 2024

Contact: John Sych, Planning Director
Email: jsych@garfield-twp.com
Telephone: (231) 255-3155

REQUEST FOR PROPOSAL (RFP) BRANDING AND WEBSITE DESIGN SERVICES

INTENT

This Request for Proposal (RFP), issued by the Charter Township of Garfield (hereby referred to as "Township") is for branding and website design services and all necessary functions described within this RFP.

TIMELINE

Activity	Target Dates*
Issuance of the RFP	Thursday, January 11, 2024
Open for Questions by Potential Vendors	Tuesday, January 16, 2024
Deadline for Questions by Potential Vendors	Thursday, February 8, 2024
Deadline for Submissions	Thursday, February 22, 2024
Staff Decision and Recommendation to Township Board	Tuesday, March 12, 2024
Selected Vendor Notification	Wednesday, March 13, 2024
Estimated Contract Start	Wednesday, April 10, 2024
<i>*All dates are subject to change</i>	

BACKGROUND

The Township is the fastest growing municipality in one of the fastest growing counties in Michigan. Located in the Traverse City – Garfield Urban Area, the Township has a population of over 20,000 and covers a land area of more than 26 square miles.

The Township’s website has served us well for many years. It’s time to reimagine our web presence with more contemporary design principles in mind. We desire a website that is uncluttered and easily navigable. We want the public to have easy access to public notices, public records, development information, requests for service, upcoming events, and contacts. We also want to archive agendas,

minutes, resolutions, and ordinances. Most, if not all, of the current Township website's content should migrate to the new site although the architecture of the site itself may not remain the same.

As part of the website design, the Township is interested in establishing a new brand and image that show that Garfield is a great community where our residents and businesses thrive, our natural resources are protected and enjoyed, our visitors are welcomed and appreciated, and our high quality of life is promoted. The new brand will express the character of the Township. The Vendor shall offer brand concepts, graphics, Township images, colors, and typography.

The selected Vendor will work cooperatively with Township elected officials and staff as appropriate to create a new, intuitive, modern website that will incorporate the Township's new brand. The new brand will be carried forward in templates designed by the Vendor for documents, communications, reports, signs, etc.

PROJECT SPECIFICATIONS

The project should include the following elements based on Township priority:

1. High Level Requirements
 - a. The design process should include opportunities for the Township's Board and staff input and/or feedback.
 - b. The design process should provide a new Township brand, including color scheme, typography, and imagery, which can be used for the website, documents, communications, reports, signs, etc.
 - c. The website should leverage responsive design to adapt seamlessly to screens of various sizes for a variety of devices, including cell phones and tablets.
 - d. The site should be configured so that content can be easily created and updated by Township staff with multiple permission levels.
 - e. The site should not rely on dependencies or technologies that are not publicly documented and openly available.
 - f. The site should adhere to security best practices. Effective spam mediation measures should be in place to stave off bots and malicious actors.
 - g. The site should include all content from the current Township website, excepting content identified as undesired by the Township.
 - h. The site should consider allowing users to make a payment to the Township.
2. Highly Desired Components
 - a. The site should provide a search feature for the site on the main page.
 - b. The home page should be able to feature rotating new content/ photos.
 - c. The site should make online resources, including any databases, downloadable, easily visible, discoverable, and well-organized.
 - d. The site should include a site map for the website.
 - e. The site should have the ability to easily create forms which can e-mail submissions to selected staff.
 - f. The site should have the ability to easily incorporate multiple photos and video to enhance the appearance of the site.
 - g. The site should have the ability to meet the most current requirements for accessibility purposes.

- h. The site should have the ability to translate site into multiple languages, to be identified by Township.
- 3. Current External Integrations and Embeds
 - a. The site should integrate with any current Township programs.
 - b. The site should include implementation of Google analytics.
 - c. Ability for seamless social media integration for common platforms such as Facebook, Instagram, and YouTube.
- 4. Desired New Features
 - a. Options for permitting and licensing.
 - b. Explore a new domain.

DELIVERABLES AND COMPLETION

The project should achieve the following phases and deliverables to be considered complete:

- 1. Definition Phase
The Vendor will work with the Township to finalize the information architecture for the site, including the site map, and develop a new brand and image for the site and templates for documents, communications, reports, signs, etc. The Vendor will work through revisions and suggestions with the Township. The Vendor will deliver final wireframes detailing the components and features of the homepage and interior pages.

Potential Deliverables:

- a. A method for feedback that will inform the design process.
- b. Findings summary that details how the new design will provide a new brand and image.
- c. Preliminary site map.
- d. Proposal of hosting plan. Details of what is included (server space, updates to CMS, security, application, and widget updates).

- 2. Design Phase
The Vendor will develop a clean, modern, high-quality design and brand that will serve the Township organization and audience.

Potential Deliverables:

- a. Final design with design mockups for any revisions.
- b. Selection of final design and brand by the Township.

- 3. Development Phase
The Vendor will implement the final approved design and build out site in a Content Management System. Vendor will test the system, fix bugs, and install web features. Vendor will have all third-party integrated programs in place and ready for seamless transitions. Vendor will deliver documentation to the Township articulating how all stated required and desired components have been incorporated into the design.

Potential Deliverables:

- a. Summary of findings for website team on the existing functionality with any notes, adjustments, or suggestions.
- b. Developed modules for content creation, custom or pre-existing, for testing.
- c. Staff training for adding/editing/deleting content.

- d. Development of templates for documents, communications, reports, etc.
- e. Development of a style manual and guidelines for use of the branding in print materials, website, public relations, and signage.

4. Deployment Phase

Before project completion, Vendor will provide appropriate documentation and training to the appropriate Township staff, detailing the features and functionality of the new site. The Vendor will train designated Township staff on the daily maintenance and upkeep of the site. The Vendor will warranty their work for a period of a year and will address technical problems that arise during the first twelve months after completion of the website. Hosting will continue past deployment.

Potential Deliverables:

- a. Website style guide.
- b. Collection of content which corresponds to each page, provided by the Township.
- c. Sample pages from the Vendor exhibiting layout, styles, and options.
- d. Summary of modifications presented by website team.
- e. Documentation of modification.
- f. All documentation and manuals for maintenance of the website.

CONTRACT

The selected Vendor will be required to enter into an agreement for this project. All requirements of the agreement, these specifications and the Vendor's proposal will become contractual obligations of the Vendor.

SUBMISSION OF PROPOSALS

Interested firms must submit an electronic copy (in PDF) via email which should include at a minimum the following information:

- Firm names and introduction.
- Qualifications of staff to be assigned to this project. Describe where personnel will be physically located while they are engaged in the project.
- Examples of experience with similar projects, including references.
- Narrative in which the firm delineates their understanding of what is being requested by the Township in this proposal including the items of work they will accomplish for the Township, noting any work items they may feel should normally be accomplished under or related to this request, but in their opinion are beyond the scope of what is being requested and therefore not part of this proposal.
- The methodology, approach or work plan which would be used to complete the project.
- Proposal Sheet with "Not to Exceed" project cost.

SUBMISSION DEADLINE

An electronic copy (in PDF) via email must be submitted to John Sych, Planning Director, at jpsych@garfield-twp.com with "Garfield Township Branding and Website Design Services Proposal" on the subject line, no later than 12:00 p.m. Noon (EST), on Thursday, February 22, 2024.

QUESTIONS

Any questions regarding this RFP shall be submitted via email to John Sych, Planning Director via email at jpsych@garfield-twp.com from Tuesday, January 16, 2024 to Thursday, February 8, 2024.

Written answers to questions, which in the opinion of the Township may change or substantially clarify the RFP, will be emailed to all prospective Vendors.

EVALUATION OF PROPOSALS

All proposals received shall be subject to evaluation by the Township. This evaluation will be conducted in the manner appropriate, as may be deemed by the Township, for the selection of a firm for the purpose of entering into a contract to perform this project. Price alone shall not be the basis for the award of this work but shall be only one of the components considered. The Township does not intend to award a contract for this work solely based on any response made to this request. The following facts, along with other items, will be considered:

- The firm's expertise and experience as related to the required work.
- The firm's understanding of the project scope and quality of the firm's project approach.
- The cost and time scheduled as proposed.
- Qualifications and availability of the key staff members proposed to work on this project.
- Involvement of the firm in similar types of projects, reference responses and quality of work on previous projects.

All proposals must include “not to exceed” cost figures for the project.

INSURANCE

The Vendor may be required to provide and maintain insurance for this project. Certified copies, setting forth the limits and coverage, may be furnished to the Township before commencing with any work.

SUPPLEMENTAL INFORMATION AND REQUIREMENTS

The Township reserves the right to waive any informality or defect in any proposal, to accept any proposal or parts thereof or to reject any or all proposals, should it deem it to be in the best interest of the Township to do so. The Township reserves the right to revise the contents of the proposal and to negotiate all aspects of this proposal and any future agreement with the successful Vendor of the Township's choice. The Township further accepts no responsibility for expenses which may be incurred in the preparation of such proposals. The selected Vendor shall be expected to comply with all applicable State and Federal laws in the performance of services. Submittals to the Township are considered public information. The Township has the right to disclose information contained in the submittals. The Township further reserves the right to photocopy, circulate or otherwise distribute any material submitted in response to the RFP.

REQUEST FOR PROPOSAL (RFP)
CHARTER TOWNSHIP OF GARFIELD
BRANDING AND WEBSITE DESIGN SERVICES

PROPOSAL SHEET

TITLE: Garfield Township Branding and Website Design Services Proposal

DUE DATE: 12:00 p.m. on Thursday, February 22, 2024

Having carefully examined the attached RFP and any other applicable information, the undersigned proposes to furnish all items necessary for and reasonably incidental to the proper completion of this proposal.

- The undersigned represents that they have experience with similar projects.
- The undersigned submits this proposal and agrees to meet or exceed all requirements and specifications listed on the RFP, unless otherwise indicated in writing and attached hereto.
- The undersigned certifies, as of the date of this proposal, not to be in arrears to the Charter Township of Garfield for debt or contract or is in any way a defaulter.
- The undersigned understands and agrees, if selected to be awarded this work, to enter into an agreement with the Township to supply this work.
- The undersigned understands that the Township reserves the right to accept any or all proposals in whole or in part and to waive irregularities in any proposal in the interest of the Township. The Proposal will be evaluated and awarded based on the best value to the Township. The decision criteria to be used, but will not be limited to, is price, accessories, options, and overall capability to meet the needs of the Township.
- The undersigned agrees that the proposal may not be withdrawn for a period of 60 days from the actual date of the opening of proposals.

Not to Exceed Project Cost: \$ _____

Submitted by:

Print Name: _____
Title: _____
Signature: _____
Phone: _____
Email Address: _____
Company Name: _____
Company Address: _____
City: _____
State: _____
Zip Code: _____