

*Town Council: Ray Burger, Thelma Gillespie, Cynthia Holdren, Joy Marino, Sarah Nock and Maphis Oswald
Mayor: Fletcher Fosque | Town Manager: Matt Spuck*

RFP: 2023-01

Services for Website

Contact Person: Matt Spuck, Town Manager

Submittals must be received in the Town Hall no later than March 1, 2023, at noon.

Deliver to:
Matt Spuck, Town Manager
Town of Onancock
15 North Street
Onancock, VA 23417

Matt.Spuck@Onancock.com (preferred delivery method)

Purpose

The Town of Onancock is requesting bids for a firm to redesign the town's municipal website, migrate the newly designed site from the current to the new site, and possibly recommend a change the site's hosting.

Communication

From the time of the bid release, contractors must communicate all questions in writing. Those questions and responses may be posted publicly on the Town's website if they are specific to the project.

To avoid confusion or miscommunication, representatives from the firm preparing a bid may not communicate individually with any person from the Town about the project other than the Contact Person named above, who may, as stated, share all communication and responses publicly.

Proposals submitted through the public procurement process are subject to public inspection in accordance with the Virginia Freedom of Information Act.

Scope of Services:

The Town of Onancock is in the center of Virginia's Eastern Shore. We are a charming and walkable town with 1,200 residents. We boast a quaint downtown district, thriving art scene, several restaurants, a deep history, and our marina and waterfront activities allow for rich experiences on the Onancock Creek. Our Town services include a police department, public works, parks, administration and taxes, municipal water services and billing, a marina hosting transient boaters, a free boat ramp, special events, and other customary municipal services.

The responsibilities of this project include:

- Review and inventory function and resources of the current website.
- Work with staff and a small committee to discuss new functionality.
- Present two distinctive design concepts that give the site a professional, attractive, and contemporary look while honoring our long history.
- Identify the ideal platform and language that will allow for easy content changes by non-technical staff.
- Migrate the current website content to the new design.
- Integrate one-click social media profile join buttons and instantly share news from the website .
- Provide an interface that can accommodate individuals with disabilities in accordance with the American with Disabilities Act.
- Create and ensure website security.
- The Town of Onancock will be responsible for all content and will own all content.
- No web design company indicators will be allowed on the site.
- The firm shall suggest an appropriate hosting solution.
- Training must be provided to all employees with content management responsibilities.

Qualifications:

The Proposer is to provide adequate information that will render it qualified and capable of cost effectively accomplishing the Scope of Work. The Town's assigned evaluation team will grade and rank each proposal.

A qualified Proposer shall have:

- Five or more years related experience providing similar services.
- Demonstrate three (3) completed projects of similar scope with references.

Proposal Requirements:

Proposals should address the Scope of Services and should include the following information:

- Professional qualifications of project team.
- Profile and history of the Firm providing continual years in business.
- Links to three (3) websites designed and implemented by the firm.
- An estimated project timeline.
- Provide specific information about any subcontractors it intends to use through the life of the project.

Evaluation Criteria:

Proposals will be evaluated and scored based on the following criteria:

- Submitted by deadline.
- Meet qualifications and proposal requirements.
- Provide a not-to-exceed financial proposal.

Proposal Due Date and Time:

Proposals will be accepted until noon on March 1, 2023. Email is the strongly preferred method of delivery, but regardless of method, all proposals must be received in the Town Hall by this date and time. Postmark is not considered.

Final work product must be finalized and delivered by June 30, 2023. This is a negotiable deadline.

Specific Instructions to Offerors:

- All email communication shall be marked, "RFP 2023-01, Service for Town Website."
- Offerors shall be responsible for the delivery of submittals. Should the Town's electronic networks connectivity prevent receipt of proposals at the time of the scheduled proposal closing, the proposals will be accepted and opened on the next business day of the Town, at the original scheduled hour, or as soon as connectivity is restored during normal business hours.
- The Town of Onancock reserves the right to reject any and all submittals and to request clarification of information from any Proposers. The Town also reserves the right to award contracts to more than one offeror if such action is needed to ensure that all activities requested in this RFP can be met.
- Offerors may be required to submit additional information that the Town may deem necessary to further evaluate the offeror's qualifications.
- The Town of Onancock will not reimburse offerors for any costs associated with the preparation and submittal of any statement of qualification, or for any travel and per diem costs that are incurred.
- All submittals, responses, inquiries, or correspondence relating to or in reference to this RFP, and all reports, charts, and other documentation submitted by offerors shall become the property of the Town of Onancock when received and may be subject to public review.
- The Town shall be the sole judge as to the merits of qualifications submitted by offerors. The decision of the Town Council shall be final.
- Questions shall be emailed to Matt.Spuck@Onancock.com. Responses will be made via email and posted on the Town's website, www.Onancock.com/rfps under this project.

EXCEPTIONS TO RFP

(RFP #2023-01)

EXCEPTIONS:

Offeror must sign the appropriate statement below, as applicable:

() Offeror understands and agrees to all terms, conditions, requirements, and specifications stated herein.

Organization, Signature:

Name, Title, Date:

() Proposer takes exception to terms, conditions, requirements, or specifications stated herein (Offeror must itemize all exceptions below, and return with submittal):

Exceptions:

Organization, Signature:

Name, Title, Date:

Offerors should note that exceptions taken from the stated terms and/or specifications may be cause for their submittal to be deemed "non-responsive," risking the rejection of their submittal.

Return this page with Proposal.

Signature Page

Company Name: _____

Mailing Address: _____

Email: _____

Telephone: _____

Name and Title of person authorized to negotiate and sign on behalf of the Company:

It is the intention of the Town of Onancock to comply fully with relevant federal and state laws, orders, and regulations and to promote the interests of the Virginia Department of Small Business and Supplier Diversity and like agencies. The procurement practices of the Town are non-discriminatory and promote equality of opportunity for all qualified businesses.

Please indicate the following information relevant to your Firm, if any:

Designation	Yes	No
Micro Business		
Small Business		
Woman-Owned Business		
Minority-Owned Business		
Service-Disabled Veteran Owned Business		

The above information is requested for statistical purposes.

This certifies that this person/company has neither been barred from bidding on contracts by an agency of the Commonwealth of Virginia, nor is this person/firm/company part of any organization that has been barred from bidding on contracts by any agency of the Commonwealth of Virginia.

By signing this form, bidder or offeror certifies, acknowledges, understands, and agrees to be bound by the conditions set forth in this RFP and the General Terms, Conditions, and Instructions to bidders.

Signature: _____

Date: _____

Return this page with Proposal.

PROOF OF AUTHORITY TO TRANSACT BUSINESS IN VIRGINIA

THIS FORM MUST BE SUBMITTED WITH YOUR PROPOSAL/BID. FAILURE TO INCLUDE THIS FORM MAY RESULT IN REJECTION OF YOUR PROPOSAL/BID.

Pursuant to Virginia Code §2.2-4311.2, an Offeror/Bidder organized or authorized to transact business in the Commonwealth pursuant to Title 13.1 or Title 50 of the code of Virginia shall include in its proposal/bid the identification number issued to it by the State Corporation Commission ("SCC"). Any Offeror/ Bidder 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 of the code of Virginia or as otherwise required by law shall include in its proposal/bid a statement describing why the Offeror/ Bidder is not required to be so authorized. Any Offeror/ Bidder described herein that fails to provide the required information shall not receive an award unless a waiver of this requirement and the administrative policies and procedures established to implement this section is granted by the Town Manager as applicable.

If this quote for goods or services is accepted by the Town of Onancock, Virginia, the undersigned agrees that the requirements of the Code of Virginia Section 2.2-4311.2 have been met.

Please complete the following by indicating the appropriate line that applies and providing the requested information.

- 1. Offeror/ Bidder is a Virginia business entity organized and authorized to transact business in Virginia by the SCC and such vendor's Identification Number issued to it by the SCC is _____*

- 2. Offeror/ Bidder is an out-of-state (foreign) business entity that is authorized to transact business in Virginia by the SCC and such vendor's Identification Number issued to it by the SCC is _____*

- 3. Offeror/ Bidder does not have an Identification Number issued to it by the SCC and such vendor is not required to be authorized to transact business in Virginia by the SCC for the following reason(s):*

Please attach additional sheets if you need to explain why such Offeror/ Bidder is not required to be authorized to transact business in Virginia.

Legal Name of Company (as listed on W-9): _____

Legal Name of Offeror/ Bidder: _____

Date: _____

Authorized Signature: _____

Print or Type Name and Title: _____

Return this page with Proposal.

General Terms and Conditions

- **Tax Exemption:** The Town of Onancock is exempt from and will not pay Federal Excise Tax, Transportation Tax, or the Commonwealth of Virginia Sales and Use Tax.
- **Business License:** If the size of this contract requires the company to obtain a \$30 Onancock Business License, it will do so.
- **Taxpayer Identification Number:** The company shall provide the Town with its Federal Employer Identification Number (FEIN) or its social security number if a sole proprietor.
- **W-9:** The firm awarded the contract shall provide a newly signed W-9 form.
- **Conflict of Interest:** Any relationship with any employee or spouse of The Town of Onancock must be disclosed in writing prior to the award of the bid.
- **Insurance:** The firm shall carry and provide a certificate of insurance for general liability demonstrating coverage of \$1,000,000 per claim and \$2,000,000 in the aggregate. Additionally, Worker's Compensation coverage with statutory requirements and benefits, and Employer's Liability of more than \$100,000.
- **Ownership of documentation and materials:** Ownership of all materials and documentation, including all plans, work product, and specification copies, including and analysis and calculations, shall belong exclusively to the Town of Onancock.