REQUEST FOR PROPOSALS

WEBSITE REDSIGN SERVICES

DECEMBER 27, 2021

Town of Kiawah Island
4475 Betsy Kerrison Parkway
Kiawah Island, SC 29455
843-768-9166
843-768-4764 fax
www.kiawahisland.org

PROJECT OVERVIEW

DATE:	**DECEMBER 27, 2021**
DESCRIPTION OF WORK:	**WEBSITE REDESIGN SERVICES**
QUESTION SUBMITTAL DEADLINE:	**JANUARY 20, 2022, 4:00 PM**
PROPOSAL DUE DATE/TIME:	**FEBRUARY 7, 2022, 3:00 PM**
LOCATION:	**KIAWAH ISLAND MUNICIPAL CENTER**
	4475 BETSY KERRISON PARKWAY
	KIAWAH ISLAND, SC 29455
CONTACT PERSON:	**STEPHANIE BRASWELL**
	COMMUNICATIONS MANAGER
	843-768-9166
	sbraswell@kiawahisland.org

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The Town of Kiawah Island reserves the right without prejudice to reject, in whole or in part, all proposals received, to waive all technicalities, or to negotiate any term(s) or provision(s) of such proposals. Such rejection, waiver, or negotiation shall be accomplished in any manner necessary to serve the best interest of the Town. It also reserves the right to be the sole judge of the suitability of all proposals for use by the Town.

The Town of Kiawah Island reserves the right to reject or otherwise disregard, in whole or in part, any ambiguous proposals, or proposals which are uncertain as to terms, delivery, quantity, or compliance with specifications.

Request for Proposal

Website Re-design, Development and Implementation of the Town of Kiawah Island, SC Website

1 PROJECT OVERVIEW

The Town of Kiawah Island is seeking a creative, qualified, experienced, and professional firm to design a new website for www.kiawahisland.org. The current website was redesigned in 2016.

Goals

1. Re-design and greatly enhance the Town's existing website to be a resourceful asset for our residents, visitors and business community that emphasizes access to Town services and departments.

General Bidding Requirements

1. The contract shall be awarded to the Firm that submits the best overall proposal.

2. Proposals submitted shall not be subject to public inspection until a contract is awarded. Proposals will be received by the Town at the time and place so stated in this document. At that point, the Town will close the receipt of proposals and begin the evaluation process.

3. Respondents are asked that they not contact any town staff or elected officials in reference to the process. As information becomes available and is relevant for release, that information will be shared with the respondents. Any and all information submitted in conjunction with this RFP and evaluation process will not be returned to the respondent.

4. The Town reserves the right to reject any or all proposals and to waive any informalities as may be permitted by law. The Town reserves the right to request oral interviews or request additional written information from any or all vendors. The Town also reserves the right to award a contract based on proposals received without further discussion or negotiation. Vendors should not rely upon the opportunity to alter their qualifications during any presentation or discussion.

5. Successful bidder must be prepared to begin providing service on or before March 1, 2022.

6. Vendor warrants that their bid is genuine and not collusive nor sham and that your firm has not conspired nor agreed in any manner to fix any bid or any element of such bid price, payment or agreement for commission percentage, brokerage, or any other compensation for the procurement of this contract.

7. Either party may cancel the resulting contract by providing the other party a thirty (30) day notice of cancellation.

8. All proposals shall be signed by an authorized officer or employee of the submitting organization. The name of the company and address, contract person, telephone number, and email address shall be provided.

9. The RFP does not commit the Town to award, nor does it commit the Town to pay any cost incurred in the submission of the Proposal, or in making necessary studies or designs for the preparation thereof, nor procure or contract for services or supplies. Further, no reimbursable cost may be incurred in anticipation of a contract award.

10. The Town reserves the right to terminate this RFP at any time prior to contract execution.

11. No prior, current, or post award verbal conversation or agreement(s) with an officer, agent, or employee of the Town shall affect or modify any terms or obligations of this RFP, or any contract resulting from this procurement.

2 BACKGROUND

The Town of Kiawah Island is a sea island located 25 southwest of Charleston located in Charleston County, South Carolina. Kiawah Island's full-time resident population is approximately 1,700, with tourist and part-time resident population numbers ranging between 8,000 to 10,000 per day from Easter to Labor Day; the median age is 62 years old.

3 KEY DATES

December 27, 2021 - RFP Release Date

January 20, 2022 - Final Date for Answering Questions

3:00 p.m. (EST) on February 7, 2022 - Proposal Deadline

Addenda

If the responder needs to submit changes or addenda, such shall be submitted in writing, signed in original ink by an official representative of the responder, cross-referenced clearly to the relevant bid section, in a sealed envelope, prior to the RFP opening. Such changes or addenda shall meet all requirements for the RFP. If the responder chooses to withdraw their RFP response; the withdrawal notice shall be in writing and received prior to the RFP opening.

4 DEVELOPMENT AND TECHNICAL REQUIREMENTS

The following acts only as a preliminary scope to generally communicate the Town's expectations. The Town wants to completely redesign its website so that residents, businesses, and visitors, both current and potential, can easily navigate and access information, communicate with the Town through surveys and online comment submissions, and download any necessary forms. This RFP is for web design,

content migration, and development services. Proposals for redesign of the website should include or account for but not be limited to the following:

- Design a unique, attractive, SEO friendly website to completely fulfill all Town requirements either in this RFP or in discussions with the Town.
- Design a consistent, user-friendly and dynamic navigation framework for the Town website that is understandable to users on all levels.
- Design a professionally artistic homepage for the Town website. Design should allow residents, visitors, and businesses to easily access relevant information.
- Seamlessly integrate Social Media tools including, but not limited to Facebook and Twitter.
- Design a template for each type of page within the site. All page templates must be consistent, look professional, and enhance the image of the Town.
- Graphical files should be relative to the site and provide for quick loading and to be easily updated. Vendor should be able to provide design elements utilizing stock photography in the event that representative photography of the Town of Kiawah Island is unavailable.
- A mobile site to make the site viewable on a tablet and mobile phone.
- A robust search function that allows the user to search the whole site or specific subsections within the site map.
- The ability to recreate our exiting wildlife directory and native plant database.
- The ability to create a meeting calendar and news pages based on category and/or department.
- The ability to easily post emergency notices on the homepage.
- The ability to integrate Town produced video embedded into landing pages.
- The ability to easily track website visitor statistics and develop reports.
- The ability to be notified on expired pages and broken or dead links.
- The ability to download applications necessary to view information (i.e. Adobe Reader).
- A way for site visitors to submit comments online and have comments directed to the appropriate town official such as a public comment portal for committee/council agenda related. Residents would be able to report problems, ask questions, submit comments, voice concerns, etc. and based on the subject, the comment would generate an e-mail to the appropriate Town staff member. This could be an integrated solution or a third-party application.
- A way for site visitors to automatically add or delete an e-mail address from a mass e-mail distribution list. This e-mail distribution list should be available in database form for staff to access.
- Offer a variety of communication methods to keep audiences up to date, including e-mail notifications, SMS text messages, etc.
- Promote the use of on-site media through photo, audio, and video posting methods that encourage user viewing, and when appropriate, feedback and interaction.
- The ability for staff to easily create forms for users to complete and submit online and in the original format.
- Capability to maintain an archive of existing and past records such as agendas, minutes, press releases, newsletters, etc.
- Allow for eventual integration with our departmental software vendors.

- Integrate a full functional language translator.
- Website must support but is not limited to Internet Explorer, Google Chrome, Safari, and FireFox.
- The website should implement Google's dynamic mapping options which highlight the locations of the Town facilities and offer links for quick visual reference and to receive directions to various Town of Kiawah Island buildings and locations.
- Migrate and possibly recode existing web applications and forms.
- Migrate all relevant web content from existing website to the newly designed website in an organized manner.
- All documents, including maps and tables, should be available in a 'printer friendly' format without extensive graphics, to provide ease of viewing, printing, and downloading.
- Include an intranet accessible only by Town of Kiawah Island employees and others with authorization.
- Aid the Town in transitioning to the new website including staff training and the production of a guide book or instruction in electronic and paper form on changing/updating the website.
- It is expected that the vendor work with the Town to develop a site that best meets the needs of the Town. The Town expects that the Vendor and Town will work together to plan and organize information on the site, which most likely will include planning sessions, regular meetings, and continued communication throughout the duration of the website design project.
- The final version of the website should be easily identified as the Official site of the Town of Kiawah Island.
- Ownership of the website design and all content should be transferred to the Town of Kiawah Island upon completion of the project, including full, unlimited access to website code.

5 CONTENT MANAGEMENT SYSTEM

The Vendor's content management system (CMS) should be a web-based application that provides the core of the entire development process, being both the platform for development and the tool by which system administrators and contributors can update their new website. The CMS may feature plug-in applications or modules that enhance the functionality of the website, though core features of the CMS should center around ease-of-use, flexibility and, for ongoing stability, an established information architecture environment.

1. The system must allow non-technical content contributors the following abilities:
   - A way to add, edit and move content directly on an assigned webpage without the need to utilize or be trained on a complex back-end administrative system. WordPress allowed.
   - Quick and easy access to add and update calendar listings, with editing methods available through a direct, front-end interface or a robust back-end interface.
   - Content publishers should be able to add and update menu items if assigned the appropriate permission level.
   - The CMS should automatically create and update a sitemap when content is added, edited, or removed from the site.
   - Content publishers should have the ability to assign multiple content records to a single link, allowing for rotating content.

- The CMS must have a rich text editor for content additions and updates that, while allowing flexibility for higher-end content contributors, is simple and straightforward, giving basic content contributors a basic set of fewer options to alter established site styles.
- Users who wish to add simple links – either internal or external – should be provided with an option to do so through an automatic hyperlinking option.
- Content added to the site, whether as a part of page content or additions to plug-in applications or modular elements, shall feature delayed posting and automatic expiration abilities.
- All published content on the website shall be automatically achieved and retrievable at any time.

2. The system shall also include the following features for use by advanced administrative users:
   - Administrators shall have the ability to add, edit, update, and move menu items, affecting overall site structure and organization.
   - Reports detailing broken links on the website, including the referring page location so that links can be corrected.
   - A report detailing all changes and activity taking place on the website through content contributors and administrators; the report shall be filterable by start and end dates, times, by content time and by action taken. All history shall be exportable.
   - A method by which administrators can create friendly URLs.
   - Administration of on-site banners and graphics, with the ability to add new banners and on-site graphical elements and assign those elements to specified areas of the site.
   - Designated administrators shall have round-the-clock access to live support via phone for emergencies.
   - If necessary, one or more Secure Sockets Layer (SSL) certificates to encrypt data contained in site transmissions.
   - A password-protected area of the website, available only to those users approved to access secure content.

6 REQUESTED INFORMATION AND PROPOSAL FORMAT

Proposals should contain a total cost of the project, as well as detailed "line item" breakdown. In addition, please specify:

- A la cart pricing for website functionality and development above specifications proposed in the RFP response.
- All associated costs for maintenance, and any other fees. Include the frequency of fees.
- Any additional costs/charges (such as traveling expenses)
- Information and costs for optional services should be submitted separately.
- Proposal(s) should identify a single vendor as the "responsible lead vendor". Please include any subcontractor(s) that will be required to meet the needs of the proposal or clearly indicate what portion of the services are not included as part of the proposal.
- Ten (10) copies of the proposal must be submitted hard copy and one (1) electronic copy.
- Signed cover sheet and **Execution of Proposal Documentation**

- The signed cover sheet should include:
  - Firm's Name
  - Address
  - Telephone Number
  - Point of Contact
  - Fax Number
  - E-mail Address
- Years of experience related to website design, implementation, and development, on the proposed solution.
- Provide an estimated detailed timeline for completion of this project.
- Provide a list of comparable websites, including municipal and governmental agencies, designed by your firm.
- Provide a response to Respondent Questions.
- Provide a list of three to five references as outlined in this RFP.

7 SUBMISSION OF PROPOSAL

Sealed proposals must be received at the address below by 3:00 p.m. (EST) on Monday, February 7, 2022.

Late proposals will not be accepted. Prospective respondents are responsible for having proposals deposited on time at the place specified and assume all risks of late delivery.

Mail and/or Hand Delivered:

Website Redesign Project
Town of Kiawah Island
4475 Betsy Kerrison Parkway
Kiawah Island, SC 29455
Attn: Petra S. Reynolds, Town Clerk

8 MINIMUM REQUIREMENTS FOR PROPOSAL SUBMISSION

- Vendor must have been in the business of providing website design and web content management solutions for at least five years.
- Vendor's proposal must be valid for not less than ninety (90) days after the Open Date.

9 CLARIFICATIONS

All inquiries and comments concerning this RFP must be directed to Stephanie Braswell and sent via email to sbraswell@kiawahisland.org. Responses to questions or comments provided by any other person, employee, or Town office concerning the RFP will not be valid and will not bind the Town. Any clarifications made in response to questions received will be emailed to all respondents providing contact information and requesting the Town to do so. Anyone planning to submit a proposal should email Stephanie Braswell at sbraswell@kiawahisland.org to convey such intent.

10 CRITERIA

One finalist will be determined based on meeting the eligibility, developmental, and technical requirements listed below:

- Qualifications and experience of vendors and staff
- Completeness and inclusion of requested information
- Similar projects completed by vendors
- Ability to meet deadlines requested by the Town of Kiawah Island
- Proposed cost of the project

11 AWARD OF PROPOSAL

The Town of Kiawah Island staff will ultimately forward a formal recommendation of award to the Town Council of Kiawah Island who have the final award approval. Any contract resulting from this Request for Proposals shall be awarded to the Vendor(s) that submits the best overall proposal. The Town may negotiate with any Vendor(s) in order to obtain a final contract that best meets the needs of the Town of Kiawah Island.

The Town shall have a period of thirty (30) days after the opening of the bids in which to award the contract. Contracts shall be awarded to the person or entity that submits the best overall proposal as determined by the awarding authority.

12 RESPONDENT QUESTIONS AND REFERENCES

- Provide a brief bio listing qualifications of each employee that would contribute to developing the website for the Town, if selected. Please note experience with similar projects.
- Clearly define responsibilities of the Town during the website design process.
- Describe the expected interaction between your organization and the Town throughout the development and transition process.
- Describe the support your organization will provide during design and transition to the new website. Please be specific with respect to type (training, help only, etc.), contact method, and available hours for support.
- Provide all necessary contact information for your organization.
- Provide any additional information about your organization that you feel is relevant to the decision process.