

REQUEST FOR PROPOSAL

Website Re-Design



BOROUGH OF GREENCASTLE

60 North Washington Street

Greencastle, PA 17225

**BOROUGH OF GREENCASTLE COUNCIL
BOROUGH OF GREENCASTLE, FRANKLIN COUNTY, PENNSYLVANIA,**

REQUEST FOR PROPOSAL FOR WEBSITE DESIGN AND HOSTING

I. Purpose

This Request for Proposal provides interested website design and hosting companies an opportunity to submit information for consideration by the Borough of Greencastle Council when selecting a company to design and host a new municipal website.

The Borough of Greencastle Council expressly reserves the right to reject any or all proposals, to waive any informalities or irregularities in the proposals received, and to accept a proposal that is in the best interest of the Borough. [LH1]

II. Overview

The Borough of Greencastle, incorporated in 1805, is home to a community which reflects an abundant amount of cultural heritage and historical preservation. This can be seen throughout all angles of the Borough. From experiencing the importance of agricultural and environmental sustainability by walking through Taymentasachta to stopping downtown to view the notable “symbol of Greencastle’s” clock tower and historic buildings, to stepping back in time when visiting the Allison-Antrim Museum and strolling through Jerome King Playground, the Borough offers an enriching experience to all who live and visit.

III. Contact

Eden R. Ratliff, Borough Manager
717-597-7143 x 101
eratliff@greencastlepa.gov

Lorraine Hohl, Finance/HR Manager
717-597-7143 x 102
lhohl@greencastlepa.gov

IV. Location

60 N. Washington Street
Greencastle, PA 17225

V. Objective

The Borough of Greencastle seeks [LH2][ER3] to create an exciting new website that reflects the community it represents. The website should be informative, welcoming and encourage people to visit our community. It should be user friendly to both constituents and staff and be able to be used on any electronic device. Finally, the website should be a single source reference for the community seeking information about their local government.

VI. Current Website

The Borough of Greencastle has a website located at greencastlepa.gov. The website is outdated and has an antiquated feel. The website is able to be navigated by constituents however not with ease or concise organization. The placement or reorganization of new information by staff is difficult or in some cases, impossible. Much of the information on the website is accurate and will be reutilized on the new website. Our current website is not interesting and does not entice onlookers to visit the community.

VII. Design

When designing the website please consider the below as a list of goals for the new website. This list is not all inclusive.

- A fresh clean appearance.
- Organized and very user friendly.
- Aesthetically pleasing with captivating photos of iconic items in town (Clock Tower, Jerome King Park, Allison-Antrim Museum, etc.).
- Responsive web design able to be navigated on a variety of electronic devices.
- Easy to update by Borough personnel.
- A showcase of the different facets of the government including Borough Government, the Police Department, Water Authority, and Storm Water Management.
- Website accessibility compliance.
- Functional across all web browsers.
- Form field for website searches.
- Calendar to list Borough and Community events and meetings. Link from calendar to take you to associated documents. Calendar should be downloadable to other electronic devices (personal phone or computer).
- Interactive map showing key points in the Borough.
- Secure to prevent hacking.
- Ability to accept online payments through third party link.
- Ability to receive online fillable forms.
- Capability to publish scanned images, pictures, videos, external links, etc. without a billable event from vendor.

VIII. Timeline

Proposals are due to the Borough of Greencastle by noon on Friday, August 17, 2018. The Borough Council will reject all bids or award a contract at their Council Meeting on September 4, 2018. A new functioning website should be online no later than November 16, 2018.

IX. Proposal Requirements

All proposals shall include the following information in section format as outlined below. Failure to follow this format or provide information as specified may result in rejection of the proposal.

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| Section 1 | Please provide a brief description of your firm including but not limited to corporate history, areas of expertise and number of employees. This section should be no more than two pages but may include attachments to include brochures, articles or other relevant information. |
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- Section 2 Please provide at least (3) websites and references including, the website link, name and contact information on website similarly structured to the objectives of the Borough of Greencastle. Additionally, provide a brief description of each project and your involvement. The Borough will accept more than five references however, this section should not be longer than five pages.
- Section 3 Please list the employee(s) assigned to this project and their area of specialty along with each employees' resume. Please identify and provide contact information for the person responsible for the execution of the project.
- Section 4 Please list your fix fee contract price in this section. The fixed price will include all time and materials for the initial website refresh and personnel training on how to use/update the new website. Also, please list hourly figures for those individuals who will work on our project in case additional work is called for outside the scope of this project. Please include an annual maintenance option to cover the website updates mentioned above and as identified by Borough staff. Finally, an annual hosting fee and a fee and breakdown for technical support for working with staff. Option should be costed out.
- Please provide a Service Level Agreement that should outline the services to be provided by the service provider and the performance level to which those services must be provided. The SLA should outline how the Borough will be made whole if the performance requirements are not met.
- Section 5 Please tell us why we should select your firm for this project including any unique characteristics that would make your company especially appealing to the Borough of Greencastle. The narrative should be no more than two pages.
- Section 6 Please list any other pertinent information we should know that we may not have asked in the information above.
- Section 7 Please list any exceptions you take to the work called for in this proposal.
- Section 7 Please submit a sample contract with the proposal.
- Section 8 Proposals should include a web link that will show the proposed new home page for the Borough of Greencastle as well as one subpage

example as a design concept of the new website. Existing website content should be included in the conceptual pages. Firms may include additional conceptual designs, up to 5 total.

X. Submission of Proposals

Qualified vendors should submit their proposals electronically via email to eratliff@greencastlepa.gov and lhohl@greencastlepa.gov no later than noon on August 17, 2018. No hardcopy proposals will be accepted.