

# Village of Franklin

## REQUEST FOR PROPOSAL Village Website Design and Development

Responses Due: 5:00 p. m. Monday, August 14<sup>th</sup>, 2017

Vendor Selected & Contacted: September, 2017

Project Kick-off: September, 2017

New Website Launch Target Date: December 2017

If you have any questions, please contact Jim Creech at [administrator@franklin.mi.us](mailto:administrator@franklin.mi.us)

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### **Introduction**

The Village of Franklin is currently soliciting proposals to construct a new village website. The goal for the website includes, but is not limited to, the following:

- Improve communication between the Village Council and Village Administration with the constituents they serve.
- Provide quick access to information on ways to work with us if you are a builder, contractor, prospective business owner or resident.
- Promote community and economic development.
- Support special events within the community.
- Enhance the community image and identity.
- Reduce redundancies in current website and streamline access to information.

The village is soliciting a vendor that has the desire, experience, and talent to develop a superior plan or “blueprint” for its website. The vendor must be willing to come on site and work with the village staff. Most importantly, the website must be designed from the visitor’s perspective.

### **Background**

The Village is a historical community in south-east Michigan. As a government body, our goal for this project is to create a website that represents our historic and small town community in a larger suburban Metro-Detroit area. We pride ourselves on being a “different” kind of community and we want a website that represents that. We seek to provide current and prospective residents, visitors, and those who do business within the Village updated information about current events, news and details about the village council meetings, minutes, agendas, and services that the Village provides. Our visitors are generally not very tech-savvy, and we will require an intuitive design to help people find what they need. The current website contains pages for each of the Villages Departments that provides information about that department as well as forms and other documents each department has available for distribution. The site also serves as a repository for ordinances, news releases, and links to other related organizations.

## Current Website

Our current website, franklin.mi.us, is almost 6 years old and does not serve us well anymore. The design doesn't reflect our community and the navigation is clunky, not intuitive and information is either redundant or hard to find. Employees cannot update the information with ease. We need to outsource any new information we need to add to the website, causing very high costs. As of October 2017, the software from our current website will not be supported, so we have an imminent need for a new website. Overall, it lacks a clear path for our visitors to follow to find what they want or contact us.

## Objectives

Our website's number one objective is to allow for our residents and people who conduct business with the village to be able to access the information they need to do their jobs. We aim to improve communication between the village administration and the constituents they serve, promote community development, and enhance the community image and identity.

An additional objective for our new website is to inform, educate and engage current and potential residents of the village about the village community, environment and activities we have available.

Our website generally receives 2500 to 5000 clicks per month. One objective in the redesign is to increase web traffic to our website.

It is imperative that the initial website meet the following objectives:

1. **Easy to Expand:** Since the website will continue to evolve over several years, it is important that the site be designed with flexibility for future growth. For example, the village may require a change in server speed/bandwidth/storage, web page reorganization, page template redesigns, ability to add feature like RSS, etc. Vendor references that can attest to your firm's ability to do this are required. Indicate what toolsets will be used to develop the website.
2. **Easy to Maintain:** All content pages, including features of the website that requires frequent updating (e.g., agendas, minutes and event calendars), must be designed so that non-technical Village Staff will be able to update information on the site as needed. Templates (or administration screens in a dynamic interface) for each section should be created to ensure consistency as new pages are added. **However, vendors must include a fee schedule and/or monthly site maintenance plan in the RFP response for all maintenance items, especially those that are more technical in nature.**

Identify any software installation/initial setup requirements. Document the installation/configuration of any software.

Vendor must list any and all training requirements, including number of employees that will be trained and the cost of each, the courses and timeframe for training.

Vendor must include an estimated maintenance fee (per year) for costs and labor.

Vendor must provide their change control policy and notification for hardware and software changes.

3. **Easy to Use:** It is important that the site be designed so that residents and visitors, regardless of computer expertise and equipment, are able to easily navigate through this website. To that end, the vendor should conduct a usability test to ensure the design meets the Village's ease of use requirement. The Vendor must provide any design usability, information architecture and template documentation.

In general, the initial website will include the following features:

- An easy-to-use content management system (CMS)
- Intuitive navigation
- Clean and focused design
- All applicable content imported from current site
- Email update sign-up form
- Contact Form
- Social media integration (share buttons, follow buttons, etc.)
- A page where employees can post video recordings of past board meetings
- Support for both mobile and desktop view of the website
- A complete and accurate presentation of the Village of Franklin and all departments thereto and their related services, contacts, telephone numbers.
- Non-interactive forms from each department for user download in PDF format (with ability to readily download Adobe Acrobat). There may be a need to convert hardcopy documents to PDF; vendor should provide cost for this service.
- Links to relevant websites (Southfield Township, Birmingham School District, Fire Department, Library, Village Code, State of Michigan, etc.)
- Website must be secure. Secure servers and code, secure socket layer web pages, firewalls, anti-virus, penetration test, security patches, etc.

A general outline of information to be included in the initial website development is shown on Attachment One (pg. 9). *Note: The outline is not necessarily how the designer site should organize the site. Rather, it is provided to give vendors an indication of the scope of the initial website content desired.*

### **Optional New Website Functionalities/Wish List**

We would love to have additional functionality in our website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately, and note if any additional design or development time would be required.

- Online form submission
- Online Payments

**We are looking to be a forward facing website, so if there are any features we missing in writing this RFP, please feel free to recommend new features and include them (and the associated costs) in your proposal.**

### **HOSTING**

Please provide information for the following key features of your hosting service.

1. Reliability (including downtime, mirroring and recovery in quantifiable terms).
2. Amount of disc space allotted to the Village of Franklin, or whether a dedicated server would be used.
3. Data transmission speeds and method.
4. Identify your web server platforms and architecture.
5. Hardware/software usage and license policy.
6. Identify your server hosting building(s) site security.
7. Provide backup and disaster recovery documentation. Do you have a disaster recovery plan to restore lost data and is it tested?
8. Backup and offsite storage procedures.
9. How often is equipment replaced.
10. Indexing.
11. Provide an encryption plan including SSL (Secure Socket Layer).
13. Support for google analytics.
14. Provide communication plan for customer information and routine maintenance notifications. This should include an escalation policy for production support issues.
15. Pricing.
16. Bandwidth: network bandwidth out of the server and at the internet connection point minimum and maximum.
17. Other pertinent considerations.

## **Content of Proposal**

Please structure your proposal as follows:

**Summary:** Brief narrative describing your company, what makes you different and how you will meet our objectives.

**Company Background:** The proposal should include this information in order for the Village of Franklin to evaluate the Vendor's stability and ability to support commitments set forth in response to the RPF. The Village, at its option, may require a Vendor to provide additional documentation to support and/or clarify requested information.

- How long the company has been in business
- A brief description of the company, including past history, present status, future status, etc.
  - Note any parent/subsidiary relationships
  - Note any name changes/acquisitions
- Company size and organization
- Location of company headquarters
- Total number of employees. Number of technical staff and certifications.
- Identify specific vendor representatives that will be assigned to this project.

### **Software/Design Details**

- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy

As previously described above:

- Initial Website
- Hosting Information
- Long-Term Plan: Ability for the vendor to update and adapt the website going forward as the Village of Franklin's needs may change.

**Implementation Plan and Timeline:** The Vendor must provide a detailed implementation plan for the entire project. It should include evaluation, design process, development, testing, conversion, and training. The vendor shall provide a completion date and timeline. Implementation will not occur until all contracts are signed.

**Support and Maintenance:** The Vendor must provide a detailed description of all the support options to be provided during and after the implementation of the proposed site. Support refers to software support, updates, and any ongoing costs. This should also include any information related to training prior to the website going live and how it will be handled after the website is live.

**References:** The Vendor should include a list of all pertinent references for whom the vendor has provided similar services. The Village of Franklin is specifically interested in other similar projects with non-profits, government agencies, or related agencies that the vendor has taken on. Information should include the following:

- Name of client contact, with phone and email address
- Description and date of service that the vendor provided
- Internet link to published website

**Cost:** The proposal should include a price breakdown of both the initial website build (either per hour or a total amount) and estimated costs for maintenance for subsequent years. The breakdown should include: the cost for the purchase for the software (if any), the itemized cost for development of the website, any expenses associated with the maintenance of the site.

**Terms and Conditions:** Any terms and conditions you may have when considering taking on a new website.

**Submission Information:**

Responses Due: 5:00 p. m. Monday, August 14<sup>th</sup>, 2017

Winner Selected & Contacted: September, 2017

Project Kick-off: September, 2017

New Website Launch Target Date: December 2017

**Please send proposals to: [administrator@franklin.mi.us](mailto:administrator@franklin.mi.us) or  
Jim Creech  
32325 Franklin Road  
Franklin, MI, 48025**

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Jim Creech at [administrator@franklin.mi.us](mailto:administrator@franklin.mi.us)

## **Contract Specifications**

The terms of the contract will be decided during negotiations with at least an annual review based upon the needs of the community and direction given by the Village of Franklin Village Council and Village Administration.

1. In the event that the website developer does not also host the website, the proposed contract must provide for the Village to take over hosting the site should the Village choose to do so. The dollar amount for this transfer should be stipulated in the RFP response.
2. The Village of Franklin will own the copyright to the web site. The Village of Franklin will own the code to the site. All licensed and customer software used, or developed, for the site must be made known to the Village along with the associated function. Should the Village decide to host the site in-house, this information will be necessary for the continuous operation of the site.
3. The Village retains ownership and rights of any and all graphic design elements and text provided.
4. The URL used for the site will be registered to and owned by the Village of Franklin.

## **Process for Reviewing Proposals**

Proposals will be reviewed and evaluated according, but not limited to, the following criteria.

### **Qualifications**

- Years in business
- Experience of Staff assigned to the Village's project
- Experience in technology strategy and planning
- Service capability
- Local government expertise

### **Understanding of the Project**

- Demonstration of understanding the Village's objectives
- Examples of other sites developed
- Suggestions for ease of maintenance, expansion and use of the website
- Ideas/suggestions for efficiency of layout and design for both the end user and those charge with website maintenance

### **Cost, including:**

- Time for proposed build
- Rates for the website build
- If proposal costs include training for village staff
- Whether fee proposed is a "not-to-exceed" amount

### **Maintenance (and associated costs)**

- Options for a monthly website maintenance plan
- Use of readily available tools (e.g., Microsoft, Adobe, etc.) so that non-technical village employees may update information as needed
- Guaranteed turnaround time
- Quality control process

# ATTACHMENT ONE

The following is an outline of information that should be included in the initial website to better define the scope of the Request for Proposal. Content information will be provided by the Village.

*Note: The outline is not necessarily how the designer site should organize the site. Rather, it is provided to give vendors an indication of the scope of the initial website content desired.*

**Please Reference <http://franklin.mi.us> to see the current version of the Village of Franklin website**

- I) Welcome to the Village of Franklin
  - A) Welcome Note
  - B) News and Announcements
  - C) Event Calendar
  - D) Village Office Location and Hours
- II) Government
  - A) Village Officials
    - 1) Village Council
      - (a) Biographies
        - (i) Pictures of Each Official
        - (ii) Contact Information
      - (b) Village Meeting Minutes/Agendas
      - (c) Videos of Past Village Council Meetings
    - 2) Village President
      - (a) Biography/Contact Information
    - 3) Village Administrator
      - (a) Biography/Contact Information
    - 4) Village Treasurer
      - (a) Biography/Contact Information
  - B) Village Departments
    - 1) Village Clerk
      - (a) Overview
        - (i) Biography including picture
        - (ii) Contact Information
      - (b) Elections
        - (i) Village Elections
        - (ii) Voter Registration Information
        - (iii) Permanent Absentee Ballot Application
      - (c) Other Information

- (i) Passports
  - (ii) FOIA
  - (iii) Birth and Death Records
  - (iv) Legal Notices
  - (v) Dog Licenses
  - (vi) Garage Sale Permit
- 2) Police Department
- (a) Overview
    - (i) Contact Information
    - (ii) Organizational Chart
  - (b) Email Alert Program
  - (c) Police Union Contract
  - (d) Accident Reports
  - (e) Franklin Mobile Watch
  - (f) Open Burn Permit
  - (g) Vacation Home Inspection Application
  - (h) Crime Prevention Tips
  - (i) Annual Report
  - (j) Employment Application
- 3) Building Department
- (a) Overview
  - (b) Contact Information
  - (c) Permits/Application
  - (d) Forms
- 4) Finance Department
- (a) Contact Information
  - (b) Budget
  - (c) Millage Rates
  - (d) Audit Reports
  - (e) Municipal Benchmark Data
- 5) Public Works Department
- (a) Village Road Project
- 6) Assessing Department
- (a) Contact Information
  - (b) Property Tax Information
- 7) Sewer and Septic Tank Information
- (a) Overview
  - (b) Contact WRC
  - (c) Grinder Pump Information
- 8) Rubbish/ Recycling Services

- (a) Pick Up Schedule
  - (b) Complaints
  - (c) Household Hazardous Waste
  - (d) Information
- 9) Fire Department (hyperlink)
  - (a) Join the Fire Department (hyperlink)
- 10) Birmingham Area Cable Board (hyperlink)
- C) Boards and Commissions
  - 1) Planning Commission
    - (a) Members and Contact Information
    - (b) Agenda and Minutes
    - (c) Master Plan (pdf)
    - (d) Zoning Map (pdf)
    - (e) Parking Analysis
  - 2) Historic District Commission
    - (a) Members and Contact Information
    - (b) Agenda and Minutes
    - (c) Design Standards (pdf)
    - (d) Historic District Map (pdf)
    - (e) Historic District Commission Ordinance (pdf)
  - 3) Zoning Board of Appeals
    - (a) Members and Contact Information
    - (b) Agenda and Minutes
    - (c) Zoning Map (pdf)
  - 4) Sign Board of Appeals
    - (a) Agenda and Minutes
  - 5) Wastewater Board
    - (a) Agenda and Minutes
- D) Village Charter
- E) Village Municipal Code
- F) County, State and Federal Officials
  - 1) Contact Information
- G) Rouge Watershed Information
- III) About Franklin
  - A) History of Franklin
    - 1) Kreger House (hyperlink)
    - 2) Franklin Historical Society (hyperlink)
  - B) Activities
    - 1) Art in the Village (hyperlink)
    - 2) Franklin Cider Mill (hyperlink)

- 3) Franklin Garden Club (hyperlink)
- 4) Franklin Baseball League (hyperlink)
- 5) Franklin Public Library (hyperlink)
- 6) Franklin Community Church (hyperlink)
- C) Greater Franklin Area
  - 1) Birmingham Bloomfield Community Coalition (hyperlink)
  - 2) Birmingham School District (hyperlink)
  - 3) 46<sup>th</sup> District Court (hyperlink)
  - 4) Birmingham-Bloomfield Chamber of Commerce (hyperlink)
  - 5) Birmingham School District (hyperlink)
  - 6) Franklin-Bingham Farms Fire Department (hyperlink)
  - 7) Road Commission of Oakland County (hyperlink)
  - 8) Southfield Township (hyperlink)
  - 9) Water Resource Commission (hyperlink)
- D) Franklin Community Association
  - 1) Dues/Donations
  - 2) Newsletter
- E) Franklin Arts Council
  - 1) About
  - 2) Contact Information
- F) Main Street Franklin
- G) Franklin Cemetery Association
- IV) Services
  - A) Report Code or Blight Violations
    - 1) Administrator Contact Information
  - B) Tree Removal FAQ
  - C) Village Directory / Website Feedback