



# TOWN OF WESTON

## REQUEST FOR PROPOSALS TO DESIGN & DEVELOP THE MUNICIPAL WEBSITE

**Responses due by Noon (EST) on December 21, 2018**

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### GENERAL INFORMATION

The Weston Municipal Government (hereafter referred to as “the Town” or “Town”), seeks an appropriate and qualified vendor to design and develop a new website for all municipal departments of the Town of Weston, including police and library services. The Town’s current website URL is <http://www.westonct.gov/>

The Town wants a website that will enhance the user experience, simplify content management, and provide better information and customer service to its residents and businesses, while meeting high standards for design quality and visual appeal. Specifically, the Town would like a calendar on the website that the public can visit to see what events and meetings are scheduled to take place in the Town. It would be ideal if the Town could give outside groups permission to enter events into the calendar.

Currently, the management of online content has been centralized to two employee “power users.” The Town would like to decentralize content management so that employees in each Town department have the ability to add and erase content on the Town website. The Town seeks the assistance of a company to train the new users in a group setting.

The website domain and content shall become property of the Town. Selected Respondent shall be responsible for the initial coordination and inputting of content. The Selected Respondent shall also be responsible for adjusting content so that it meets ADA best practices. Furthermore, the website shall be easily viewed and used by pc, mac, and mobile devices. Furthermore, the website must meet any and all ADA legal requirements.

### SCOPE OF SERVICES

The selected respondent shall perform the following duties for the Weston Municipal Government:

- a) Create a website that meets the functional needs of a typical Connecticut municipality;
- b) Create a website that visually reflects the character and charm of Weston;
- c) Integrate into the website tools that will enhance communications with town residents and groups;
- d) Educate and train the workforce of the Weston Municipal Government concerning the website; &
- e) Provide future website support to the Weston Municipal Government on an as-needed basis.

### PROPOSAL INFORMATION

Respondents should submit proposals containing information about the website products and services it is offering the Town of Weston as part of this RFP.

## SELECTION CRITERIA

Proposals will be reviewed and analyzed based on the following criteria:

- Respondent's ability to meet the Weston Municipal Government's website needs, including website features and design, training of Weston staff, and ease of use for Weston staff.
- Respondent's professional references from prior serviced municipalities.
- Respondent's Fee for Services.

## RFP TIMELINE

The projected timeline for this RFP is listed below and is subject to change:

EVENT	DATE
RFP Issued	November 14, 2018
RFP Conference (non-mandatory)	December 5, 2018 at Noon EST
Deadline for RFP Submission	December 21, 2018 at Noon EST
Contract is signed and Service Begins	February 1, 2018
Employees receive training	April 1, 2018
Website is launched	April 15, 2018

## GENERAL CONDITIONS AND INSTRUCTIONS

Disclaimer: This Request for Proposals (hereinafter, "RFP") is not a contract offer.

Proposal Submittals: Proposals must be submitted no later than Noon, EST on December 21, 2018. Respondents must submit one original copy of the proposal and one electronic copy on a thumb drive. Proposals may be hand delivered or mailed in a sealed envelope to the following address: Weston Town Administrator, Attention: Website RFP, 56 Norfield Road, Weston, CT 06883. **Do not email proposals.**

RFP Conference: The Town will hold an RFP conference on December 5, 2018 at Noon, EST in the Weston Town Hall Meeting Room, 56 Norfield Road, Weston, Connecticut, 06883. Interested parties may join via conference call by dialing 203-693-6997 and entering participant code 770501. This conference is non-mandatory.

Proposal Package Form: All proposals shall be clearly and distinctly typed.

Rejection of Proposals: The Town reserves the right to reject proposals for any lawful reason.

RFP Costs: The respondent shall bear all costs associated with submitting its RFP.

RFP Materials: Any and all written RFP documents submitted to the Town shall be property of the Town and therefore shall be subject to public disclosure under the Freedom of Information Act.

Questions about Proposal Requirements: questions regarding the submission requirements can be addressed at the RFP Conference.

Addendums: Addendums to this RFP shall be posted on the State of Connecticut Department of Administrative Services website, as well as on the Town's website at <http://www.westonct.gov/rfps>

**TOWN OF WESTON WEBSITE RFP**  
**FEE PROPOSAL FORM**

Directions: Please provide the information requested. Please write clearly.

Full Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Town, State, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

***PROPOSED FEE FOR SERVICES RENDERED***

Development and Implementation of website	\$
Hourly rate for future consulting services associated with the website	\$

Signature \_\_\_\_\_ Date \_\_\_\_\_

**TOWN OF WESTON WEBSITE RFP**  
**PROFESSIONAL REFERENCES FORM**

Attach a summary of your company history no more than 1 page in length.

Below, provide three recent professional references, preferably municipal.

**(1) Entity & Contact Person:** \_\_\_\_\_

Web address: \_\_\_\_\_

Telephone and/or Email: \_\_\_\_\_

Service Dates: \_\_\_\_\_

Services Provided: \_\_\_\_\_

\_\_\_\_\_

**(2) Entity & Contact Person:** \_\_\_\_\_

Web address: \_\_\_\_\_

Telephone and/or Email: \_\_\_\_\_

Service Dates: \_\_\_\_\_

Services Provided: \_\_\_\_\_

\_\_\_\_\_

**(3) Entity & Contact Person:** \_\_\_\_\_

Web address: \_\_\_\_\_

Telephone and/or Email: \_\_\_\_\_

Service Dates: \_\_\_\_\_

Services Provided: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**TOWN OF WESTON WEBSITE RFP**  
**WEBSITE LISTINGS**

Submit a list of no more than ten website addresses that your firm has created.  
These websites should well-represent your firm's abilities.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_
- 6) \_\_\_\_\_
- 7) \_\_\_\_\_
- 8) \_\_\_\_\_
- 9) \_\_\_\_\_
- 10) \_\_\_\_\_