



**Request for Proposals for  
Village of Holly Website Re-design  
2022**

Holly, MI 48442

Proposal Submission Deadline: September 29, 2022

## **1.1 Project Overview / Summary**

The Village of Holly is issuing this Request for Proposal in order to select and contract with a company to create a new website that is user friendly, modern, highly attractive and uses a platform that is easy to adjust and add documents for Village employees.

The Village is seeking proposals from highly qualified, experienced website development companies to design, develop and implement its public facing website.

We would like someone that is familiar with governmental website design projects and has expertise with best practices regarding:

Successful website redesign

Information architecture

User experience and usability testing

Website development and deployment

Website hosting

Content strategy

Social media integration

Responsive design

This RFP does not obligate the Village of Holly to award a contract or complete the project and the Village of Holly reserves the right to cancel the solicitation if it is considered to be in its best interest. The Village reserves the right to waive any irregularity or defect in any submission, request clarification or additional information regarding Proposals, to cancel this RFP, and to reject any and all Proposals at its sole discretion. The Village shall assume no liability for expense incurred by a Bidder in replying to this RFP.

## **1.2 About The Village of Holly**

The Village of Holly is a rural community located between the city of Detroit and Flint and just a few miles from access to both I-75 and US23.

The population is a little under 6,000 according to the latest United States Census Bureau.

The Village of Holly is governed by a seven-member Village Council and an appointed Village Manager.

The Village Council is responsible for legislative and policy making.

The Village of Holly has a Parks and Recreation Commission, Planning Commission, Zoning Board of Appeals, Historic District Commission, a Fire Department, a Police Department and a Downtown Development Authority (which also has its own website).

## **1.3 Project Timeline**

RFP Release Date: September 1, 2022

Proposal Deadline: September 29, 2022

## **1.4 Village of Holly Contact Information**

This RFP is issued by the Village of Holly 300 East Street, Holly MI 48442

Points of contact for all questions or requests for additional information are:

Deborah J. Bigger ([dbigger@hollyvillage.org](mailto:dbigger@hollyvillage.org)) or Jerry L. Walker ([jwalker@hollyvillage.org](mailto:jwalker@hollyvillage.org))

## **1.5 RFP Inquiries**

The Village of Holly will attempt to provide any assistance or additional information of a reasonable nature that may be requested by interested vendors.

## **1.6 Terms of Service**

The Village of Holly wishes to engage a vendor for the duration of this project and for any needed ongoing maintenance services. Specific deliverables related to the scope of work for this project will be included in the final agreement.

## **2. Goals and Background**

### **2.1 Project Objectives and Goals**

**Interactive and Engaging Website:** We are seeking to redesign our current website (hollyvillage.org) to include an intuitive, easy to use interface that allows residents, visitors and business partners to complete their tasks quickly and easily regardless of the device they are using. We would like the site to be an attractive representation of the Village. The solution needs to be easy to maintain for our administrators and content creators, streamline business operations and increase productivity.

### **2.2 Purpose of New Website- Our new site should:**

Serve the needs of all users by letting them easily find what they are seeking, providing them with access to key services on a 24x7 basis,

Promote transparency of our local government by making it easy for us to share and post information, and for our users to find and interact with the information.

Represent/brand our community for residents, visitors, businesses, and elected officials, and showcase our community in a way that highlights why it is a great place to live, work and play.

Provide a pleasant and delightful experience to all users by making it easy for them to complete their tasks or find what they want in a straightforward manner.

Be strategic and focus on making content useful, interactive, and engaging. We want our site to be relevant as well as connect to our social media sources.

**2.3 Customers-** we want to take a broad customer centric view of our community since we view anyone who visits our websites as our customers. Our goal is to focus on the needs of our customers, and on improving our interactions and engagement with our customer base.

### **2.4 Strategic Partnership**

We want a vendor partner who understands the local government market and/or the Redevelopment Ready Communities, who will help guide us to where we want to be today and provide ongoing services and support to keep us there in the future.

### **2.5 Responsive Site**

Visitors to our site will utilize a wide variety of devices to access our website, including computers, tablets and phones. Our website should automatically respond with a view of the site that is optimized specifically for that device.

### **2.6 Robust Housing Environment-**

The new site should build upon proven and accepted website development standards while maintaining flexibility to easily grow and add new functionality over time and with minimal cost and are seeking a hosted website solution that should include the latest solutions and protections.

### **2.7 Simplify and Streamline Administration-**

The solution should simplify website administration, allowing users of all skill levels to update assigned sections of the website. Streamline business operations and reduce the amount of time on enhancing and maintaining the site.

## **2.8 Target audience**

Residents and potential residents of varying backgrounds, reading and language ability, potential visitors to the community, businesses operating in the community and/or businesses looking to relocate to the community, elected and appointed officials, community members and organizations who may want to get more involved, local and national media, landowners and developers (resident and non-resident)

## **2.9 Accessible Site**

Our new website should comply with World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines (WCAG) 2.0 (Level AA compliance) and Section 508 of the Rehabilitation Act of 1973. In addition, the vendor should follow best practices, voluntary standards and guidelines developed by the World Wide Web Consortium's (W3C) Web Accessibility Initiative (WAI), and train our users in creating accessible content.

## **2.10 Existing Website**

Consists of web pages managed by 3 people through Wordpress with around 9 tabs and 20 pages. The site contains documents in MS Word, Excel, PowerPoint, and PDF.

## **3. Scope of Work**

### **3.1 Collaborative Effort-**

The website will be developed through the cooperation of the Village of Holly and the vendor, and facilitated under the supervision of a dedicated project management professional in the direct employ of the vendor.

**3.2** Vendor will supply a team of user experience, design, and development professionals to supplement the development process led by the project manager- skilled in local government website user experience, navigation and information architecture, local government website design, accessibility, and support and training of the management system.

**3.3** Vendor should have a proven development process and flexible timeline structure that favors the availability and time commitment of the Village of Holly.

**3.4** The proposed management system software must be a proven platform for website development and local government website architecture. Development that is requested and approved by the Village of Holly should be performed by the Vendor utilizing agile software methodologies that encourage collaboration between the developer and the Village of Holly

**3.5** The Village of Holly prefers a vendor utilizing its own development staff rather than subcontracting pieces of the project to additional vendors.

## **4. Design Guidelines and Qualifications**

The design of the website should be welcoming, attractive and created by a member or members of the vendor's professional design staff. The final version of the design should be a collaborative effort between the Village of Holly and the vendor, incorporating elements that effectively represent the Village brand and image through a consultative development process.

### **4.1 Specific design guidelines include:**

**Accessibility-** Website design and associated elements should comply with WCAG 2.0 and Section 508 of the Rehabilitation Act.

**Consistent Website Design-** Design should remain consistent throughout all pages to maximize usability, except where differentiating between departments or sections of the site is needed.

**Design Overview-** Website should be visually appealing, incorporating the Village of Holly colors and logo where appropriate.

**Design Process-** The Vendor shall develop an original design for the Village of Holly and over a period of time, during the development of the website, consult with key members of the Village of Holly's website committee to make revisions and alterations to the original design submission.

**Easy Updating-** Design elements should include background images, photographs, logos, and buttons that are easily updated or swapped out by staff at any time and without incurring any additional implementation or update charges.

**Website Design and content Ownership-** Ownership of the website design and all content should be transferred to The Village of Holly upon completion of the project.

## 4.2 System Administration

**Broken Link Review-** An administrative center for reviewing quality assurance, including detailing broken links on the website, including the referring page location so that the link can be corrected.

**Dynamic menu Structure-** a menu structure with the ability to easily add, edit, move, and delete menu items in multiple structural areas of the site.

**Infinite Page Structure-** an infinite page structure system that allows the addition of an unlimited number of pages by The Village of Holly.

**SSL Certificate-** If necessary, one of more SSL certificates to encrypt data contained in site transmissions.

**Site Analytics-** An administrative center for reviewing, filtering, and exporting overall website statistics, including the ability to view statistics by page or section and presenting the information.

**Advanced Site Search-** users should be able to sort search results by date, content, title or relevance and should search web content as well as the contents of files (PDFs, Word, etc.) and contained exclusively with the site and not outsourced to an external page hosted by a search provider.

**Calendar-** users should have a quick and easy access to add, import, export, and update calendar listings, with editing methods available through a direct, front-end interface or a robust back-end interface. Have an event calendar application that allows an unlimited number of calendar categories or types to be added to the site with an unlimited number of items allowed to be added with each individual category. Also, include capability to set up events as single or recurring events with daily, weekly, monthly, or annual recurrences. Provide space for event descriptions. The site visitor should be able to view calendar by a list of events, a week view or a month view.

**Contact us form-** Capability for citizens to contact Village of Holly staff using a contact us form on the site for each division and department.

**Department/Division pages-** A-Z guide and Department pages for navigating the site.

**Payment Button** – A payment button that connects to BS&A and our current payment provider

**Document Archive-** A document archive for specified categories of documents with built in filtering abilities and search capabilities.

**Document storage-** an on-site document storage application with unlimited levels of folders, providing centralized storage of any type of file.

**E-notifications-** a tool that provides a sign-up box allowing users to add their name, email addresses to receive important notices from our emailing system.

**Embedded audio/video/social media-** Easy embedding of audio, video, media and social-networking applications with associated embed codes.

**Emergency Alert-** Have an easily visible and changeable emergency alert notifications that link to critical on-site information

**5.1 Ongoing Services-** Interested in any ongoing services that you provide to all customers, such as:

**Access to on-demand training library-** On-demand library of training videos and materials and any other type of training or materials that may be offered to those using the site.

**Annual Consulting Hours-** The number of consulting hours included in the base annual fee and what those hours can be used for.

**Website redesign-** Site refreshing after a certain amount of time.

**Office Hours-**Availability to get answers to non-critical issues.

**Health Check Analysis-** Ongoing services to monitor the health and usefulness of our site

**Disaster Recovery-** A disaster recovery solution that guarantees an uptime in a certain amount of time.

**Browser Support-** The Village of Holly is looking for the site to support mobile and desktop versions and support versions of browsers that are well known and those that were released in the last five years.

**Hosting Data Center and Backup Data Center-** The hosting platform must be in a certified data center with multiple layers of security access, backup and firewall protection.

**Page Load Times-** The solution should ensure that pages load on an average of 1.5 seconds or less.

**Support Service-** Submitted proposals should provide a service level agreement that details a guarantee of customer support as well as a service process and provide access to live support via e-mail or phone during vendor's normal business hours. We are interested in cost for ongoing updates as well as assistance in doing small updating/ additions to the site that might be needed

**6.1 Additional Options-** Although the Village of Holly has some specific requirements, it is also interested in your ideas for the approach of redesign. We encourage respondents to consider and propose alternative solutions and recommendations. We are particularly interested in specific web functionality that your company may have already developed and deployed for other customers, especially if they were customers involved with the RRC.