

REQUEST FOR PROPOSAL
WEBSITE DESIGN, DEVELOPMENT, INSTALLATION, INTEGRATION &
DEPLOYMENT

The Wisconsin Towns Association (WTA) is requesting proposals for the design, development, installation, integration, and deployment services of its website.

- I. **INTRODUCTION:** The WTA is a statewide non-profit association that currently serves 1248 towns and 20 villages with education, legal information and grassroots legislative advocacy. The WTA is seeking to overhaul its current site (<http://wisctowns.com>) yet still integrate some of the content from its current site into the new site. The WTA recently completed the process of creating a new brand for the organization. The new brand, which includes a mantra and color design, will need to be incorporated into the new website. Additionally, the WTA's website development team has been meeting over the past few months to compile a list of navigational tools and pages for the new website. The chosen provider will be required to work with this 7-member team. Finally, as a statewide non-profit association, the WTA is hoping to find a provider that it can endorse as a recommended website service provider to its members. This project will serve as a "test case" in determining whether the WTA can endorse the provider for future website design and development services to its 1268 members. It is important that the provider be a Wisconsin-based company, have a significant history in multi-phased website design/development, substantial experience working with governmental units and organizations, and documented abilities and staff to implement results-oriented strategies on-time and within budget.
- II. **SCOPE OF PROJECT:** The WTA is seeking a provider to design, develop, install, integrate and deploy a professional website for the WTA that will serve as a tool in communicating important information and services to its members while inviting them to engage in the overall mission of the association. The WTA expects the provider to have the new site deployed no later than July 1, 2018.
- III. **SCOPE OF SERVICES:** The scope of services includes, but is not limited to, the design, the creative development, which includes user experience/user interface development, the installation and integration of information and software, and the deployment of the new site. The new website should include cutting edge technologies,

paper eliminating processes, customer interaction, and a mobile-friendly platform that includes social media integration. The new website shall ensure an ease-of-use, responsive design, and extensive language translations by third party plug-ins. The new website should also include a shopping cart feature which will allow the WTA staff to collect payments and issue refunds. The new site should involve creating a content management system that WTA staff can manage post installation. As part of this project, the provider will also be expected to provide training, at a minimum, to two WTA staff, to ensure that staff are adequately trained on using the system. Hosting of the website and providing future updates and modifications will be determined during the contract negotiation process.

IV. **QUALITY ASSURANCE:** The provider will be responsible for executing a beta-testing process as well as on-going quality assurance and help-desk type support for the duration of the project. It is anticipated that help-desk type support will be extended after deployment for several months to ensure successful implementation.

V. **EXAMPLE DESIGNS:**

Some of the sites that contain features and designs that the WTA is interested in implementing include:

- Wisconsin Counties Association- <https://www.wicounties.org/>
- Wisconsin League of Municipalities- <http://www.lwm-info.org/>
- Town of Buchanan, Wisconsin- <http://www.townofbuchanan.org/>
- Illinois Municipal League- <http://legislative.iml.org>

VI. **PROPOSALS:** All proposals should include:

- A one-page overview of the company's interest in this project and the possibility of becoming the WTA's endorsed service provider.
- A description of the company's ability and qualifications which includes a list of staff and their educational and work experience as well as their ability to troubleshoot issues and communicate with customers.
- A list of names and addresses and the contact information of at least five (5) previous clients, which have utilized their services on similar projects. Selected companies may be contacted to determine the quality of work performed and personnel assigned to the project.

- Proof of financial stability consistent with expectations of a WTA endorsed provider.
- A project plan listing the specific services to be offered for this project and a timeline for completion of such services.
- A cost proposal which breaks down the cost for each service being provided.
- An estimate of the annual cost to host the WTA website and the cost to maintain and update the site in the future.

VII: **PROPOSAL AND SELECTION PROCESS:** Please submit fifteen (15) copies of your proposal to Mike Koles, Executive Director, Wisconsin Towns Association, W7686 County Road MMM, Shawano, WI 54166-6086.

The WTA will review and evaluate each proposal. When evaluating proposals, the WTA will consider qualifications and experience of the provider and its staff; the provider's ability to handle this project and future projects of WTA members; references; the provider's familiarity with municipal government and the WTA; and the provider's approach to implementing the project, proposed timeline, and overall cost. Following such evaluation, the WTA will choose finalists to interview and provide presentations. Finalists will be expected to engage in the discussion of what it means to be a recommended service provider of the WTA. It is the goal of the WTA to have a contracted provider in place no later than March 5, 2018.

VIII. **CALENDAR OF EVENTS:** Listed below are specific and estimated dates and times related to this RFP. Specific dates must be completed as indicated unless otherwise changed by the WTA.

November 27, 2017: Last day to submit written inquiries about the RFP to: Jann Charette, wtowns@wisctowns.com. Must be submitted by 4:00 p.m. on that day.

December 4, 2017: Last day for responses, supplements or revisions to RFP to be posted on WTA website at www.wisctowns.com.

January 8, 2018: Proposals due from providers

Jan/Feb 2018: Interviews/Presentations by invited providers

March 5, 2018: Proposed contract start date