

CITY OF GAYLORD

305 E. Main Street ◆ Gaylord ◆ Michigan ◆ 49735
Telephone: 989-732-4060 ◆ www.CityOfGaylord.com



Request for Proposal Municipal Website Services

1. Introduction

The City of Gaylord is seeking proposals from qualified website development and hosting firms to design, build, and support our official city website. This project will transition our domain from www.cityofgaylord.com to www.cityofgaylord.gov, ensure full compliance with ADA and WCAG 2.1 AA accessibility standards, while prioritizing user-friendly navigation and search functions, modern design, and ease of use for city staff with an eye toward future compatibility and 'future proofing'.

2. Project Overview

2.1 Location

www.cityofgaylord.com

2.2 Scope of Work

- Transition City website domain from .com to .gov with appropriate setup, design, and migration support.
- Create a modern and professional website consistent with the City's Branding and that performs seamlessly on both desktop and mobile platforms.
- Ensure new website is fully ADA compliant under WCAG 2.1 AA standards with regards to design and content, and compliance is continuous for future updates to the standards
- Intuitive navigation and searchability of information, services, and departments available on the site.
- Provide easy to use cloud-based CMS (content management system) for City staff that may not be technically savvy.
- Integrates tools such as calendars, meeting agendas and minutes, online forms for job postings and other future additions, and links to our bill payments website

3. Detailed Specifications

3.1 Design & Development

- Create a fresh, professional website design consistent with the City's branding.
- Provide at least two (2) design mockups for City review before final selection.
- Implement a responsive design that performs seamlessly on mobile, tablet, and desktop devices.
- Incorporate ADA/WCAG 2.1 AA compliance throughout design and content, with consideration for WCAG 2.2 AA standards.
- Include an intuitive navigation structure and user-friendly homepage layout.

3.2 Content Management System (CMS)

- Implement a secure, cloud-based CMS that allows non-technical staff to easily update content.
- Include features such as drag-and-drop editing, document uploads, event management, and page templates.
- Provide role-based user access for staff.

3.3 Migration & Transition

- Migrate all relevant content from www.cityofgaylord.com.
- Manage domain transition to www.cityofgaylord.gov, including DNS setup and redirects.
- Conduct quality assurance testing prior to launch.

3.4 Accessibility and Compliance

- Ensure compliance with ADA Title II and WCAG 2.1 AA standards, with consideration and planning for WCAG 2.2 AA conformance to ensure future compliance as accessibility requirements evolve.
- Provide ongoing accessibility monitoring tools or reports.
- Provide documentation outlining how the website design and CMS will accommodate future updates to WCAG 2.2 or later accessibility guidelines.
- Conduct staff training on maintaining accessible content.

3.5 Hosting, Security & Maintenance

- Provide secure website hosting with 99.9% uptime.
- Include SSL certification, data encryption, and malware protection.
- Offer technical support and maintenance services (e.g., software updates, backups, troubleshooting).
- Ensure compliance with .gov domain security requirements.

3.6 Training & Support

- Provide training sessions for designated City staff on CMS usage and content management.
- Supply written documentation and ongoing technical support.

4. Proposal Requirements

- Company Information – Legal business name and contact information, Relevant experience, years in business, emergency contact information
- Project Team – Names, Roles, Qualifications of project personnel
- Project approach and timeline
- Accessibility and Compliance plan
- Cost Proposal – Detailed pricing breakdown that includes a menu of included and optional services, startup and migration costs, and rates for technical assistance hourly help
- References – Contact info for at least three clients that are of similar size of the City of Gaylord (>10,000 residents)

5. Timeline

- Bids due April 22 @ 2:30 PM

6. Terms and Conditions

- The City of Gaylord reserves the right to:
 - Accept or reject any or all proposals
 - Waive informalities or irregularities
 - Award to other than the lowest bidder
 - Negotiate final terms with selected contractor
- The selected contractor will be required to execute a written contract with the City of Gaylord.
- All questions regarding this RFP may be directed first to the Special Project Manager, Tyler Pischel, or to the Assistant City Manager, Erika Peters, by calling 989-732-4060
- Proposals can be submitted to Tyler Pischel at pischelt@cityofgaylord.org and Erika Peters at peterse@cityofgaylord.org
- Paper proposals can be submitted to City Hall during normal business hours (Monday-Friday, 8:00am – 4:30pm). City Hall's address is 305 E Main St, Gaylord, MI 49735.