



The Woodlands Township

Office of Communications
 2801 Technology Forest Blvd.
 The Woodlands, TX 77381

Request for Proposals

Website Development: Redesign, Content Management System, Hosting, and Engagement Tools for the official Township website

Contract No. C-2023-0273

PURPOSE OF REQUESTS

The Woodlands Township is seeking proposals from professionals, and qualified website and content management firms to redesign the Township’s official website, www.thewoodlandstownship-tx.gov. A full redevelopment of the Township’s official website is a strategic priority identified by the Township Board of Directors. Proposals will be evaluated in accordance with the criteria set forth within this RFP. One or more professional firms may be selected to provide the requested services outlined in this RFP.

Key Dates	Activity
Thursday, August 31, 2023	Distribute RFP.
Monday, September 18, 2023, at 10 a.m. (CST)	Mandatory Pre-Bid Meeting.
Friday, September 22, 2023, by 4 p.m. (CST)	Deadline to submit written questions.
Friday, September 29, 2023, by 4 p.m. (CST)	Township to provide posted answers on website.
Friday, October 6, 2023, by 4 p.m. (CST)	Deadline to submit Proposals and all required forms.
Wednesday, November 1, 2023, and Thursday, November 2, 2023 - Times TBD	Shortlist selected firms to provide onsite or web-based demonstrations. <i>Day/time is subject to change.</i>
Wednesday, November 8, 2023 - Times TBD	Selected finalists’ interviews. Additional demonstrations may be scheduled if deemed necessary. <i>Days/times are subject to change.</i>
November 15 through December 31, 2023	Contract negotiation.
Thursday, January 18, 2024	Anticipated bid awarded to selected firm. <i>Date subject to the negotiation of contract terms and Board of Directors meeting schedule.</i>

RFP Table of Contents

BACKGROUND	3
OBJECTIVES.....	3
PROPOSAL INSTRUCTIONS.....	4
MANDATORY PRE-BID MEETING	5
EVALUATION OF PROPOSALS	5
RIGHT TO REJECT	6
NOTIFICATION OF BID AWARD.....	6
QUESTIONS.....	6
DEMONSTRATION OF EXPERIENCE.....	6
SCOPE OF WORK.....	7
Discovery	7
Design.....	7
Development.....	8
Content Migration.....	10
Review and Testing	10
Training.....	11
Launch	11
Support and Hosting.....	11
Website Analytics	12
ATTACHMENTS	12
A. Submittal Criteria	13
B. Respondent’s Acknowledgment	18
C. Bid Certification	21
D. Conflict of Interest Questionnaire	22
E. Statement of Qualifications	24
F. Minimum Vendor Insurance Requirements.....	27
G. Addendum Acknowledgement	29
H. Acknowledgment and Understanding of Evaluation Criteria	30
I. Proposal Checklist.....	31

BACKGROUND

The Woodlands is a dynamic community located within a natural forest, north of Houston, Texas, home to 120,000 residents, 34 schools, more than 150 parks, more than 220 miles of pathways, over 4,000 acres of open space, and over 1,800 acres of forest preserve. The Woodlands was founded in 1974 by George P. Mitchell, and formation of The Woodlands Township occurred in 2010 with the merger of the Community Associations of The Woodlands, Texas, and its entities with the Town Center Improvement District (TCID) of Montgomery County.

The Woodlands Township is a special purpose district, which serves as the primary governmental service provider for the community. The Township is primarily funded by property tax, sales and use tax, hotel occupancy tax, and other program revenues. These funds are used to administer a wide range of services for residents and businesses of The Woodlands. The Woodlands Township boasts one of the lowest property tax rates in the state of Texas. Services provided by the Township include but are not limited to parks and recreation, waste and recycling management, environmental services, neighborhood services, covenant administration and deed restrictions, convention and visitor's services, fire and contracted emergency medical services, contracted law enforcement, streetscape maintenance, public and visitor transportation, economic development programs, special events, legislative initiatives, public signage in addition to numerous public communication programs, and educational campaigns.

According to Niche.com 2023 Best Places, The Woodlands ranks #1 as the Best City to Buy a House in America, #2 as the Best City to Raise a Family in America, and #3 as the Best City to Live in America. The Woodlands ranks in the top 10 for the best public schools and places to retire in America.

The Woodlands Township has domain rights to www.thewoodlandstownship-tx.gov which serves as a digital information portal for The Woodlands community. The website is often the first point of connection residents have with the Township, offering a variety of digital services. With an ever-changing digital landscape, Township leadership has identified the need to redesign and improve the website's design, functionality, and engagement tools.

The first rendition of the Township website was launched in 2010 in conjunction with the formation of The Woodlands Township. The site was then redesigned in 2016.

CivicPlus hosts the Township's website and utilizes the CivicEngage content management system. Additional engagement and maintenance tools provided by CivicPlus include CivicSend, Monsido, ChatBot, and ArchiveSocial. The Woodlands Township website also uses a variety of third-party applications to supplement and enhance digital services.

The Township website policy requires that the website remain ADA compliant as required by the Americans with Disabilities Act and adhere to other state mandates as identified by the Texas Legislature.

The Woodlands Township Board of Directors have identified the redesign of the Township website as a top strategic priority.

OBJECTIVES

The Woodlands Township is soliciting proposals from qualified organizations for a hosted and redesigned website environment to replace the existing Township website (www.thewoodlandstownship-tx.gov), including content management software (CMS), conversion, installation, training, ongoing support, development and inclusion of interior/department micro/subsite. The objectives of the website project include:

- Replacement of the current Township website with a website that offers the latest in technology to government organizations.

- A website that utilizes current web-based and mobile technologies to engage with the community.
- A well-designed, easy to use website that provides a positive end user experience.
- Development of internal department/micro/subsites for the Fire, Parks, and Transportation departments.
- An intuitive system for content creators that are publishing to the website.
- Implementation of electronic workflow for website postings.
- Redesign of the information architecture and navigation of the Township’s website.
- Replacement or upgrade of the existing website CMS software.
- Functionality with currently integrated programs.
- Easy integration with future programs, particularly those that allow for virtual services and engagement tools.
- Creating a brand-recognizable website using the Township’s logo and branding guidelines.
- American with Disabilities Act (ADA) compliance and accessibility consistent with federal, state, and local requirements.
- Capability of website translation.
- Security in compliance with local, state, and federal standards.
- Identify and provide web-based information management tools to comply with the Township’s retention and access to public information requirements.
- Identify and provide web-based management tools to enhance website services for the community.

PROPOSAL INSTRUCTIONS

Proposals must be received no later than 4 p.m. (CST) on Friday, October 6, 2023. All submittals, including vendor questions, must be submitted electronically to LeaAnn Petersen, Director of Communications, and Mary Connell, Communications Manager, at the emails listed below. Questions will not be accepted or responded to over the phone.

Submit proposals and questions to:

lpetersen@thewoodlandstowship-tx.gov AND mconnell@thewoodlandstowship-tx.gov

All respondents are required to attend a Mandatory Virtual Pre-Bid Meeting on Monday, September 18, 2023, at 10 a.m. via Teams. The Township will not accept proposals from agencies that do not attend the Mandatory Pre-Bid Meeting.

All vendor questions must be received in writing by Friday, September 22, 2023, by 4 p.m. (CST).

Proposal submissions shall contain a thorough description and analysis of the following information in the order presented below.

1. Cover Letter/Letter of Introduction
2. Executive Summary
3. Lead Project Contact
4. Project Team
5. Firm Experience and Qualifications
6. Scope of Work including Tasks and Deliverables
7. Budget Estimate
8. Project Schedule
9. General Contract Requirements and Forms

MANDATORY PRE-BID MEETING

To ensure a clear understanding of the project's scope, objectives, and requirements, the Township will host a virtual mandatory pre-bid meeting. This meeting will provide prospective bidders with valuable insights into the vision for the new website, technical specifications, functional requirements, and design preferences. The meeting will be held virtually via Microsoft Teams on Monday, September 18, 2023, at 10 a.m.

Microsoft Teams Meeting Link	Date	Time	Meeting ID	Passcode
https://bit.ly/Township-Website-RFP-Mtg	Mon., Sept. 18, 2023	10 a.m. (CST)	248 514 819 709	2zwamJ

Attendance at this pre-bid meeting is mandatory for any vendor/firm intending to submit a bid for the development and design of The Woodlands Township website. This meeting will provide a comprehensive understanding of expectations and allow potential bidders to ask questions directly to team members.

EVALUATION OF PROPOSALS

It is the Township's sole desire to contract with a qualified, professional vendor that has proven experience, resources, and professional expertise. A committee comprised of Township staff will conduct evaluations of submitted proposals. The Woodlands Township reserves the right to request any additional information needed for clarification from any bidder during the evaluation process.

Proposals received will be reviewed based on the criteria outlined in this RFP. Proposals deemed non-responsive will be eliminated from further consideration.

The Township staff committee will compile a "Shortlist" of vendors. Vendors placed on the "Shortlist" will be required to provide a full demonstration of their product and services, either in-person or virtually on Wednesday, November 1, 2023, OR Thursday, November 2, 2023. Exact times and days will be determined and scheduled by Township staff.

Evaluation Criteria	Points
Website CMS functionality and development capabilities	25
Digital tools/applications and capabilities to connect and sync with third-party technology	20
Design and functionality of municipal organization website; references	20
Support & Training	20
Costs & Fees	10
Technical Compliance with RFP Requirements	5
Total Points	100

The Township staff committee will select finalists for interviews and additional demos if needed. Finalist interviews will be held on Wednesday, November 8, 2023. Exact times are to be determined and scheduled by Township staff.

After full review and consideration, a contract will be negotiated with the awarded vendor. This negotiated agreement shall become effective and binding once The Woodlands Township Board of Directors awards the bid and approves the agreement.

This RFP does not obligate The Woodlands Township or the selected vendor until a contract is signed and approved by both parties. If approved, it is effective from the date the contract is signed. The Woodlands Township shall not be responsible for work done, even in good faith, prior to the final approval of the proposed contract.

RIGHT TO REJECT

The Woodlands Township expressly reserves the right to: (1) reject any and all proposals, in whole or in part, received in response to this RFP; (2) accept any proposal(s) that it determines shall best meet the Township's goals, objectives, and standards, regardless of whether or not said bid/proposal is the lowest priced option; (3) waive any non-material defect, informality, or irregularity in any proposal or proposal procedure; and/or (4) negotiate separately the terms and conditions of all or any part of the proposals as determined to be in The Woodlands Township best interest and at its sole discretion. A contract for the accepted proposal will be based upon the factors described in this RFP and will contain additional legal terms and conditions.

NOTIFICATION OF BID AWARD

Upon conclusion of final negotiations with the successful candidate, all candidates submitting proposals in response to this RFP will be informed of the name of the successful candidate.

In compliance with the State of Texas Government Code, Section 2252.908, the successful business entity awarded a contract by the Board of Directors of The Woodlands Township must complete Form 1295 – “Certificate of Interested Parties” – and must provide a signed and notarized printed copy of the form and a separate certification of filing. The form can be found at www.ethics.state.tx.us

QUESTIONS

Inquiries concerning this RFP must be submitted electronically by Friday, September 22, 2023, to LeaAnn Petersen, Director of Communications, and the Communications Manager, Mary Connell, at the emails listed below. Questions will not be accepted or responded to over the phone.

Submit questions to:

lpetersen@thewoodlandstownship-tx.gov AND mconnell@thewoodlandstownship-tx.gov

The Woodlands Township reserves the right to deny response to submitted inquiries received after Friday, September 22, 2023. **Inquiries should be submitted by email only.**

DEMONSTRATION OF EXPERIENCE

As part of the response, please provide examples and reference information (including organization name, project name, organization contact name, phone, and email address) demonstrating experience in the areas listed below.

- Provide examples of your work with organizations whose customers represent the full spectrum of a community with The Woodlands demographic diversity.
- Provide examples of your work with government organizations, specifically municipalities, or municipal-type services providers in a scale comparable to the Township.
- Provide examples of start-to-finish work that helped organizations solve complex user needs that included providing simplified ways of curating and surfacing related content.
- Provide examples of your clear data and research-driven methodology for website development and design.

- Provide examples demonstrating the expertise to drive flexible design that performs effectively on desktop, mobile, and tablets across all operating systems and multiple browsers.

SCOPE OF WORK

The Woodlands Township expects the project schedule to be informed by the Scope of Work outlined in this RFP. Proposed services must include development, configuration, start-up services, migration of existing content, training, and ongoing technical and service support. The Scope of Work details major phasing for these services identifying milestone delivery. While this Scope has been designed to satisfy the objectives of this project, the Township may consider suggestions for different or additional phase details. The first three phases, Discovery, Design and Development, are anticipated to take between than six to nine months.

Throughout the project, the selected vendor will be expected to attend key meetings to communicate project status and findings. For each phase, it will be required that detailed notes of meetings be recorded and presented as part of the project documentation.

The following are an inclusive, but not necessarily exhaustive, list of requirements and deliverables for each phase. If the responding vendor follows methodologies and processes which includes additional or different steps, phases, or deliverables, please include that in the proposal response.

User Testing is expected at all applicable phases, and the testing deliverable will be in the form of a findings report for each applicable phase.

Discovery

The following is an inclusive, but not necessarily exhaustive, list of requirements and deliverables for the Discovery phase:

Requirements:

- Hold meetings with key staff to understand the Township's mission, vision, and branding and how these criteria impact the website project.
- Work with the Township's Office of Communication to conduct an external website audit which will then be compared to the Township's most recent internal website audit. The data from the audits will be used to identify the core content, prioritize content, eliminate duplicate and outdated content, and inform the user interface and internal architecture of the site.
- Working with the Township team, identify and analyze the Township's online resources and third-party applications and how they interface with the website.
- Review historic website analytics and data to meet objectives.
- Develop a detailed project schedule.

Deliverables:

- Deliverables will include a Findings Report outlining recommendations for meeting project objectives and an outline of the proposed site infrastructure.
- Detailed Project Schedule.

Design

The following is an inclusive, but not necessarily exhaustive, list of requirements and deliverables for the Design phase:

Requirements:

- Conduct necessary user research and usability testing throughout the life of the project to achieve objectives.
- Redesign www.thewoodlandstowship-tx.gov based on the Township's branding guidelines and collaboration with the Township Office of Communications.
- Design up to three internal micro/departmental/subsites to function independently within the main site. Additional sites may be requested. Provide price specs per micro/department/subsites.
- Should use platform-agnostics standards for dynamic content elements and responsive design.
- The design process will include three revision cycles as needed to achieve approval of the final design.
- Ensure the design interface aligns with search engine optimization best practices.
- Develop new and refined site information architecture which will:
 - Prioritize content.
 - Simplify discoverability.
 - Provide the optimal user interface for residents.
- Align the new design to comply with the Americans with Disabilities Act and the fundamentals of Universal Design to provide optimal accessibility to all users.
- The Woodlands Township shall retain rights for all written content, images, and videos developed for the site.

Deliverables:

- Detailed design layouts and color schemes for primary and micro/department/sub site pages and feature templates.
- Detailed functional specifications.
- Prepare a comprehensive Style Guide that can be edited by the Township as necessary.
- Usability test results and related data.

Development

The following is an inclusive but not necessarily exhaustive list of requirements and deliverables for the Development phase. This list includes deliverables that are necessary to begin content migration.

Requirements:

- Develop a fully operational, responsive, and functional website framework using a comprehensive Content Management System (CMS) solution.
- The CMS must be accessible via external access.
- Provide a search engine solution that will support indexing of all content within the CMS.
- Integrate all existing third-party applications and allow for the easy integration of additional third-party applications.

Content Management Features:

- Content Editor
 - Rich text editor
 - Spell check
 - Ability to limit certain rich text features according to the Style Guide.
 - Content publisher control of associated meta data.
- Content Management
 - Ability to organize and manage uploaded documents and images.

- Ability to archive outdated documents and images.
- Ability to optimize uploaded graphics and photo files for quick page loading.
- Interactive photo galleries to publish and display photo assets.
- Document center to organize and publish documents according to subject matter and department needs.
- List module for creation and organization of logically related items into lists that can be shared on multiple pages but managed within a single list. Example list content: contacts, links, and documents.
- Ability to specify a publishing schedule for specific content.
- Versioning and indexing of content to meet State of Texas record retention requirements.
- Multi-lingual content integration with website content translation capabilities.
- Navigation
 - MEGA drop-down menus
 - Breadcrumb navigation
 - Secondary level navigation within specific content subject matter areas.
 - Micro/department/sub site structure.
 - Ability to create URL redirects.
 - Addition of external pages to navigation.
 - Flexible navigation tools that facilitate management of common links across the site.
 - Ability to reorganize content to different sections without manually changing content links.
 - Ability to change and update primary navigation as needed.
- Calendar Functionality
 - Master calendar to share events, meetings, holidays, etc. that can be managed into categories and shared across the website by content/subject matter category.
 - iCal links for users to add events to desktop calendar programs (i.e., Outlook).
 - The ability to create interactive maps of event locations.
 - Provide RSS feeds by calendar based on content creator defined categories.
- Forms
 - Provide standard contact forms.
 - Ability to easily add custom forms to site pages and manage content produced by forms.
- Security/Authorization
 - Ability to centrally add and manage users and specify access rights.
 - Ability to create groups with different access rights.
 - Ability to limit certain group members from specific content and content management functionality.
 - Publishing workflow with the ability to customize by group and user.
 - Audit trail and reports of changes to content within the CMS.
- Additional Functionality
 - RSS consumption and display of external resources.
 - RSS production on frequently updated content such as news releases and calendar events.
 - Social networking site links for site visitors to share content on Facebook, Twitter, etc.
 - CSS template features for viewing text only, printing, and mobile access versions of the site.
 - Software Development Kit – Ability for the IT Department or outside Vendor to create custom pages and content within the site’s design to facilitate integration of third-party applications and services such as GIS, permitting, online bill payment, etc.
 - Internal search engine.
 - Ability to manage and update interactive features and designs.

- Allow content to be tagged, allowing for dynamic and related content, increasing the user experience.

Additional/Optional Features:

- Vendors may provide additional features to improve website usability and engagement that may include additional and more robust forms, email list serves and newsletters, chat features, engagement modules/microsites, citizen request applications, agenda building, social media archiving, accessibility testing, online permitting, facility/park reservations system, and more. These features are considered optional but may be considered. Optional features must be priced separately in the response.

Deliverables:

- Provide a fully functional website staging site ready for content migration.
- Provide a fully functional website staging site for micro/departmental/subsites ready for content migration.
- Provide Township administrative access to the staging site.

Content Migration

The following is an inclusive, but not necessarily exhaustive, list of requirements and deliverables for the Content Migration phase:

Requirements:

- Migrate all content from www.thewoodlandstowship-tx.gov website to the staging site.
- Upload and add content as provided for micro/departmental/sub sites.
- Ensure migrated content is optimized for search engines and in compliance with ADA accessibility requirements.
- Create user roles, groups, permissions, and approval levels as outlined by the Township Office of Communications.

Deliverables:

- Provide a report outlining the migrated and new content.

Review and Testing

The following is an inclusive, but not necessarily exhaustive, list of requirements and deliverables for the Testing phase:

Requirements:

- Validate the integrity of the site.
- Ensure site themes and style sheets display across all pages and that content is aligned according to the Style Guide.
- Define testing objectives which must include performance and compatibility testing, accessibility testing, and security testing.
- Create testing scenarios that users will perform during testing. These tasks should be based on common resident actions and interactions with the website.
- Select test participants that include a diverse group of individuals consisting of residents, Township employees, and community partners.
- Organize usability testing sessions where participants will navigate through the staging site and complete the testing scenarios.
- Collect feedback from participants including both quantitative and qualitative data.

- Analyze the data collected during testing to identify patterns, common issues, and potential opportunities for improvement. Categorize the feedback into actionable insights.
- Ensure the staging site performs well across different devices (desktops, laptops, tablets, and smartphones) and browsers. Test for compatibility and responsiveness.
- Ensure the staging site is accessible to users with disabilities and check for compliance with web accessibility standards.
- Verify that the website’s security features, such as SSL certificates and encryption protocols work as intended.
- Implement changes based on the feedback and results of testing and analysis.

Deliverables:

- Provide a detailed report outlining the feedback from testing participants and identifying site updates, and changes resulting from the testing phase.

Training

The following is an inclusive, but not necessarily exhaustive, list of requirements and deliverables for the Training phase:

Requirements and Deliverables:

- Detailed plan and schedule of anticipated training needs.
- Virtual and/or in-person training shall be provided to Township website administrators.
 - *Pre-recorded video training does not meet the required training requirements.*
- Virtual and/or in-person training shall be provided to additional Township website user groups.
 - *Pre-recorded video trainings do not meet the required training requirements.*
- Training sessions are to be recorded and provided to the Township.

Launch

The following is an inclusive, but not necessarily exhaustive, list of requirements and deliverables for the Launch phase:

Requirements:

- Provide recommendations on a soft launch timeframe between one to four weeks prior to the official launch.
- Identify an official launch date.
- Launch on the agreed upon launch date.
- Provide technical support during the period of the soft launch and official launch, including a minimum of weekly meetings to check on progress and address any issues.

Support and Hosting

The following is an inclusive but not necessarily exhaustive list of requirements for Support and Hosting.

Requirements:

- Host and connect primary and micro/department/subsites to domain names.
- Provide report technical report outlining hosting and support features.
- Provide technical assistance with website-related technical issues, such as server errors, broken links, database problems, and other technical glitches.

- Regularly update the website software (CMS, plugins, themes) and implementing security measures to protect against vulnerabilities and hacking attempts.
- Create and maintain regular backups of the website's data to ensure quick recovery in case of data loss or system failure. Develop redundancy plans and identify where and how backups are conducted, stored, and scheduled.
- Optimize the website's speed and performance to improve user experience and search engine rankings.
- Address and resolve any bugs or issues that may arise on the website.
- Manage and maintain web servers including hardware management, server updates, and security configurations.
- Ensure the website remains accessible to users with minimal downtime.
- Provide sufficient bandwidth and storage space to accommodate website traffic and data needs.
- Implement security measures to protect the website and data from cyber threats.
- Work with the Township's IT Department for domain and DNS record management.

Website Analytics

The following is an inclusive, but not necessarily exhaustive, list of requirements for Website Analytics.

Requirements:

- Connect the website to Google Analytics 4 (GA4) to gather information on the following:
 - User behavior
 - Traffic sources
 - Audience insights
 - Content performances
 - Conversion tracking
- Include instructions on how staff would access and create analytic reports.

ATTACHMENTS

- A. Submittal Criteria
- B. Respondent's Acknowledgment
- C. Bid Certification
- D. Conflict of Interest Questionnaire
- E. Statement of Qualifications
- F. Minimum Vendor Insurance Requirements
- G. Addendum Acknowledgement
- H. Acknowledgment and Understanding of Evaluation Criteria
- I. Proposal Checklist



SUBMITTAL CRITERIA FOR TOWNSHIP WEBSITE DEVELOPMENT RFP
 CONTRACT NO. C-2023-0273

You may fill out this form or create a replica, provided that you follow the sequence/format below. If you need more space for your answers, you may enclose attachments, provided that you clearly indicate that you have done such.

CONTACT INFORMATION

Company Name: _____

Contact Person: _____

Address: _____

Phone: _____

Email: _____

Website: _____

1. What is the form of your organization?

- Sole Proprietor
- Corporation
- Partnership
- Joint Venture

2. Where is your company headquartered?

3. When was your company established?

4. Is your company departmentalized? Yes No

Please identify the following by providing a title, name, email, and phone:

Sales Lead: _____

Project Lead: _____

Technical Support: _____

Other: _____

5. Vendor shall have at least 10 years of experience in web design services and prior experience working with municipal and county agencies. Submit at least 10 URL links of previous and/or current relevant work projects.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

6. Vendor shall include a highly skilled team of programmers and designers with a successful track record of developing database-driven websites for municipal websites. Include a brief history of the agency, biographies, and resumes of key personnel who will be working on the Township website project. *Attach additional documents as needed.*

- 7. What is your policy regarding:
 - a. Frequency of billing to client? _____
 - b. Terms of payment? _____

8. Please list financial references

- 9. Provide a description of how the described scope of work will be implemented and include any phased approaches to the proposal. This description should address the functions and features requested in the scope of work.

10. Explanation of coordination with Township Communications team.

11. Provide a detailed timeline and completion date of the project.

12. Please provide any additional information or comments in support of your qualifications.

13. Please provide five (5) Texas-based municipality references who you have worked with previously. Include a contact's name, title, phone, and email.

1. _____
2. _____
3. _____
4. _____
5. _____

The above information is true and correct to the best of my knowledge.

Print/Type Name: _____

Title: _____

Signature: _____

Date: _____



**GENERAL SPECIFICATIONS, REQUIREMENTS, AND RESPONDENT'S
ACKNOWLEDGEMENT FOR TOWNSHIP WEBSITE DEVELOPMENT RFP**
CONTRACT NO. C-2023-0273

Respondent shall **initial each space** under the "Acknowledgement" column below to indicate that he or she has read and fully comprehends each specification and requirement, and will meet, conduct, and perform each specification and requirement of this Acknowledgment and the Bid Packet Documents exactly as provided therein or will notate and provide a clear description of any deviation from any such specification or requirement or if Respondent is unable or unwilling to meet such specification or requirement. Respondent acknowledges that the actual terms, conditions, and provisions of the Website Contract if awarded, may differ from the specifications and requirements outlined below. Respondent shall execute and date the final page of this Acknowledgment once reviewed and initialed as required.

Item	DESCRIPTION OF SPECIFICATIONS & REQUIREMENTS	Acknowledgment
COMMUNICATION		
1	Though the Vendor shall have one main Township contact, communication regarding the Website Services may be with multiple Township staff members or Township affiliates, agents, or assigns. Vendor, at Vendor's sole cost and expense, shall be capable of timely receiving and reviewing communication by fax, web, email, or via phone call/message and shall be capable of timely replying to any such communication.	
PAYMENT		
2	Payments to Vendor shall be made by Township within thirty (30) calendar days after receipt and review of uncontested invoice based on the Township accounts payable calendar, which shall be provided to Vendor.	
3	No taxes shall be included in the bid price since the Township is exempt from all sales tax. The Township may provide the Vendor with applicable proof of sales tax exemption.	
4	All invoices for the Website Services shall indicate the type of services provided in sufficient detail and in a form required by the Township.	
INSURANCE REQUIREMENTS		
5	The vendor shall provide the Township acceptable proof of valid insurance which meets or exceeds the minimum insurance requirements as provided in the Township Minimum Vendor Insurance Requirements (attached hereto as Attachment "D").	

SUB-CONTRACTORS		
6	The vendor shall not employ any subcontractor to fulfill any of the Vendor's Website Services obligations, in whole or in part, without the prior express written approval of the Township and shall fully indemnify and defend the Township for any acts or omissions of any such subcontractor.	
NON-EXCLUSIVE ARRANGEMENT		
7	The Vendor agrees and understands that the Website Services Contract shall not be construed as an exclusive arrangement and further agrees that the Township may, at any time, secure similar or identical services from additional vendors at its sole discretion.	
TOWNSHIP RESPONSIBILITY		
8	The Township shall provide direction for all projects it initiates.	
ADDITIONAL SERVICES		
9	The Township may require additional goods and services related to, but not specifically listed in the Website Services Contract or this Packet. To the extent that any such additional services are beyond the scope of the Website Services Contract or this Packet, Vendor shall timely provide to the Township an estimate of the cost of such additional goods and services based on the same or similar formula or method Vendor used in establishing the prices in the Bid Packet. If acceptable to the Township, the Township shall authorize the Vendor to provide such additional goods and services, and the Vendor shall timely provide such additional goods and services. Notwithstanding the foregoing, the Township reserves the right to procure any such additional services from other vendors, or contractors, or to utilize the Township employees, agents, affiliates, or assigns to provide the additional goods and services at any time and at its sole discretion.	
BID EVALUATION		
10	Evaluations of the bid shall be based on a variety of criteria as determined solely by the Township and may include, in whole or in part, the total cost of Website Services; Respondent Submissions; Respondent's experience; Quality and timeliness of Packet submitted; Respondent's ability to successfully perform the Website Services; Respondent's experiences with similar contracts and/or scope of services; Quality of previous Respondent goods and services; and Respondent's reliability amongst other criteria.	
RESPONDENT BID PACKET DOCUMENTS & SUBMISSIONS		
11	Respondent shall complete all required Attachments ("A", "B", "C", "D", "E", "F", "G"), shall seal and submit a bid and said form to the Township prior to the RFP Packet Due Date.	
12	Respondent shall complete this Acknowledgement Form initialing each block under "Respondent's Acknowledgement" signing in the signature section provided and submitting this form to the Township prior to the RFP Packet Due Date.	

I have read and completely understand this GENERAL SPECIFICATIONS, REQUIREMENTS, AND RESPONDENT ACKNOWLEDGMENT FORM and the entirety of the Packet and hereby affirm that I am able to and shall meet, conduct, and perform each specification and requirement contained therein.

Print/Type Name: _____

Title: _____

Signature: _____

Date: _____



BID CERTIFICATION FOR TOWNSHIP WEBSITE DEVELOPMENT RFP
CONTRACT NO. C-2023-0273

I, _____, certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a bid for the same materials, supplies, or equipment and is in all respects fair and without collusion or fraud. I agree to honor the unit prices as submitted throughout the term of the

**Website Development: Redesign, Content Management System, Hosting, and Engagement Tools
for the official Township website**

Contract No. C-2023-0273

and abide by all conditions of this bid and certify that I am authorized to sign this bid for the bidder.

CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

FORM CIQ

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

OFFICE USE ONLY

Date Received

1 Name of vendor who has a business relationship with local governmental entity.

2 **Check this box if you are filing an update to a previously filed questionnaire.** (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

3 Name of local government officer about whom the information is being disclosed.

Name of Officer

4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

Yes No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

Yes No

5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.

6 Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

7

Signature of vendor doing business with the governmental entity

Date

CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

A complete copy of Chapter 176 of the Local Government Code may be found at <http://www.statutes.legis.state.tx.us/Docs/LG/htm/LG.176.htm>. For easy reference, below are some of the sections cited on this form.

Local Government Code § 176.001(1-a): "Business relationship" means a connection between two or more parties based on commercial activity of one of the parties. The term does not include a connection based on:

- (A) a transaction that is subject to rate or fee regulation by a federal, state, or local governmental entity or an agency of a federal, state, or local governmental entity;
- (B) a transaction conducted at a price and subject to terms available to the public; or
- (C) a purchase or lease of goods or services from a person that is chartered by a state or federal agency and that is subject to regular examination by, and reporting to, that agency.

Local Government Code § 176.003(a)(2)(A) and (B):

(a) A local government officer shall file a conflicts disclosure statement with respect to a vendor if:

(2) the vendor:

(A) has an employment or other business relationship with the local government officer or a family member of the officer that results in the officer or family member receiving taxable income, other than investment income, that exceeds \$2,500 during the 12-month period preceding the date that the officer becomes aware that

- (i) a contract between the local governmental entity and vendor has been executed;
- or
- (ii) the local governmental entity is considering entering into a contract with the vendor;

(B) has given to the local government officer or a family member of the officer one or more gifts that have an aggregate value of more than \$100 in the 12-month period preceding the date the officer becomes aware that:

- (i) a contract between the local governmental entity and vendor has been executed; or
- (ii) the local governmental entity is considering entering into a contract with the vendor.

Local Government Code § 176.006(a) and (a-1)

(a) A vendor shall file a completed conflict of interest questionnaire if the vendor has a business relationship with a local governmental entity and:

- (1) has an employment or other business relationship with a local government officer of that local governmental entity, or a family member of the officer, described by Section 176.003(a)(2)(A);
- (2) has given a local government officer of that local governmental entity, or a family member of the officer, one or more gifts with the aggregate value specified by Section 176.003(a)(2)(B), excluding any gift described by Section 176.003(a-1); or
- (3) has a family relationship with a local government officer of that local governmental entity.

(a-1) The completed conflict of interest questionnaire must be filed with the appropriate records administrator not later than the seventh business day after the later of:

(1) the date that the vendor:

- (A) begins discussions or negotiations to enter into a contract with the local governmental entity; or
- (B) submits to the local governmental entity an application, response to a request for proposals or bids, correspondence, or another writing related to a potential contract with the local governmental entity; or

(2) the date the vendor becomes aware:

- (A) of an employment or other business relationship with a local government officer, or a family member of the officer, described by Subsection (a);
- (B) that the vendor has given one or more gifts described by Subsection (a); or
- (C) of a family relationship with a local government officer.



**STATEMENT OF QUALIFICATIONS FOR
TOWNSHIP WEBSITE DEVELOPMENT RFP**
CONTRACT NO. C-2023-0273

DATE SUBMITTED _____

All questions must be answered, and the data given must be clear and comprehensive. ***This statement must be notarized.*** If necessary, questions may be answered on separate attached sheets. The bidder may submit any additional information that is pertinent.

Company Name: _____

Main Address: _____

Phone: _____

Email: _____

Website: _____

If a corporation, where incorporated: _____

How many years have you been engaged in municipal website design and development? _____

Under what firm or trade names and how long under each? _____

List up to 5 (five) contracts in progress (show the gross dollar amount of each contract and the anticipated date of completion):

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Are you licensed as Contractor in the State of Texas? Yes No

If "Yes", please provide Contractor numbers. _____

General character of work performed by your firm: _____

Has your firm ever failed to complete any work awarded to you? Yes No

If "Yes", where, and why?

Has your firm ever defaulted on a contract? Yes No

If "Yes", where, and why?

List 5 projects of similar size and scope:					
	Agency/Firm	Name	Contract	Value	Contact Information
1.					
2.					
3.					
4.					
5.					

Are any lawsuits pending against you or your organization at this time? Yes No

If "Yes", PROVIDE DETAILS.

Have any charges been filed against you or your firm or the bidding entity with the Texas Office of Contract Compliance, the Equal Opportunity Commission, the State of Texas Civil Rights Commission, or any other similarly constituted entity charges by any state or local government with the enforcement of anti-discrimination legislation or regulations? Yes No

If "Yes", PROVIDE DETAILS.

The undersigned hereby authorizes and requests any person, firm, or corporation to furnish any information requested by The Woodlands Township in verification of the recitals comprising this Statement of Bidder's Qualifications.

Print/Type Name: _____

Title: _____

Signature: _____

Date: _____

CERTIFICATE OF ACKNOWLEDGMENT

The State of Texas

County of _____

Before me, _____ (insert the name and character of the officer), on this day personally appeared _____, known to me (or proved to me on the oath of _____ or through _____ (description of identity card or other document) to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he/she executed the same for the purposes and consideration therein expressed.

(Seal)

Given under my hand and seal of office this _____ day of _____, 20_____.

(Notary's Signature)
Notary Public, State of Texas



TOWNSHIP MINIMUM VENDOR INSURANCE REQUIREMENTS
CONTRACT NO. C-2023-0273

Contractor agrees to procure and maintain at all times, at Contractor's sole cost and expense, during the performance of the Work and for so long as this Contract remains in effect, policies of insurance with carriers reasonably acceptable to the Township in the minimum amounts outlined below:

- a. Worker's compensation and employer's liability coverage complying with the applicable laws of the State of Texas, covering all employees, agents and representatives of Contractor and all Subcontractors engaged in any manner in performance of the Work. Employer's liability coverage shall have a minimum limit of \$1,000,000 for liability arising out of any accident related to the Work.
- b. Comprehensive general liability insurance, including Contractor's protective liability, in Contractor's name, with combined bodily injury and property damage of not less than \$1,000,000 per occurrence, and will include, without limitation, the following coverages:
 - 1) XCU Coverage,
 - 2) Contractual Liability Coverage,
 - 3) Completed Operations and/or Products Liability Coverage, commencing with issuance of Final Certificate for Payment, and extending for at least two (2) years from that date, and
 - 4) (X), (C) and (U) exclusions shall be removed.
- c. Comprehensive Automobile Liability Insurance, with combined single limit bodily injury and property damage of not less than \$1,000,000 per occurrence. Such coverage shall include owned, hired and non-owned vehicles of Contractor or Contractor's employees, agents, representatives or Subcontractors.
- d. Cyber Risk Insurance (including professional oversight liability) covering acts, errors, and omissions arising out of operations or services with minimum limits of \$1,000,000 per occurrence, \$2,000,000 annual aggregate.
- e. All insurance policies required by this Paragraph 7 shall contain a clause waiving any right of subrogation against The Woodlands Township. Insurance policies under (b), and (c), shall include The Woodlands Township as an additional insured.
- f. With reference to the foregoing insurance requirement, Contractor shall specifically endorse applicable insurance policies as follows:

- 1) The Woodlands Township shall be named as an additional insured with respect to General Liability and Automobile Liability.
- 2) Additional insured for The Woodlands Township should be on a primary and non-contributory basis.
- 3) All liability policies shall contain no cross-liability exclusions or insured versus insured restrictions.
- 4) A waiver of subrogation in favor of The Woodlands Township shall be contained in the Workers Compensation and all liability policies.
- 5) All insurance policies shall be endorsed to require the insurer to immediately notify The Woodlands Township of any material change in the insurance coverage.
- 6) All insurance policies shall be endorsed to the effect that The Woodlands Township will receive at least thirty- (30) days' notice prior to cancellation or non-renewal of the insurance.
- 7) All insurance policies, which name The Woodlands Township as an additional insured, must be endorsed to read as primary coverage regardless of the application of other insurance.
- 8) Required limits may be satisfied by any combination of primary and umbrella liability insurances.
- 9) Contractor may maintain reasonable and customary deductibles, subject to approval by The Woodlands Township.
- 10) Insurance must be purchased from insurers that are financially acceptable to The Woodlands Township.
- 11) Transmittal of proof of insurance should reference the Woodlands Township contract number (as listed in the footer below).

All insurance must be written on forms filed with and approved by the Texas Department of Insurance. Certificates of Insurance shall be prepared and executed by the insurance company or its authorized agent and shall contain provisions representing and warranting the following:

- a. Sets forth all endorsements and insurance coverages according to requirements and instructions contained herein.
- b. Shall specifically set forth the notice-of-cancellation or termination provisions to The Woodlands Township.
- c. All contractors and Subcontractors must be meeting minimum OSHA safety requirements as applicable to their operations.

Contractor shall, before the Contract is signed, and at any time following execution thereof at the request of the Township, furnish the Township with a certificate and proof of such additional endorsements or other documentary evidence that the aforementioned insurance policies have been procured with such additional endorsements, that premiums have been paid and that such policies remain in place. Such certificate or other evidence shall bear an agreement that the Township will be given thirty (30) days prior written notice by the Insurance Company furnishing the certificate before the insurance is cancelled or changed in any manner or for any reason during the period of coverage as stated on the certificate.

The Township reserves the right to change the type of insurance required, limits required, and/or endorsements required as the Township sees fit.



**ADDENDUM ACKNOWLEDGEMENT FOR
TOWNSHIP WEBSITE DEVELOPMENT
RFP
CONTRACT NO. C-2023-0273**

Please acknowledge by signing and dating that you have seen the addenda posted with the bid on <http://www.thewoodlandstowship-tx.gov/bids>.

Addenda #1 _____ Date Received _____ / _____ / 2023.
MM DD

Addenda #2 _____ Date Received _____ / _____ / 2023.
MM DD

Addenda #3 _____ Date Received _____ / _____ / 2023.
MM DD



**EVALUATION CRITERIA FOR
TOWNSHIP WEBSITE DEVELOPMENT RFP
CONTRACT NO. C-2023-0273**

Proposals received will be reviewed based on the criteria outlined in this RFP. Proposals deemed non-responsive will be eliminated from further consideration. Please review and acknowledge the Evaluation Criteria set forth below.

Evaluation Criteria	Points
Website CMS functionality and development capabilities	25
Digital tools/applications and capabilities to connect and sync with third-party technology	20
Design and functionality of municipal organization website; references	20
Support & Training	20
Costs & Fees	10
Technical Compliance with RFP Requirements	5
Total Points	100

Respondent Name: _____

I, _____, certify that this bid is made without prior understanding, agreement or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies or equipment and is in all respects fair and without collusion or fraud. I agree that all information that I have provided is true and correct and accurately reflects my skills and ability and the quality of my marketing services. I agree to abide by all conditions of this packet and certify that I am authorized to sign this bid for the company.

Print/Type Name: _____

Title: _____

Signature: _____

Date: _____

Company: _____



**PROPOSAL CHECKLIST
FOR TOWNSHIP WEBSITE DEVELOPMENT RFP
CONTRACT NO. C-2023-0273**

Vendor shall refer to the “Scope of Work: Discover, Design, Development, Content Migration, Review and Testing, Training, Launch, Support and Hosting and Website Analytics” sections in the RFP packet for clarification on each of the following checklist items.

Respondent shall initial next to each item that is included within the proposal. Any item that is not included in the proposal should be left blank.

DISCOVERY	
Description/Item included with the proposal	Initial
Meet with Township staff to understand the Township’s mission, vision, and branding.	
Conduct an External Website Audit.	
Review current online resources/3 rd party applications.	
Review historical and current website analytics and data.	
Develop a detailed project schedule.	
Provide Findings Report.	
DESIGN	
Description/Item included with the proposal	Initial
Include user research and usability testing throughout the life of the project.	
Provide design specs based on Township branding guidelines and collaboration.	
Design up to three (3) internal micro/departmental/subsites.	
Design layouts, color schemes, and templates for primary and micro/departmental/subsites.	
Include up to three (3) revision cycles for primary and micro/departmental/subsites.	
Design interface to be optimized for search engines.	
Site architecture to prioritize content, simplify discoverability, and provide optimal user interface for residents.	
The design must comply with ADA requirements.	
The Township shall own the copyright for all written content, images, and videos developed for the site.	
Prepare a Comprehensive Style Guide for primary and micro/departmental/subsites.	

DEVELOPMENT	
Description/Item included with the proposal	Initial
Content Management System (CMS) accessible via external access.	
CMS to include rich content editor.	
CMS to include robust organization and management features.	
Navigation to include MEGA drop-down menus, breadcrumb navigation, secondary level navigation, micro/department/ subsite structure, ability to create redirects, addition of external pages to navigation, ability to easily reorganize content without manually changing content links, ability to change and update primary navigation as needed.	
Calendar Functionality to include a master calendar that can be organized into categories for display on internal pages or micro/departmental/subsites, iCal or calendar exports for external calendar applications, ability to include maps on events, provide RSS feeds.	
CMS should include simple forms and the ability to add custom forms to site pages and manage the content produced by the forms.	
Additional Functionality: RSS feeds, social networking share features, CSS template features for viewing text only, printing, etc., internal search engine, ability to manage and update interactive features and designs, ability to tag content for dynamic user experience.	
Software Development Kit to allow for IT department or outside vendors to create custom pages and content within the site's design.	
Optional additional features - digital tools to enhance website usability and engagement – examples, robust forms, email blast services, online permitting, facility and park reservation system, agenda modules, etc.	
Staging site for primary and micro/departmental/subsites.	
Provide admin rights to the staging site.	
CONTENT MIGRATION	
Description/Item included with the proposal	Initial
Migrate all content from the www.thewoodlandstowship-tx.gov website to the staging site.	
Upload and add additional content provided for primary and micro/departmental/sub.	
Ensure migrated content is optimized for search engines and in compliance with ADA accessibility requirements.	
Create user roles, groups, permission, and approval levels as outlined by Township staff.	
Provide a full report outline of migrated and new content.	
REVIEW AND TESTING	
Description/Item included with the proposal	Initial
Validate the integrity of the site.	
Ensure site themes and style sheets are displayed across all pages.	
Create testing scenarios to be reviewed by multiple test groups.	
Collect and analyze testing feedback.	
Ensure the staging site performs well on multiple browsers and across multiple platforms (mobile, tablet, desktop, etc.).	

Ensure the staging site is accessible to users with disabilities and check for compliance with web accessibility standards.	
Verify the website’s security features, such as SSL certificates and encryption protocols.	
Implement changes based on feedback received.	
Provide a detailed report outlining feedback and identifying site updates and changes because of feedback.	
TRAINING	
Description/Item included with the proposal	Initial
Provide virtual or in-person training to Township website administrators.	
Provide virtual or in-person training to Township user groups.	
Training sessions should be recorded and provided to the Township.	
LAUNCH	
Description/Item included with the proposal	Initial
Plan for a soft launch of the website one to four weeks prior to the official launch.	
Launch on the agreed-upon date.	
Provide technical support during soft and official launch periods.	
SUPPORT AND HOSTING	
Description/Item included with the proposal	Initial
Host and connect primary and micro/department/subsites to domain names	
Work with the Township IT Department for domain and DNS record management.	
Provide sufficient bandwidth and storage space to accommodate website traffic and data needs.	
Implement security measures to protect the website and data from cyber threats.	
Provide technical assistance with website-related technical issues, such as server errors, broken links, database problems, and other technical glitches.	
Regularly update the website software (CMS, plugins, themes) and implement security measures to protect against vulnerabilities and hacking attempts.	
Create and maintain regular backups.	
Optimize the website's speed and performance to improve user experience and search engine rankings.	
Address and resolve any bugs or issues that may arise on the website.	
Manage and maintain web servers including hardware management, server updates, and security configurations.	
Ensure the website remains accessible to users with minimal downtime.	
WEBSITE ANALYTICS	
Description/Item included with the proposal	Initial
Connect the website to Google Analytics 4 (GA4) to gather and report on site traffic, user behavior, etc.	