



## The Woodlands Township Mandatory Pre-Bid Meeting Agenda

<b>PROJECT:</b>	Website Development: Redesign, Content Management System, Hosting, and Engagement Tools for the official Township website
<b>CONTRACT NO.:</b>	C-2023-0273
<b>VIRTUAL MEETING LOCATION:</b>	<a href="https://bit.ly/Township-Website-RFP-Mtg">https://bit.ly/Township-Website-RFP-Mtg</a>
<b>DATE/TIME:</b>	Monday, September 18, 2023, at 10 a.m.

### INTRODUCTIONS:

- LeaAnn Petersen, Director of Communications
- Mary Connell, Communications Manager
- Kacie Gurney, Senior Communications Specialist
- Perry Frank, Communications Specialist
- Tamara Bean, Communications Specialist
- Barbara Ryan, Senior Administrative Assistant

### RECORD OF ATTENDEES:

All attendees present must state their name, title, and organization. This meeting will be recorded, and the attendees' statements will serve as the record of attendance. This is a mandatory pre-bid meeting. Bid proposals will only be accepted from those bidders who attend this meeting.

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## PROJECT OVERVIEW:

The Woodlands Township is seeking proposals from professionals, and qualified website and content management firms to redesign the Township’s official website, [www.thewoodlandstowship-tx.gov](http://www.thewoodlandstowship-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>

## BACKGROUND

Quick review of the Background provided within the RFP in addition to an overview of the existing website and page structure.

## SCOPE OF WORK

An in-depth look at each phase of the project. Project phases include Discovery, Design, Development, Content Migration, Review and Testing, Training, Launch, Support and Hosting, and Website Analytics.

## 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](mailto:lpetersen@thewoodlandstowship-tx.gov) AND [mconnell@thewoodlandstowship-tx.gov](mailto:mconnell@thewoodlandstowship-tx.gov)

All vendor questions that are not asked during the Mandatory Pre-Bid Meeting must be received in writing by Friday, September 22, 2023, by 4 p.m. (CST). Answers will be posted to <http://www.thewoodlandstowship-tx.gov/bids> by 4 p.m. on Friday, September 29, 2023.

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

## EVALUATION OF PROPOSAL

Discuss the evaluation process and review the selection committee.

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
<b>Total Points</b>	<b>100</b>

## DEMONSTRATIONS

Up to four finalists will be selected to give software and program demonstrations. These demonstrations may be held in person or virtually. Demonstrations are slated to occur on November 1-2, 2023.

## 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.

## 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. At this time, the bid is anticipated to be awarded on Thursday, January 18, 2024.

## QUESTIONS

Please type your question into the Chat feature of Teams. Questions will be read aloud and entered into the meeting minutes, along with the answers to questions received during the meeting. Minutes will be posted online at [www.thewoodlandstownship-tx.gov/bids](http://www.thewoodlandstownship-tx.gov/bids) within three business days following the meeting.