

Request for Proposal
Website Design and Content Management Services
City of Clintonville
April 25th, 2017

The City of Clintonville is requesting proposals for website design and content management services for the City of Clintonville website.

- I. Scope of Project:** Design a professional website for the City of Clintonville in order to facilitate community engagement and ensuring community access to City information.

- II. Scope of Services:** The scope of services includes, but is not limited to, the design, development, and installation of a website on a mobile-friendly platform, for the City of Clintonville. It will involve creating a content management system that City staff can manage post-installation on a limited basis, and training of two City employees on how to use the system. It also entails hosting of the website as well as services for future updates and modifications. It is estimated that the site will need up to sixty (60) pages.

- III. Proposals:** All proposals should include a statement of qualifications, including experience and references, a listing of names and addresses of at least five (5) previous clients, which have utilized their services on similar projects. In addition, consultant shall provide resumes of the principal and support staff to be assigned to the project. The proposal shall include a discussion of the specific services to be provided and the approach to implementing the project. The proposal should also specify how future updates and maintenance will be handled. This is a qualifications-based proposal process.

- IV. Proposal and Selection Process:** Proposals shall be addressed to Sharon Eveland, City Administrator, 50 10th Street, Clintonville, WI 54929 or email to seveland@clintonvillewi.org.

Proposals are due by: May 23rd, 2017

The City of Clintonville reserves the right to waive any information or to reject any or all proposals and to award the contract to the consultants who, in the judgement of the City of Clintonville, will best serve the interests of the city. The City of Clintonville will consider experience, qualifications, familiarity with the City of Clintonville, and who will perform the duties in the best interest of the City of Clintonville.

The City of Clintonville will review and evaluate each proposal. When evaluating the proposals, the City of Clintonville will consider qualifications, point of contact with the City to handle the project, experience, references, familiarity with the program, approach to implementing the project, and proposed timetable.

Proposals will be evaluated as follows:

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| 1. Experience with projects of this type | 30 |
| 2. Scope of Services, including approach to staffing | 25 |
| 3. Capacity to handle the project | 20 |
| 4. Qualifications | 15 |
| 5. Familiarity with City of Clintonville and Project Stakeholders | 10 |

Questions may be directed to: Sharon Eveland, City Administrator, (715)823-7600, seveland@clintonvillewi.org