



REQUEST FOR QUALIFICATIONS & PROPOSALS  
FOR  
WEBSITE RE-DESIGN PROJECT CONSULTANT

ISSUED: Friday, September 10, 2021

MT. LEBANON MUNICIPALITY  
710 WASHINGTON ROAD  
PITTSBURGH, PA 15228

# WEB DEVELOPMENT CONSULTANT

## I. SCOPE OF SERVICES

- **PURPOSE**

The Municipality of Mt. Lebanon desires to engage a web development firm to re-develop our Municipal website. Mt. Lebanon wishes to provide the community with a user-centric experience that is intuitive, functional, user-friendly, attractive and an efficient use of time. It needs to be accessible to individuals of all abilities and must be responsive to all electronic and mobile devices. Mt. Lebanon's website serves as a service portal for users to solve problems, get answers to their questions and enable easy communication with staff and public officials. It also serves as an educational source that provides transparency to the public and should portray the town in a favorable light.

All of our users should be well-served. They include: residents and prospective residents, taxpayers, business owners, visitors, Commissioners, staff, overlapping government agencies and elected officials, utilities, service partners, community volunteers, prospective/actual job applicants, vendors and contractors. Our goal is for each user's need to be 100 percent met each visit.

The site needs to work seamlessly with our many third-party software contractors, while giving a tight user experience.

We desire a flexible website, using the WordPress content management system, that will adapt and grow with our community's ever-changing needs. The selected consultant could be invited to continue the relationship with the Municipality in the future to develop that growth.

- **BACKGROUND**

Mt. Lebanon, founded as a First Class Township in 1912 and chartered as a Home Rule Municipality in 1974, was one of the first towns to have its own webpage more than 20 years ago. The current website iteration is more than six years old. Over the course of its history and through several redesigns, content grew exponentially, and the quantity and organization of material became unwieldy, making searches difficult and navigation frustrating. Primary usage shifted from desktop to mobile devices and the most common entry point changed from the homepage to the results of organic searches. Users' time became more precious as leisure surfing gave way to the need to get in and out of the site quickly to sign up for services, to communicate with staff or to look up important information such as building permit rules or recreation schedules.

Our official population from the 2020 United States Census is 34,075. Roughly 20 percent of our population is 65 or older and 24 percent is younger than 18. Our residents are highly educated with 71 percent holding a bachelor's degree or higher. Approximately six percent of our population younger than 65 has a disability. Our median household income is \$100,000.

- **PROJECT SCOPE/DUTIES OF CONSULTANT**

Mt. Lebanon is seeking proposals from highly qualified, experienced website development firms to influence, design, develop and implement its public-facing website. The preferred strategic partner should have experience in managing local government website design projects, with expertise in best practices regarding:

- i. Successful website redesign
- ii. Search engine optimization
- iii. Mobile readiness
- iv. Current trends in design
- v. User experience and usability testing
- vi. Information architecture
- vii. Website development and deployment
- viii. ADA compliance and accessible websites including WCAG 2.2
- ix. Integration of third-party apps, such as e-commerce and mapping
- x. Disaster recovery
- xi. Social media integration
- xii. Potential future needs

**Tasks**

Expected tasks include, but are not limited to:

- i. Research and Discovery
  - a. Meet with the Municipal website team to ensure goals and objectives are understood
  - b. Refine the project workplan and present the timeline
- ii. Design
  - a. Create the information architecture capable of meeting user and staff needs
  - b. Integrate our branding into the new site; work with the public information office, who will supply high resolution images, logos and other design elements
  - c. Create back-end administration
- iii. Setup

- a. Work with our information technology department to migrate content
- iv. Testing/Launch
  - a. Work with staff to ensure goals are met and design works as expected
  - b. Conduct one session with existing public focus group to troubleshoot areas of public concern
  - c. The selected firm's representative may be required to attend a public meeting(s) during the approval process and present any prepared website information during the development process
  - d. Ensure adequate testing before go-live date
  - e. Provide basic CMS training for approximately 10 employees
- v. Create the following templates:
  - a. News Flash
  - b. Agendas
  - c. Minutes
  - d. Forms Templates
  - e. Internal Pages
  - f. Facilities
  - g. Department
  - h. Development Project
  - i. Directory
  - j. Videos
  - k. Calendar
  - l. Listings
  - m. Press Room
  - n. Recreation Program Page

**Among the features we desire are:**

- Compliance with Google's Core Web Vitals
- Excellent, accurate and prominent search function
- Visually attractive minimalist design
- WCAG 2.2 AA wherever feasible (or current standard, if higher)
- Compliance with 508/ADA
- Full compatibility with our current third-party and in-house software
- WordPress CMS
- Integrated customizable chatbot
- Compatibility with multiple mobile browsers including: Firefox, Safari, Chrome, Edge

- Fully responsive design
- “How Do I?” item
- Municipal calendar with several overlays (recreation, community events, public meetings), or full integration with a web-based calendar
- Compatibility with online transactions/form submission and other interactivity
- Mapping compatibility with such external vendors as ArcGIS
- Mega menus where appropriate
- Short load time
- Printable + shareable pages
- Document library
- Interactive contact directory
- Consistent look to the website
- Thoughtful integration of municipal logos (will be provided)
- Confirms our upscale, friendly image
- Method to prevent email harvesting by scammers
- Copy-protection for images
- Emergency notification system
- Expandable design
- Short URLs and directory structure (for ease in texting, reciting, remembering, etc.)
- Newsflash capability
- Dynamic breadcrumbs
- Dynamic site map
- Full-text search including PDFs
- Try to follow “2 clicks to content” rule
- Accordions or similar, to expand sections such as FAQ without requiring copious scrolling
- Fully interface with existing Google Analytics account for accurate reporting
- Simple navigation tools with buttons well-sized for mobile
- The Municipality currently maintains four separate websites (municipal, police, fire and magazine.) While this RFP only specifically addresses functionality for the municipality, the contractor should be aware that it is the intent of the Municipality ultimately to wrap all four sites together into one framework. As part of the RFP process, the Contractor should provide a summary recommendation on how to approach this transition, whether it should be done all at once, or over time, and any other matters that the Contractor believes is relevant.

***We encourage respondents to consider and propose alternative solutions, recommendations and improvements.***

Questions about this RFP can be sent to [webrfp@mtlebanon.org](mailto:webrfp@mtlebanon.org) by September 20, 2021 and we will post the answer on [www.mtlebanon.org](http://www.mtlebanon.org) by September 24, 2021.

## II. PROPOSAL TO BE SUBMITTED

The proposal shall be organized and submitted with the following elements:

- Executive Summary

Provide a brief summary describing the proposer's ability to perform the work requested, a history of the proposer's background and experience providing services (including links to examples of websites produced), the qualifications of the proposer's personnel to be assigned to this project, and any other information called for by this scope of services which the proposer deems relevant, including restating any exceptions to this request for proposal. This summary should be brief and concise to apprise the reader of the basic services offered, experience and qualifications of the proposer, staff, subcontractors, and/or suppliers.

- Response to Project Scope and Duties

Proposer shall provide an analysis of how they intend to complete each of the items listed in the Project Scope/Tasks/Desired Features. Additionally, provide a general timeline for each step in the process and an estimated project completion date.

- Cost Estimate

Proposer shall provide an itemized breakdown of costs associated with the general contract for services and any potential additions during the process. We also are requesting a quote for continuing support packages for after website launch.

- Attachments

- i. Proposer shall provide a list of three references of providing services similar to those requested as part of this proposal. Proposer shall provide the names, resumes, and description of project roles of all of the firm's employees expected to work on this project.

## III. EVALUATION OF PROPOSALS

While the successful firm must submit a competitive fee, price alone will not be the sole criteria in selection. The website developer will be selected based on the following criteria:

- Team personnel's experience and qualifications on similar projects
- Understanding municipal projects and requirements
- Understanding of project scope/intent
- Approach/methods/project plan
- Fee/cost

Please submit one original and eight (8) copies of the requested information **no later than 11 a.m. on Thursday, September 30, 2021**. Proposals shall be submitted in sealed envelopes and delivered to: Keith McGill, Municipal Manager, Mt Lebanon Municipality, 710 Washington Road, Pittsburgh, PA 15228.

A. Other Submittals:

Additionally, documents attached as appendices to this RFP shall be fully executed and returned with the proposal as follows:

- Nondiscrimination certification (for proposing consultant /firm);
- Agreement for Professional Services\*

*\*A proposed agreement is included for your review. If you believe that this agreement is adequate, it should be completed in all material respects, including execution, and returned with the proposal. If you feel that an alternative agreement is necessary, you may submit such as part of your proposal. However the municipality reserves the right to enter into the enclosed agreement with the successful firm or to negotiate the exact terms of a professional (consulting) services contract.*

### **Signature/Certification**

The proposal shall be signed by an official authorized to bind the offer and shall contain a statement to the effect that the proposal will remain effective for review and approval for ninety (90) days from the deadline for submitting proposals.

### **Right to Reject Proposals and Waive Informalities**

The municipality reserves the right to reject any and all proposals, to waive any irregularities or information in any RFP response, and to accept/reject any item or combination of items. The contract is subject to approval by the Mt. Lebanon Commission and is effective only upon its approval.

## **EVALUATION OF PROPOSALS**

Interviews may be scheduled with selected prospective consultants as soon as possible after the scoring and ranking, to permit further evaluation and to allow the municipality to inquire further

into the consultant's experience on similar projects, thorough understanding of the various aspects of the services to be provided, scheduling, budget and other pertinent matters.

The Mt. Lebanon website development team will review submitted proposals and recommend three finalists for consideration by staff, and final approval of the Mt. Lebanon Commission.

Proposals must remain open as an irrevocable offer to provide service as described in the RFP for a period of 90 days after September 30, 2021.

The final decision regarding this proposal rests with the Mt. Lebanon Commission.

The award decision is expected to be made on or before Tuesday, November 23, 2021.

The Municipality may add to, modify or change the process or any requirements set forth herein at any time in its discretion. The Municipality reserves the right to reject any and all proposals and the right at its discretion to accept the proposal most favorable to its interests. The Municipality reserves the right to request additional information about any respondent as it may require.

Nothing contained in this RFP will be deemed to (i) create any right (whether property or other) in any party to have a contract awarded or (ii) create or require any standard for award other than what the Municipality deems to be in its best interest. The award of a contract will be made in the discretion of the Municipality, and may be made on factors other than cost and on factors that may not appear in this RFP.

Notwithstanding anything to the contrary contained herein, no bidder, whether successful or not, will acquire any legally binding rights against any party including the Municipality unless and until the bidder and the Municipality formally execute an agreement that is satisfactory to the Municipality, in its discretion. The submission of a bid, including the execution of the agreement that is part of this package, will not guarantee a contract award, nor will it guarantee that the Municipality will not request modifications or deletion of terms before entering into the contract. The Municipality reserves the right to reject any or all proposals, and the right at its discretion to accept the proposal the Municipality deems to be most favorable to its interests.

## **APPENDIX A**

### **NONDISCRIMINATION**

**Nondiscrimination and equal opportunity are the policy of the Commonwealth and Municipality of Mt. Lebanon in all its decisions, programs and activities. The purpose is to achieve the aims of the United States and Pennsylvania Constitutions. Executive Order 1972-1, the Pennsylvania Human Relations Act, Act of October 27, 1955, (P.L. 744), as amended (43 P.S. 951, et. seq.) and (43 P.S. & 153), and the Mt. Lebanon Anti-Discrimination Ordinance assure that all persons are accorded equal employment opportunity without regard to race, color, religious creed, handicap, ancestry, national origin, age, or sex.**



During the term of this contract, the contractor agrees as follows:

(a) Contractor shall not discriminate against any employee, applicant for employment, independent contractor or any other person because of race, color, religious creed, ancestry, national origin, age, sex gender identity, or expression, sexual orientation or disability. Contractor shall take affirmative action to insure that applicants are employed, and that employees or agents are treated during employment, without regard to their race, color, religious creed, ancestry, national origin, age, sex, gender identity or expression, sexual orientation or disability. Such affirmative action shall include, but is not limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training. Contractor shall post in conspicuous places, available to employees, agents, applicants for employment, and other persons, a notice to be provided by the contracting agency setting forth the provision of this nondiscrimination certification.

(b) Contractor shall, in advertisements or requests for employment placed by it or on its behalf, state all qualified applicants will receive consideration for employment without regard to race, color, religious creed, handicap, ancestry, national origin, age, gender identity or expression, sexual orientation or sex.

(c) Contractor shall send each labor union or workers' representative with whom it has a collective bargaining agreement or other contract or understanding, a notice advising said labor union or workers' representative of its commitment to this nondiscrimination certification. Similar notice shall be sent to every other source of recruitment regularly utilized by bidder.

(d) It shall be no defense to a finding of noncompliance with this nondiscrimination certification that contractor has delegated some of its employment practices to any union, training program or other source of recruitment which prevents it from meeting its obligations. However, if the evidence indicates that the contractor was not on notice of the third-party discrimination or made a good faith effort to correct it, such factor shall be considered in mitigation in determining appropriate sanctions.

(e) Where the practices of a union or of any training program or other source of recruitment will result in the exclusion of minority group persons, so that contractor will be unable to meet its obligation under this nondiscrimination certification, contractor shall then employ and fill vacancies through other nondiscriminatory employment procedures.

(f) Contractor shall comply with all state and federal laws prohibiting discrimination in hiring or employment opportunities. In the event of contractor's noncompliance with the nondiscrimination certification or with any such laws, this contract may be terminated or suspended, in whole or part, and contractor may be declared temporarily ineligible for

further Municipality of Mt. Lebanon contracts, and other sanctions may be imposed and remedies invoked.

(g) Contractor shall furnish all necessary employment documents and records to, and permit access to its books, records, and accounts by, the Municipality of Mt. Lebanon Manager for purposes of investigation to ascertain compliance with the provisions of this certification. If contractor does not possess documents or records reflecting the necessary information requested, it shall furnish such information forms supplied by the Municipality of Mt. Lebanon Manager.

(h) Contractor shall actively recruit minority and women subcontractors or subcontractors with substantial minority representation among their employees.

(i) Contractor shall include the provisions of this nondiscrimination certification in every subcontract, so that such provisions will be binding upon each subcontractor.

(j) Contractor's obligations under this clause are limited to the contractor's facilities within Pennsylvania, or where the contract is for purchase of goods manufactured outside of Pennsylvania, the facilities at which such goods are actually produced.

\_\_\_\_\_  
NAME OF CONTRACTOR

\_\_\_\_\_  
DATE

\_\_\_\_\_  
TITLE

## APPENDIX B

### AGREEMENT FOR PROFESSIONAL SERVICES

This agreement made and entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2021, by and between Mt. Lebanon, Pennsylvania, a municipal corporation, hereinafter referred to as "Municipality of Mt. Lebanon" or "the Municipality," and \_\_\_\_\_, hereinafter referred to as the "Consulting Firm" or "Consultant."

WHEREAS, the Municipality desires to have certain professional consulting services for the Municipality involving the design of a municipal website;

WHEREAS, the Municipality desires to enter into a contract for this work as indicated in the Request for Proposals, hereinafter referred to as "RFP," and made a part of this agreement, included herein by specific reference, and attached as Appendix A to this agreement; and,

WHEREAS, the Consulting Firm desires to provide services requested in the RFP to the Municipality of Mt. Lebanon based on the formal proposal submitted in response to the Municipality's RFP, said proposal made a part of this agreement, included herein by specific reference and attached as Appendix B to this agreement; and,

WHEREAS, the parties to this agreement have further negotiated changes or additions to Appendix A and/or Appendix B and have set forth these changes or additions as Appendix C to this agreement, said Appendix C made a part of this agreement and included herein by specific reference

AND WHEREAS, the Consulting Firm is equipped and staffed to provide the services set forth in the RFP;

NOW THEREFORE, the parties mutually agree as follows:

#### TERMS AND CONDITIONS

##### THE CONSULTING FIRM WILL:

Provide professional consulting services as specified in the RFP and accepted by the Consulting Firm's proposal and amended by any addendum listed herein and attached hereto.

Assign the following individuals to do the Municipality's required work at the minimum number of hours as indicated:

<u>NAME</u>	<u>POSITION</u>	<u>MINIMUM HOURS</u>
[Insert information as a separate sheet]		

Any changes to the staffing proposed above shall be subject to the approval of the Municipality, however, staff changes by the Consulting Firm will not be denied where the staff replacement is of equal ability or experience to the predecessor.

##### THE MUNICIPALITY WILL:

Compensate the Consulting Firm based on the actual hours worked and actual reimbursable expenses for a total amount not to exceed \$\_\_\_\_\_.

Provide reasonable access to all Municipality personnel, facilities and information necessary to properly conduct and complete the work required under this Agreement.

Make payments to the Consulting Firm within thirty (30) days after receipt of a properly prepared invoice for work satisfactorily completed.

Make final payment to the Consulting Firm within thirty (30) days after final invoice is received by the Municipality.

FURTHER, IT IS AGREED BY BOTH PARTIES THAT:

The final product produced by the work of the Consulting Firm pursuant to this agreement, including any report, maps, drawings and other documents prepared by the Consulting Firm and intended to be appended to the final product or to be included by reference, shall be owned by the Municipality.

In witness thereof, the parties hereto have executed this Agreement on the day and date set forth above.

WITNESS:

THE MUNICIPALITY OF  
MT. LEBANON

\_\_\_\_\_

\_\_\_\_\_

TITLE: \_\_\_\_\_

WITNESS:

[THE CONSULTING FIRM]

\_\_\_\_\_

\_\_\_\_\_

TITLE: \_\_\_\_\_