



City of New Carrollton, MD

**Request for Proposal:**  
**Website Redesign**

Issue Date: December 2, 2016  
Responses Due: December 30, 2016  
Contact: [tgeorge@newcarrolltonmd.gov](mailto:tgeorge@newcarrolltonmd.gov)  
Project Budget: \$25,000 - \$35,000  
Goal for Launch: June 30, 2017

## **Intro/Summary**

The City of New Carrollton is a small-sized community of 12,000, founded in 1953, and located in northeast of Washington, DC. As with all small communities, our main function, and thus the main purpose of our website, is to service and support the citizens and businesses within our city limits.

The goal of this RFP is to find a partner to redesign our website at [www.newcarrolltonmd.gov](http://www.newcarrolltonmd.gov) in order to better communicate our mission, move many daily functions to the web, provide timely information to citizens and companies and present economic development opportunities.

## **Context**

Our current site was built over 10-years ago and is not only visually unappealing, it lacks the latest technology and functionality. It's our goal with a new plan that we're putting into place to refine our current processes to make things simpler internally and allow for greater connectivity, interaction and citizen/business customer service through our website. Additionally, we would like to allow for form submission, payments, job applications and other functions online in order to make processes more efficient and provide more streamlined customer service to our citizens, companies, visitors, City Council and City staff.

### Existing Website Constraints:

- Doesn't allow e-payments
- No tracking (don't know how many people come or contact us through it)
- Unappealing and outdated
- Disorganized
- Doesn't include the New Carrollton Police Department

The new site must be one that City staff can manage, that will look great, allow us to create and edit pages, and add to it easily.

## Prioritized Goals

This new website should support the following goals:

- Provide user-friendly access to City information.
- Allow for the submission of forms, resumes, permits, etc.
- Allow for on-line electronic payments (permits, fees, registrations)
- Allow for intuitive and straightforward content edits and additions

## Project Team

The following project team will partner with the selected consultant to develop and implement the new City of New Carrollton website. The consultant will work through a single point of contact at the City and will incorporate ideas, issues and concerns of the Web Committee.

Tim George, *Assistant City Administrative Officer*

Tim will manage the internal team and serve as the point person for the selected vendor. He is responsible for the timeliness and success of this project.

Joe Nagro, *Interim City Administrative Officer*

Joe will be informed throughout the project and will approve key deliverables and the final website design.

### Website Redesign Committee Members:

Doug Barber, *City Clerk*

Maisha Williams, *Director of Finance and Accounting*

Wilson Cochran, *Director of Public Works*

Keith Goohue, *Code Enforcement Manager*

Alayna Rowlett, *Human Resources Coordinator*

Daisy Vivar, *New Carrollton Police Department*

## Users: Citizens, Businesses, Visitors, City Council and City Staff

The website will need to serve multiple user types each with different access permissions and log-in requirements. For example, a visitor or casual user can hit the webpage and view all the public page materials without needing to register or log in. A business or individual seeking to fill out permit forms will need a basic registration. City Council and City Staff will need a secure log on to enter a password to access the more restrictive areas of the web site.

### ***Citizens and Businesses***

The primary function of the City's website is to provide important, helpful and interesting information to citizens and businesses. This information needs to be both timely and department specific (trash/leaf schedule, Council meeting dates) as well as fun/recreational (Community Day, Halloween, etc.). For citizens and businesses we will also want to have permitting, zoning and other forms available for download and on-line submission.

### ***Visitors and Prospects***

A secondary function is to provide similarly important, helpful and interesting information to visitors and prospect companies but more "outreach" directed for attraction of new residents and new companies. Linkages with recreational sites, tourism site and others will be important.

### ***City Staff***

City staff should have the ability to log into a secured area of the website to access the Employee portal, AccuFund and other proprietary pages.

### ***City Council***

City staff should have the ability to log into a secured area of the website to access City Council packets, download supplemental materials and other Council-related activities not privy to the public.

## Functionality Requirements & Services

The list below presents a basic set of features and services the City is looking for this web redesign and hosting contract to include.

Our new website will require:

- Responsive layout
- Events calendar (with registration system to get on the e-mailing list if desired)
- Online payment system
- Newsletter registration
- Social integration (sharing pages, embedded social feeds)
- Contact form
- Log-in area for City staff and City Council
- Google Analytics integration
- Ability to edit key pages through an open-source content management system (Wordpress is preferred)
- Website hosting
- Ongoing technical support

## Integrations/Technology Requirements

The new site will need to include the following features, functionality, characteristics:

- Administration/City Clerk
  - Secure log-in for City staff, access to restricted areas
  - Secure log-in for City Council with a download area
- Finance
  - Link to City Intranet (TBD) and/or AccuFund Employee Portal
- Code Enforcement
  - Support on-line form submission and payment
  - Potentially support database integration
- Human Recourses
  - Link to City Intranet (TBD) and/or AccuFund Employee Portal
  - Compatible with Applicant Tracking Systems and/or Fillable Online Job Application
- NCPD
  - Secure log-in for officers/staff
  - On-line payments

- Public Works
  - Citizen concern/complaint form
  - Emergency alerts

## Comparable Websites

The following websites provide examples of “Best Practice” municipal government websites that include key features, look or design elements we are seeking for the City of New Carrollton’s page.

Web Site	Web Address	Features	CNC Dept
City of Bowie	<a href="http://www.cityofbowie.org">www.cityofbowie.org</a>	Clean look, well organized, navigation	Admin
City of Alexandria	<a href="http://www.alexandria.gov">www.alexandria.gov</a>	Navigation, clean look	HR
City of Greenbelt	<a href="http://www.greenbeltmd.gov">www.greenbeltmd.gov</a>	Top graphic with hot buttons and rolling information window	Admin/ Finance
City of San Diego	<a href="http://www.sandiego.gov/police">www.sandiego.gov/police</a>	"Get It Done" section	Police

## RFP Timeline

The RFP process is slated to take approximately 6-7 weeks, beginning the first week of December with the RFP issuance and concluding with a selection of the preferred bidder and resolution by the Council in late January.

RFP Issue Date:	Dec. 2
Responses Due:	Dec. 30
Committee review:	Jan 3-10
Finalists Selected & Contacted:	Jan. 10
Finalists Presentations/Discussions:	Jan 11-13
Discussion and Selection of Consultant:	Jan 16
Presented at Council Workshop:	Jan 17
Approval by Resolution of the City Council:	Jan 18 (Legislative session)
Contract Finalized:	Jan 20
Work begins:	Jan 23->

## Project Timeline/Launch

The new website must be live by **June 30, 2017**. The City of New Carrollton’s fiscal year ends June 30 and all work on the website must be completed and invoiced by that date.

## **Budget**

Our budget is \$25,000 - \$35,000.

While we prefer the most cost-effective solution, all proposals that fall reasonably within or around this range will be considered based on the value they provide.

All invoices for this project must be billed before June 30, 2017.

## **Proposal Requirements**

Please include the following in your proposal response:

- Company description
- Project process overview
- Recommended approach of how you will meet our goals
- Proposed timeline
- Team bios
- Three recent relevant project samples: links to site is sufficient with a description of the key features and functionality.
- Three client references
- Line-item pricing
- Terms and conditions