



REQUEST FOR PROPOSAL WEBSITE DESIGN

OBJECTIVE

The City of Jonesville is seeking a vendor to redesign and develop its website (www.jonesville.org)

The goals for the website include, but are not limited to, the following:

- Enhance functionality of the website
- Expand online service capacity; tools for residents to do business online
- Branding using new City logo
- ADA Compliance
- Hosting, security, SSL encryption and reporting
- Convenient access from any device; desktop and mobile
- Tailored design that can expand and grow with ever-changing needs
- Allow 24-hour access to City information, forms, inquiries and the ability to conduct business that would otherwise occur over the phone, in person, or via regular mail delivery

ABOUT JONESVILLE

Jonesville may be one of the newest cities in the state, but its rich history dates back to the early days of Michigan's history. The City of Jonesville is located in southern Michigan, about 20 miles north of the point where the Michigan, Ohio, and Indiana borders meet. It was founded in 1828, where the trading route known to the Native Americans as the "Sauk Trail" met the St. Joseph River. Today, the Sauk Trail is known as US-12 and serves as a crossroads with M-99 in the heart of the Downtown. Jonesville was incorporated from a village to a home rule city on August 14, 2014. Today, Jonesville has grown to a diverse economy and approximately 2,300 residents.

AUDIENCE

The key users of the site will be residents, visitors, business owners, community groups, City Council, Boards and Commissions and City staff.

REQUIRED TOOLS AND FUNCTIONALITIES

- Ease of expansion and evolution
- Adaptive browsing
- Integration with current apps, platforms, and yet to be determined third party applications and platforms
- Ability to embed other web-based formats including GIS, Social Media platforms, recreation program software, and shared calendars
- Gather information on forms, databases and other tools for general information or department specific areas
- Capability for easy and fast searching of the site
- A user-friendly, industry standard and non-proprietary content management system that will allow staff with minimal technical expertise to update pages
- Website analytics and reporting and site traffic monitoring
- A complete and accurate representation of the City, all departments and their related services, contacts, telephone numbers, and FAQ's
- Non-interactive forms from each department for user download in PDF format

- Fillable web forms or PDF forms
- Photographs and graphic elements should be placed on pages where appropriate; photographs will be provided in digital format; and graphics should be optimized in order to decrease download time
- Website should serve as vehicle for communication with residents. Vendor should be prepared to discuss options, including email subscription application, how email lists may be managed, etc.
- Newsletter capabilities with several pre-set email update formats to ease the ability of staff to communicate with large groups of users.
- Inclusion of video and other graphic elements now or in the future

SCOPE OF WORK

The City of Jonesville is open to creative options that will enhance the user's experience and modernize the overall look of the City's online home. Final structures and designs will be decided in consultation with the successful vendor. Vendors should organize their proposal into the following areas for consideration:

1. Design

- Redesign the City of Jonesville website, including overall theme, consistency of look and feel with our current branding standards, and ease of navigational options
- Provide proposed design mock-ups for review or acceptable past examples of government website work.
- Transfer current website from a .org domain to a .gov domain, bridge old website traffic to new website.

2. Content Management

- As noted in Tools and Functionality previously
- Focus on ease of use for City of Jonesville staff to maintain, update and expand website
- Hosting solution for forms, data caches, documents, etc.

3. Production

- The successful vendor will provide a fully operational and working website
- ADA Compliant website
- Undertake content migration as needed and directed in consultation with the City
- Must have cross browser capability; including mobile device considerations (auto detect)
- Include industry-standard security measures and solutions
- Use methods to secure email addresses from spammers and hackers
- Be designed with functionality on the back end that facilitates integration of additional features in the future

4. Training and Support

- Provision of full training on usage for applicable staff
- Creation of a user manual for City of Jonesville
- Outline of ongoing support options
- Site monitoring solutions

5. Proposed Project Costs

- Breakdown of costs by production hours, tools and functionalities
- Use and identification of subcontractors
- On-going/future maintenance and support

- License fees
 - Training and style guide
 - Hosting
 - Other miscellaneous costs

6. Proposed Timeline

- RFP Release Date – May 22, 2025
- Proposals due and publicly opened- June 12, 2025 at 10:00 a.m.
- Proposal selection date – June 18, 2025 - Council Meeting
- Initial meeting – TBD within 3-4 weeks of selection date
- Beta Site Launch – TBD
- Final Site Launch – TBD

The City of Jonesville is responsible for the content and provision of the content to the successful developer, including existing content files, graphics, guidelines, copy and other source files and information.

VENDOR INFORMATION/CRITERIA

Bidder must provide pricing for each item listed. If the bidder is unable to comply with the specifications as outlined, the bidder shall clearly note these variations from the specifications. The bidder may also propose additions to these specifications that they would like the City to consider; but the costs associated with these additions shall be stated separately.

The following information is required as part of any proposal:

- Outline of experience including sample work
- Municipal or other website experience
- Biographies of key personnel who will be working on the project and contact information
- A proposed process plan for the project
- Your testing and evaluating process
- Demonstration of understanding the City's objectives
- Suggestions for ease of maintenance, expansion and use of the website
- Costs including hours proposed, hourly rates, training for City staff and whether fee proposed is a "not-to-exceed" amount
- Options for an annual website maintenance plan
- Guaranteed turnaround time
- Content Management System
- Provide at least three (3) references
- Hosting reliability record over the past five years

BIDS DUE

To be considered, proposals must be submitted in a sealed envelope, clearly marked:

"WEBSITE DESIGN" and received at the Jonesville City Hall, 265 E. Chicago Street, Jonesville, MI 49250 **due by 10:00 a.m. on Thursday, June 12, 2025**. Proposals arriving after the date and time will remain unopened and will be disqualified. Any proposal may be withdrawn by giving written notice to the City Clerk before the stated proposal opening time.



BID FORM
WEBSITE 2025
DUE: THURSDAY, JUNE 12, 2025 by 10:00 a.m.

NAME OF COMPANY: _____

ADDRESS: _____

PHONE: _____ **CELL PHONE:** _____

NAME OF AUTHORIZED REPRESENTATIVE: _____

The undersigned, having familiarized himself/herself with the bid and contract documents, hereby proposes to perform everything required to be performed and furnish all of the labor, services necessary to perform and complete in an agreeable timeframe all the work required for the City website design, for the City of Jonesville, Michigan, for the following price:

TOTAL BID AMOUNT: \$ _____

Item	Total
Concept	\$
Design/Development	\$
Conversion/Implementation	\$
Training	\$
TOTAL BID AMOUNT	\$
Support (per year)	\$
Alternate = Maintenance (per year)	\$

ANTICIPATED START DATE: _____

ANTICIPATED TIME TO BETA LAUNCH (IN WEEKS FROM START DATE): _____

ANTICIPATED TIME TO FINAL LAUNCH (IN WEEKS FROM START DATE): _____

REFERENCES:

NAME: _____ PHONE: _____

NAME: _____ PHONE: _____

NAME: _____ PHONE: _____

SIGNATURE: _____ **DATE:** _____

The City of Jonesville retains the right to accept or reject any or all bids and to waive any formality or technicality.

For more information contact Olivia Johnson at (517) 849-2104 or email with questions at ojohnson@jonesville.org

Mark envelope **“WEBSITE DESIGN”** Sealed bids must be received by **10:00 a.m. on Thursday June 12, 2025** City offices at:

City of Jonesville
265 E. Chicago Street
Jonesville, MI 49250