



15 South School Street, PO Box 273, Mayville, WI 53050
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www.mayvillecity.com

Advertisement

The City of Mayville, Wisconsin is seeking proposals from highly qualified vendors specializing in web design services especially partnering with municipalities and implementation of state-of-the-art Content Management System (CMS) software. The new website will be contemporary, intuitive, multi-modal, and accessible.

Request for proposal packets will be available starting June 9, 2025 on the City of Mayville's website at <https://www.mayvillecity.com> and on DemandStar www.demandstar.com Proposals shall be submitted in accordance with all terms, conditions and specifications as set out in the Request for Proposal (RFP). Sealed proposals should be marked "Website Design Services" and must be received in the City Clerk's Office, 15 S. School Street, Mayville WI by 10:00 a.m. on or before July 23, 2025. The Fee Proposal shall be in a separate sealed envelope and included with the proposal. Faxed, emailed or late proposals will be rejected.

The City of Mayville encourages the participation of minority, women-owned and disadvantaged business enterprises. The City of Mayville reserves the right to reject any or all proposals, to waive irregularities, or to accept such proposals, as in the option of the City, will be in its best interests.

Anastasia Gonstead
City of Mayville Clerk

Request for Proposals
City of Mayville
Website Design Services RFP #25-03

I. Overview of Project

The City of Mayville, Wisconsin is seeking proposals from highly qualified vendors specializing in web design services, especially vendors partnering with local governments and implementation of state-of-the-art Content Management System (CMS) software. The new website will be contemporary, intuitive, multi-modal, and accessible. The successful vendor will provide the City with an innovative, cutting-edge, information-ready, turn-key website and intuitive, user-friendly, and robust CMS that includes a full suite of web-based tools.

II. Scope of Services

Scope of Work Inclusions

The selected vendor will be responsible for delivering a comprehensive website redesign that includes the following:

- **Website Design and Development:** Create a new, visually appealing, and functional website that meets the municipality's branding and accessibility needs.
- **Content Migration and/or Rewriting:** Assist with transferring content from the current site to the new one, including rewriting outdated or unclear content to improve readability and accessibility.
- **Third-Party Integrations:** Integrate existing services such as online payments, GIS, permit tracking, and other tools as needed.
- **Search Functionality, Calendars, Alerts, Directories:** Implement a robust internal search engine, community calendar, alert systems, and staff or department directories.
- **Emergency Notifications and Multilingual Support:** Provide tools for urgent notifications and support for multiple languages to ensure inclusiveness.
- **Hosting (If Applicable) and Post-Launch Maintenance:** Propose hosting solutions and outline maintenance options post-launch including updates, monitoring, and bug fixes.

Technical Requirements

- **Mobile Responsiveness:** Website must function well on all devices including smartphones and tablets.
- **ADA Compliance:** Adhere to WCAG 2.1 AA standards.
- **Preferred CMS or Platform:** Indicate CMS and justify recommendation.
- **Browser Compatibility & Performance:** Ensure compatibility with all major browsers and optimal loading speeds.
- **Security, Backups, and Privacy:** Include SSL certificates, security best practices, backup strategies, and compliance with data privacy laws.

Design Requirements

- **Branding Guidelines & Visual Standards:** Align design with municipal branding and community identity.
- **Accessibility in Design:** Ensure intuitive navigation, readability, and user-focused layout.
- **Preferred Aesthetics or Reference Sites:** Vendors should be able to interpret and incorporate inspiration from example websites.
- **Custom vs. Template-Based Design Options:** Clarify design approach and explain pros and cons.

Content Requirements

- **Content Migration and/or Rewriting Responsibility:** Specify who will handle content transfer and rewriting.
- **Estimated Number of Pages:** The current website is approximately 150 pages, the new website should be geared toward streamlining, organizing and downsizing the number of pages required.
- **Special Formatting Needs:** Note any special layouts such as FAQs, permit applications, or service directories.

CMS Requirements

The Content Management System (CMS) is a critical component of this project, as it will determine how easily municipal staff can manage, update, and maintain the website after launch. The selected CMS should support flexibility, scalability, security, and ease of use for non-technical users. Proposals should address the following:

1. **CMS Platform Preference**
 - Indicate whether your recommended CMS is open-source (e.g., WordPress, Drupal, Joomla) or proprietary.
 - If recommending a proprietary system, clearly explain:
 - Ownership and access rights
 - Licensing or ongoing subscription fees
 - Portability and vendor independence
2. **Usability for Non-Technical Staff**
 - Describe the ease of managing content, uploading media, and editing pages.
 - Preference for WYSIWYG or visual editors.
3. **Content Workflows and Role-Based Permissions**
 - Support for user roles (creator, editor, admin)
 - Customizable permissions and content approval workflows
4. **Extensibility and Custom Modules**
 - Ability to integrate or build custom modules and plug-ins
 - Future scalability and ease of enhancement
5. **Multilingual and Accessibility Support**
 - Multilingual capabilities and accessibility compliance
6. **SEO and Analytics**
 - SEO tools and analytics integration (e.g., Google Analytics)
7. **Maintenance and Updates**
 - How updates are managed and who is responsible post-launch
8. **Data Portability and Vendor Independence**

- Ability to export/migrate content in the future

SEO Optimization

Search Engine Optimization (SEO) is a crucial component of a successful municipal website. The redesigned website should be structured and optimized in a way that allows residents, businesses, and search engines to easily find relevant information. Vendors should address the following:

- **SEO Strategy During Content Migration:** Ensure that content migration does not result in broken links, loss of metadata, or a decline in search engine rankings. Redirect strategies should be used to maintain SEO equity.
- **Keyword Optimization and Readability:** Rewritten content should incorporate commonly searched keywords and phrases relevant to municipal services.
- **Metadata and Structured Content:** Page titles, descriptions, and header tags should be applied consistently to aid search engine indexing.
- **Technical Optimization:** Ensure optimized load times, mobile usability, and proper HTML markup.
- **SEO Best Practices Training:** Staff should be trained on how to create SEO-friendly content and use CMS tools to maintain optimization post-launch.

Training & Documentation

- **Staff Training:** Outline training delivery method and number of staff covered.
- **Documentation:** Provide manuals and/or video guides for common CMS tasks.

III. Project Timeline

Timeline

The project is expected to follow a phased implementation to ensure proper planning, collaboration, and testing. Proposals should include a realistic and detailed timeline broken down into major project milestones:

- **Project Kickoff:** Within 2–4 weeks of contract award
- **Discovery and Planning:** Stakeholder interviews, content audit, architecture planning
- **Design Phase:** Wireframes, mockups, visual designs for key templates
- **Development Phase:** Build-out of templates, functionality, integrations
- **Content Migration & QA Testing:** Migration, accessibility, SEO, performance and browser testing
- **Training and Pre-Launch Review:** Staff training, feedback, and adjustments
- **Launch:** Target completion

IV. Solicitation Timeline

Task	Date
RFP Issued	June 9, 2025
Deadline for questions: Questions must be emailed to: sjustmann@mayvillecity.com	July 16, 2025 at 10:00 a.m.
Final Addendum Issued	July 16, 2025 at 4:30 p.m.
Proposal Submission Deadline	July 23, 2023 at 10:00 a.m.
Presentations at CDA Committee Meeting	Tentatively, August 27, 2025, at 5:00 p.m.
Recommendation by CDA Committee	TBD
Final Approval by Common Council	TBD

V. Evaluation Criteria

Proposals received will be scored on the following criteria:

- A. **Organizational Resources (20%):** Ability to perform scope of RFP requirements and success of past similar projects, preferably completed with Counties or local governments in Wisconsin.
- B. **Experience and qualifications (30%):** Experience and qualifications of vendor's staff to provide the service. References of similar projects with units of government.
- C. **Approach to Project Scope, Features and Functionality (40%):** Ability of vendor to satisfactorily achieve the results contained in the RFP based on the approach described in proposal.
- D. **Price (Lump Sum) (Separate envelope) (10%):** Competitiveness of vendor's fees to complete the proposed project criteria including any value-added services offered.

Proposal Review – the CDA Committee will review and score vendor proposals first and then will review and score fee proposals. The fee proposal shall be sealed in a separate envelope titled Fee Proposal. The top vendor(s) may be invited for a presentation at a CDA Committee meeting. The City reserves the right to request any additional information that is deemed necessary during the evaluation process.

VI. Insurance Requirements

Minimum Scope and Limits

A. Architects, Engineers, Other professionals - Errors & Omissions (Professional Liability) coverage, with a minimum limit of \$1,000,000 per claim, \$2,000,000 annual aggregate. This insurance is to be maintained for at least two years after completion of the project. If the firm changes insurance carriers and this policy is provided on a “claims made” basis, the firm will secure the appropriate coverage extension to provide coverage to the project for a period of at least two years following the completion of the project.

B. Commercial General Liability coverage with limits of no less than the following:

1. General aggregate limit per project (Other than Products-Completed Operations)	\$2,000,000
2. Products-Completed Operations Aggregate per project	\$1,000,000
3. Personal and Advertising Injury Limit	\$1,000,000
4. Each Occurrence Limit	\$1,000,000
5. Fire Damage Limit-any one Fire	\$ 50,000
6. Medical Expense Limit-any one Person	\$ 10,000

C. Automobile Liability coverage with minimum limits of \$1,000,000 combined single limit per accident for bodily injury and property damage, provided on a Symbol 1-Any Auto basis.

D. Worker’s Compensation and Employers Liability Insurance with sufficient limits to meet underlying Umbrella Liability Insurance requirements.

E. Umbrella Liability providing coverage at least as broad as the underlying General Liability, Automobile Liability and Employers Liability coverages, with a minimum limit of \$2,000,000 each occurrence and \$2,000,000 annual aggregate, and a maximum self-retention of \$10,000.

Other Requirements

A. Acceptability of Insurers. Insurance is to be placed with insurers who have a Best’s Insurance Reports rating of no less than A and a Financial Size Category of no less than a Class VI, authorized as an admitted insurance company in the State of Wisconsin.

B. Certificates of Insurance acceptable to City of Mayville shall be submitted prior to commencement of the work. Certificates shall contain a provision that coverage afforded under the policies will not be cancelled until at least 30 days’ prior written notice has been given to the City of Mayville.

C. The City of Mayville, City of Mayville’s elected and appointed officials, and City of Mayville employees shall be named on all liability policies for liability arising out of project work. Please provide a copy of the certificate of insurance.

VII. General Information

- A. The City of Mayville requires a high level of service from any Firm who is looking to do business with the city. Quality, service and price are all critical factors that the City of Mayville considers when doing business and in continuing business with Firms. This is especially important when it comes to the requirements of this request. Dissatisfaction due to product or performance may result in the City of Mayville discontinuing service with a Firm.
- B. The City of Mayville is a tax-exempt municipality under Section 77.54(9a) (b), Wis. Stats.
- C. If a Firm receives an RFP packet from any source or entity other than the City of Mayville or its website, <https://www.mayvillecity.com> It is the Firms responsibility to view the RFP document, and check the website for updates and to retrieve any addenda issued for this request. Firms may also contact the City of Mayville and request any addenda for this request prior to submitting their proposal. Failure to do so in no way obligates the City to issue an addendum or other information concerning this request to the Firm.
- D. No reimbursement will be made by the City for any cost incurred in preparing responses to this solicitation, or for cost incurred before a formal notice to proceed is issued if a contract is awarded.
- E. The City of Mayville shall be the owners of any and all of the reports, plans, specifications and documents resulting from this RFP and Firm shall provide both digital and hard copies of all reports, plans and documents as indicated in this RFP to Owner in a format usable to the City. Awarded Firm(s) shall also waive any rights to copyright protection so Owner may reproduce, distribute and use all reports, plans, specifications and documents as it so chooses.
- F. Any proposal/response and any and all supporting materials submitted in conjunction with this request may become a public record, subject to public inspection.
- G. Firms responding to this request shall include with the proposal a contract covering all the terms, conditions and specifications for the performance of all work for this request. Proposed contract shall incorporate at a minimum the City's terms and conditions and the contract requirements contained herein.
- H. Proposers shall list any consultants or subcontractors that may be used to complete this project.
- I. All questions resulting in further clarification or modification to this (RFP) document will be handled by written addenda. Questions shall be directed to the Stephanie

Justmann via email sjustmann@mayvillecity.com Questions must be asked by 10:00 a.m. on Wednesday, July 16, 2025 prior to the proposal due date. Questions received after this time may not be answered. Any changes as a result of issues raised will be made by written addenda and posted on the City of Mayville website <https://www.mayvillecity.com> and on DemandStar. It is the Firm's responsibility to check the website for addenda prior to submitting the proposal. Oral and other interpretations or clarifications will be without legal effect.

- J. The City of Mayville assumes no responsibility or liability for any error or omission in any part of this RFP or resulting design. Prior to the deadline for questions, a Firm shall notify the City of Mayville of any error or omission in any part of this RFP or resulting design or which requires clarification that is discovered while reviewing the documents or preparing a proposal. Such notification shall be made in writing to the City of Mayville.
- K. Confidentiality and Security – This document or any portion thereof may not be used for any purpose other than the submission of proposals. The successful Firm must agree to maintain security standards consistent with the confidentiality and security policies of the City of Mayville and any applicable state or federal laws or regulations. These include strict control of access to secure areas, sensitive data and maintaining confidentiality of information gained while carrying out their contractual obligations.
- L. INDEMNIFICATION The City of Mayville requires any contract or agreement to contain an indemnification clause in which consultant holds harmless the City of Mayville, its officers, elected officials and employees harmless from and against any and all claims arising from contracts between the Firm and third parties made to effectuate the purposes of this RFP. The City of Mayville will not agree to mutual indemnification or to indemnify vendor.
- M. NON-COLLUSIVE STATEMENT Each Firm, by submitting a response, certifies that it is not a party to any collusive action with the City of Mayville personnel and/or Consultants. Each Firm also certifies that it is not a party to any collusive action with any other party submitting a proposal in response to this solicitation.
- N. The City of Mayville reserves the right to reject any or all proposals or parts thereof, to waive any technicality in any proposal and accept any proposal deemed to be the most advantageous to the City. It is possible that multiple awards may be made through this RFP process.
- O. This request and possible resulting contract shall be interpreted under the laws of the State of Wisconsin. Any disputes or claims that arise under this contract shall be litigated in the Circuit Court of Dodge County, WI.

VIII. Fee Proposal

The City of Mayville is seeking a not to exceed lump sum price for the project to include all components of the Scope of Service. There will be no reimbursable items, thus all expenses must be included in the lump sum proposal price. The Proposal Form shall be sealed in a separate envelope and included with the entire Sealed Proposal.

Website Design Service

Description	Total Project Cost
Cost to provide a Website and Non-Proprietary Content Management System including all software and related services for the design, setup, customization, installation, content migration, training, implementation, & go-live	\$ _____
Cost of Annual Maintenance and Support for the initial year (Year 1). (<i>if <u>NO</u> initial year costs, please enter \$0.00</i>)	\$ _____

Description	Total Annual Cost
Cost of Annual Maintenance and Support after the initial year (Year 2).	\$ _____
Cost of Annual Maintenance and Support (Year 3).	\$ _____
Cost of annual Maintenance and Support (Year 4).	\$ _____
Cost of Annual Maintenance and Support (Year 5).	\$ _____

The City of Mayville reserves the right to award the lump sum pricing for this project, reject any or all proposals or parts thereof, to waive any technicality in any proposal and accept any proposal deemed to be the most advantageous to the City.

IX. Addenda Acknowledgement

Complete this section if an Addenda was issued and include with the proposal.

I/we hereby acknowledge receipt of the following addenda(s):

Addendum No. _____ Dated: _____

Addendum No. _____ Dated: _____

Addendum No. _____ Dated: _____

I/we further certify that no agreement has been entered into to prevent competition for said work and that I/we carefully examined the plans, specifications, form of contract and all other contract documents.

I/we further agree to enter into the contract, as provided in the contract documents, under all the terms, conditions and requirements of those documents.

If no addenda were issued, the consultant/firm shall so indicate and sign this document.

Firm

Representative Signature

X. Reference Form

Reference #1

Owner of Company Name: _____

Contact Person: _____

Type of Service(s) Provided: _____

Calendar Year(s) of Service(s) Provided: _____

City, State, and Zip Code: _____

Telephone/Email: _____

How long serving account: _____

Reference #2

Owner of Company Name: _____

Contact Person: _____

Type of Service(s) Provided: _____

Calendar Year(s) of Service(s) Provided: _____

City, State, and Zip Code: _____

Telephone/Email: _____

How long serving account: _____

Reference #3

Owner of Company Name: _____

Contact Person: _____

Type of Service(s) Provided: _____

Calendar Year(s) of Service(s) Provided: _____

City, State, and Zip Code: _____

Telephone/Email: _____

How long serving account: _____

XI. Proposal Acknowledgement

**Website Design Services
City of Mayville, WI
RFP #25-03**

Complete this page and include with proposal.

I have read this Request for Proposal (RFP), all the attachments, addenda (if any) and exhibits issued for this project and understand the contents and requirements.

Binding Signatures:

The undersigned firm, submitting their proposal, hereby declares and agrees to be bound, and to perform the work in accordance with all the terms, conditions, and requirements of this Request for Proposal, the within and foregoing proposal, the applicable specifications, special provisions, and the schedule of prices as hereby submitted and made part of their proposal submission.

Company: _____

Address: _____

Original Signature: _____

Name (Print/Type) _____

Title: _____ Date _____

Phone Number: _____ Fax Number: _____

E-mail: _____