

**2016 Request For Proposals – Borough of Collingswood  
Redesign of the Collingswood.com Website**

**Submissions Due:** Noon on Friday, March 11, 2016

**Prepared by:**

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## **I. Introduction**

The Borough of Collingswood ("Collingswood") is seeking a highly professional web design firm to create a newly updated website for the municipality and Collingswood Partners/Business Improvement District (BID). The design company will be charged with providing web design and layout services to redesign the website and mobile site, Collingswood.com, to make it navigable, exciting, and up to date. Collingswood, located in Southern New Jersey, Camden County, seeks to provide municipal services to its residents and also brand itself as a destination for shopping, dining and services as well as a premier community to work, live, and invest in the Delaware Valley.

Collingswood's current website is more than ten years old and the system is outdated. Collingswood seeks a new site to promote events, business and to provide better resident amenities and services.

All proposals, including hard copies should be submitted to Cass Duffey at 678 Haddon Ave, Collingswood, NJ 08108 by noon on Friday, March 11, 2016. Designers will be notified of Collingswood's final decision no later than 4PM on Friday, March 25.

## **II. Project Background**

Collingswood, located in Camden County, NJ and only 10 minutes from Philadelphia, is home to nearly 14,000 residents and attracts tens of thousands of visitors a year to its special events and business districts. Attractions and unique special events provide patrons with numerous reasons to visit the town year-round. **The Borough also provides basic and legally required municipal services (within several departments) and documents to residents.**

Collingswood serves both as a hometown and destination - to that end, its website must serve the dual purpose of providing shop/dine/tourist/event information as well as crucial public information such as municipal documents/bill pay/ service schedules and contacts, etc. These are two vastly different needs that must be met by the same site. The means an updated, comprehensive site that serves two different (but sometimes overlapping) audiences is needed. Ease of use and functionality are key for resident services. A site that showcases events, businesses and Collingswood's appeal as a destination is key for visitors.

Our goals are to:

- Improve end user experience and activity
- Decrease transactional and operational costs to the borough
- Promote a more transparent government
- Improve ability to make online requests outside of borough business hours
- Improve functionality and information access for visitors and residents
- Update overall branding and look of the website to reflect the "face of Collingswood"
- Differentiate between municipal services and BID service (shop/dine) and other entertainment
- Include app compatibility for apps like See, Click, Fix and other municipal tools
- Increase SEO for Collingswood.com

## **III. Scope of Services**

The Borough of Collingswood is seeking a website design firm or agency to create a new website that meets the goals of the project. This website should be user friendly for visitors, residents and for borough users, while being the visual arm of the Borough of Collingswood and Collingswood Partners.

A wonderful first impression of the Borough of Collingswood as both a home and a destination website is a necessity in creating this site. The selected design firm will be responsible for staffing and overseeing the following:

- Estimate of all costs for the re-creation of the Collingswood Borough/Collingswood Partners website, and mobile site. Estimates should include two rounds of edits.
- Estimate of all costs for continuous updates and edits during the span of the life of the website (Estimated life span of 5-10 years).

- Creating a production schedule that is compatible with Collingswood's timeline outlined below.
- Creating three sample design and layout proofs for each tab included within the website. Please include costs of any additional rounds of edits.
- Provide an electronic copy of the report upon completion.
- Final Website Launch.

Collingswood will be responsible for providing the design firm with:

- Data
- Narrative
- Photographs
- Documents
- Graphics
- Additional guidance and files as necessary

### **Logistical Planning**

- Estimate all costs associated with the re-creation of the Collingswood Website, including a mobile view.
- Include in estimate the population of textual content from current website, or revised content from the client.
- Estimate all costs associated with post launch edits and maintenance of the site. Estimated life span of website considered is 5-10 years.
- Create and estimate production schedule for kick off meeting to site launch.
- Estimate yearly hosting and note the considered hosting option.

### **Design Planning**

- Create 2-3 sample designs of homepage layout and interior page layout. Include within proposal optional edits up to 3 versions of sample designs.

### **Website Considerations**

The following is not to be construed as a comprehensive content list and the offeror is encouraged to present suggested additions or enhancements based on past experience as part of their proposal.

- Website should be created on a user friendly CMS, open source or custom. The user interface should be user friendly for both textual and visual updates to a number of staff members. Upon launch, approve Borough staff should be able to perform any and all updates. Firm should provide training for the CMS, if necessary
- Website should be responsive for mobile. Site should use responsive design and optimize for mobile.
- Basic SEO implementation.
- Social Media implementation.
- Google Analytics implementation.
- Website visuals should be user-friendly for client to create and upload to website (splash, graphics, promo boxes, etc.)
- Document repository (or third party solutions) for Borough Public Documents (Ordinances, Minutes, Agenda, etc).
- Content should be divided in to two separate areas, under Collingswood.com – a shop/dine/events/destination oriented page and a municipal services/local government oriented page.
- Board secretaries and Clerk's office have direct access to upload and remove documents as required without the services of the web designer.
- Give certain department heads (at the discretion of the Director of Community Development and the Administrator) access to upload content (news items, calendar items, etc).
- Functionality for services like (but not limited to) online bill payment, streaming meetings, and compatible apps

### **IV. Proposal Submission Information**

Each firm responding to this request shall submit, on or before the submission deadline date, a proposal to be called the "Collingswood NJ Website Redesign." This should include a cover letter, table of contents, previous work as they relate to this project and the information outlined below:

**A. Identification**

1. Name of firm, address, telephone and fax number of main office and any branch office that will be involved in the project.

2. List of sub-consultants, if any

**B. Firm Qualifications & Experience**

Firm should provide a detailed description of qualifications, experience and design portfolio- as it relates to this project including the in- house team for this project, any relevant project experience and other municipal projects.. The expertise of any additional sub-consultants who have agreed to be a part of this project should be detailed. The respondents who have agreed to be part of this project should be detailed. The respondent shall provide a thorough description of any relevant projects and shall describe the firm's ability to carry out the scope of work of this project.

**C. Project Methodology**

The respondents shall briefly state their own understanding of the issues and task of the project at hand and describe the methodology to be used by their firm in accomplishing the work.

**D. Schedule**

Collingswood seeks to commence this project shortly after proposal submission deadline. Additionally, project schedule showing the start and completion of each phase of work shall be submitted with the proposal for review by Collingswood Borough.

*Proposed key dates for project completion (subject to change):*

- March 31, 2016: Kickoff Meeting
- September 2016: Launch of the Collingswood.com website

**E. Fee Proposal**

Respondents should provide a fee proposal for performing all suggested work and implementation of the project scope. The fee should be itemized and delineated and total fee should be allocated among the cost breakdown of tasks to be performed for each scope of work.

**IV. Proposal Administration**

Respondents shall deliver two (2) hard copies of their proposals (in clearly marked envelopes) and/or e-mail their proposals to:

Cassandra Duffey  
Director of Community Development  
Borough of Collingswood  
678 Haddon Ave, Collingswood, NJ 08108  
ATTN: RFP- Redesign of the Collingswood, NJ Website

All proposals shall be submitted no later than noon on Friday, March 12, 2016. Proposals will not be accepted after the time specified for submission. Proposals received after the hour appointed will be deemed invalid and will not be considered.

**V. Inquiries**

Any explanation required by respondents regarding the interpretation of the requirements of this RFP should be requested in writing and received no later than noon on Friday March 4, 2016.

Answers will be returned by March 8, 2016. Inquiries should be addressed to Cass Duffey via e-mail at [cduffey@collingswood.com](mailto:cduffey@collingswood.com).

## **VI. Evaluation Criteria**

This is a best value procurement to be chosen by vote of the Borough Commission. Collingswood Borough will evaluate each proposal submitted at its discretion.

Decision criteria will include but may not be limited to:

- the cost to host, design and maintain the website
- the eye appeal of the site design
- the utility and ease of finding information
- the ease of regular access by users

Firms will be evaluated according to the following qualifications-based criteria:

- Cost (30%)
  - o The project total for this task should not exceed \$15,000
- Quality and Completeness of Proposal (20%)
  - o Presentation and concept
- Proposed Project Methodology (20%)
  - o Demonstrated ability to work on dynamic projects that are professional but think outside of the box
  - o Collingswood Borough maintains all rights to access, free of charge, to the website page to potentially update or make edits. All passwords and a "how to" for access of the page will be sent to Collingswood Borough upon completion of the website.
  - o Must be able to be flexible with changes and edits of the website based on guidelines above.
- Schedule (10%)
  - o Flexible (due to the number of partners Collingswood Borough will be working with to gather content and images)
- Relevant Experience (20%)
  - o Previous experience with non-profits, destination districts and municipalities
  - o Portfolio of experience, including the credentials, team, results, precious samples of work.