

# *Town of Whitingham*

## *Website Redevelopment*

Request for Proposals

November 17, 2016

## **PROJECT SUMMARY**

The Town of Whitingham currently has a website ([www.townofwhitingham-vt.org](http://www.townofwhitingham-vt.org)) which will require a complete overhaul including, but not limited to, new web address, color changes, creation of logo, layout changes, additional space for more information such as the grand list, allow access to various departments to do their own posting, a better municipal calendar with links to agendas and minutes of meetings, etc. The new website should be optimized for mobile compatibility.

## **TOWN INFORMATION**

The Town of Whitingham is a municipality in southern Vermont. Our population (per the 2010 census) is 1,357. The Town of Whitingham is comprised of two small villages, Jacksonville and Whitingham and their outlying rural areas.

## **GOALS**

In general, we want our website to be of service to not only our local residents but to anyone needing a variety of information. Our website should be an entry point for someone seeking information about all local regulations, seeking copies of any meeting minutes, application forms, property records, grand list, local news items, local businesses, library events and history. As much as possible we would like our website to contain most any information that someone would be looking for that is not of a private nature. The back end of the website must be easy to manage. Training of the users is very important. Although the website name (to be decided) will have Whitingham in it, a search for Jacksonville should also result in the Whitingham site.

## **AUDIENCE**

Types of Visitors

We are targeting the following types of visitors to our website:

- Local residents
- Second home owners
- Those interested in becoming residents
- Vacationers
- Realtors
- Media and Press
- Businesses

## SITE STATISTICS

We would like to use Google Analytics to track all of our sites information. We currently don't know how many visitors our site has or what information they are commonly looking for. We will need help from our vendor to define the metrics needed for tracking site visits.

## SITE STRUCTURE AND CONTENT

Our current site has content that we would like to reuse as much as we can. We expect to manually migrate all existing content to the new site, unless it's easy to automatically migrate content.

The organization of information will need to be restructured in order to make it easy to use for all target audiences. We are open to categorizing information in whatever way makes sense to the site visitor, and are looking for guidance on this issue from our developer. We will need help in knowing how to tag content appropriately to appear in as many contexts as needed.

We list here the major categories of content that we know we will want to include in the new site. Again, this will require a detailed discovery phase where we collectively decide what content we want on the site and how to organize it.

**Home Page** to include:

- an "Events and Happenings" area to cover any upcoming events in the community and local news. It is important that as the information expires it deletes/hides itself from view.
- easy to find contact information for various Town departments including, but not limited to, Selectboard Office, Town Clerk, Listers, Bookkeeper, Highway Department, Sewer Department, Planning, Zoning, local businesses.
- Link/tab to **Municipal Calendar**
  - This calendar should be interactive, able to show or pull up copies of agendas, minutes, posters or flyers, as appropriate. Past events should be searchable but not necessarily easily viewable
- Link/tab to **Town Directory**
  - which would give in depth information about each Town Department including what that department is responsible for, contact information and employee names

- appropriate forms, regulations, information should be accessible under the appropriate department (i.e. marriage licenses under Town Clerk and Zoning application and Zoning Bylaw under Zoning Administrator, Animal Control Ordinance under Animal Control Officer, etc.)
- Link/tab to local **Businesses**
  - Which would include a list of all local business sorted in some fashion by type and include contact information and link to website
- Link/tab to local **Civic Organizations**
  - Which would include a list of all local civic organizations (probably alphabetically) and include meeting/contact information and link to website
- Link/tab to local **Library**
  - Under this section we would like an additional library calendar (also interactive), contact information, links to on-line library resources, photos, hours of operation, meeting minutes, and perhaps more
- Link/tab to **History/Visiting Us** type of page
  - To include local history, photos, the wording of our local “historical signs”, information we call “About Whitingham”, we should be able to easily add/delete information and photos and videos as we deem appropriate.
- Link/tab to **Important Documents** type of page
  - Which would also include all the various Ordinances, Regulations, applications, etc. that should already be filed under the appropriate department

## **GRAPHIC DESIGN**

We have no current logo for the Town of Whitingham or a color palette. We will need guidance in choosing color and fonts appropriate for our use. We have some photos on our current website and would like to add videos and more photos. It is important that making changes such as adding or deleting photos be a simple process.

## **HIGH LEVEL FUNCTIONALITY**

This is not a comprehensive list of all functionality that the site will have, but it gives a representative idea of the types of things we are looking to do:

- Mobile compatibility.
- We would like to have downloads for PDFs, images, audio, and embeddable video with YouTube, and Flickr slideshows
- We would like to be able to paste in HTML
- We would like to use Google Custom Search instead of the default Drupal searching capability (if advisable).
- Each department should be able to access and make changes to their area of the website but NOT able to access any other portion of the website for editing purposes. There should be a Super Administrator password to allow one or more to have access to content on the entire website.

## **EMAIL ADDRESSES**

We would like email addresses that link from the website page (i.e. townclerk@whitingham.us)

## **DESIGN/LOOK AND FEEL**

We will want the Web designer's help to determine exactly what we need.

PROPOSAL (including hosting & maintenance)

We expect this project to include several phases, such as the following:

- I. Discovery
- II. Design
- III. Development
- IV. Testing
- V. Training

Please list out the costs or cost ranges for each phase of the project including the length of time you estimate each phase will take and itemize the costs of hosting and maintenance.

## **VENDOR SELECTION CRITERIA**

When selecting a vendor for this project, we will be evaluating candidates on the following criteria:

- Experience building flexible websites that can be easily modified by non-technical users
- Experience with creating sites that build communities and have interactive features
- Experience working with a municipality would be preferred
- Solid information architecture skills for organizing content in ways that are intuitive to the site visitor
- Vendor takes a holistic approach to an organization's web presence (e.g. insight into integrating social media platforms, etc.)

## **PROPOSED TIMELINE**

Please provide us a timeline.

## **CONTACT INFORMATION**

Please direct all responses to this RFP and/or any questions to:

Town of Whitingham  
Gig Zboray  
PO Box 560  
Jacksonville, VT 05342  
(802) 368-7500  
[Whitingham1@yahoo.com](mailto:Whitingham1@yahoo.com)

Proposals are due on or before February 10, 2017. We hope to make a decision to go with a chosen vendor by March 30, 2017.