Madison Metropolitan Sewerage District (District) is seeking proposals from qualified vendors for the complete redesign and development of the agency’s current website, www.madsewer.org. The goals of this project are to move the website to the WordPress platform, improve the website’s aesthetics, usability, accessibility, responsiveness, and ease of updating to better serve our 26 customer communities and the residents of those communities.

The District will accept proposals for this RFP until 4 p.m. CST on Wednesday, Nov. 25, 2020. Proposals shall be emailed to Amanda Wegner at rfp@madsewer.org. The email should clearly state in the subject line: “WordPress Website Redesign.”

Any questions should be directed to project manager Amanda Wegner, Communications & Public Affairs Manager, (608) 709-1891 or rfp@madsewer.org. Questions and requests for clarification related to this RFP are due by Thursday, Nov. 12, 2020, 4 p.m. CST. Responses will be posted by Tuesday, Nov. 17 at 4 p.m. CST.

The District’s goal is to select a vendor by December 17, 2020. Select vendors may be invited to make a brief presentation and answer questions regarding their proposals; presentations will likely be virtual and will be held December 7 through 9, 2020.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>RFP released</td>
<td>Monday, Nov. 2, 2020</td>
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<tr>
<td>Deadline for questions regarding the RFP</td>
<td>Thursday, Nov. 12, 2020, 4 p.m. CST</td>
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<tr>
<td>District responds to questions</td>
<td>Tuesday, Nov. 17, 2020, 4 p.m. CST</td>
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<tr>
<td>Proposals due</td>
<td>Wednesday, Nov. 25, 2020, 4 p.m. CST</td>
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<tr>
<td>Vendor presentations</td>
<td>December 7-9, 2020</td>
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<tr>
<td>Final award notification</td>
<td>December 17, 2020</td>
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Only formal written addenda that are posted on the District website can materially alter this Request for Proposal (RFP). No verbal statement made by a District employee or anyone else is binding, nor shall such a statement be considered an official part of this public proposal. The District is federal and state tax exempt and reserves the right to reject any or all proposals or to waive any technicality and accept any proposal which may, in its opinion, be advantageous to the District. All proposal responses and their contents will be public records.
I - Introduction and Background

Established in 1930 to protect the lakes and streams of the upper Yahara watershed, the District serves about 380,000 people in 26 Madison-area customer communities covering about 186 square miles. The District owns and operates 142 miles of pipe and 18 regional pumping stations that convey approximately 41 million gallons of wastewater to the Nine Springs Wastewater Treatment Plant daily. The District is governed by a nine-member Board of Commissioners appointed by the communities that we serve.

Organized as a municipal corporation, the District is a leader in sustainability and resource reclamation. The District is celebrating its 90th anniversary in 2020.

The current website is more than seven years old and built on DNN (DotNetNuke). Our website is no longer meeting the expectations of users, both internal and external, regarding functionality, ease of use, intuitive navigation, accessibility and responsiveness. In addition, the backend of the website is not user-friendly, requiring deep knowledge of coding and the DNN system to make updates. The current website also has grave limitations in regard to integrations, search engine optimization (SEO), social sharing, etc.

The District’s Resource Team, which includes business services, communications and marketing, and public affairs, is responsible for maintenance of the District’s website, with assistance from IT.

II – Objectives and Scope

General Objectives
The objective of this RFP is to solicit proposals from qualified firms to provide the requisite services to redesign madsewer.org. The firm selected must have the appropriate expertise to assist District staff with website strategy and WordPress website development to create a website with a modern and compelling user interface that will engage users and help them effectively find the information they need regarding the District’s work.

Scope of Work & Requirements

Overall requirements

- A complete mobile-responsive redesign of the current website using WordPress, including a commercially available theme and page builder.
- A clean, modern design that incorporates current web design best practices.
- Work with the District project team to set website strategy to best serve users/target audiences.
- Work with the District on site mapping to restructure content and streamline the user interface to assure a user-friendly, intuitive web experience.
- Keyword research and assistance with keyword implementation in copy
- Website must implement WCAG 2.1 AA standards for accessibility
- The site should be optimized for/provide tools to implement SEO best practices.
- Initial CMS installation, configuration, and customization.
- Creation of the initial website templates needed to go live.
- Development and/or modification of any required or custom code.
Website should provide District staff with complete control for day-to-day creation of pages, templates and content, but also allow for the creation of different user profiles to assign responsibilities and permissions accordingly.

Collaboration with the District project team on creating and executing pre-launch testing and quality assurance/control, including but not limited to:

- Functionality testing
  - Links testing
  - Fixing broken links
  - Form validation
  - Form routing
  - Third-party integrations

- Usability
  - Accessibility checks
  - Missing/broken/inappropriately sized images

- Interface testing

- Compatibility testing
  - Browser compatibility
  - Operating system compatibility
  - Mobile browsing
  - Printing options

- Performance testing

- Security testing

- Inclusion of a bug tracker tool such as BugHerd for QA/QC

Project timeline not to exceed 9 months.

Written documentation on how to perform all necessary functions.

4 hours of pre-launch training for webmaster and additional core staff.

New content development

In addition to updating and migrating the content that already exists on the website, the following new sections will need to be developed by the selected vendor:

- Speakers’ bureau
  - Features key staff who are available to speak on topics relevant to the District
  - Will include a photo, short bio and list of topics relevant to that individual

- Commission section, which includes:
  - OnBase integration
  - Archive of Commission materials
  - Ability to post and associate presentations/materials with specific meetings
  - Commissioner bios
  - Commissioner policies

- RFP Center
  - A one-stop shop for the District’s various RFP types
  - RFPs should be filterable by type
  - The website’s backend should use Advanced Custom Fields or a similar solution so staff can easily post RFPs and the requisite associated content and documents
  - A unique URL is required for each RFP
  - Must include email notification signup for bidders interested in the project to receive updates/addenda to the RFP
  - Front-end should be clean and user-friendly
Solution would allow scheduling capability so RFPs can be posted before their go-live date

- Dedicated blog/news section
- Media Center, where public and customer communities can download shared assets, such as communications toolkits, social graphics, etc.
- District staff will develop the following new content features using Esri, but the vendor will assist with integrating them into the redesign:
  - District “Project Center”
    - A one-stop shop where users can find information about engineering projects and their progress/timelines, pollution prevention initiatives and other District work.
  - District Operations Dashboard
    - A public-facing plant operations dashboard that highlights District stats, such as gallons treated, permit compliance, etc.
  - District Financial Dashboard
    - Dashboard to supplement the annual budget, highlighting top-level budget information

**Required site features**

- Integration of third-party tools, including but not limited to:
  - Esri (existing plant map, interactive plant tour)
  - OnBase Agenda-to-Go and Agenda Online (Commission section of website)
  - ActiveCampaign (email program)
  - ApplicantPro (jobs/HR system)
- Page banner or pop-up for public alerts; ability to disable when not needed.
- District calendar
- Social media integration
- Google map integration
- Email update sign-up form
- Contact form; functionality to route contacts to appropriate staff preferred, if possible.
- Implementation of tracking tools/tracking codes for Google Analytics, Google Tag Manager, Facebook, LinkedIn and others as identified.
- Ability to create user-friendly, shortened URLs
- Redirection of pages
- Implementation of Google Translate to easily translate site content across various languages.
- Creation/setup of Google Analytics reports/dashboard

**Hosting**

The District requires a new hosting provider to support this website redesign and the WordPress platform. Proposals must include a recommendation(s) and the associated cost for hosting providers that:

- Include a staging site in its package and provides for seamless updates between staging and production sites;
- Provide a Service Level Agreement (SLA) with at least 99.99% uptime, and provide us with the historical uptime percentage of the application;
• Offers customer support by phone, email and chat, with off-hours support for critical issues;
• Offers automated, cloud-based backups and site restore capabilities;
• PHP 7.4 or greater;
• MySQL version 5.6 or greater or MariaDB version 10.1 or greater;
• HTTPS support; and
• Minimum 10GB storage.

Note that the District will initiate and maintain the contract with the selected hosting service.

Site Maintenance & Support

The vendor will include back-end user support and perform regular site maintenance through the end of the calendar year in which the redesign is complete. The proposal should also outline the cost and services provided as part of an annual website maintenance and support package for subsequent years.

District-Provided Resources

The following resources will be available to the selected consultant:

• The District will provide the consultant access to the current website; third-party systems requiring integration; and hosting service. Additional access can be granted if the need is identified and warranted.
• District staff will be available to attend and participate in scheduled meetings.
• Project team staff will be available to provide assistance.

Budget, hourly costs and travel

The District has a $75,000 budget limit, which includes the cost of any software, WordPress theme or plugins required for the success of the project. We will not consider proposals that quote a project over this budget limit.

Proposers must include the hourly rates that will be charged for the work and services performed by staff assigned to the contract as described above.

Ongoing maintenance and hosting costs should be noted separately from the project budget.

All purchases, including hosting, themes, plugins and software, to be made in consultation with District staff.

Onsite work by the proposer is not considered critical or necessary for this project, and no travel expenses will be considered for reimbursement.
III - Deliverables/Response

Cover Letter
Include a brief cover letter with the following information:
- Your company name and address.
- The name and title of the contact person for questions and responses to your proposal.
- A brief description of your understanding of this RFP, including acknowledgement of the objective, scope and requirements as described above.

Additional Submission Content
- Submit a general description of your understanding of the services that will be provided.
- Describe your firm’s expertise and experience, with particular emphasis on experience developing websites for nonprofits and/or government agencies.
- Any relevant certifications or technology partnerships that your company has that might add value to your services for this project.
- Describe team members’ experience and qualifications that correspond to the skills needed to complete this project. Note that this should include both project management and technical skills.
- Acknowledgement of availability for vendor interviews
- A detailed description and plan, with timeline, for meeting the objective, scope and requirements of this project, as outlined above.
- A project budget, including staff time, hourly rate of involved staff, and upfront and ongoing costs for any new software/themes/required plugins/etc. Total project budget not to exceed $75,000. NOTE: Continuing maintenance and hosting costs should be noted separately from the project budget. All purchases to be made in consultation with District staff.
- Examples of three recent WordPress website development projects (within the past 36 months) that demonstrate the firm’s qualifications and design aesthetic and highlight features relevant to those outlined in the project scope and requirements.
- References, including contact information, for at least three relevant organizations for which the consultant has provided web design and development service.
### IV - Evaluation Process and Criteria

All proposals will be evaluated by members of the project review team. The evaluation team will review all proposal responses. Proposals will be evaluated and scored using the following criteria:

<table>
<thead>
<tr>
<th>Evaluation Criteria</th>
<th>Points Allocation</th>
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<tr>
<td><strong>Ability.</strong> The ability of the firm to support the project as described in this RFP and to provide the appropriate technical staff to efficiently and effectively do the work. This includes a demonstrated understanding of usability design and testing, web design best practices, as well as familiarity with web accessibility standards for persons with disabilities. Also important is a past record of good project management, effective planning, ability to meet deadlines, and excellent communication.</td>
<td>0-25</td>
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<tr>
<td><strong>Plan and Approach.</strong> This score reflects the firm’s work plan, methodology, project milestones and timeline.</td>
<td>0-20</td>
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<tr>
<td><strong>Experience.</strong> This score will reflect the firm's experience related to the services described in Requirements section of this RFP.</td>
<td>0-20</td>
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<td><strong>District Involvement and Support.</strong> Preference will be given to firms having proposals that outline and ensure appropriate interaction, training and communication with District staff. This score also considers post-launch support and service.</td>
<td>0-10</td>
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<tr>
<td><strong>Location of firm.</strong> Preference will be given to local firms and to Wisconsin-based firms. Firms that maintain their primary office in the District’s service area will be awarded 5 points. Firms that maintain their primary office in Wisconsin but outside the District’s service area will be awarded 4 points. Outside of Wisconsin, the point value awarded is based on the distance of the firm’s primary office from the District campus in Madison, with firms further away assessed fewer points.</td>
<td>0-5</td>
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<tr>
<td><strong>Value Pricing.</strong> Proposal pricing will be reviewed for project costs and the hourly rates for proposed staff. The District has a $75,000 budget limit for this contract, so proposals with the highest value will be given higher consideration; however, the selected firm does not necessarily need to be the one with the lowest hourly rate or lowest bidder.</td>
<td>0-20</td>
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Award shall be made to the firm receiving the highest score by the review committee, based on
the evaluation criteria set forth in the Request for Proposals and upon negotiation of
compensation determined to be fair and reasonable. If compensation cannot be agreed upon
with the highest scored firm, negotiations may be conducted with such other firm or firms in the
order of their respective ranking; and the contract may be awarded to the firm then ranked as
best qualified.

V - Equal Employment Opportunity Requirements

In connection with the performance of work for this project and under the related contract, the
vendor agrees not to discriminate against any employee or applicant for employment because
of age, race, religion, color, handicap, sex, physical condition, national origin, sexual
orientation, gender identity, or developmental disability as defined in Wisconsin Statutes.
This provision shall include, but not be limited to, the following: employment, upgrading,
demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay
or other forms of compensation; and selection for training, including apprenticeship. Vendor
further agrees to take affirmative action to ensure equal employment opportunities for persons
with disabilities. Vendor agrees to post in conspicuous places, available for employees and
applicants for employment, notices setting forth the provisions of the nondiscrimination
clause.