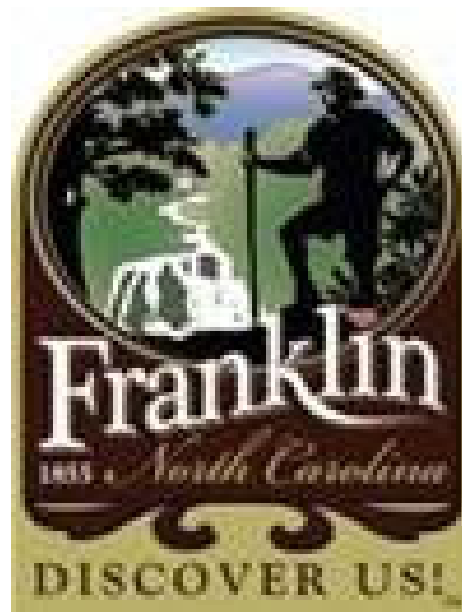


Request for Proposals



Town of Franklin, NC Website Redesign Project

95 East Main Street
Franklin, NC 28734

Overview

A final scope of work will be developed by the Town of Franklin, in coordination with the respondent submitting the selected proposal, after the final selection. The following acts only as a preliminary scope to generally communicate the Town's expectations. Town of Franklin wants to completely redesign its online communication systems so that residents, businesses, and visitors, both current and potential, can easily navigate and access information, communicate with the Town through site interaction, and download any necessary Town forms.

Effective websites provide interactive content that keeps users engaged and coming back. Effective websites also must ensure that content sought is easily found and that navigation remains user friendly across all browsing platforms evolving with technology advances. Currently Town of Franklin uses an off-premise hosted and customized version Content Management System. The Town of Franklin will be in charge of content management on the redesigned website and will own all content.

Town of Franklin seeks the assistance of an individual or firm that can accomplish all of the functionality identified in this RFP but has the flexibility of providing this functionality over time, if needed due to budgetary constraints. Town of Franklin also seeks a company that has the capability of integrating additional features that may be needed in the future.

Background

Town of Franklin is seeking to enter into a professional services agreement with a qualified vendor with extensive government experience to design and implement a new Town website based on the above strategy. The emphasis is on incorporating extensive content management tools and database driven architecture while providing a user-friendly and intuitive site structure and an interface that is both attractive and ADA compliant. Town of Franklin's primary and official website URL is <http://www.franklinnc.com>. Our website functionality is highly dependent on linkage and integration with 3rd party service providers that provide a full array of citizen services.

Location and Historic Sites

Franklin is a unique town nestled in the heart of the Blue Ridge Mountains in the foothills of the Great Smokies. Franklin is the county seat of Macon County.

The city was named for Jesse Franklin, one of two state commissioners who surveyed and organized the town in 1820 as the county seat for what would become Macon County in 1828. Jesse Franklin served North Carolina as a senator and as its 20th governor. The Town of Franklin was not formally incorporated until 1855.

An ancient Indian Mound located in the heart of town, called Nikwasi or "center of activity" serves as a reminder of an earlier time when the Cherokee lived in and around what is now called Franklin. Streets with names like Wayah, Ulco, Iotla and Watauga reflect our Cherokee heritage. Franklin is also known for its Scottish Heritage and the Scots rapport with the Cherokee Indian Nation. North Carolina has more people with Celtic heritage than any place in the world, including Scotland.

Franklin is home to approximately 4,350 citizens, but the population increases drastically during the spring, summer and fall seasons due to our temperate climate and beautiful scenery. Our geographical position enables us to enjoy cool summer nights and mild winters. With a healthy tourism industry and lots of local people taking an active role in the community, there are always exciting activities and places to go.

Project Timetable:

Request for Qualifications:	April 7, 2025
Qualifications Packages Due:	May 30, 2025 2:00 PM
Firm Interviews/Statement of Work:	June 9 – 13, 2025
Anticipated Award of Bid:	July 7, 2025

Instructions and Time Frames:

Respondents are to submit sealed proposals, which will be evaluated by Town of Franklin to determine its correctness/completeness. The sealed proposal must be clearly labeled on the outside of the envelope or package “**Website Redesign Project**” in order to be considered. Submit one marked original and two (2) complete copies of the proposal.

Submission Location: Town of Franklin
Attn: WEBSITE REDESIGN PROJECT
95 East Main Street
Franklin, NC 28734

Submission Deadline: **Friday, May 30, 2025 at 2:00 p.m. EST**

Contact/Questions: Inquiries about this request for proposals must be in writing and directed to:

Town of Franklin
Attn: Website RFP Question
95 East Main Street
Franklin, NC 28734

***Note:** Bidders must contact Justin Setser or Amie Owens to indicate that they will be offering a qualifications package in order to receive addendum and/or changes to the RFP. No contact with any Town of Franklin employee is allowed during this process without first submitting the written question/inquiry to Justin Setser (jsetser@franklinnc.com) or Amie Owens (aowens@franklinnc.com).

Vendor Qualifications

The intent of this RFP is to enable Town of Franklin to evaluate vendor experience, qualifications, and capabilities for developing and implementing a new Town website. The desired qualifications are outlined below. Responders are to submit a written narrative corresponding to each of the numbered items:

1. Introduction

- a. Company Overview and Summary
- b. Company Profile
- c. Company History
- d. Contact Information
- e. Office location(s) (Include business address)
- f. Demonstrated company financial stability

2. Team members and roles assigned

- a. List all personnel to be assigned to this project – their title, role (e.g., project management, programming, and graphics)

3. Governmental website design experience

- a. Vendor's government clients (please list city/county name and website URL)
- b. If no previous Town government experience, please explain relevant government website experience (please list other government clients/URLs)
- c. References (minimum three references, including all contact information below)
 - i. Client Name
 - ii. Client Contact Person
 - iii. Phone and Fax
 - iv. Client Address
 - v. Website Address

4. Technical, support and hosting services (describe available services)

- a. Maintenance of CMS and data backup schedule
- b. System for software updates
- c. Site hosting features
- d. Client training during implementation of project
- e. Availability of self-service training, documentation, and technical support
- f. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
- g. Adherence to U.S. Federal Government ADA requirements
- h. 24/7 support
- i. Security for both Town staff and users
- j. Other – preferred WYSIWYG programming by staff

5. Project development approach

- a. Outline all project phases and deliverables
- b. Include detailed requirements for Town staff involvement
- c. Estimated timeline between initial discussion to “go-live”

6. Team and Qualifications

Detail the team members who will be involved in the project, including their roles, years of experience in their current role, and their employment status (full-time, part-time, outsourced/freelance).

7. Project pricing range/cost for services outlined

- a. Include options for initial website development and initial contract term
- b. Include options for multi-year support and training

8. Description of modules and features included with the Content Management System

9. Any additional relevant information

Vendor Selection Process

The selection process will involve the following phases:

Phase 1: The Website Redesign Committee will evaluate vendor submittals. The initial review will determine conformance to submission requirements and whether responses meet minimum criteria established. Review will include the vendor's acceptance of RFP terms and completeness of submissions. The evaluation criteria will be based on the following structure:

- a) Proposed fees
- b) Vendor's prior experience, capabilities and proven record of expertise in providing similar services
- c) The technical approach to the Town's presented challenges
- d) The capacity and comprehensive nature of training during implementation, ongoing training / retraining
- e) References, including current and former clients

Phase 2: Interview of chosen qualified vendor(s).

Phase 3: Website Redesign Committee will check references given.

Phase 4: Town of Franklin will enter into negotiations leading to a professional services agreement.

Services to be Provided

Demonstration of Products

At the option of the Town, and as a condition prior to selection, respondents may be required to demonstrate the functionality of the proposed system. The demonstration must be conducted with the products proposed and must be able to demonstrate the functionality as it would be implemented for Town of Franklin. If the Town elects to have a demonstration, the respondent may be required to do so at the Town of Franklin location. Failure to agree to the demonstration will disqualify the responder. A minimum expectation of respondents to this RFP will be web/conference call presentations to our Web Redesign Committee. It is understood that any costs for on-site or web/conference call demonstrations shall be the sole responsibility of the respondents.

Project Initiation

Responses must indicate the approximate length of time required after the contract award date, before the new Website can be implemented. Responses must also provide a sample time-phased project plan for initial implementation including tasks and responsible parties as part of its response.

Integration with Back-End Systems

Integration with back-end systems and existing databases and information systems is critical to the Website. Response must indicate how the vendor would approach the problem of interfacing with existing back-end databases, systems and services currently provided on the site.

Submissions are due: Friday, May 30, 2025 at 2:00 p.m. EST

Thank you for your interest in this project. We look forward to reviewing your proposal.