



## **REQUEST FOR PROPOSAL**

The Town of Oyster Bay extends this request for proposal for the creation of its website, [oysterbaytoday.com](http://oysterbaytoday.com). The purpose and intent of this request for proposals is to enter into a two-year contract, with an option of two annual extensions, with a qualified full service interactive design and development agency ("agency") that can; design and develop a responsive website design.

Proposals are due no later than 3:30 PM EST, June 1, 2022 via email to:

Marta Kane  
Public Information Office  
[mkane@oysterbay-ny.gov](mailto:mkane@oysterbay-ny.gov)

Intention to participate in this RFP along with any questions or comments, should be received by 3:30 pm on May 20, 2022.

Publish Date: May 11, 2022

## **PURPOSE OF THE REQUEST FOR PROPOSAL**

The Town of Oyster Bay is seeking to design a website with streamlined navigation which will optimize the user experience of oysterbaytoday.com for easy reading and navigation across a wide range of devices from desktop computers to mobile phones (a.k.a. "Responsive Web Design"). In support of the project, the Town of Oyster Bay will also consider recommendations for technologies required to support the project process and design methodology. The company selected to aid in this process will utilize industry standards and work in collaboration with Town of Oyster Bay's project team to deliver a fully "Responsive" website in phases. All wireframes, designs, templates, and other deliverables created as part of the project will become the sole property of the Town of Oyster Bay.

Strategic goals:

- Design a responsive web presence based on industry standards that enhances user experience with easy reading and navigation, ensuring all site content adapts to all devices and browsers.
- Create a visually stunning website with quality content, that leads to increased visits and more time spent browsing the site.
- Increase awareness of Town of Oyster Bay businesses and of events taking place throughout our downtowns.

## **SCOPE OF WORK**

The project described in this RFP focuses on Responsive Web Design for oysterbaytoday.com but may have an impact on other properties. This project should result in a flexible, visually appealing, technically advanced, informative, and user-friendly tourism themed website that is easy to maintain. It must deliver large amounts of constantly changing information to our target audiences and should allow us to highlight specific content, events, or seasonal programs as needed.

Your proposal should address the following:

1. Site planning and organization
2. Graphic design and interface development, coordinated with Town of Oyster Bay's brand image and graphic standards
3. Development of new, fully responsive site template (s) and page elements using current standards that are adaptive across all devices and browsers.
4. Within the overall site design, development of unique landing page layouts for the site's major section (explore, things to do, meetings and events, etc.)
5. Ongoing planning and consulting after site launch

The proposed website may include but is not limited to:

- The site home page
- Overall site navigation with a sample of a main interior page
- Event listings
- Category listing pages
- Listing details page
- Blog page
- Email signup form
- Integration with Oyster Bay Today's social networks

Each respondent must be able to fulfill each of these responsibilities:

- 1 Identify a plan for migration of existing assets including editorial copy, photos, maps, events, etc.
2. Provide total cost required to launch and maintain new website.
3. Provide monthly or annual maintenance fee for support.
4. Provide a project timeline.

The contracted Agency must also be able to:

1. Provide a single, responsible, in-house point of contact for the duration of the contract who will become personally entrenched in Oyster Bay Today's planning process and will act as a reliable advisor and expert in website development.
2. Implement designs and ensure user activity is adequately tracked.
3. Monitor and adjust the user experience as needed during the post-launch maintenance phase.
4. Create and implement a detailed plan for migration of various assets – existing editorial copy, photos, maps, events, etc.
5. Provide SEO, SEM, and PPC best practices for site launch and proposal for ongoing strategy and implementation.
6. Work with Oyster Bay Today's current technology vendors as needed.
7. Train the Oyster Bay Today project team.
8. Provide monthly tracking and reporting post-launch.
9. Conduct monthly catch ups with Oyster Bay Today's Marketing team post-launch, provide creative enhancement suggestions and provide input and advice on newly emerging technologies and trends.

## **Oysterbaytoday.com**

Oyster Bay Today's website is the focus of this project. It serves as the primary interactive touch point for marketing efforts aimed primarily at Town of Oyster Bay residents; however, we know that people from neighboring communities may find it useful as well. As is the case with many DMO sites, it will focus on providing information about events, attractions, dining, and outdoor recreation, etc. (listing content) as well as editorial content and itineraries. Additionally, virtual tours, maps, photography and video will have a strong presence on the site. A successful bid will include a recommendation on the utilization of responsive design. The contractor must present a plan on how to handle content across multiple devices.

## **COMPENSATION**

The contracted agency must be able to provide evidence of its financial stability. Further, Oyster Bay Today's policy will only pay on a reimbursement basis upon receipt of the Agency's invoice and written approval of same by the organization's agent indicating that services have been rendered in conformity with the contract. Copies of original invoices and detailed expense reports or affidavits must accompany all requests for reimbursement.

## **TERM**

The term of a resulting contract will be for two years, with the option of two one-year extensions with the approval of the Town Board. Either party may terminate the working relationship/contract without cause provided a thirty (30) day written notice is provided.

## **PROPOSAL REQUIREMENTS**

- This RFP is dated May 11, 2022. If your agency intends to participate in this RFP, please send an email to [mkane@oysterbay-ny.gov](mailto:mkane@oysterbay-ny.gov) no later than 3:30 PM on May 20, 2022
- Proposals are due no later than 3:30 PM, June 1, 2022 via email to [mkane@oysterbay-ny.gov](mailto:mkane@oysterbay-ny.gov).
- All proposals must contain the signature of a duly authorized officer or agent of the company submitting the proposal
- The price you quote should be inclusive. If your price excludes certain fees or charges, please provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
- Proposals should include pricing clearly differentiating between core scope items and optional scope items.
- Please provide the history of the agency, its corporate structure and evidence the company has the financial stability to perform the work outlined.
- Identify the team members assigned to this account and provide details on related skills, education, and training of each member of the primary team for this account.

**Federal Requirements:** Funding for this Project is proposed to be provided through the American Rescue Plan Act – Coronavirus State and Local Fiscal Recovery Program. Prospective firms are advised that any Agreement resulting from this procurement effort will include federal requirements as detailed through 2CFR Part 200-Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards; Subparts B,C,D,E and F. These requirements may be viewed in full at:

<https://www.ecfr.gov/current/title-2/subtitle-A/chapter-II/part-200>

## **REQUEST FOR QUALIFICATIONS**

- List five websites your firm has produced that reflect your work and relevancy to this project. Please submit the URLs for these sites and only currently “live” sites should be included.
- Provide current reference information for three or five current clients.
- What type of team will be assigned to this project? What will each person’s role be? Please include a brief background summary of each key staff member assigned to this project.
- Provide a detailed timeframe of completion.
- Describe the support you offer during and after the project.
- Include all terms and conditions.

## **CONTACT**

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