

Request for Proposal Municipal Website Services

1. Introduction

Moffatt Township is seeking proposals from qualified website development and hosting firms to re-design, build, and support our official township website. This project will ensure full compliance with ADA and WCAG 2.1 AA accessibility standards, while prioritizing user-friendly navigation and search functions, modern design, and ease of use for Township staff with an eye toward future compatibility and ‘future proofing’.

2. Project Overview

2.1 Location

www.mofatttownship.gov

2.2 Scope of Work

- Create a modern and professional website consistent with the Townships Branding and that performs seamlessly on both desktop and mobile platforms.
- Ensure new website is fully ADA compliant under WCAG 2.1 AA standards with regards to design and content, and compliance is continuous for future updates to the standards
- Intuitive navigation and searchability of information, services, and departments available on the site.
- Provide easy to use cloud-based CMS (content management system) for Township staff that may not be technically savvy.
- Integrates tools such as calendars, meeting agendas and minutes, online forms for job postings and other future additions, and links to our bill payments websites

3 Detailed Specifications

3.1 Design & Development

- Create a fresh, professional website design consistent with the Townships branding.
- Provide at least two (2) design mockups for Township review before final selection.
- Implement a responsive design that performs seamlessly on mobile, tablet, and desktop devices.
- Incorporate ADA/WCAG 2.1 AA compliance throughout design and content, with consideration for WCAG 2.2 AA standards.
- Include an intuitive navigation structure and user-friendly homepage layout.

3.2 Content Management System (CMS)

- Implement a secure, cloud-based CMS that allows non-technical staff to easily update content.
- Include features such as drag-and-drop editing, document uploads, event management, and page templates.
- Provide role-based user access for staff.

3.3 Migration & Transition

- Migrate all relevant content from www.moffatttownship.gov.
- If migrating from current hosting (Hostinger), work with Township Supervisor and current webmaster to transition DNS to new hosting.
- Conduct quality assurance testing prior to launch.

3.4 Accessibility and Compliance

- Ensure compliance with ADA Title II and WCAG 2.1 AA standards, with consideration and planning for WCAG 2.2 AA conformance to ensure future compliance as accessibility requirements evolve.
- Provide ongoing accessibility monitoring tools or reports.
- Provide documentation outlining how the website design and CMS will accommodate future updates to WCAG 2.2 or later accessibility guidelines.
- Conduct staff training on maintaining accessible content.

3.5 Hosting, Security & Maintenance

- Provide secure website hosting with 99.9% uptime.
- Include SSL certification, data encryption, and malware protection.
- Offer technical support and maintenance services (e.g., software updates, backups, troubleshooting).

3.6 Training & Support

- Provide training sessions for designated Township staff on CMS usage and content management.
- Supply written documentation and ongoing technical support.

4. Proposal Requirements

- Company Information – Legal business name and contact information, Relevant experience, years in business, emergency contact information
- Project Team – Names, Roles, Qualifications of project personnel
- Project approach and timeline
- Accessibility and Compliance plan
- Cost Proposal – Detailed pricing breakdown that includes a menu of included and optional services, startup and migration costs, and rates for technical assistance hourly help
- References – Contact info for at least three clients that are of similar size of Moffatt Township (~1200 residents)

5. Timeline

- Bids due September 18, 2026 @ 4:00 PM

6. Terms and Conditions

- Moffatt Township reserves the right to:
 - Accept or reject any or all proposals
 - Waive informalities or irregularities
 - Award to other than the lowest bidder
 - Negotiate final terms with selected contractor
- The selected contractor will be required to carry out a written contract with Moffatt Township.
- All questions regarding this RFP may be directed first to the Township Supervisor, Tom Spencer, by emailing super@moffatttownship.gov
- Proposals can be submitted to Township Supervisor Tom Spencer at super@moffatttownship.gov
- Paper proposals can be mailed to Tom Spencer - Moffatt Township Supervisor – 1875 Henry Road; Alger, Michigan 48610