



**Date: May 24, 2024**

## **ADDENDUM NUMBER 1**

### **PROJECT:**

**Charter Township of Union  
Website Redesign & Development**

### **BIDS DUE**

Date: June 13, 2024

Time: 10:00 AM

Location:

Charter Township of Union  
2010 South Lincoln Road  
Mt. Pleasant, MI 48858

The Addendum is issued to amend the Request for Proposals (RFP). **Bidders shall acknowledge receipt of this addendum by following the amended Proposal Submittal Process as described below:**

### **Deadline for Submittal**

You are invited to submit a sealed envelope clearly marked "Website Redesign & Development" containing your proposal and documents and with the name and address of the respondent clearly printed on the outside of the envelope to the Township Manager no later than **10:00 a.m.** on **Thursday, June 13, 2024**. Submittals received after this deadline may not be considered.

Deliver the sealed envelope with your proposal to:

Mark Stuhldreher, Township Manager  
Charter Township of Union  
2010 South Lincoln Road  
Mount Pleasant, MI 48858

**Proposals sent only via email will not be accepted.**

This Addendum No. 1 becomes part of the Request for Proposals as of this date and supersedes the information in the originally issued Request for Proposals where applicable.

## CHARTER TOWNSHIP OF UNION INVITATION TO BID

The Charter Township of Union is soliciting proposals for Website Redesign & Development to provide a comprehensively updated and more fully interactive digital presence for the Township to better serve our residents.

Bids must include all elements of work stipulated within the Invitation to Bid and must be signed by an authorized representative of the company. Bids must be addressed and returned to Township Manager, Mark Stuhldreher, Charter Township of Union Hall located at 2010 S Lincoln Rd. Mt. Pleasant, MI 48858, no later than 10:00 am Thursday, June 13, 2024, at which time proposals will be opened. Postmarks will not be accepted.

Invitation to Bid can be found on the Township website at [www.uniontownshipmi.com](http://www.uniontownshipmi.com). Questions regarding the Project should be directed to Community and Economic Development Director, Rodney Nanney at (989) 772-4600 ext. 232 or [rnanney@uniontownshipmi.com](mailto:rnanney@uniontownshipmi.com)

The Charter Township of Union reserves the right to reject any or all bids received if it determines in its sole discretion that the proposals received will not achieve the objectives set forth in the Scope of Request. The Charter Township of Union is an equal opportunity provider and employer.

**REQUEST FOR PROPOSALS (RFP)**  
**Website Redesign & Development**



Issued by:  
Charter Township of Union

All Bids and other communications must  
be addressed and returned to:

Mark Stuhldreher – Township Manager  
2010 S. Lincoln Road Mt. Pleasant, MI 48858  
[mstuhldreher@uniontownshipmi.com](mailto:mstuhldreher@uniontownshipmi.com)  
(989) 772-4600 Ext. 231

Responses must be received no later than 10:00 am, on Thursday, June 13, 2024, with the project name clearly marked on the outside of the envelope as “Proposal for Website Redesign & Development.”

**Background**

Charter Township of Union’s current website is on a server and technology framework that is at the end of its life. Launched in 2011, the website is hosted and provided by Web Ascender and is using an outdated version of DNN (DotNetNuke). The outdated version cannot be upgraded to the latest and most secure version. Many of the modules the site uses for forms, news, photos, and calendars have been discontinued. There are third party applications that are either embedded or linked to the website include various BS&A Internet Services (bill pay, assessing lookup, etc.).

**Scope of Request**

The Charter Township of Union is soliciting proposals to provide a comprehensively updated and more fully interactive digital presence for the Township to best serve our residents.



## INVITATION TO BID

The Charter Township of Union is seeking bids for the following scope of work:

### **Website Redesign & Development:**

1. Designing a new, modern, and responsive website and associated mobile application that aligns with best practices in website and mobile application design, user experience, information architecture, and content presentation, along with the following desired outcomes of the Township for our residents and other users:
  - *The Township's digital presence enables all demographics within the township to feel welcomed, feel belonging, and engage with the community through barrier-free accessibility to Township information and resources.*
  - *The Township's digital presence establishes a welcoming atmosphere, promoting tolerance and inclusion of all cultures, orientations, and economic status.*
  - *The Township's digital presence helps residents to take pride in their community, understand its past, and engage in its future.*
  - *The Township's digital presence serves as a key information source and a fully interactive digital platform to facilitate the most effective use of Township resources and provision of Township services.*
  - *The Township's digital presence includes polling, the ability for interested parties to sign up to receive customizable alerts, and other interactive options to help facilitate opportunities for citizen/Board dialogue.*
2. Creating a content strategy and migrating content from the current website to the new website, ensuring that all content is up-to-date, relevant, and optimized for multiple computer and mobile platforms.
3. Integrating third party tools and technologies, including BS&A, GIS mapping viewer, an interactive application for mobile devices and tablets, a content management system, analytics, and social media platforms, as requested by the Township.
4. Conducting usability testing and quality assurance to ensure that the new website meets the highest standards of accessibility, usability, and performance.
5. Inclusion of interactive online/mobile application service interfaces for:
  - Digital permit/application processes, including building, zoning, water/sewer, and park facility rental applications.

- Code and ordinance enforcement complaints, resident notification of service disruptions, and related requests for Township staff response, with automated distribution to the correct staff person.
  - For interested parties to sign up to receive and for designated Township staff to prepare and issue customizable alerts for street/sidewalk/parks/utility issues, Township-related news updates, public notices, and other group Township alerts or announcements.
6. Implement strong security measures to prevent unauthorized access to staff email accounts, including use of online contact forms and/or secured post of email addresses that's not compromised by unsolicited email senders.
  7. Providing training and support to our staff on how to manage and update the new website and mobile application after launch.

### **Proposal Details**

1. **Cover letter and project summary statement** describing the applicant's understanding of the Township's website development objectives, as well as the approach and philosophy regarding the project.
2. **Scope of work.** Provide a detailed Project Work Plan, which shall include, and descriptions of the concept, design, development, implementation, and training & support for completing all elements of the project.
3. **Timing of completion of project elements.** Bids must include the firm's anticipated timeframe for starting and a planned completion timeframe for each element of the project from the date of authorization.
4. **Proposed project team members.** Include a description of the organization, an organizational chart, and the primary role and responsibility of each team member. Clearly designate the team leader for this project and the responsibilities of other contributing members.
5. **Specific project experience:** Provide examples of similar successfully executed projects. Be sure to include at least one project that involves generation of government websites.
6. **Cost proposal.** Provide an estimated cost of work for the project, including all design, development, testing fees, and anticipated rates for ongoing servicing of the website. If you have different pricing options, please provide details in your proposal.
7. **Added value.** Recommended alternatives, options, or deliverables that would add value to the Township's digital presence consistent with the desired outcomes noted above are welcomed for inclusion in the proposal, with associated costs.

## **Service Agreement**

Acceptance of your proposal will be contingent upon execution of a service agreement between the Charter Township of Union and the successful bidder.

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Deliver the sealed envelope with your proposal to:

Mark Stuhldreher, Township Manager  
Charter Township of Union  
2010 South Lincoln Road Mount Pleasant, MI 48858  
Or via email to: [mstuhldreher@uniontownshipmi.com](mailto:mstuhldreher@uniontownshipmi.com)

## **Right of Decision/Rejection**

The Township reserves the right to make all decisions regarding this request, including, without limitation, the right to decide whether a bid does or does not substantially comply with the requirements of or meet the objectives of this request.

The Township reserves the right to reject any or all bids received if it determines in its sole discretion that the proposals received will not achieve the objectives set forth in the Scope of Request.

## **Questions**

Questions about this request should be directed to:

Rodney C. Nanney, AICP, Community and Economic Development Director  
Charter Township of Union  
2010 South Lincoln Road Mount Pleasant, MI 48858  
Phone: (989) 772-4600 Ext. 232  
Email: [rnannay@uniontownshipmi.com](mailto:rnannay@uniontownshipmi.com)