

Request for Proposal Municipal Website Services

1.Introduction

Ogemaw County is seeking proposals from qualified website development and hosting firms to redesign, build, and support our official county 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 County staff with an eye toward future compatibility and ‘future proofing’.

2. Project Overview

2.1 Location

www.ocmi.us

2.2 Scope of Work

- Create a modern and professional website consistent with the County’s Branding and that performs seamlessly on both desktop and mobile platforms.
- Ensure the new website is fully ADA-compliant under WCAG 2.1 AA standards for design and content, and that compliance remains continuous as future updates to the standards occur.
- Intuitive navigation and searchability of information, services, and departments available on the site.
- Provide an easy-to-use cloud-based CMS (content management system) for County staff who 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 payment websites.

1. Detailed Specifications

3.1 Design & Development

- Create a fresh, professional website design consistent with the County’s branding.
- Provide at least two (2) design mockups for County 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 a user-friendly homepage layout.

3.2 Content Management System (CMS)

- Implement a secure, cloud-based CMS that enables non-technical staff to update content easily.
- 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 the current www.ocmi.us.
- If migrating from the current hosting (Bluehost), work with the IT Director to transition DNS to the new hosting.
- Conduct quality assurance testing before launch.

3.4 Accessibility and Compliance

- Ensure compliance with ADA Title II and WCAG 2.1 AA standards, with planning for WCAG 2.2 AA conformance to support 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 County 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, and 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 and hourly help.
- References – Contact info for at least three clients that are of a similar size to Ogemaw County (~21,000 residents).

5. Timeline

- Bids are due by August 28, 2026 @ 4:00 pm.

6. Terms and Conditions

- Ogemaw County 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 Ogemaw County.
- All questions regarding this RFP may be directed first to the I.T. Director, Tom Spencer, by emailing spencert@ocmi.us.
- Proposals can be submitted to County Administrator Francine Zysk, PhD. at zyskf@ocmi.us.
- Paper proposals can be submitted to Ogemaw County during normal business hours (Monday-Friday, 8:30 am – 4:30 pm). Ogemaw County Building, 806 W. Houghton Ave.

Suite 107, West Branch, Michigan 48661, in a sealed envelope addressed to the County Administrator, clearly labeled RFP Municipal Website Services.