

## REQUEST FOR PROPOSALS

### River COG Website and Rebranding Project

The Lower Connecticut River Valley Council of Governments (River COG) is seeking a consultant to create a new website and logo for the organization. The new website and graphic identity will improve River COG's public profile and will be the organization's primary vehicle for public outreach. Effective public outreach is essential to the organization's transportation and regional planning projects.

River COG is an affirmative action, equal opportunity employer in accordance with regulations adopted by the Connecticut Commission on Human Rights and Opportunities (CHRO), and requests the same of the consultants responding to this request.

#### Purpose of the Project

To create a replacement website for <http://www.rivercog.org> that is usable on both traditional and mobile web browsers and utilizes a content management system to enable staff to easily create and maintain webpages. The secondary purpose is to use the website design process to create a new logo and corporate style, include the design of new letter head, business cards, and document and map templates.

#### Project Products

The project products will consist of:

- Creating a new rivercog.org website that is usable on traditional desktop and mobile web browsers.
- Implementation of a content management system that allows River COG staff to easily create new webpages and maintain existing ones.
- Collaboration with River COG staff in creation of intuitive website navigation.
- Training on how to use the templates and content management system for River COG staff.
  - Openness to allowing River COG staff to observe and study the CMS template creation process and implementation.
- Migration of key content over to the new website.
  - Identification of needed content (text, images, and documents)
- Recommendation on website hosting options.
- Creation of new River COG logo and style guide.

- Design of new business cards, letterhead and envelopes, and templates for PowerPoint presentations, letters and memos in MS Word, InDesign reports, and maps in ESRI ArcMap.

### **Response Requirements**

The following information should be submitted with the proposal. Any additional information should be contained in a clearly marked appendix.

1. Qualifications of the firms or individuals proposing to conduct the study. Name, team size, and team organizational structure under which the firm(s) and personnel who will conduct the study must be included. A short description of past experience should be included. Examples of websites and corporate or organizational branding the firm or individuals designed must be included.
2. Description of the technical approach for the new website project, including a discussion of what content management system(s) is recommended and why.
3. A timeline detailing the order and duration of potential tasks and the project as a whole.
4. A detailed budget, by task.
5. A statement affirming the firm's or individuals' compliance with all federal and state laws and local ordinances.

### **Inquiries**

Questions should be in writing and sent to Samuel Gold, at [sgold@rivercog.org](mailto:sgold@rivercog.org). The questions submitted and the response will be made publicly available at <http://rivercog.org/currentRFQ.html>. The identity of persons submitting questions will not be posted.

### **Submittal Deadline**

Submit an electronic copy by email or by disc or drive to River COG, no later than July 15, 2016 by 5:00 PM. Responses received after the stated deadline may be rejected.

Samuel Gold, Executive Director  
Lower Connecticut River Valley Council of Governments  
145 Dennison Road  
Essex, Connecticut 06426  
[sgold@rivercog.org](mailto:sgold@rivercog.org)

## **Selection Process**

All responses to the request for proposals received complete and on-time will be reviewed and scored on the basis of experience with similar projects, demonstrated technical and design skill, ingenuity in approach and execution, cost, and timeline.

The River COG reserves the right to reject any or all responses to the RFP.

## **Consultant Selection / Approval**

A contract will be executed between River COG and the selected consultant dependent on the successful negotiation of a scope of work and budget.

## **Fees**

The fee will be on a per task basis. Payment will be monthly, based on the percentage completion of each task, subject to 10% retainage.

## **Contract Compliance Requirements**

The contract to be awarded is subject to laws of the state of Connecticut.

## **Addenda and Supplements**

In the event that it becomes necessary to revise any part of these instructions, a supplement to the instructions will be posted to <http://rivercog.org/currentRFQ.html>. River COG encourages potential RFP respondents to check this page regularly.

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