



MERIDIAN TOWNSHIP WEBSITE REDESIGN REQUEST FOR PROPOSALS (RFP)

Request for Proposals

Meridian Township Website Redesign



RFP Issue Date:	April 30, 2025
Issued By:	Meridian Township 5151 Marsh Road Okemos, MI 48864
Inquiries/Contact:	Samantha Diehl, Communications Manager diehl@meridian.mi.us 517.853.4378
RFP Due Date:	Friday, May 23, 2025 by 4:00 pm

Section I - Introduction

Meridian Township is inviting qualified vendors to submit proposals for the redesign of its current website (meridian.mi.us). The website redesign project will begin in June 2025, and the new design will go live starting January 1, 2026.

Section II - Project Goals

Meridian Township is looking to partner with a company that can provide a robust Content Management System (CMS) platform for its existing website. The primary goals of this project are as follows:

- Improve user experience and navigation to make it easier for visitors to find information.
- Implement a website that is compliant with the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA requirements.
- Enhance the visual design to create a modern and visually appealing website that reflects the Township's brand identity.
- Ensure the website is mobile-friendly and responsive across all devices and web browsers.
- Implement best practices for search engine optimization and integration with Google Analytics.

Section III – Current Website

The Township’s current URL is meridian.mi.us, and the URL will remain the same for the redesign project. Residents, visitors, Township officials, media, and staff members utilize the website for various functions, and the website receives 1.5 million pageviews annually.

- Number of pages: 236
- Number of documents: 7,783
- Number of images: 2,896

Section IV – Project Overview and Scope

The redesign of Meridian Township needs to include the following features. Comments are provided to expand upon the needs of a specific feature.

Provided Feature, Function, or Service:	Additional Comments:
Asset library	Search functionality desired for administrative users
Automatic content expiration	
Browser-based administration	
E-notifications	Current contractor allows for scheduled notifications for events, job postings, and news stories
Events calendar	Preference for calendar feature that allows for creation of single events, recurring events, or events with multiple dates; integration with Outlook, Google, Yahoo calendars; categorization of events; integration with Google Maps or another mapping solution
Forms and surveys	Forms must have capability to send responses to select email addresses
Mobile-friendly	
RFP/RFQ	
Site search functionality	Fuzzy search functionality desired
Staff directory	
Facilities directory	
Notification bar	Customization desired to cover critical and non-critical alerts
URL redirects	
24/7 customer support	
Security	Safe browsing for users and administrators
Maintenance and support	Access to both after website launch

Breadcrumb navigation	
Third-party vendor integration	UserWay (accessibility widget; required), Constant Contact (optional), social media feeds
Customizable themes	Fonts, colors, layouts
Modular website design	
Unlimited CMS user accounts	40 current administrative users
Unlimited friendly URLs	Meridian Township currently uses 100
Training for CMS users	
Analytics and site audit reports	Can include integration with Google Analytics
Printable webpages and content	

The selected vendor should also perform the following tasks within the redesign timeline:

- Present a disaster recovery plan in the event that your data center experiences a catastrophic event.
- Present a plan for archiving or expiring outdated news stories and events.
- Deliver a website that is compliant with the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA requirements.
- Merge or remove duplicate or unnecessary webpages to help centralize information into intuitive locations.
- Implement a content management system that dozens of staff of all experience levels can navigate, with workflows and approvals that can be controlled by a central department.
- Perform an audit and analysis of the current website to understand content requirements, as well as business and functionality needs.
- Present plan to engage key stakeholders into the website redesign, including staff, members of the Township Board, residents, and businesses.
- Migrate or update data from current website to new platform.
- Preservation of old website URLs by setting up URL redirects to ensure Township residents, businesses, visitors, and others can continue to access the website using previously distributed website links.

Section V – Timeline

The website redesign project will begin in June 2025 after a vendor has been selected and a contract has been signed. The Township’s contract with its current vendor expires on December 31, 2025, so the redesign will need to be completed before that contract ends.

- May 23, 2025 | Proposal Due Date
- May 30, 2025 | Contract Awarded
- June 2025 | Begin Redesign Project
- January 1, 2026 | Website Launch Date

Section VI – Budget

Meridian Township operates on a fiscal calendar year, and the budget allotment for this project will be available to distribute beginning January 1, 2026. Work will need to be completed in 2025, and the invoice will be paid in January 2026.

The Township is seeking proposals within the range of \$25,000 to \$50,000. Proposals that exceed or fall below that range will be accepted, but a strong justification must be provided.

Section VII – Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Experience and expertise in website design and development
- Understanding of the Township’s project goals
- Quality of the proposed design concept
- Functionality and technical capabilities
- Examples of work from other municipalities
- Cost proposal

Section VIII – Submission Instructions and Requirements

Please submit your proposal electronically to bids@meridian.mi.us by **4:00 pm on Friday, May 23, 2025**. Proposals submitted after the deadline will not be considered.

For questions regarding this project, please contact Communications Manager Samantha Diehl at diehl@meridian.mi.us or 517.853.4378.

Your proposal should include the following information:

- A brief overview of your company’s experience and qualifications.
 - Include a list of team members who will be working on this project and what their roles would be.
- A proposed solution that will best serve the Township based on the information provided in Section IV of this document.
- A detailed project timeline for each project phase.

- A detailed budget for each project phase and recurring costs that will occur after implementation.
- Examples of other municipalities who have utilized your company for website design and development.
 - Meridian Township's population is 44,000, so examples from similarly-sized municipalities are preferred but not required.

Meridian Township reserves the right to reject any or all proposals, waive irregularities in submitted proposals in the best interest of the Township, to reissue RFPs, and to request additional information.

The Township reserves the right to negotiate the terms and conditions of all or any part of the project or to accept any proposals determined by the Township to be in the best interest of the Township and successful completion of the project.