



# PEEKSKILL NEW YORK

City of Peekskill Industrial Development Agency (PIDA)

## **Request for Proposal (RFP)**

Website for the City of Peekskill Industrial Development Agency

Release Date: August 9, 2017

### **I. Purpose:**

The City of Peekskill Industrial Development Agency is seeking proposals from qualified website developers for the design, development, hosting and maintenance of a new website linked to the City of Peekskill website, but specifically for the PIDA. PIDA will be responsible for coordinating with the City of Peekskill as the website owner.

The project will be overseen by PIDA through the use of its consultant Lewis C. Wendell of *Wendell & Associates*.

To facilitate PIDA's selection of a website developer, we are requesting that interested parties submit their qualifications and company profile, along with a proposal to provide the services.

### **II. Scope of Services:**

The scope of work for the web design projects includes:

1. Identifying/hearing from client collaborators familiar with existing site
2. Reviewing and interpreting site analytics
3. Gaining client buy-in on purpose of the microsite
4. Developing content strategy, hierarchy and site map
5. Determining creative resources needed (design, photography, new/revised copy, etc.)
6. Determining tech support resources and needs after handoff
7. Complete design, production and implementation of new website
8. Optimize website for high SERP (Search Engine Results Page) placement
9. Maintain language translation feature
10. Incorporate Google analytics
11. Insure that site is mobile access friendly
12. Provide site maintenance services for 2 years
13. Provide up to 2 hours of training for PIDA staff where indicated
14. Provide web hosting services as needed (2 years)
15. Incorporate Peekskill MLS listings through service (Homefinder)

See attached sample of elements to be included on the web site.

### **III. Submission:**

Sealed proposals shall be mailed or hand delivered to:

Richard Leins, Executive Director  
City of Peekskill Industrial Development Agency  
840 Main Street Peekskill, NY 10566

And received on or before 2:00 pm, August 31, 2017. Late submissions will be rejected without consideration. Four (4) hard copies and one (1) USB flash drive of each proposal shall be submitted to Richard Liens in a single sealed envelope mark, "RFP PIDA Web site". All questions about this RFP can be submitted to Lewis Wendell at [lcwendell@gmail.com](mailto:lcwendell@gmail.com) by August 25, 2017.

PIDA reserves the right to determine which firm shall be awarded the contract. PIDA specifically reserves the right to accept or reject any or all proposals, to negotiate with any qualified source, to cancel in part or entirely this Request for Proposal, to waive any proposal requirements, to investigate the qualifications of any proposal, to obtain new proposals, or proceed to have the service provided in any way as necessary to serve the best interests of PIDA.

### **IV. Consultant, Sub Consultants, and M/WBE Information:**

The RFP must include the following information on any/all Sub Consultants:

- PIDA encourages Section 3 and M/WBE firms to apply.
- Firm name and address, and, work to be completed by any/all Sub Consultants.
- Pertinent information relating to the Sub Consultant's experience.
- Estimated percentage of work to be completed by each Sub Consultant; note PIDA requires the Primary Consultant to be providing at least 51% of the work for the entire contract.

#### **Work Schedule for Project**

The project to develop a new web site is expected to begin shortly after award of the contract and be completed within the following 6 to 8 weeks.

### **V. Proposal Fees and Budget:**

The proposal shall state the total fee, as well as subtotal fees for site development, hosting and maintenance.

### **VI. Evaluation Factors:**

- Qualifications and references for similar projects: 30%
- Approach in addressing and recognizing the overall project scope: 34%
- Availability, proximity, and consultant's personnel, and M/WBE: 16%
- Fees and budget: 20%



**PEEKSKILL**  
**NEW YORK**

**VII. Selection and Contract Award:**

- Interviews will be held during the beginning of September, 2017. Award anticipated mid-September, 2017.
- Contract execution and project to begin immediately following award.