**Request for Proposal Website Design and Maintenance**

The Town of Bergen is seeking proposals to design a new Town website, provide initial staff training and provide on-going hosting/maintenance. Please visit [www.bergenny.org](http://www.bergenny.org) to view the current website.

Description of Project

**Town of Bergen.** The Town of Bergen is a political subdivision of the State of New York providing local government services to a population of 3,200 residents. Those services are provided through several departments and boards.

**Website Audience**. The primary audience for the Town website includes Town residents, business owners and property owners. A secondary audience would include potential new residents, business owners and developers.

**Objective**. The Town’s objective is to develop a website that is ADA compliant and more interactive. The Town’s primary goal is to have a website that is easy for users to navigate to find information quickly.

**Current Features to be Retained**. Each current department would still warrant its own page. The Town would like to add one new department: Employees. The document categories (currently listed on the home page) would also remain the same, although the location of that menu may change.

**New Features.** Along with the transfer of all documents housed on the current website, the Town would like to consider adding the following features:

* Fillable forms
* Searchability
* Email sign-up
* Social Media integration (with the Town Facebook page)
* The Town **does not** conduct ecommerce on the website at this time

**Other Information**. Currently, the Town Clerk uploads all new documents and information to the website. That process would remain the same after the re-design and training. The Town may wish to authorize additional users.

**Timeline.** The Town seeks proposals by February 10, 2023 with the intention to award a contract at its meeting on February 21, 2023 or March 14, 2023. The Town prefers the project to be complete by August 1, 2023 including staff training.

**More Information**. Questions regarding this RFP should be directed to Supervisor Ernest Haywood at 585-703-4067 or Town Clerk Michele Smith at 585-494-1121.

Proposals should be submitted to:

Supervisor Ernest Haywood

Town of Bergen

10 Hunter Street

PO Box 249

Bergen, NY 14416