

Request for Proposal (RFP) for New Website Development and Marketing Creative Services

Date: February 25, 2025

RFP Title: New Website Development and Marketing Creative Services for Newnan Utilities

RFP Submission Deadline: March 24, 2025

1. Introduction

Purpose of the RFP:

This RFP aims to engage a professional agency with proven web development and marketing services expertise. The selected partner will create a functional, accessible, and visually engaging website while supporting modern, innovative marketing collateral development. This includes advertisements, brochures, and other customer-facing materials to enhance communication and engagement with our community.

Newnan Utilities is committed to maintaining modern and engaging communication with our customers. Updated marketing collateral is key to this effort, enabling us to convey critical information effectively while reinforcing our brand identity.

2. Project Overview

Website and Marketing Goals:

The new website will serve as a central platform for customer interaction, resource access, and community engagement. Additionally, this project includes a focus on enhancing Newnan Utilities' marketing capabilities to maintain consistent branding and effective communication. Specifically, we aim to:

- Develop a visually engaging, user-friendly website with streamlined navigation and intuitive design.
- Ensure a fully optimized mobile experience for users on the go.
- Achieve full ADA compliance to promote accessibility for all users.
- Collaborate with a vendor who can provide ongoing support for creating modern marketing collateral, such as advertisements, brochures, and other customer-facing materials, to reflect innovation and community commitment.

Success will be measured by improved website traffic, user engagement, and the effectiveness of marketing collateral in enhancing customer communication and engagement.

3. Scope of Work

Features and Functionality:

- Vendors should propose a platform that offers a user-friendly interface for content editing and role-based permissions for staff access, ensuring ease of use and long-term scalability.
- Develop a user-friendly reservation system for park pavilions that integrates with Newnan Utilities' internal booking processes and offers features such as calendar view and automated confirmation emails.
- Include a dedicated alert system for sharing essential updates with customers, such as service outages, maintenance schedules, or emergency notifications. The system should allow for a prominent display on the homepage and offer options for integration with email or text notifications.
 - Provide tools and training for staff to easily update and modify alerts as needed, ensuring information remains current and accurate.
- Incorporate tools to support creating and managing marketing collateral, including templates for advertisements, brochures, and other customer-facing materials.

Design Requirements:

- The design should reflect Newnan Utilities' branding and convey our focus on sustainability, innovation, and community support.
 - Modern, responsive design.
 - Include design templates and guidelines for marketing collateral, such as advertisements, brochures, and customer-facing documents, to ensure consistency in branding across all materials.
 - Examples of preferred websites:
 - <https://www.smud.org/>
 - <https://www.rivierautilities.com/>
 - <https://www.kpub.com/>
 - <https://www.tva.com/>
 - <https://chattahoochee.org/>

Content Strategy:

- Collaborate with our team to refine website content and ensure it aligns with our tone, goals, and audience needs.
- Vendors should demonstrate capabilities in crafting SEO-friendly and engaging content that enhances user retention.
- Provide creative direction and ideas for marketing collateral, including advertisements, brochures, and other customer-facing documents, ensuring consistency with Newnan Utilities' branding and messaging.
- Offer recommendations for new and innovative ways to communicate key messages and engage with our audience through marketing materials, keeping in mind our commitment to community engagement.
- The selected vendor will work closely with our internal team to brainstorm, develop, and refine creative concepts for marketing collateral, ensuring alignment with Newnan Utilities' goals and branding.

SEO and Analytics:

- Implement tools for tracking website traffic, engagement metrics, and conversion

rates.

- Provide training for staff on analyzing and utilizing this data.

Platform Requirements:

- The website should be built on a reliable and scalable platform that best fits our needs. We are open to various solutions, including traditional CMS platforms, Webflow, or custom-built options, if they align with our project goals and usability requirements.
- We encourage vendors to recommend the best approach based on their expertise and experience, outlining the advantages of their proposed solution.

Hosting requirements:

- The website hosting location is flexible and does not require hosting on Newnan Utilities' internal servers. Vendors should propose solutions that align with our hosting preferences and include detailed instructions for deployment and ongoing maintenance.

Future Technology Integration:

- The website architecture should accommodate evolving technologies, such as AI-driven tools for enhanced customer service (e.g., chatbots, personalized recommendations) and operational analytics. Vendors should outline how the website will remain adaptable for such advancements in the future.
- Specifically, we plan to implement a chatbot feature in 2025 to improve customer interaction and support. Vendors should outline how the proposed solution will enable seamless integration of this feature, ensuring scalability and compatibility with future updates.

Cybersecurity Considerations:

Security Measures: The proposal should include details on cybersecurity practices to be implemented during development, including:

- Data encryption and secure data storage.
- Implementation of SSL certificates.
- Regular security audits and updates.
- User access controls and role-based permissions.

Ongoing Website Maintenance and Support

The selected vendor will provide ongoing support to ensure the website remains functional, secure, and up to date. This includes:

- **Platform Updates:** Regular updates to ensure compatibility, security, and the introduction of new features.
- **Bug Fixes and Performance Optimization:** Identifying and resolving issues and optimizing the website for peak performance.
- **Feature Enhancements:** Adding or updating website features as needed to support

evolving customer needs and Newnan Utilities' objectives.

- **Training and Documentation:** Offering guidance and training for staff on maintenance best practices and updating documentation as features evolve.

4. Project Timeline

- **RFP Submission Deadline:** March 24, 2025
- **Vendor Selection Date:** March 28, 2025
- **Project Kickoff:** April 3, 2025
- **Expected Launch Date:** July 2025

The vendor must provide biweekly updates on project progress and participate in regular status meetings with Newnan Utilities' team.

5. Proposal Submission Guidelines

- **Format:**
Please submit proposals in PDF format.
- **Submission Deadline:**
All proposals must be submitted by March 24, 2025.
- **Budget**
We invite proposals that include pricing structures based on project scope, allowing for flexibility in deliverables and features.
- **Evaluation Criteria:**
Include case studies or work samples demonstrating your expertise in web development and marketing collateral creation, highlighting successful outcomes.
- **Contact Information:**
For questions or clarifications, please contact:
Melissa Payton – mpayton@newnanutilities.org

6. Evaluation Criteria

Selection Process:

Proposals will be evaluated based on the following criteria:

- Relevant experience and portfolio.
- Cost and value for services offered.
- Proposed timeline and project management approach.
- Client references.

7. Terms and Conditions

CONFIDENTIALITY

Each Party agrees to hold the other Party's confidential information in strict confidence, not to disclose such confidential information to third Parties not authorized by the Parties

to receive such confidential information, and not to use such confidential information for any purpose except as expressly permitted hereunder by Newnan Utilities. Each Party agrees to take commercially reasonable steps to protect the other Party's confidential information and to ensure that such confidential information is not disclosed, distributed or used in violation of the provisions of this agreement.

COMPLIANCE WITH LAWS

Each Party represents and warrants that during the term of this Request for Proposal (RFP) it will comply with all federal, state and local statutes, laws, orders, rules, regulations and requirements, including those of any governmental (including any regulatory or quasi-regulatory) agency applicable to such Party as it pertains to its obligation herein.

GOVERNING LAW AND VENUE

Should an Agreement be reached, it will be enforced according to Georgia law with regard to its conflict of law rules or any other rules directing referral to foreign laws or forums. Any action related to the Agreement in any way shall be brought in the Superior Court of Coweta County, Georgia to the extent that such court or agency has subject matter jurisdiction, and each Party hereto hereby consents to the jurisdiction and venue of such court or agency in the appropriate appellate court therefrom in any such action and irrevocably waives, to the fullest extent permitted by law, any objection that it may now or hereafter have to the personal jurisdiction and venue of such court and to claim of inconvenient forum.

8. Appendices

Additional Information:

Newnan Utilities to include:

- Branding Guidelines
- Site Analytics
- Content Examples