

Request for Proposals (RFP)

Website Design, Development, Hosting, and Ongoing Support Services

Town of Macedon, New York

Issue Date: July 10, 2026

Proposal Due Date: August 5, 2026

Town Contact:

Town of Macedon
32 Main Street
Macedon, NY 14502

Contact Person:

Name: Karrie Bowers

Title: Town Clerk

Phone: 315-986-5932

Email: townclerk@macedontown.gov

1. Introduction

The Town of Macedon (the “Town”), located in Wayne County, New York, is seeking proposals from qualified firms to design, develop, implement, host, maintain, and provide ongoing support services for a modern municipal website.

The Town intends to select a qualified vendor capable of providing a complete website solution that improves communication with residents, businesses, visitors, and other stakeholders while increasing transparency, accessibility, and operational efficiency.

The selected vendor shall provide a turnkey solution including website planning, design, development, content migration, accessibility compliance, hosting, cybersecurity protections, staff training, maintenance, and technical support.

This Request for Proposals (“RFP”) is issued in accordance with applicable provisions of New York State law governing municipal procurement. The Town reserves the right to award a contract based upon demonstrated qualifications, technical capability, compliance with requirements, cost effectiveness, and the overall best value to the Town.

2. Background

The Town of Macedon serves a growing community in Wayne County, New York. The Town provides a wide range of municipal services and information resources, including:

- Town Board
- Planning Board
- Zoning Board of Appeals
- Highway Department
- Parks and Recreation
- Building and Code Enforcement
- Town Clerk
- Water and Sewer
- Assessment
- Town Court
- Historic Preservation
- Community Events

The Town desires a website that reflects professionalism, transparency, accessibility, and ease of use while providing residents with convenient access to municipal information and services.

3. Project Objectives

The Town seeks a website that:

- Is visually appealing, modern, and easy to navigate
 - Works effectively on desktop, tablet, and mobile devices
 - Meets or exceeds applicable ADA accessibility requirements
 - Complies with current web development standards
 - Allows Town staff to update content without advanced technical knowledge
 - Provides efficient search functionality
 - Improves public engagement and transparency
 - Supports emergency communications
 - Reduces staff time spent responding to routine inquiries
 - Provides a scalable platform for future municipal needs
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4. Scope of Services

The selected vendor shall provide the following services:

Discovery and Planning

The vendor shall provide:

- Project kickoff meeting
 - Stakeholder interviews
 - Website goals assessment
 - Current website review
 - Information architecture planning
 - Navigation recommendations
 - Content organization strategy
 - Project schedule and milestones
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Website Design

The vendor shall provide multiple design concepts incorporating:

- Modern municipal website standards
 - Mobile-first responsive design
 - ADA-compliant color contrast
 - Clear navigation structure
 - Consistent Town branding
 - Photography recommendations
 - Appropriate typography and iconography
 - User-focused page layouts
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Website Development

The vendor shall develop a complete website including:

- Responsive design
- Secure content management system (CMS)
- User-friendly editing tools
- Search functionality
- Calendar system
- News and announcements
- Emergency alerts
- Staff directory
- Department pages

- Board and committee pages
 - Meeting agendas and minutes
 - Document library
 - Interactive forms
 - Contact forms
 - Photo galleries
 - Employment opportunities
 - Bid and RFP postings
 - Public notices
 - Frequently asked questions
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Online Services

The website should support:

- Downloadable forms
 - Online forms
 - Payment links
 - Permit information
 - Permit applications
 - Facility reservations
 - Parks information
 - Recreation registration links
 - Tax information
 - Election information
 - Water billing information
 - Public meeting livestream links
 - GIS or mapping integration (optional)
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Content Migration

The vendor shall:

- Migrate existing website content
 - Review and organize documents
 - Optimize images and files
 - Identify outdated content
 - Assist with content restructuring
 - Establish appropriate URL redirects
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Search

The website shall provide:

- Full-site search
 - Document search
 - Search filtering capabilities
 - Fast indexing
 - Search engine optimization support
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Accessibility Requirements

The website shall comply with:

- Americans with Disabilities Act (ADA) requirements applicable to municipal websites
- Web Content Accessibility Guidelines (WCAG) 2.2 Level AA standards
- Keyboard navigation requirements
- Screen reader compatibility
- Accessible document practices
- Accessibility monitoring and reporting tools

The selected vendor shall provide ongoing accessibility support and notify the Town of significant accessibility issues.

5. Cybersecurity and Data Protection Requirements

The selected vendor shall maintain appropriate cybersecurity practices, including:

- Secure Socket Layer (SSL/TLS) encryption
- Regular security updates and vulnerability remediation
- Malware protection
- Automated backups
- Disaster recovery procedures
- Role-based user permissions
- Multi-factor authentication for administrative accounts
- Secure cloud hosting environment
- Security monitoring
- Incident response procedures

The vendor shall promptly notify the Town of any suspected security breach, unauthorized access, or loss of Town data.

The vendor shall comply with applicable federal, state, and local cybersecurity requirements and shall cooperate with the Town in responding to cybersecurity incidents.

6. Hosting Requirements

The vendor shall provide:

- Secure cloud-based hosting
- Minimum 99.9% uptime commitment
- Daily backups
- Content delivery network (CDN) capabilities where appropriate
- Website monitoring
- Performance monitoring
- Technical support

The vendor shall identify the location of hosting facilities and describe security controls protecting Town data.

7. Training

The vendor shall provide:

- Administrator training
 - Department editor training
 - Written documentation
 - Video tutorials or training resources
 - Ongoing support resources
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8. Maintenance and Support

The proposal shall include ongoing maintenance services including:

- Software updates
- Security patches

- CMS upgrades
- Technical support
- Bug fixes
- Accessibility updates
- Optional enhancement services

Vendors shall identify support hours, response times, escalation procedures, and service-level commitments.

9. Desired Features

The Town is interested in solutions offering:

- Emergency alert banner
 - Homepage announcements
 - Calendar of events
 - Board meeting calendar
 - Interactive department directory
 - Staff directory
 - Document management
 - Online forms
 - Website analytics
 - Social media integration
 - Newsletter signup
 - Video embedding
 - Google Maps integration
 - News archive
 - FAQ management
 - Photo gallery
 - Translation capabilities
 - AI-powered search or chatbot (optional)
 - Public records request forms
 - Open data capabilities (optional)
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10. Technical Requirements

The proposed solution should include:

- Modern CMS platform
- Browser compatibility

- Mobile responsiveness
 - Search engine optimization (SEO) best practices
 - XML sitemap generation
 - Metadata management
 - Google Analytics integration
 - Content version history
 - User permissions
 - Workflow approvals
 - API integration capabilities
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11. Vendor Qualifications

Proposals shall include:

- Company overview
- Years in business
- Municipal website experience
- Experience with New York State municipalities
- Organizational structure
- Project team qualifications
- Similar completed projects
- Project management methodology
- Three municipal references minimum

Preference may be given to vendors demonstrating successful experience with municipalities of similar size and complexity.

12. New York Municipal Procurement Requirements and Compliance

The selected vendor shall comply with all applicable federal, New York State, and local laws, rules, and regulations, including but not limited to:

- New York State General Municipal Law requirements applicable to municipal contracts
- New York State Public Officers Law, including applicable Freedom of Information Law (FOIL) requirements
- New York State Arts and Cultural Affairs Law records retention requirements where applicable
- Applicable New York State cybersecurity and data protection requirements

- Applicable labor and employment laws
- Applicable tax laws and reporting requirements

The vendor shall:

- Maintain complete and accurate records relating to services performed under the contract
- Retain project records, financial records, and supporting documentation for the period required by applicable law and Town policy
- Make records available to the Town upon reasonable request
- Cooperate with audits, reviews, or investigations conducted by the Town or authorized governmental entities

The vendor shall not discriminate in employment or service delivery and shall comply with applicable equal opportunity requirements.

13. Proposal Requirements

Each proposal shall include:

Executive Summary

Overview of proposed solution and approach.

Company Information

Firm history, ownership structure, qualifications, and experience.

Project Understanding

Demonstration of understanding of Town goals and requirements.

Technical Approach

Include:

- CMS platform
- Hosting environment
- Cybersecurity approach
- Accessibility compliance
- Support model
- Integrations

References

Provide a minimum of three municipal references, including contact information.

Cost Proposal

Provide separate pricing for:

- Website design
- Development
- Content migration
- Hosting
- Training
- Annual maintenance
- Optional services
- Hourly consulting rates
- Additional enhancements

All costs shall be clearly identified, including one-time and recurring expenses.

14. Ownership and Data Rights

Upon completion of the project and payment of all applicable fees, the Town shall retain ownership of all Town content, documents, images, data, and information.

The Town shall have unrestricted administrative access to its website content and accounts.

Vendor proposals shall clearly identify any proprietary software, licensing restrictions, or limitations on Town ownership.

15. Insurance Requirements

The selected vendor shall provide certificates of insurance demonstrating coverage including:

- Commercial General Liability Insurance
- Professional Liability (Errors and Omissions)
- Workers' Compensation Insurance
- Disability Benefits Insurance, where applicable
- Cyber Liability Insurance

Minimum coverage limits shall be provided in the vendor proposal and may be subject to Town approval.

16. Evaluation Criteria and Scoring Matrix

The Town will evaluate proposals using the following scoring criteria. The Town reserves the right to conduct interviews, demonstrations, and reference checks as part of the evaluation process.

Evaluation Category	Maximum Points
Municipal Website Experience and Qualifications	20
Understanding of Town Needs and Project Approach	15
Website Design Quality and User Experience	15
Technical Solution, CMS Functionality, and Security	15
Accessibility Compliance and ADA Approach	10
Hosting, Maintenance, and Customer Support	10
Project Timeline and Implementation Plan	5
Cost Proposal and Overall Value	10
Total Possible Score	100

The Town may consider additional factors including references, vendor responsiveness, demonstrated expertise, and compatibility with Town objectives.

17. General Conditions

The Town reserves the right to:

- Reject any or all proposals
- Waive informalities or irregularities
- Request clarification or additional information
- Conduct interviews or demonstrations
- Negotiate with one or more proposers
- Modify or cancel this RFP
- Award the contract in the best interest of the Town

Issuance of this RFP does not obligate the Town to award a contract or reimburse any proposer for costs incurred in preparing a response.

The selected vendor shall enter into a written agreement approved by the Town and subject to all applicable municipal requirements.

18. Submission Instructions

Proposals shall include one electronic PDF submission and any additional copies requested by the Town.

Submission Deadline:

August 5, 2026

Submit proposals to:

Town of Macedon
Attn: Town Clerk
32 Main Street
Macedon, NY 14502

Email: townclerk@macedontown.gov

Late submissions may not be considered.

19. Optional Enhancements

Vendors are encouraged to provide optional pricing for:

- Citizen request portal
- Interactive maps
- Online permitting
- Online payments
- Event registration
- Parks reservation system
- Meeting agenda management
- Livestream integration
- AI chatbot
- SMS notifications
- Mobile application
- Digital signage integration
- Employee intranet
- Open data portal

20. Desired Outcomes

The Town seeks a long-term technology partner capable of delivering a secure, modern, accessible, and easy-to-manage website that enhances transparency, improves public communication, supports efficient municipal operations, and provides an exceptional online experience for residents, businesses, and visitors.