

Request for Proposal (RFP): Flemington Borough Website Modernization

RFP #: 2026-Web-01

Required Launch Date: July 18, 2026

I. Project Overview

The Borough of Flemington ("Borough") seeks proposals from qualified vendors to design, build, host, and maintain a secure, fully compliant, efficient-to-maintain municipal website that provides an engaging, satisfying experience for residents, business owners, property owners, contractors, and prospective visitors.

II. Scope of Work & NJ Statutory Requirements

The Borough seeks a vendor to provide a solution for its new municipal website. The vendor is responsible for all technical aspects of the transition from the current website provider. Proposals must demonstrate how the platform and services will satisfy the following:

- **ADA Accessibility (WCAG 2.1 Level AA):** Per **N.J. P.L. 2023, c.113**, the site must be fully compliant. While the deadline for towns under 50,000 is April 26, 2027, the Borough requires "Compliance by Design" at launch.
- **Full Content Migration:** Automated, manual, or hybrid transfer of the following, ensuring all migrated OCR-searchable and ADA-compliant PDFs remain so. To assess the scale of this effort, respondents are directed to analyze the public website at <https://www.historicflemington.com/>.
 - Web page content for all existing pages
 - Downloadable content including Public Notices, Bids, Forms, News and Announcements, Calendar, Events, Meeting Documents, Budgets, Paper Forms and Applications, Maps, Natural Resource Inventory Documents, All Borough Clerk and others sections' downloadable files.
- **Digital Legal Notices (LFN 2026-01):** The site must include a "conspicuous" link on the homepage to a dedicated Legal Notices page and a searchable archive for notices removed after their active period.
- **User-Centered Design:** (UCD) The Borough requires a user-first architecture. The vendor must utilize UCD principles to ensure that the website's most critical functions are accessible within two clicks from the homepage. The design must be informed by actual

user behavior rather than municipal organizational charts. (e.g., "How do I pay a parking ticket?" rather than "Department of Finance"). The borough will provide the selected vendor with analytics to inform task analysis.

- **Technical Launch:** Management of DNS propagation to transition from current commercial domain to a secure **.gov** domain.
- **Staff management:** Easy-to-use tools for Borough staff to update page text, graphics, and photos; post files and documents; post emergency alerts; and create/update calendars— without vendor intervention.
- **Vendor management:** Vendor hosting and maintenance of the site, including content management support when Borough requires it.
- **Deliverable Acceptance & Oversight:** No phase of the project shall be considered complete, nor shall any progress payment be released, without written acceptance from the **designated Council Member of the Communications Committee**. The vendor shall submit a *Deliverable Acceptance Form (DAF)* for each milestone.
- **Staff Resource Protection:** The project must minimize disruption to municipal operations. Staff participation (meetings, content verification, training) is strictly capped at 24 hours for all Borough employees combined over the course of the project.

III. RFP and Project Timelines

RFP Timeline

RFP Milestone	Dates
RFP Release & Advertisement	February 4, 2026
RFP Submission Deadline	March 6, 2026
Written Proposal Evaluation	March 7 – March 16, 2026
Live Vendor Demos	March 24 – March 27, 2026
Recommendation Prep	March 30 – April 06, 2026
Contract Award	April 13, 2026

Expected Project Timeline

The vendor must deliver a full public release of the new Flemington Borough website not later than July 18, 2026.

Project Milestone	Dates
UCD Discovery & Persona Mapping	April 29 – May 13, 2026
Website Build & Design Phase	May 14 – June 8, 2026
Staff Training & Migration	June 9 – June 30, 2026
Final ADA Audit & Sign-off	July 1 – July 13, 2026
Technical Go-Live Prep	July 14 – July 16, 2026
Technical Go-Live	July 17, 2026
DNS Port and PUBLIC RELEASE	July 18, 2026

IV. Submission Requirements

- Respondents must be organizations, not individuals or sole proprietors.
- Technical Proposal and Statutory requirements must be submitted in PDF file format.
- Financial Proposal must be submitted in the provided Excel workbook format.
- To be considered, vendors must submit all items in section V. Mandatory Vendor Submission Checklist no later than 3:00 PM Friday, March 6, 2026 by email as follows:

Subject: "Website RFP Response | Vendor Name"

To: cconner@historicflemington.com

CC: bherbert@historicflemington.com, mkarrow@historicflemington.com,
tlevitt@historicflemington.com

Submissions will be opened and read in the Council Chambers at the Flemington Borough Hall on the date and time noted above.

Only those RFP responses received prior to or on the submission date and time will be considered.

Responses delivered before the submission date and time specified above may be withdrawn upon written application of the Respondent, who shall be required to produce evidence showing that the individual is or represents the principal or principals involved in the proposal.

After submission date and time specified above, responses must remain firm for a period of sixty (60) days.

V. Mandatory Vendor Submission Checklist

The following items **MUST** be included in the proposal. Failure to provide items marked "Statutory" is a non-waivable defect and will result in immediate disqualification.

- Submission Checklist:** Form provided.

Technical Proposal & References

- Executive Summary:** Overview of the company's history, founding date, and experience with NJ municipalities.
- Satisfaction of Requirements:** features, and services that will fulfill the requirements stated in Section II. Scope of Work & NJ Statutory Requirements.
- Data Migration Strategy:** Description of data migration approach, including tooling if automated.
- Project Plan and Schedule:** Activities, deliverables, and timeline, with full release to public no later than July 18, 2026. Must include risk management plan.
- Staffing Plan:** Resumes of the Project Manager and Lead Designer to be assigned to the project.
- ADA Indemnification Statement:** Detailed description of how the vendor protects the Borough from accessibility litigation.
- LFN 2026-01 Compliance Plan:** Specific workflow for the "Legal Notices" page and archive and conspicuous homepage link.
- Case Studies with urls and Five (5) References:** Must include at least three (3) current NJ municipal clients of similar size.
 - References must include name, contact phone number or email, and the case study related to the reference.

Financial

- Detailed Fee Schedule**, itemized by:
 - Implementation, to comprise design, build, page content migration, and project management
 - Data migration
 - Recurring annual maintenance fees for years 1–5. Annual fee increases must not exceed 3%.

Administrative & Legal (NJ Statutory)

All respondents must include the following documentation in their proposal. Failure to provide items marked "**NON-WAIVABLE**" will result in the immediate rejection of the proposal in accordance with New Jersey Local Public Contracts Law.

Document	Format	Requirement
NJ Business Registration Certificate (BRC)	Vendor Provided	NON-WAIVABLE. Submit a copy of your valid certificate issued by the NJ Department of Treasury.
Ownership Disclosure Form	Borough Form	NON-WAIVABLE. Complete, sign, and return the enclosed form listing all owners of 10% or more.
Affirmative Action Evidence	Vendor Provided	Submit a copy of one (1) of the following: <ul style="list-style-type: none">• A copy of a valid Federal Affirmative Action Evidence Letter• A copy of a valid Certificate of Employee Information Report• A completed Initial Employee Information Report (Form AA-302)
Non-Collusion Affidavit	Borough Form	Complete and sign the enclosed form in the presence of a Notary Public.
Investment Activities Disclosure	Borough Form	Complete and sign the enclosed form regarding activities in Iran, Russia, and Belarus.
ADA Acknowledgment	Borough Form	Sign and return the acknowledgment of the Americans with Disabilities Act requirements.

VI. Summary of Evaluation Scoring

The Evaluation Committee will use the following 100-point rubric to rank respondents:

Part 1: Technical Proposal

Category	Weight	Evaluation Criteria
User-Centered Design (UCD)	20%	"Human-First" Methodology: Evaluation of the vendor’s plan for Top-Task analysis, persona mapping, and evidence that navigation is driven by user needs rather than municipal hierarchy.
Statutory & ADA Compliance	20%	NJ Legal Mandates: Proven ability to meet LFN 2026-01 (Legal Notice digital archiving) and WCAG 2.1 AA standards. Vendors must provide a written guarantee of accessibility and a roadmap for NJ-specific transparency pages.
Technical Execution	20%	Implementation: Evaluation of the vendor's strategy for full content migration of historical records and pages, OCR processing for searchable PDFs, and management of the July 18th Saturday Launch (including DNS propagation).
Experience & References	20%	NJ Municipal Track Record: Review of past performance with New Jersey municipalities of similar size (~5,000 residents).
Total Cost of Ownership	20%	Financial Value: Assessment of the total 5-year cost, including implementation, hosting, security updates, and any caps on recurring annual fee increases.

Part 2: Oral Presentation and Demonstration

The vendors receiving the top three scores in the Technical Proposal will be invited to an Oral Presentation, where they will be expected to:

- Show mockups of what the future Flemington.gov site could look like
- Demonstrate a live site they built and currently maintain
- Demonstrate the CMS backend
- Present a detailed project plan
- Describe the technical capabilities and limitations of the proposed solution

Rating criteria for the oral presentations are as follows.

Criteria	Weight	Evaluation Benchmark
CMS Intuition & Ease-of-Use	35%	Evaluation of the administrative "back-end." The system must demonstrate an intuitive interface allowing non-technical staff to execute core tasks (e.g., posting alerts, updating calendars) with minimal training.
Project Management & Schedule	35%	Assessment of the vendor's ability to execute the project to meet the July 18th Saturday Public Release .
Design and Methodology (UCD)	20%	Creativity and aesthetics of design mockups. Demonstrated ability to pivot site architecture based on "Discovery Phase" findings, specifically regarding persona mapping and top-task navigation.
Technical Proficiency & NJ Compliance	10%	Demonstrable proof of the platform's ability to automate LFN 2026-01 legal notice archival and maintain WCAG 2.1 AA compliance through native software tools.

Section VII: Composite Rating and Final Selection Methodology

The Borough will award the contract based on a "Best Value" determination, which considers technical excellence, user-centered design proficiency, and cost-effectiveness. The final ranking of vendors will be based on a **Composite Rating**, which is the sum of the weighted scores from the Written Proposal and the Oral Presentation and Demonstration.

A. Composite Weighting Structure

The final score for each shortlisted vendor will be calculated using the following weight distribution:

Component	Weight	Source of Data
Written Proposal Score	70%	Comprehensive review of the technical proposal, UCD methodology, NJ statutory compliance plan, and cost.
Oral Presentation/ Demo Score	30%	Evaluation of the live CMS demonstration, staff ease-of-use testing, and response to technical challenges.

B. Calculation of the Final Composite Score

The Evaluation Committee will normalize scores to a 100-point scale. The formula for the Final Composite Score is as follows:

(Written Evaluation Score out of 100 × 0.70) + (Oral Demo Score out of 100 × 0.30) = Final Composite Score

C. Post-Rating Procedures

Upon completion of the Composite Rating, the Communications Committee will draft a **Final Selection Report**. This report will rank the vendors and provide a formal recommendation to the Borough Council.

The Borough Council reserves the right to:

- Reject all proposals as permitted by the Local Public Contracts Law.
- Award the contract to a vendor other than the lowest bidder, provided the Composite Rating justifies the selection based on the technical and UCD requirements outlined in this RFP.

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