

The City of Blanco, TX Request for Proposal

2025-RFP-001
Website Redesign



Published: August 7, 2025
Point of Contact: Laurie Cassidy, City Secretary
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Email: citysec@cityofblancotx.gov

Events Timetable	
RFP Published	August 7, 2025
Question Submittal Deadline	August 22, 2025
Addenda Issued If Any	
Final Proposal Due Date	August 29, 2025
Anticipated Award Date	September 9, 2025

Note: This schedule is subject to change by addenda and all entities will be notified.

Section 1: Overview

A. Background

The City of Blanco is a General Law, Type A city with approximately 2,000 residents. The city hall staff consists of 5 people. We are looking to improve transparency and make it easy for all citizens to find the answers they are looking for quickly and efficiently.

B. Overview of the Project

The City of Blanco is looking for a seasoned Firm with experience working with local governments to improve their online capabilities. To be more precise, the City of Blanco requires a new website that satisfies high standards for design quality and visual appeal, improves citizen-centric information and customer service, and makes managing material easier. The new website needs to be created with a responsive design, which means it should work on an array of devices. In addition, the website needs to be simple to update without requiring any knowledge of HTML. The new website will be fully functional, as detailed in Section B.1, allowing the personnel of the City of Blanco to optimize procedures and offer the greatest possible user experience to our residents.

A team of professionals with extensive expertise dealing with local government should also be part of the Firm's team. They will ensure that our personnel are properly trained, supported, and equipped to complete tasks swiftly and effectively during system launch and beyond.

In addition, the City of Blanco is looking for a Firm who can incorporate any future features and functionalities that may be developed. The City of Blanco requests that the provider offer 24/7/365 support around-the-clock and secure cloud-based hosting services.

Together with the selected Firm, the City of Blanco hopes to establish an online presence that consistently interacts with our residents.

Only suppliers who consistently provide and perform services like those requested in this solicitation and who have substantial experience working with municipalities will have their responses taken into consideration.

C. Inquiries and Clarification Requests

No later than the deadline specified in the Events Timetable, any written inquiries and requests for clarification should be directed to the following person by email.

Contact: Laurie Cassidy, City Secretary

Email: citysec@cityofblancotx.gov

D. Addenda

All inquiries and requests for clarification will be addressed by the City of Blanco in an addendum that will be posted on the City of Blanco website <https://www.cityofblancotx.gov/requests-for-bids-proposals-and-qualifications> and/or the City of Blanco website. Before sending in a response, the Firm must make sure that no addenda have been issued.

E. Submittal Requirements

Submit one, electronic file (.pdf file preferred) via email to: citysec@cityofblancotx.gov.

Indicate in the subject line "2025-RFP-001 Website Redesign – [Firm Name]". The City of Blanco will only accept attachments up to 10MB.

Submissions that are not received by the deadline indicated in the Events Timetable will not be accepted, no exceptions. Proposals submitted in response to this RFP shall be valid for 60 days from the submittal due date. The City of Blanco retains the right to ask suppliers for further details or clarification. Delivery by the specified date and time is ultimately the Firm's responsibility.

F. Evaluation Criteria & Contract Award

The City of Blanco will use the responses to this request for proposals to determine which bidder is the most qualified and to gauge the Firm's level of commitment. To identify the most qualified website provider, the City of Blanco will assess the qualifications, references, and general fit with the City of Blanco in addition to considering the submitted planned scope and pricing.

Section 2: Minimum Functional Requirements

To achieve the City's website redesign goals, the content in this section reflects the functional capabilities that are required. Each item on the list is necessary; additional elements that might help the City of Blanco might be suggested or added. At the very least, the newly appointed City of Blanco Firm needs to be able to deliver the items listed.

A. Website Redesign & Content Management System (CMS)

Minimum functional requirements must include:

Community Engagement

- Clearly post alerts on the website, notifying subscribers via text and email
- Dynamically post updates or news releases to pertinent pages based on category
- Electronic subscription, scheduled notifications for SMS and Email
- Provide links on each page to share content via social media and email
- Publish or update departmental or category calendars, each of which has a main calendar that shows all events
- When logging in to the site, visitors have the option to select which information is automatically added to their profile
- Citizens can submit requests with automated workflow to correct individual/department with exportable statistics and reports

Document Administration

- Create as many customized forms as needed, track them, and export the data
- Keep minutes, agendas, newsletters, and other documents in storage
- Manage, organize, approve, and upload new and current agendas
- Photos/banners that rotate and have slide show functionality
- The ability to save photos on a website in one central spot
- The capacity to upload and download files up to 1 GB, as well as conduct back-end searches across both public and unpublished materials

Navigation & Information

- Ability to group FAQs according to departments or pages
- Allow users to look up details on City of Blanco employees
- Easily post bids and bid requests to the site
- Establish classes, show the timetables, restrict the number of students who can enroll in each class, and send emails to those who have signed up for classes
- List facilities with maps, filtered search, and reservation functionality
- Candidates can fill out an online profile, apply, and attach files

Administrative Features

- A sitemap and breadcrumbs that are created and updated automatically
- An internal website search engine with a keyword log
- An intranet with password protected pages
- Use Any device with internet connectivity can be used to create, edit, and remove content
- Capability to receive safe online payments
- Completely mobile responsive design including forms, calendars, and other feature views
- Employs Google Translate or a comparable tool
- Establish the publication and expiration dates of material automatically
- Permit system administrators to set permission levels for employees to edit, manage, and access content according to their roles
- RSS Feeds via registration according to category or department
- Reports on site audits and analytics
- Show feeds and send content to social media profiles
- Ability to add, modify, and move material right on the front end of the website without having to know how to write HTML or CSS code or have any programming experience

B. Project Management & Implementation

The selected Firm will assign a qualified project team to supervise and offer the implementation services required for the City's new website to go live successfully. The project team of the Firm will oversee creating a thorough project management plan, which will involve providing a thorough project timeline, defining tasks and deliverables for both the Firm's and City of Blanco staff, and detailing implementation-specific communication mechanisms. Team members may be assigned at kickoff.

C. Training

The Firm is expected by the City of Blanco to offer comprehensive, expert training services that will instruct personnel on features, functionality, procedures, and best practices. Following training, employees of City of Blanco should be well-equipped to manage the newly launched website.

D. Continuing Services

The City of Blanco anticipates an on-going partnership with the chosen Firm after launch of the system, which shall include:

Ongoing Technical Support & Services

- Live, U.S.-based technical help—including emergency support beyond business hours—must be supplied by the Firm. There should be numerous ways to acquire technical assistance, such as chat, email, and phone. Staff members of the City of Blanco will always have access to self-service training through webpages, papers, and video tutorials.
- The Firm will always strive to improve and modernize the systems. Development, testing, backups, and routinely scheduled updates, patches, and other improvements should be included.

Hosting & Security

- 99.9% uptime (outside of scheduled maintenance) guaranteed by Service Level Agreement
- U.S.-based, tier II data center with 24/7/365 system monitoring
- Automated software updates and security patches and high-performance SAN with N+2 reliability
- Minimum bandwidth of 22 Gb/s
- Disaster recovery process with a recovery time objective no greater than eight hours and recovery point objective no greater than 24 hours
- Geographically redundant backups
- DDoS mitigation with DDoS advanced security coverage options

Section 3: Submittal Format & Requirements

The City of Blanco will evaluate Firm experience, qualifications, and capabilities for developing and implementing the technology requested in this RFP. The narrative portion and the materials presented in response to this Request for Proposals should be submitted in the same order as outlined and must contain, at a minimum:

A. Cover Page

- Name of product or products your firm is proposing
- Title of RFP and RFP number
- City, State
- Your firm's Point of Contact and their title
- Closing date as specified in the Events Timetable

B. Cover Letter

- Please include a short narrative on your understanding of our background and requirements and how to plan to assist our municipality.

C. Company Profile

- Include an overview of Firm's company, which encompasses a brief company history highlighting your experience working with local governments, the length of time the company has been in business, and the number of current employees
- Convey the Primary Office location for the firm
- Include the email address and telephone number of the main Point of Contact

D. Executive Summary

- Provide a short overview of the solution, its implementation, and the ongoing services offered by the firm.

E. References

- Provide a minimum of three municipal references, and include the following information for each:
 - Client name
 - Website URL
 - Client contact person and title
 - Phone
 - Email address

F. Project Team

- Identify and define Firm's project team roles for implementation
- Include a project team organization chart showing the relationship of each role

G. Features & Functionality

- Provide a brief description of how Firm's solution meets the minimum functional requirements as identified in Section 2.A
- Identify any functional requirement Firm's solution cannot provide as described in Section 2.A

H. Implementation Plan

- Provide a typical phased implementation timeline including major tasks and deliverables
- Include a description of the Firm's implementation approach
- Outline what role the City of Blanco will play in the implementation of the new website

I. Ongoing Services

- Technical Service & Support
 - Describe Firm's technical support services, including hours of support, methods to access support, and the availability of emergency support
 - Identify any online, self-service training, and support resources available after launch
 - Describe provided maintenance, including system releases, patches, and enhancements
- Hosting & Security
 - Describe proposed hosting and security services that meets the requirements in Section B.4
 - Describe security, backup, and disaster recovery processes

J. Investment Proposal

- Must provide an all-inclusive/lump sum amount. Include the following:
 - One-Time Services
 - Include specific details and amounts of any content or data migration, training hours, and any included enhancements and functionality to meet the requirements
 - Annual Services
 - Include details on hosting and security, technical support, and maintenance
 - Fees
 - Total first year cost (combined one-time fees and first year annual fees)
 - Annual fees beginning year 2
- Separately list any optional enhancements that the Firm believes will benefit the City of Blanco project.

K. Exceptions to Terms

- List any deviations from the requirements in this RFP and its attachments. Exceptions must include a reference to the pertinent section or sections as well as an alternative solution or wording in place of the applicable requirement or specification.

RFP General Terms and Conditions

A. Costs Incurred in Preparation of Proposal

The City of Blanco will not be liable for any costs generated by the Firm in preparation of a proposal submitted in response to this RFP, in conducting of a presentation, or any other activities related to responding to this RFP.

B. No Commitment

This RFP does not obligate the City of Blanco to award a contract for services specified herein.

In addition, the City of Blanco reserves the right to cancel this RFP, to reject all proposals, to waive any and all informalities and/or irregularities, or to re-advertise with either the identical or revised specifications, if it is deemed to be in the best interest of the City of Blanco.

C. Contract Negotiation & Insurance

The City of Blanco reserves the right to enter into a contract with the selected Firm that the City of Blanco deems to offer the best overall qualifications and experience. It is the intent of the City of Blanco that after the successful Firm has been selected, the City of Blanco and the selected Firm will enter contract negotiations containing all terms and conditions of the proposed service. Any acceptance of a proposal is contingent upon the execution of a written contract and the City of Blanco shall not be contractually bound to any bidder prior to the execution of such a written contractual agreement.

Before signing a contract with the successful Firm, the City of Blanco requires satisfactory proof that the Firm has adequate ongoing insurance coverage for the work to be performed under the contract.

D. Proposal Submission Certification

By submitting a proposal, Firm certifies that he or she has carefully examined all the documents, thoroughly reviewed this RFP, and understood the nature and scope of the work to be done and the terms and conditions thereof.

E. Withdrawal or Modification of Proposal

Prior to the scheduled closing time for receiving proposals, any Firm may withdraw their proposal. Only written requests for the modification or correction of a previously submitted proposal received by the City of Blanco prior to the RFP due date and time will be accepted. Oral, telephone, or fax modifications or corrections will not be recognized or considered. After the scheduled closing date and time for receiving proposals, no proposal may be withdrawn.