



REQUEST FOR PROPOSALS (RFP)
Website Redesign and Content Management System Implementation
Town of Duck

RFP Issue Date: April 23, 2026

Proposal Due Date: May 14, 2026

Proposal Due Time: 5:00 p.m. EST

RFP Contact:

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INTRODUCTION

The Town of Duck is soliciting proposals from qualified and experienced web design and development firms to redesign, develop, and implement a modern, secure, fully accessible public-facing website.

This project includes:

- Strategic planning and information architecture
- Website design and development
- Implementation of a new Content Management System (CMS)
- Migration of existing content and public documents
- Integration with third-party tools and communication platforms
- Implementation of an automated accessibility compliance solution
- Staff training and post-launch support

The selected firm will partner with the Town of Duck to create a well-organized, intuitive, ADA-compliant, and easy-to-maintain website that serves as an engaging public portal and critical communication platform.

PROJECT OVERVIEW

The Town of Duck's current website is outdated and no longer meets modern usability, accessibility, security, or performance standards.



The Town of Duck seeks to implement a website that:

- Provides simple, intuitive access to public services
- Functions as a year-round public communications tool
- Serves as a critical information hub during emergencies
- Reduces transaction time and administrative burden
- Improves transparency and public trust
- Streamlines internal workflows
- Enhances digital accessibility for all users

The new website must be scalable, mobile-first, secure, search-optimized, and manageable by non-technical staff.

WEBSITE GOALS AND AUDIENCE

Goals

The redesigned website must serve as a trusted, transparent communications platform that reduces operational inefficiencies through automation and integrations. The redesigned website must have:

1. A content management system for site maintenance by non-technical site managers with sufficient flexibility to organize information on the site without having programming knowledge
2. A mobile-friendly interface
3. A framework for possible future expansion
4. A standardized format that is visually appealing and is ADA-compliant with current guidelines
5. An integrated system for site analytics
6. A robust search engine that offers storage and searching of documents, such as Adobe Acrobat documents, on the site
7. Easy integration with the Town's social media sites and future social media offerings
8. An online and flexible calendar
9. Provide full, ongoing compliance with ADA, Section 508, and WCAG 2.2 Level AA (preferred minimum).
10. Automated accessibility tools with daily compliance scanning and reporting, requiring no manual HTML remediation by staff.

Target Audiences

- Residents
- In-town property and business owners
- Out-of-town property and business owners



- Current visitors and prospective visitors
- Civic groups and organizations
- Other government agencies
- Local, national, and international media representatives

INSTRUCTIONS TO RESPONDENTS/ SCHEDULE

Statements of qualifications should include the following:

1. Municipal website design experience - experience of the firm in performing website redesign and implementation services for similar organizations such as other small local government agencies.
2. Firm profile – number of years in business and office locations
3. Team members/roles - resumes of the professional staff who would perform the work, including relevant qualifications, understanding of local government functions and needs, and past experience in this area.
4. Vendor service capabilities
 - a. website development
 - b. software tools (content management system or modules)
 - c. site maintenance
 - d. site hosting
 - e. client training
 - f. appropriate redundancy and scalability
 - g. ADA compliance
 - h. site security
 - i. support availability
 - j. function across multiple platforms and browsers
 - k. other
5. Three (3) references from similar organizations for which the firm or individual
 - a. performed similar work. Reference information must include names, titles, email
 - b. addresses, and phone numbers, as well as project descriptions.
6. A narrative summary of your organization's proposed project approach, including:
 - a. Your organization's approach to website development, your understanding of the Town's current website system and methods of communication, and recommendations to improve the value of the Town's website. These may include format, organizational and structural changes, and different ways to engage Town customers.
 - b. The technology you would propose to employ to meet the stated goals of this RFP.



- c. Your vision of an effective communication strategy for local government and how this new website, if designed by your firm, would complement this strategy.
 - d. A statement of how you would address the specific website features desired by the Town, including the wish list items listed above and whether they can realistically be accomplished with the available budget.
 - e. The strategy you would propose to migrate the Town's current website information to the new website.
 - f. The participants (both Town, consultant, and others) you would recommend to be involved in development of the website and the estimated schedule to complete the project.
7. Cost Proposal
- a. Respondents shall submit a comprehensive cost proposal outlining all anticipated project costs, including one-time and recurring expenses. The Town will evaluate proposals based on a combination of qualifications, project approach, and cost to determine the best overall value.

Qualification Statement Evaluation/Selection Criteria

Responses will be evaluated by the Assistant Town Manager and Public Information Officer. Criteria that will be considered in the evaluation of responses may include, but are not limited to, the following:

1. Demonstrated competence and professional qualifications necessary for successfully performing the work required by the Town of Duck.
2. Recent experience in successfully performing similar services for similar size and type organizations.
3. Background and experience of the specific individuals who will be assigned to the Town's project.
4. Experience in making a website user-friendly, interactive, informative, and easy to manage.
5. Experience in content management website construction.
6. Commitment to work with the Town of Duck in addressing its current and future website needs including development, content, equipment, and service requirements.

The Town intends to enter into a contract as soon as practicable after receipt of offeror's submittals. The award of a contract shall be at the sole discretion of the Town. Award will be made to the offeror whose qualifications is determined to be most advantageous to the Town, taking into consideration the evaluation factors set forth in, "Qualification Statement Evaluation/Selection Criteria." The Town reserves the right to accept or reject any or all submissions in whole or in part and to waive informalities. The Town further reserves the right



to issue an award of a contract without further discussion of the submittals. The contents of the submittals of the selected vendor will become part of the contract when the award is made. Submissions will be initially evaluated on the basis of the written material provided, with clarification as needed through telephone calls to vendors. Based on this initial evaluation, the Town may select vendors whose services most closely meet the Town's needs to make an oral presentation. Any agreement proposed for the Town's execution shall be included with the submission.

All materials submitted in response to this RFP will become the property of the Town. Each submission shall be retained for official files and will become a public record after the award and open to public inspection. It is understood that the submission will become a part of the official file on this matter without obligation on the part of the Town.

Accuracy of Submission Information:

Any offeror, which submits in its SOQ to the Town any information, which is determined to be substantially inaccurate, misleading, exaggerated, or incorrect, shall be disqualified from consideration. The Town reserves the right to contact the proposer to verify any information it deems necessary to provide for a fair and equitable evaluation of the submission.

Laws and Regulations:

This procurement shall be governed by the NCGS and the Code, Policies and Procedures of the Town of Duck.

Historically Underutilized Businesses:

It is the policy of the Town of Duck to facilitate the establishment, preservation, and strengthening of historically underutilized businesses, (i.e. small businesses and businesses owned by women and minorities), and to encourage their participation in the Town's procurement activities. Toward that end, the Town encourages these firms to compete and encourages non-minority firms to provide for the participation of small businesses and businesses owned by women and minorities through subcontracting, partnerships, joint ventures, and other contractual opportunities. The Town's participation goal for Historically Underutilized Businesses is 10%. All offerors are requested to include a statement in its response to this RFP to describe any planned use of such businesses in fulfilling this contract.

GENERAL CONTRACTUAL CONDITIONS:

The selected firm shall certify that it has no knowledge of any circumstances which will cause a



conflict of interest in providing professional services; and that no contingent fees have been paid for soliciting or securing this contract.

Each firm or individual submitting a response shall include a certification that it does not discriminate on any basis prohibited by applicable Federal or State law in employment or provision of services.

Design Requirements

REQUIRED (MUST-HAVE) WEBSITE AND CMS REQUIREMENTS

The proposed solution must meet all requirements outlined below.

1. Strategic and Functional Requirements

1. The website must serve as a trusted, transparent public communications platform.
2. The solution must reduce operational inefficiencies through automation and system integrations.
3. The platform must support future growth and expansion without requiring redesign.
4. The website must provide an integrated analytics system for tracking usage, engagement, and performance metrics.

2. Accessibility and Compliance

1. The website must provide full, ongoing compliance with:
 - ADA
 - Section 508
 - WCAG 2.2 Level AA (preferred minimum)
2. The solution must include:
 - An automated accessibility widget
 - Automated daily compliance scans
 - Ongoing monitoring and compliance reporting
 - Automated remediation where technically feasible
 - Elimination of manual HTML remediation by Town staff
 - Robust ADA Compliance statement ensuring the website is always audit- ready
 - Act as primary point of contact for any issues or adjustments required for website accessibility
3. The system must:
 - Support proper image tagging and accessibility attributes
 - Enforce accessibility best practices within the CMS
 - Provide monthly audits of compliance updates and website improvements



3. Content Management System (CMS)

The proposed CMS must:

- Be user-friendly for non-technical staff and require no programming knowledge.
- Include a WYSIWYG editor.
- Support multi-user content creation and editing.
- Provide role-based permissions and access controls (by user role, IP, or email).
- Include workflow tools (draft, review, publish states).
- Support custom content types and custom fields.
- Provide flexible page templates.
- Allow editable navigation, sub-navigation, and multi-level menu systems.
- Support content tagging, categorization, and filtering.
- Include content versioning and audit logs.
- Provide usage statistics and logging.
- Support descriptive URLs and SEO best practices.
- Allow manual editing of meta data (Page Title, Meta Title, Meta Description, Meta Image, crawl settings).
- Generate an automated XML sitemap.
- Include robots.txt configuration capabilities.
- Support RSS feeds.
- Allow easy updates without custom coding.
- Support multi-site capability (if applicable).

4. Search and Information Architecture

1. The website must include an advanced, robust search engine.
2. Search functionality must:
 - Index and search documents (PDF, Word, and similar formats).
 - Support dynamic keyword searching.
 - Provide content tagging and filtering capabilities.
3. The architecture must support filterable content collections (e.g., directories, rule sets, document libraries).
4. The system must be fully indexable by external search engines.

5. Design and User Experience

The website design must:



1. Be fully responsive and optimized for mobile, tablet, and desktop devices.
2. Include development of custom graphic themes.
3. Utilize a modular or atomic design framework.
4. Provide a comprehensive pattern library including:
 - Buttons
 - Tiles
 - Accordions
 - Tabs
 - Media display components
 - Calls-to-action
5. Be visually appealing and standardized across departments.
6. Meet accessibility design standards.
7. Include an online, flexible event calendar with third-party integration capability.

6. Media and Content Features

The website must include:

- Media management system for images, video, and audio.
- Photo galleries and lightboxes.
- Video and audio embedding capabilities.
- Embedded forms.
- News module.
- Social media integration with current and future platforms.
- External data integration capabilities.
- Data dashboards (if applicable).

7. Performance and Technical Standards

The website must:

- Follow modern web standards (HTML5, CSS3, JavaScript).
- Use non-proprietary programming frameworks.
- Render correctly in major browsers including Chrome, Edge, Firefox, and Safari.
- Utilize minified CSS and JavaScript.
- Implement lazy loading for optimized performance.
- Support CDN and caching capabilities.
- Include secure hosting recommendations or hosting services.
- Provide analytics.



OPTIONAL FEATURES (IF BUDGET PERMITS)

The following features are desirable but not required. Vendors must clearly indicate whether these can be included within the proposed budget:

- Interactive form builder.
- Emergency alert integration.
- AI-powered search assistance.

CONTENT MIGRATION

The selected firm shall:

- Conduct a full content audit
- Develop a migration plan
- Migrate public documents (agendas, minutes, forms, etc.)
- Reorganize content where appropriate
- Preserve URLs where feasible or implement proper redirects
- Maintain document metadata and tagging integrity

TRAINING AND SUPPORT

The vendor must provide:

- Administrator training
- Written documentation and/or video tutorials
- Ongoing technical support options
- Service Level Agreement (SLA) details
- Maintenance and update structure
- Security monitoring plan

PROPOSAL REQUIREMENTS

Proposals must include:

Firm Experience

- Municipal or public sector experience
- Case studies with URLs
- Experience with similar-sized governments

Firm Profile



- Years in business
- Office locations
- Organizational structure

Project Team

- Key personnel and roles
- Resumes
- Relevant certifications
- Public sector experience

Technical Capabilities

- CMS platform proposed
- Hosting environment
- Security approach
- Accessibility compliance strategy
- Scalability and redundancy
- Support structure

References

Three (3) references from similar government clients including:

- Contact name
- Title
- Email
- Phone
- Project description

Project Approach Narrative

Including:

- Understanding of local government communication needs
- Proposed website architecture
- Technology stack
- Accessibility strategy
- Content migration plan
- Implementation timeline
- Roles and responsibilities
- Risk mitigation strategy



Cost Proposal

Provide:

- Detailed cost breakdown
- CMS licensing (if applicable)
- Hosting
- Accessibility tool licensing
- Ongoing maintenance
- Optional feature pricing

EVALUATION CRITERIA

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PROPOSAL SUBMISSION

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RFP Contact:

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Proposals must be clearly marked:

“Website Redesign RFP Submission – Town of Duck”

Electronic submissions are acceptable.