



CITY OF JANESVILLE

Wisconsin's Park Place

City of Janesville, Wisconsin Request for Proposal Website Design, Software Integration & Hosting Services

The City of Janesville, Wisconsin ("City"), is seeking proposals from qualified and experienced website design and development firms to provide comprehensive website redesign, content management system (CMS) implementation, hosting, and ongoing support services.

The City's goal is to implement a modern, user-friendly, fully accessible website that improves the digital experience for residents, businesses, and visitors while enabling City staff to manage content and services efficiently.

The selected vendor will provide:

- Complete website redesign
- Implementation of a non-proprietary or open CMS (preferred)
- Secure hosting services
- Content migration
- Staff training
- Ongoing support and maintenance

Submission details

Please submit proposals to Communications Specialist Amanda Gilbert at gilberta@janesvillewi.gov.

The deadline for submission of proposals is 4:30 p.m. on April 23, 2026.

Proposals received after the specified time and date will not be considered.

The deadline to submit questions is 4:30 p.m. on April 2, 2026. Submitted questions, along with the answers, will be posted to the City's website by April 9, 2026.

City Manager's Office
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1. RFP SCHEDULE

Request for Proposal: Website Design, Software Integration & Hosting Services

EVENT	TIME AND DATE
RFP Issue Date	March 19, 2026
Question Submittal Due Date	April 2, 2026
Response Due Date	April 23, 2026
Proposal Evaluation Completed/Selected Short List & Recommendation	May 1, 2026
Short List Vendors Notified	May 4, 2026
Proposed Interviews with Short List Vendors	May 11 – May 15, 2026
Identify Apparent Successful Vendor	May 15, 2025
Anticipated Award Date	May 22, 2026
Work Target Completion Date	Late 2026

The City reserves the right to modify this schedule at its discretion.

2. INTRODUCTION & SCOPE OF PROJECT

The City of Janesville provides a wide range of municipal services and relies on its website as a primary communications and service delivery tool. The City seeks to enhance usability, accessibility, and service integration through a full website redesign and new web service platform.

The new website must:

- Be clean, intuitive, and visually cohesive
- Improve navigation and searchability
- Support digital service delivery
- Meet or exceed all ADA and Web Content Accessibility Guidelines (WCAG) accessibility standards at the AA level or higher
- Integrate with key City systems

Located in south-central Wisconsin along the Rock River, the City of Janesville serves as a regional hub for commerce, education, recreation, and local government services. With a strong commitment to transparency, community engagement, and operational excellence, the City provides services including public safety, public works, parks and recreation, planning and development, utilities, and administrative services to residents and businesses. The City's website functions as a central platform for public information, access to government services, and community connection, making it a critical component of the City's overall communications strategy.

The City's existing website, janesvillewi.gov, contains general public information, including meeting minutes and agendas, video and audio recordings, downloadable documents, departmental information, and service resources. The City is committed to developing a website that prioritizes ease of use from the visitor's perspective and incorporates interactive elements where appropriate. The organization is interested in an innovative, forward-looking design that assists citizens, businesses, and visitors in navigating municipal services efficiently and with simplicity, while maintaining flexibility to accommodate future technological advancements.

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The redesigned website must be fully compatible with the City's existing Granicus PEAK Agenda Management and Media Manager platforms and must support integration with the City's GIS mapping software. Vendors must demonstrate experience integrating these or comparable municipal systems.

Respondents are encouraged to contact Communications Specialist Amanda Gilbert at (608) 755-3094; gilberta@ci.janesville.wi.us or Assistant to the City Manager Nick Faust at (608) 755-3103; faustn@ci.janesville.wi.us with any questions or concerns. Please submit final proposals no later than 4:30 p.m. on April 23, 2026.

3. WEBSITE OBJECTIVES

The goal of the City of Janesville is to create a modern, accessible, and service-driven website that functions as the City's primary digital gateway. The redesigned website should enhance transparency, improve public access to services and information, and reflect the professionalism and identity of the City.

The current website structure was developed several years ago and requires substantial modernization to meet evolving user expectations and technology standards.

The redesigned website should:

- Provide intuitive, user-centered access to City services and information.
- Improve navigation and information architecture to prioritize clarity and ease of use.
- Support digital service delivery for residents, businesses, and visitors.
- Strengthen the City's overall communications strategy through consistent branding and messaging.
- Be adaptable to emerging technologies and evolving service needs.
- Meet or exceed all applicable ADA and Web Content Accessibility Guidelines (WCAG) standards at the AA level, at a minimum.

The redesigned website should serve a diverse audience, including residents, businesses, visitors, civic organizations, and other government entities, ensuring equitable access to public information and services. The information presented on the website shall be directed toward residents, businesses, visitors, government agencies, civic groups, associations, and community organizations, ensuring clarity, transparency, and broad accessibility.

4. GENERAL AND DESIRED ENHANCEMENTS

To achieve the objectives outlined above, the City expects the selected vendor to provide a comprehensive redesign that modernizes both the appearance and functionality of the City's website. The following enhancements and capabilities are required.

Design and User Experience

The redesigned website shall present a clean, professional, and cohesive visual identity that reflects the City of Janesville's brand and community character. Navigation must be intuitive and organized around user needs rather than internal departmental structure.



The website must:

- Provide a responsive design optimized for mobile, tablet, and desktop devices.
- Maintain consistent headers, footers, typography, branding elements, and navigation tools across all pages.
- Include orientation aids such as hierarchical menus and breadcrumb navigation.
- Allow flexibility to update homepage features, seasonal banners, and featured content areas.
- Be visually engaging while prioritizing readability and performance.

Content Management System (CMS)

A robust and user-friendly CMS is required to empower authorized City staff to manage website content efficiently.

The CMS shall:

- Allow creation, editing, publishing, scheduling, archiving, and removal of content.
- Include role-based permissions and workflow approval processes.
- Provide version control and content history tracking.
- Support document uploads and organization.
- Be scalable and upgradeable without significant redevelopment.

Vendors must clearly identify whether the proposed CMS is proprietary or non-proprietary and specify all licensing, hosting, subscription, and long-term maintenance costs.

Digital Services and Interactivity

The website must support modern digital government services and public engagement tools.

At a minimum, the platform shall:

- Support accessible online forms and service requests.
- Facilitate secure online transactions and future e-commerce expansion.
- Provide email subscriptions, alerts, and notification systems.
- Allow surveys, public feedback tools, and issue reporting functionality.
- Support calendar integration for meetings, events, and public notices.

System Integration

Seamless compatibility with key City systems is mandatory.

The website must integrate with:

- Granicus PEAK Agenda Management
- Granicus Media Manager
- The City's GIS mapping software (e.g., ESRI/ArcGIS or equivalent)

The platform must support accessible display of meeting agendas, minutes, audio, and video content, as well as searchable document hosting.



Accessibility and Compliance

Accessibility compliance is a non-negotiable requirement.

The website shall:

- Meet or exceed WCAG 2.1 AA standards (or the most current applicable standard at launch).
- Ensure compatibility with screen readers and keyboard navigation.
- Provide accessible forms, navigation elements, and multimedia content.
- Include a documented approach to accessibility testing and remediation.

Performance, Security, and Hosting

The selected vendor shall provide secure and reliable hosting services.

The solution must include:

- SSL encryption and secure data transmission.
- Routine backups and disaster recovery capabilities.
- Uptime monitoring and security patching.
- Optimization for fast loading times across devices and varying internet speeds.
- Clearly defined data ownership and export procedures.

Analytics, Training, and Implementation

The website must include robust analytics and reporting capabilities to allow the City to monitor usage and performance trends.

The vendor shall:

- Provide site-level and page-level analytics integration.
- Deliver comprehensive staff training and documentation.
- Coordinate migration of relevant content from the existing website.
- Archive or remove outdated materials as directed by the City.
- Offer ongoing technical support and maintenance options.

Innovation and Future Readiness

The City welcomes thoughtful recommendations for innovative tools that enhance usability and long-term value. Vendors may propose responsible AI integration, enhanced search capabilities, personalization features, or other emerging technologies, provided they meet accessibility, privacy, and cybersecurity standards.

5. REQUESTED INFORMATION & PROPOSAL FORMAT

This section provides instructions to respondents regarding the preparation and submission of proposals. Proposals shall be submitted electronically in PDF format to the City of Janesville by the deadline specified in this RFP. Proposals must be clearly labeled "Website Redesign and Hosting Services Proposal – City of Janesville." Late submissions will not be considered.



Proposals must include the following components and be organized in the order listed below:

1. The title page must include the firm's name, address, telephone number, principal contact person, email address, and the date of submission.
2. A clear table of contents identifying all sections of the proposal.
3. Provide an overview of the firm's history, organizational structure, and experience in website design and development, particularly for municipal or governmental entities. Identify the number of years of experience related to website development and digital government services.
4. Provide a list of comparable municipal or governmental websites developed by the firm. Include website URLs, client contact information, and a brief description of services provided. The City may contact references. Experience integrating systems such as Granicus PEAK, Media Manager, GIS platforms, or similar municipal tools must be clearly identified.
5. Provide a detailed work plan describing the firm's approach to designing, managing, and coordinating the project. The proposal should outline key project phases, milestones, deliverables, and an estimated timeline for completion. The approach should address design, content migration, CMS implementation, system integrations, accessibility compliance, testing, training, and launch.
6. Identify the proposed content management system (CMS) and hosting environment. Clearly indicate whether the CMS is proprietary or non-proprietary. Describe required software, hardware (if applicable), licensing, hosting arrangements, upgrade policies, and long-term maintenance considerations. Include information on scalability and future adaptability.
7. Describe how the proposed solution will integrate with the following required systems:
 - Granicus PEAK Agenda Management
 - Granicus Media Manager
 - GIS mapping software (e.g., ESRI/ArcGIS or equivalent)
 - Include any additional integration requirements or recommended enhancements.
8. Provide a detailed description of how the firm will ensure compliance with WCAG 2.1 AA (or higher) standards. Include accessibility testing methodology, documentation practices, VPAT (if available), and long-term compliance monitoring procedures.
9. Describe the process for evaluating, migrating, archiving, and redirecting existing website content. Identify the level of effort expected from City staff during this process.
10. Outline the training approach for City staff, including format (in-person or virtual), number of sessions, documentation provided, and ongoing support options. Include post-launch maintenance and support offerings.



11. Provide a detailed cost proposal that includes:
- Total project cost
 - Line-item breakdown by project phase
 - Content migration costs
 - Training costs
 - Hosting and maintenance costs
 - Annual or recurring subscription or licensing fees
 - Hourly rates and reimbursable expenses, if applicable

All costs must be clearly stated and remain valid for a minimum of ninety (90) days.

12. Identify the firm serving as the responsible lead vendor. If subcontractors will be used, clearly identify their role, qualifications, and areas of responsibility.

Proposals must be received no later than 4:30 p.m. on April 23, 2026. The City reserves the right to reject any proposal that does not conform to the requirements outlined in this section.

6. PROPOSAL EVALUATION AND SELECTION PROCESS

Selection of a qualified contractor will be made at the discretion of the City of Janesville, which reserves the right to accept or reject any and all proposals. All proposals shall be submitted in the format outlined in this RFP. In preparing submissions, respondents should clearly describe the services proposed and how service delivery will be accomplished. The minimum levels of services required are described throughout this RFP.

The City will evaluate competitive proposals from firms demonstrating specific experience and qualifications in municipal website design, content management system implementation, system integration, and ADA-compliant digital development. Under competitive negotiation procedures, the terms of the service contract, pricing structure, method of service delivery, and conditions of performance are negotiable. A contract will be awarded to the firm whose proposal is determined to best meet the needs of the City at a reasonable cost, not necessarily to the lowest-priced proposal.

The following criteria will be considered in the evaluation of proposals. While point values are provided for guidance, the City reserves discretion in final scoring determinations.

Evaluation Criteria	Possible Points
Responsiveness and Completeness of Proposal	10
Firm Experience and Qualifications, including municipal experience	20
Project Approach and Understanding of Scope	25
System Integration Capability (Granicus PEAK, Media Manager, GIS)	15
Training, Support, and Long-Term Sustainability	10
Cost and Overall Value	5
Total Points Possible	100



In evaluating proposals, the City will consider, among other factors:

- Demonstrated competence and professional qualifications necessary to successfully perform the work described in this RFP.
- Experience with municipal or governmental website development projects of similar size and complexity.
- Demonstrated ability to integrate required systems and platforms.
- Experience in developing user-friendly, interactive, and accessible websites.
- Strength and clarity of the proposed CMS solution and hosting environment.
- Quality and relevance of references.
- Reasonableness and transparency of the proposed cost structure, including first-year implementation costs and ongoing annual hosting, maintenance, and licensing fees.
- Extent to which the proposed solution reflects the objectives outlined in this RFP and offers thoughtful enhancements or innovative improvements.

The City may request interviews, demonstrations, or additional materials from one or more top-ranked firms. Interviews may include a review of design concepts, CMS functionality demonstrations, accessibility compliance processes, and integration capabilities.

Following the evaluation of written proposals and any interviews or demonstrations, the City may invite one or more firms to participate in further discussions or negotiations regarding scope, pricing, timeline, and contract terms.

Final selection will be based upon overall value to the City, including demonstrated technical capability, integration and accessibility compliance, long-term sustainability, cost, and ability to meet project timelines.

The City reserves the right to reject any or all proposals, waive minor informalities or irregularities, request clarification or additional information from proposers, and to accept the proposal deemed to be in the best interest of the City.

7. CONTRACT COMMENCEMENT AND COMPLETION

The selected firm will be required to enter into a formal written Agreement with the City of Janesville for the services described in this RFP. The Agreement shall incorporate the terms and conditions of this RFP, the selected firm's proposal, and any negotiated modifications.

The City reserves the right to negotiate final contract terms, including scope of services, pricing, schedule, performance standards, and other contractual provisions.

Upon agreement, the contract shall commence within a mutually agreed-upon timeframe, anticipated to be within thirty (30) days of award unless otherwise negotiated.

The proposed project timeline, including anticipated milestones and completion date, shall be included in the selected firm's proposal and shall become part of the final Agreement. The final completion date and implementation schedule will be established during contract negotiations and reflected in the executed Agreement.

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8. MISCELLANEOUS RELEVANT INSTRUCTIONS

- The City of Janesville reserves the right to reject any and all proposals for failure to meet the requirements contained herein, to waive minor technicalities or informalities, and to select the proposal which, in the City's sole judgment, best meets the requirements of the project.
- This RFP creates no obligation on the part of the City to award a contract or to compensate any proposer for costs incurred in the preparation, submission, presentation, demonstration, or interview process. The City reserves the right to award a contract based solely on written proposals received without further discussion or negotiation.
- The City reserves the right to conduct such an investigation as it deems necessary to determine the ability of a proposer to perform the required services. Proposers shall furnish all information and documentation requested by the City for this purpose.
- All proposals submitted in response to this RFP become public records subject to the Wisconsin Public Records Law. Proposers must clearly identify any portions of their submittals that they consider confidential, proprietary, or trade secret information. Such designation shall not be conclusive, and the City reserves the right to determine whether such materials are subject to disclosure in accordance with applicable law.
- The selected vendor shall be required to comply with all applicable federal, state, and local laws, ordinances, regulations, and City of Janesville policies, including municipal code provisions and procurement requirements.
- This RFP and the selected proposer's response, including all representations, commitments, warranties, and pricing, shall be incorporated by reference into the final Agreement between the City and the selected vendor.
- A proposer may not submit its own standard contract terms and conditions as part of its proposal. Any such submission may be deemed a counteroffer and may render the proposal non-responsive at the City's sole discretion.
- In submitting a proposal, the proposer agrees that any legal action arising out of or related to this RFP, the proposal process, or any resulting contract shall be governed by the laws of the State of Wisconsin. Venue for any such action shall lie exclusively in the courts of Rock County, Wisconsin.
- By submitting a proposal, the proposer agrees to indemnify and hold harmless the City of Janesville from any and all claims, liabilities, costs, or damages arising out of or related to the City's handling of this RFP process, including but not limited to the rejection of any or all proposals.

