

Request for Proposals Multi-Site Website Redevelopment Project City of Oak Creek, WI

Release Date: October 15, 2025

Proposal Submittal Deadline: October 31, 2025



TABLE OF CONTENTS

CONTENTS

SECTION 1: Purpose and Scope of Project	1
SECTION 2: About The City of Oak Creek	1
SECTION 3: Services and Project Deliverables.....	1
SECTION 4: Proposal Requirements	2
Proposal Format	2
Tentative Schedule	4
Questions	5
SECTION 5: Evaluation and Consultant Selection	5
Selection Process	5
SECTION 6: Additional Information	6
Consulting Agreement	6
Insurance	6
Acceptance of Terms.....	6
Reference Materials.....	6

SECTION 1: PURPOSE AND SCOPE OF PROJECT

The City of Oak Creek is seeking proposals from qualified website design and development consultants to redesign and redevelop three City managed websites:

- oakcreekwi.gov (municipal services, governance, community information)
- visitoakcreek.com (tourism, dining, events, hospitality, economic development)
- oakcreeklibrary.org (library services, events, catalog, resources)

The City intends to move these sites onto a unified, modern, user-friendly, mobile-responsive, and ADA compliant platform that improves public access, self-service tools, and content management across departments.

The final deliverable will be a cohesive, scalable digital ecosystem that serves residents, businesses, visitors, and library patrons while reflecting Oak Creek's values and meeting WCAG 2.1/2.2 AA compliance.

SECTION 2: ABOUT THE CITY OF OAK CREEK

Located on the shores of Lake Michigan, bordering the City of Milwaukee, Oak Creek is a thriving suburban community with a population of approximately 40,000 residents, within the Milwaukee Metropolitan Statistical Area (MSA). The City offers a unique blend of rural landscapes, industrial and mixed-use development, and diverse residential neighborhoods, all of which contribute to Oak Creek's dynamic growth and transformation.

Oak Creek benefits from its prime location, with easy access to General Mitchell International Airport (MKE) located just to the north of the City, and I-94, a major interstate connecting the region to Illinois. This central location makes Oak Creek highly accessible for residents, businesses, and visitors alike.

SECTION 3: SERVICES AND PROJECT DELIVERABLES

- I. Discovery & Planning: Stakeholder engagement, content audit, sitemap, wireframes.
- II. Website Redesign: Mobile-first, ADA/WCAG compliant, modern UI, improved search.
- III. Departmental & Library Solutions: Microsite pages, forms, GIS integration, library catalog tools.
- IV. Tourism Features: Dynamic events calendar, business directories, CRM integration, visitor tools.

- V. Technology/Admin: Centralized CMS, role-based permissions, secure hosting, analytics dashboards, vendor agnostic SSO/SAML logins for admin portal
- VI. Training & Implementation: Content migration, QA testing, staff training, soft launch and public launch. Include hours for training and support.

These are general requirements for the City of Oak Creek Multi-Site Website Redevelopment Project and are not intended to be a comprehensive list of tasks and deliverables. It is expected that the chosen consultant will provide the City with more specific recommendations for approaches, tasks, and deliverables based on its experience and expertise from past work.

SECTION 4: PROPOSAL REQUIREMENTS

Proposal Format

- Title Page: Firm name, contact information.
- Letter of Transmittal: Understanding of project, commitment to schedule, signed by authorized officer.
- Firm Background & Experience: Municipal, tourism, and library website experience. WCAG 2.1/2.2 compliance expertise.
- Project Team: Key personnel, roles, bios, subcontractors.
- Work Samples: URLs/examples of at least three comparable projects.
- Methodology & Approach: Discovery, design, accessibility, technology, migration, training, support. Optional automation/forms and chatbot/live chat features may be included in proposals.
- Initial Concepts: Draft design ideas for oakcreekwi.gov, visitoakcreek.com, oakcreeklibrary.org.
- Timeline & Work Plan: Must align with August 2026 launch.
- References: At least three relevant clients with contact details.
- Cost Proposal: Not to exceed cost, with breakdowns. Optional features should be priced separately.
- Verification of Capacity: Confirm ability to begin January 2026 and meet August 2026, launch.
- Security: List
 - Industry certifications or attestations (i.e ISO27001 or SOC2 (Type I/II)).

- Relevant standards adhered to, such as PCI-DSS, HIPAA, etc.
- Describe backup processes or guarantees
- How long will the following vulnerabilities be patched:
 - Critical (CVSS 9.0-10)
 - High (CVSS 7.0-8.9)
 - Medium (CVSS 4-6.9)
 - Low (CVSS 0.1-3.9)
- Are 3rd party vulnerability scans allowed, list limitations
- Availability: List your:
 - Guaranteed uptime
 - Support ticket response times by criticality
 - Metrics on support tickets by criticality: MTTR, FCR
 - Compensations if uptime or ticket SLAs not met
 - Notification system for planned outage or maintenance
 - Standard maintenance windows
 - RTO time on failure and RPO for data loss
 - List DDoS protections
- Supporting Materials (Optional): Additional information or innovations.

One (1) unbound original proposal or one (1) digital copy of the proposal.

Digital copies may be submitted via email to mwayer@oakcreekwi.gov. The deadline to submit proposals is **Friday, October 31, 2025 before 4:00 PM**. One unbound original and one digital PDF copy must be submitted.

Paper copies should be submitted in an envelope to:

Marcia Wayer, Director of Marketing & Public Relations
 8040 S. 6th Street
 Oak Creek, WI 53154

Proposals should contain the following information:

Title Page. Provide the name of your firm, address, telephone and name of contact person on a title page.

Letter of Transmittal. Provide a complete statement regarding the understanding of the project and your interest in working with the City of Oak Creek on the Multi-Site Website Redevelopment Project. The transmittal letter shall be signed by a duly authorized officer or agent empowered with the right to bind the consultant submitting a proposal for consideration.

Firm Background. Provide information on the size, location, available resources and brief discussion on past experiences related to similar plans.

Project Team. Identify the project team (including sub-consultants and associates) and provide a statement of qualifications for each individual.

Work Samples. List and provide in electronic format only (either a webpage link to the document or other electronic format) examples of similar projects recently completed by the firm or team members.

Methodology and Approach. Provide a description of the method and approach your firm intends to utilize in order to complete the Oak Creek websites.

Timeframe. Include a detailed phasing and task list and estimated completion time of each task. Provide an estimated start date and completion date of the plan, based on an estimated consultant selection date of **December 2, 2025**.

References. Submit names, e-mails and telephone numbers of other municipal officials that we may contact to verify performance on projects recently completed by the firm as identified under the Firm Background section of the proposal submittal.

Verify Firm Capacity and Project Team. Provide a statement verifying your ability to begin work on the City of Oak Creek Multi-Site Website Redevelopment and complete the tasks within the timeframes identified in the Methodology and Approach section of the submitted proposal based on your firm's current workload and capacity. Provide a list of the person(s) that will be principally involved in the project.

Cost Breakdown. Submit a not-to-exceed cost breakdown of the City of Oak Creek Multi-Site Website Redevelopment process, including total travel and material expenses, for the work identified by the consultant and any subconsultants in the Methodology and Approach and Timeframe sections of the proposal submittal.

Supporting Information (Optional). Provide other supporting information you feel may help us further evaluate the firm's qualifications and fit.

Tentative Schedule

The tentative schedule for this Request for Proposals is as follows:

RFP Release: October 15, 2025

Deadline for Questions: October 22, 2025

Proposal Submission Deadline: October 31, 2025

Review Period: November 1 - 18, 2025

Consultant Selection Recommendation to Council: December 2, 2025

Project Kickoff: January 2026

Public Launch: August 2026

Questions

The deadline for questions regarding the proposal is October 22, 2025, before 4:00 p.m. Questions can be directed to Director of Marketing & Public Relations, Marcia Wayer by e-mail only at mwayer@oakcreekwi.gov. Responses to questions and/or addenda determined to be required by City staff to further clarify this RFP will be posted to the City's Notices of Public Contracts webpage no later than October 24, 2025.

SECTION 5: EVALUATION AND CONSULTANT SELECTION

Selection Process

Selection Process: City staff and Council will review proposals, shortlist vendors, and make a final selection.

Evaluation Criteria:

- Relevant experience with municipal, tourism, and library websites.
- ADA/WCAG compliance expertise.
- Methodology, vision, and proposed features.
- Ability to meet schedule.
- Cost effectiveness.
- Security and availability.

SECTION 6: ADDITIONAL INFORMATION

Consulting Agreement

A consulting agreement shall be executed by the City and a duly authorized officer or agent of the chosen consultant prior to commencing any work related to the City of Oak Creek and the Multi-Site Website Redevelopment or any other work requested in this RFP.

Insurance

The consultant chosen by the City to perform the City of Oak Creek Multi-Site Website Redevelopment shall provide the City with a certificate of insurance in conformance with the following:

1. Professional liability: \$1,000,000 each claim and \$1,000,000 annual aggregate.
2. Commercial general liability: \$1,000,000 each occurrence limit, \$1,000,000 personal liability and advertising injury, \$2,000,000 general aggregate and \$2,000,000 products-completed operations aggregate. The additional insured coverage must include Products – Completed Operations equivalent to ISO Form CG 20 37 for a minimum of two years after acceptance of the work.
3. Insurance is to be placed with insurers who have an *A.M. Best* rating of no less than A- and a Financial Size Category of no less than Class VI, and who are authorized as an admitted insurance company in the State of Wisconsin.
4. The following must be named as additional insureds on the general liability coverage arising out of project work: City of Oak Creek, and its officers, Alderpersons, agents, employees and authorized volunteers.

Acceptance of Terms

Submission of a proposal indicates acceptance by the consultant of conditions contained in this Request for Proposals. Note that all proposal submissions are subject to State and Federal open records laws.

Reference Materials

Additional information about the City of Oak Creek is provided at www.oakcreekwi.gov.