

TOWN OF RICHLANDS

REQUEST FOR PROPOSALS (RFP #2026-01PS)

Website Redesign and Development Services

Town of Richlands, Virginia

I. INTRODUCTION

The Town of Richlands, Virginia (“Town”), in accordance with the Virginia Public Procurement Act, hereby solicits sealed proposals from qualified firms for the complete redesign, development, and implementation of the official Town website, including a standalone section dedicated to the Richlands Police Department and Public Safety operations.

This procurement shall be conducted using the Competitive Negotiation method pursuant to § 2.2-4302.2 of the Code of Virginia.

II. PURPOSE

The purpose of this RFP is to:

Fully redesign and modernize the Town’s existing website.

Improve user experience, navigation, and ADA accessibility.

Maintain all current features while enhancing functionality.

Develop a standalone Police Department and Public Safety section.

Ensure secure, scalable, and easily maintainable infrastructure.

III. SCOPE OF SERVICES

The selected Offeror shall provide, at minimum:

A. Website Redesign:

Modern, mobile-responsive design.

ADA and WCAG 2.1 compliance.

Intuitive navigation and search functionality.

Enhanced accessibility features.

Integration with social media and public notification systems.

B. Functional Requirements:

Online forms and payment integration capability.

Agendas and minutes hosting.

Document management system.

Emergency alerts capability.

Calendar integration.

Staff directory.

Secure hosting environment.

Cybersecurity protections compliant with DCJS mandates (for Police section as applicable).

C. Police & Public Safety Standalone Section:

Independent navigation interface

Recruitment portal capability

Crime prevention resources

Online reporting functionality (if applicable)

Public safety announcements

Secure backend access for department administrators

D. Training & Maintenance:

Staff training in content management.

Ongoing technical support options.

Warranty and post-launch support period.

IV. QUALIFICATIONS

Offerors shall demonstrate:

Experience developing municipal government websites
Experience with public safety or law enforcement digital platforms
Knowledge of Virginia FOIA and public records requirements
Cybersecurity expertise
References from at least three public-sector clients

V. PROPOSAL SUBMISSION REQUIREMENTS

Proposals shall include:

Executive Summary
Technical Approach
Project Timeline
Cost Proposal (separately sealed if required by locality policy)
Firm Qualifications
References
Proof of Insurance
Completed State Corporation Commission registration documentation

VI. EVALUATION CRITERIA

Proposals will be evaluated on:

Experience and Qualifications (25%)
Technical Approach and Design Capability (30%)
Functionality and Innovation (20%)
Cost (15%)
References and Past Performance (10%)

The Town reserves the right to conduct interviews and request best and final offers.

VII. TERM OF CONTRACT

The contract term shall be negotiated but is anticipated to include:

Development Phase: 6 months

Optional maintenance agreement term: 1–3 years

VIII. GENERAL TERMS

The Town reserves the right to reject any or all proposals.

The Town reserves the right to waive informalities.

This procurement is subject to all applicable Virginia laws.

Offerors must comply with nondiscrimination provisions under § 2.2-4311

Deadline to apply is Monday, March 23, 2026 at 2:00 pm and all proposals should be submitted to Ron Holt, Chief of Police, Town of Richlands, VA 24641 at rholt@richlands-va.gov