

City of Owosso Request for Proposal

City Website Redesign and Hosting



Published: February 17, 2026
Point of Contact: Nathan Henne
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Email: Nathan.henne@ci.owosso.mi.us

Events Timetable	
RFP Published	February 17, 2026
Optional Pre-Proposal Meeting	Feb 27, 2026 @ 10am (virtual)
Question Submittal Deadline	Mar 6, 2026 @ 3pm
Addenda Issued If Any	Mar 13, 2026
Final Proposal Due Date	Mar 20, 2026 @ 3pm
Anticipated Award Date	April 6, 2026

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

Section 1: Overview

A. Background

The City of Owosso is a full-service municipal corporation in Shiawassee County, Michigan, serving approximately 14,500 residents. Operating under a council-manager form of government, the City provides police, fire, public works, water and wastewater utilities, engineering, planning and zoning, code enforcement, parks and recreation, and historic preservation services. The City also provides water and sewer services to portions of neighboring jurisdictions.

The City employs approximately 100 full- and part-time personnel across multiple departments. The website serves as the primary digital interface between the City and the public and must support transparency, regulatory compliance, operational efficiency, and public engagement.

Current Website Platform and Identified Limitations

The City's existing website platform is technologically outdated and does not meet current standards for accessibility, mobile usability, security, or content management. Portions of the site rely on Adobe Flash, which is no longer supported and presents compatibility and security concerns. The underlying architecture limits scalability and integration with modern municipal systems.

The site is not fully responsive and does not consistently function across mobile devices. Navigation and layout issues negatively affect usability and public access to information.

Search functionality is limited and does not provide robust filtering, indexing, or metadata tagging. Users experience difficulty locating Boards and Commissions materials, including agendas, minutes, packets, and member information. The absence of structured document indexing significantly reduces search precision and transparency.

The current platform does not consistently meet modern ADA accessibility expectations, including WCAG 2.1 compliance standards. It lacks built-in tools to monitor and maintain accessibility over time.

Content management capabilities are limited and not optimized for routine staff use. The system does not support structured workflows or departmental publishing controls consistent with best practices for municipal governance.

From a security and sustainability standpoint, the platform relies on outdated technologies and lacks a clearly defined long-term upgrade pathway. The City seeks a secure, scalable, and standards-based solution capable of supporting long-term digital service delivery.

B. Overview of the Project

Owosso is looking for a seasoned Firm with experience working with local governments to improve their online capabilities. To be more precise, the city 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 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. It is important that staff have the ability to easily create and alter pages as well as share attachments/forms.

In addition, the city is looking for a Firm who can incorporate any future features and functionalities that may be developed. The city 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 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: Nathan Henne, City Manager

Email: Nathan.henne@ci.owosso.mi.us

Other Contacts: Jessica Unangst, HR/IT Director Jessica.unangst@ci.owosso.mi.us

Todd Wyzynajtys, Network Administrator todd.wyzynajtys@ci.owosso.mi.us

D. Addenda

All inquiries and requests for clarification will be addressed by the city in an addendum that will be posted on the city website: <https://www.ci.owosso.mi.us/> and on the MITN website at www.mitn.info. 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: Nathan Henne – Nathan.henne@ci.owosso.mi.us

Indicate in the subject line “Owosso City Website Redesign and Hosting – [Firm Name]”. The city 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 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 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 will assess the qualifications, references, and general fit with the city 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 might be suggested or added. At the very least, the newly appointed city 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 questions that will be sent to corresponding departments linked to email contacts of those departments. (Police, Fire/Ambulance, Public Works, Billing, Taxes, Building Department, Planning and Zoning, Parks, Streets and Sidewalks)

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 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 staff, and detailing implementation-specific communication mechanisms. Team members may be assigned at kickoff.

C. Training

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

D. Continuing Services

The city 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 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 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/County, 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

- Complete and include Exhibit B – Functional Requirements table
- 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 B.1
- The website must comply with the Americans with Disabilities Act (ADA) and conform to WCAG 2.1 Level AA standards at minimum.

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 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's 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 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 to award a contract for services specified herein.

In addition, the city 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.

C. Contract Negotiation & Insurance

The city reserves the right to enter into a contract with the selected Firm that the city deems to offer the best overall qualifications and experience. It is the intent of the city that after the successful Firm has been selected, the city 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 shall not be contractually bound to any bidder prior to the execution of such written contractual agreement.

Before signing a contract with the successful Firm, the city 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 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.

Exhibit B – Functional Requirements Matrix
City of Owosso – Website Redesign and Hosting RFP

Instructions: For each requirement, indicate compliance status and provide a concise description of how your solution satisfies the requirement. If a third-party product is required, identify it and disclose any additional costs.

ID	Functional Requirement	Out-of-Box	Config/Custom	Third-Party	Description / Notes
A1.1	Alerts posted with SMS/email subscriber notifications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A1.2	Dynamic news posting by category	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A1.3	Electronic subscription with scheduled SMS/email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A1.4	Social sharing links on each page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A1.5	Departmental calendars with master calendar view	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A1.6	User profile content preferences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A1.7	Citizen inquiries routed to department emails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A2.1	Custom online forms with tracking and export	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A2.2	Document storage (minutes, agendas, newsletters)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A2.3	Agenda management and publishing workflow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A2.4	Rotating banners/slideshow functionality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A2.5	Centralized media library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

A2.6	1GB file upload/download with backend search	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A3.1	Department-based FAQ functionality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A3.2	Employee directory lookup	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A3.3	Bid and RFP posting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A3.4	Class registration with enrollment caps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A3.5	Facility listings with maps and reservations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
A3.6	Online job applications with attachments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B1.1	Auto sitemap and breadcrumbs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B1.2	Internal search with keyword logging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B1.3	Password-protected intranet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B1.4	Device-agnostic content editing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B1.5	Secure online payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B1.6	Fully responsive mobile design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B1.7	Translation tool integration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B1.8	Automated publish/expiration dates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B1.9	Role-based permissions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B1.10	RSS feeds by department/category	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B1.11	Analytics and audit reporting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B1.12	Social media feed integration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B1.13	Front-end editing without coding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
C1.1	Assigned project team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
C1.2	Project management plan with timeline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

C1.3	Defined city/firm responsibilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
D1.1	Comprehensive administrator training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
D1.2	Staff readiness at launch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
E1.1	U.S.-based live technical support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
E1.2	Emergency after-hours support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
E1.3	Multiple support channels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
E1.4	Ongoing updates and maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
F1.1	99.9% uptime SLA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
F1.2	U.S. Tier II data center, 24/7 monitoring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
F1.3	Automated patches and SAN reliability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
F1.4	Minimum 22 Gb/s bandwidth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
F1.5	Disaster recovery (RTO ≤8 hrs; RPO ≤24 hrs)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
F1.6	Geographically redundant backups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
F1.7	DDoS mitigation protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

SIGNATURE PAGE

On behalf of _____, I hereby submit this proposal for **CITY WEBSITE REDESIGN AND HOSTING RFP** for your consideration. The undersigned acknowledges that this proposal is subject to the General Conditions and the General Specifications included in the contract documents. In submitting this proposal, it is understood that the right is reserved by the CITY to reject any and all proposals and waive any irregularities in the bidding process. The CITY may award this contract based on any combination of the total bid and/or alternates.

Bid proposal by (Name of Firm):

Please check the appropriate box and USE CORRECT LEGAL NAME.

Corporation

State of Incorporation:

Partnership

List of names:

DBA

State full name:

Other

Explain:

Name, Title, Email of Contract Signer:

Signature of Bidder:

Print Name and Title:

Address:

City, Zip:

Telephone:

Email Address(Bidder):

Signed this

Day of

2026

Bidder acknowledges receipt of the following Addenda:

ADDENDUM NO: BIDDER'S INITIALS: