REQUEST FOR PROPOSALS

EMMET COUNTY WEBSITE REDESIGN & DEVELOPMENT

RFP#02-2019-22

Emmet County
Suite G90
200 Division Street

Petoskey, Michigan 49770

I.   PROPOSAL DETAILS:

A. ISSUING ENTITY

County of Emmet entity issuing the RFP

B. DEADLINE FOR RECEIPT OF PROPOSALS

The deadline for receipt is Friday, March 15, 2019 3:00 PM EST.

C. SUBMISSION AND RECEIPT OF PROPOSALS

Response to this RFP MUST be clearly marked – **RFP# EC-02-2019-22** - **EMMET COUNTY WEBSITE REDESIGN & DEVELOPMENT**

Submit three (3) hard copies and one PDF electronic copy of the entire response on a CD or flash drive in your **SEALED BID** and send to:

> EMMET COUNTY PURCHASING DEPARTMENT
> ATTN: ANGELA CARNEY
> 200 DIVISION STREET STE G92
> PETOSKEY, MI 49770
> Phone: 231-348-1627
> Email: acarney@emmetcounty.org

- Late submittals WILL NOT BE ACCEPTED – **NO EXCEPTION**
- Fax submittals WILL NOT BE ACCEPTED – **NO EXCEPTION**
- Email submittals WILL NOT BE ACCEPTED – **NO EXCEPTION**

D. TIMELINE

Calendar of Events

RFP Release Date	February 22, 2019
Deadline to Submit Written Questions	March 1, 2019 @ 3:00 PM EST
Proposal Due Date	March 15, 2019 @ 3:00 PM EST
Review Responses	March 18 – April 1, 2019
Award Contract	Upon BOC Approval of Contract
Tentative Project Start Date	April 22,2019
Tentative Website Launch	September 1, 2019

E. AWARD

Proposals will be reviewed by an internal committee where proposers will be evaluated and ranked. Proposing firms may be asked to participate in an interview to further discuss qualifications and to answer questions from the committee. **The contract will be awarded to the responsible, responsive firm whose proposal, conforming to this solicitation, will be most advantageous to Emmet County, price and other factors considered**.

The County of Emmet reserves the right to accept or reject any or all proposals, in part or whole and to waive informalities and minor irregularities in bids received.

F. WITHDRAWAL

Proposals may only be withdrawn by written notice prior to the date and time set for the submission of proposals. No proposal may be withdrawn after the deadline for submission.

G. DEFAULT

No bid or proposal shall be accepted from any party who is in default on the payment of taxes, licenses or other monies due the County of Emmet.

H. NON-COLLUSION CLAUSE

By signing and submitting this proposal, proposer states that his proposal is genuine and not collusive or sham; such proposer has not colluded, conspired, connived, or agreed, directly or indirectly, with any proposer or person, to put in a sham bid, or that such other person will refrain from proposing and has not in any manner, directly or indirectly, colluded, conspired, connived, or agreed, with any person, to fix the price of affiant or any other proposer, or to fix any overhead, profit or cost element of said proposal price.

I. NON-DISCRIMINATION CLAUSE

By signing and submitting this proposal for consideration of an award by Emmet County, the proposer covenants not to discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions, or privileges of employment or a matter directly or indirectly related to employment, because of race, color, religion, national origin, age, sex, height, weight, marital status or a disability that is unrelated to the individual's ability to perform the duties of a particular job or position.   Breach of this covenant may be regarded as a material breach of the contract

II.   PROJECT DETAILS:

A. DESCRIPTION

The County of Emmet is seeking proposals for the redesign and reformat of its website. The goal for the website includes, but is not limited to:

- Improving communications between the county and its constituents
- Promoting community and economic development
- Supporting special events within the community.
- Enhancing the county's image and identity
- Delivering e-government services
- 24-hour access to county information, forms, and make inquiries to minimize phone calls, in-person visits and outgoing mail that would otherwise occur

General Requirements Include:
- Intuitive, mobile responsive design for simple navigation – easy to find and use tabs and drop down boxes – two clicks to find desired information – ADA compliant
- A photo slideshow header on the home page, with ability to change out photos as needed
- Photo header on other sections of the webpage with ability to have different photos for each section/department and the ability change out photos as desired
- Ability to embed photographs of county facilities and events in the site
- Integration of audio and video
- Standard website features while maintaining a unique and consistent look
- Easy maintenance by county staff, including making programmable changes internally without having to contact vendor
- Ability to plug in future technologies
- Search engine and web crawler optimized
- Detailed analytics reporting
- Multiple redundant backups for transparent downtime recovery
- Fully functional, both viewing and editing, with the major browsers and operating systems on PC and Mac
- Emmet County will own the website code

'**Must Have' Features Include:**
- Robust, Google-like, intuitive search functionality
- Current events and announcements on the home page
- CAN-SPAM-compliant email subscription program for an e-newsletter and public service announcements
- Ability to post and download forms and securely submit online
- Employee intranet with plug-in capability for current accounting and administrative systems
- Indexed document archiving and retrieval system, including agendas and minutes
- Online reservation and payment system

- Online calendar must be downloadable and available for import into users' personal calendars
- Searchable business directory
- Online job posting and resume submission
- VPN capabilities to remotely access intranet and personal files

The county is soliciting a vendor with the desire, experience and talent to develop a superior plan or "blueprint" for its website. Most importantly, the website must be designed from the customer's perspective. The county will pursue vendors with proven track records in providing government websites together with ongoing technical support, maintenance and upgrades.

It is the county's goal to design a website that best meets the needs of residents, businesses, visitors, staff and other stakeholders. Improvements or suggestions to any condition in the RFQ are welcome and should be explained in the bid.

A significant portion of the county's residents do not have high-speed/broadband internet access and have slow download speeds as a result. Thus, fast download is a critical consideration in page design.

Both this document and the winning bid(s) will be considered contractual components.

B. BACKGROUND

The County of Emmet is currently partnered with Gaslight Media and is using the WordPress content management system, hosted and provided by Gaslight Media. The current iteration of the website was launched and designed by Gaslight Media in 2015. There are currently over 2,100 distinct pages, 15,000 file elements and 23,000 documents and 1,500 images. Third party applications that are either embedded or linked to the website include various BS&A Internet Services (bill pay, assessing lookup, etc.) and Graphite Payments, an online payment system used by the courts.

C. SCOPE OF WORK

The proposer will redesign Emmet County's website, including a new design, a new website structure and the options for a new CMS, or external content management system provided by the contractor. A final scope of work will be developed by agreement with the county and the proposer. The following acts only as a preliminary scope to generally communicate the county's expectations. Proposals for redesign of the website and CMS should include or account for, but not be limited to, the following:

1. Creation of a highly useable website using dynamic design and organization that will allow users to easily find information
2. Convey a sense of place and organizational culture consistent with the county brand
3. Demonstrate the county's commitment to transparency and high-quality customer service by increasing measurable public self-service options

4. Act as a marketing tool for Emmet County, providing users with news about County projects and events
5. Consolidate and migrate existing content to the new website
6. Incorporate various specific needs of each department and the community as a whole into the overall design

D. DEVELOPMENT OBJECTIVES

Emmet County would like to create a customer-focused website using intuitive navigation controls that will allow for easy access to information by site visitors. The county would like to redesign the current website utilizing the latest technology.

Balance Government Look and Feel with Unique Web Presence
Government sites are informative in nature and should clearly portray that purpose on this website. The site should also portray a unique web presence that is attractive as well as functional to fulfill the model of online government services. The vendor will be expected to work with county staff to develop the "look and feel" of the site to convey the county's unique brand. This shall include a cohesive graphic design incorporating the county's brand, colors, logo, culture, etc.

Site Navigation and Organization
The site navigation should use modern tools/techniques to help guide visitors to their desired information. The site should incorporate, but not be limited to, these strategies:

- User-centric design and organization
- Robust, Google-like, intuitive search functionality and menu system as the primary navigation tools
- Each department will have its own main page to guide visitors to department specific news and services

Content Management System
The vendor shall provide a comprehensive, widely used, CMS solution as an option of the proposal. The CMS software proposed should not be a beta, release candidate, other early adopter technology or easily susceptible to hacking. The CMS shall be accessible via external access. The vendor will provide a search engine solution to support indexing of all contents within the CMS.

Calendar Program
The county is looking for a flexible calendar program. Desired features include the ability to view the calendar in either day or month format. In addition, the ability to add to specific days hyperlinked events that can lead to either a web page or a document (such as a PDF) is required. It is preferable that the calendar maintain the look and feel of the new website but retain the standard calendar look.

Email Subscription
Another required feature is the ability for visitors to sign up to a mailing list for various communications such as e-notifications and subscription-based newsletters. This needs to be CAN-SPAM compliant. The website company must provide email marketing capabilities that are seamless with the website and have the ability to integrate with current email marketing software. The website company must provide one email template

that is consistent with website design.

Maps
Incorporate the county's Geographical Information System (GIS) maps and/or data to show aerial and street level views of all county buildings, parks, facilities, etc. Provide door-to-door directions, brief information and links to other pages within the site.

Online Newsroom/Calendar
Ability to post news to a page or pages on the site. News should have the ability to be automatically archived in an easily retrievable manner at a predefined time after publishing and scheduled to be published at a future date and time. News headlines should have the option to be displayed on the homepage in an order defined by staff.

Audio and video embedding
Ability to embed audio and video in website pages.

Forwarding page feature
Ability to forward pages to friends, coworkers, etc. using a simple form that asks for the sender and recipients email addresses and allows the sender to include a short message to the recipient.

Integrated RSS Feeds
Integration with social networking applications, including, but not limited to, Facebook and Twitter, so users can share county information with their social media contacts. The ability to integrate with future social media tools should also be provided.

- RSS Feed Reader: Ability for staff to set up feed readers for important county information
- RSS Feeds: Ability for users to sign up to receive RSS feeds

Integration of Third-party Sites and Services
Third party tools, features and databases should have the same look and feel as the county's website and the links to the third-party websites should be integrated into the site's navigation:

- Possibility of live streaming county's government TV channel and future video streaming service for videos and county meetings
- GIS mapping viewer
- Integration of Microsoft Outlook for internal email and calendar services
- Action Line -- An online service request system allowing visitors to request information, submit requests for service, or submit comments for review

Browser/Device Compatibility
Responsive site design. Any new website design for this project should be easily viewable from a desktop, tablet or mobile device of any manufacture. The user experience should be similar across all devices, allowing for differences in device layouts or requirements

Fully functional, both viewing and editing, with the major browsers and operating systems on PC and Mac.
Ensure implementation is functional with the current versions and one version back of major browsers and operating systems

- The site will be required to support browser versions that are more than 3 years old where the older version still accounts for 10% of site Web traffic
- The site will not be required to support any browser no longer available for download from the manufacturer's website or whose manufacturer has ceased development
- The site will not support browsers for operating systems not currently supported by the OS' manufacturing company, or whose manufacturer has ceased development
- Functional viewing and editing with all major mobile devices. The website will be easy to use by viewers and content managers with all major mobile devices, including but not limited to:
  - Tablets – iPad, Samsung Tablet, MS Surface
  - Smart Phones – iPhone, Blackberry, Android and Windows Mobile phones
- The development of mobile applications is excluded from this project scope but site compatibility with mobile devices is within the scope. While outside of this project's scope, vendors may provide information on mobile application development for future consideration.

Hosting
The website company will provide hosting of the website and intranet**. In addition, there should be redundant server back-up to ensure 100% up time.** Downtimes must be transparent to the user with processes and procedures to preclude data loss and file corruption.

Website Analytics
Analytics tracking and reporting must be integrated on the site to allow for website visitor tracking, page tracking, etc.

ADA Compliance
Comply with Americans with Disabilities Act Section 508 and World Wide Web Consortium standards.

- Site should be accessible to those with disabilities. The final design must comply with all requirements of Web Content Accessibility Guidelines, WCAG 2.0 (Minimum Level AA).
- Site should have the ability to scale fonts on each page.
- Cascading style sheets will be utilized to ensure consistency and separation of content and design.
- The site will support W3C standards as much as technology will allow, so long as it does not reduce the active functionality of the site to our supported users.
- Ensure the site is HTML5, and CSS3 compliant.

Search Engine Accessibility
Search engine optimization (SEO) and site search functionality. The site should provide for search engine optimization to allow the highest possible ranking of the individual pages within the site from all major search providers, including but not limited to Bing, Google, MSN Search and Yahoo!

- The site should be accessible by spiders for the purpose of indexing the site.
- The site should be structured in a manner that spiders can crawl easily.
- The site should provide meta-title and meta-description tags that can be maintained by county staff.
- The site should provide robust and prominent smart search functionality allowing users to type in a word or phrase to find information on the site.
- The search feature should provide results for a single word, combination of words, or the exact phrase searching using quotation marks.
- The search feature should auto correct and/or provide results that best match misspelled words or phrases.
- The search feature should enable search of both HTML pages and documents, such as PDF files.
- Results will be returned in order of relevance based on the frequency of the search words in the page content or metadata, and results can be browsed by category.
- Users should be able to browse search results within different content types, such as documents, event calendar and news.

Data Migration
Data and file migration from existing site and integration into new site: Understanding that this RFP provides the county with the opportunity to restructure and update its content, the county has a significant investment in the existing content and files. Proposals should include the necessary process for migrating the data and files from the existing site into any new or upgraded CMS. This includes indexing and integrating existing content into the new design and navigation structure.

Knowledge Transfer and Skills Training
The newly designed website will bring new technologies to the county and new ways to use existing technologies. The county expects the vendor to work closely with the county's Communications Director and other key staff members to answer questions and give demonstrations on the new site features. Describe how your company will provide initial training for the county's appointed content users, should the county select an internal CMS. In addition, describe how you will provide on-going support by job title, including project management, development, help desk support and training as separate items. Preference will be given to vendors who provide support as an unlimited part of ongoing services, within reason, rather than a pay-per-use system that discourages customer questions and interaction.

Long-Term Management
Include a strategy for the long-term management of the website's architecture and Content Management System including:

- Review site usage statistics and provide the county suggestions for improvements on a bi-annual basis

- Maintenance of website architecture
- Technical support of CMS
- Assistance with implementation of third party software on the website

E. WEBSITE PROJECT PHASES

The following website project phase outline is provided to demonstrate what the county anticipates the project will involve. This outline shall be further discussed with the awarded Vendor.

A. Concept
1. Determine Content
   a. Evaluate existing web content for inclusion on the new site
   b. Brainstorm to identify potential new content
   c. Interview County Department heads
   d. Document all content for new site
   e. Document relationships between content for use during site layout

2. Navigation Structure
   a. Determine the functional top level navigation tabs
   b. Determine the sub-level navigation tabs

3. Acceptance
   a. Concept report of findings and recommendations
   b. Present to management

B. Design
1. Functional Specifications
   a. Detail exactly how the website will operate
   b. Specify all deliverables
   c. Set specific milestones

2. Design Site Layout
   a. Organize site structure
   b. Determine all of the templates needed for various functions
   c. Determine a look and feel for the site, including color schemes, graphic elements and navigation tools

3. Mock-up Templates
   a. Create visual models of how the user interfaces will operate
   b. External web pages

4. Acceptance
   a. Present to management
   b. Implement suggestions
   c. Final acceptance

C. Development
1. Create user interface templates for staff to add, change or delete

content

      2.   Design Web Applications
           a.Develop server-side objects and components
           b.Develop client-side scripts and controls

      3.   Testing
           a.Develop user testing
           b.Usability testing

      4.   Acceptance
           a.Present to management
           b.Implement suggestions
           c.Final acceptance

      5.   Document Conversion – Convert current site pages and modify for new layout

D.   Implementation
      1.   Install web applications

      2.   Install object and components developed

      3.   Site testing
           a.Usability testing
           b.Stress testing
           c.Load testing

      4.   Acceptance
           a.Present to management
           b.Implement suggestions
           c.Final acceptance

E.   Go Live – Replace current site with new site

F.   Training and Support/Maintenance
      1.   Train staff
           a.Provide training to two to three applicable staff personnel
           b.Provide documentation that outlines maintenance process

      2.   Support
           a.Provide support documentation
           b.List support number and hours of operation
           c.Process for obtaining and installing updates

F. SELECTION CRITERIA

A selection committee will evaluate the proposals based upon the submittal requirements. After a review of the written proposals, selected firms may also be asked to make an in-person presentation or field follow-up questions.

The County of Emmet is not obligated to award the contract based on cost alone.

The contract will be awarded to the responsible, responsive firm whose proposal, conforming to this solicitation, will be most advantageous to Emmet County, price and other factors considered.

III.   SUBMITTAL REQUIREMENTS

Proposals should demonstrate the qualifications, experience, service level, cost of services, competence, and capacity of the firm. The County of Emmet considers qualified firms to be those that demonstrate the appropriate experience, capability, knowledge and financial ability to implement the Scope of Work outlined in this RFP.

A. SUBMITTAL REQUIREMENTS

1. Cover letter. The letter should include a Project Statement, describing the applicant's understanding of the goals and objectives, as well as the approach and philosophy regarding the project.

2. Full name and address of the firm with a short description of the firm.
   Include a description of the following:

    a. Business organization
    b. Year established
    c. Federal ID number
    d. Michigan tax ID number
    e. The firm's legal formation (e.g. corporation, sole proprietor, etc.)
    f. State of incorporation, if applicable.
    g. List the firm's officers (up to three).

3. Outline of work plan and timeline for the project.

4. Proposed Project Team Members: Include a description of the organization, an organizational chart, and the primary role and responsibility of each team member. Clearly designate the team leader for this project and the responsibilities of other contributing members.

5. Individual Experience: Include information on the background of key members and detail their specific contributions to past projects, as related to this project.

6. Specific Project Experience: Provide examples of similar successfully executed projects. Be sure to include at least one project that involved generation of a government website.

7. Affirmative statement regarding ability to start immediately upon award of the contract.

8. Additional suggested and/or proposed steps, actions or deliverables which members of the firm deem advisable, along with associated costs, are welcome.

B. REFERENCES

RFP reviewers may solicit references from some or all client contacts provided with previous experience examples above. Include at least (3) references, for similar projects completed within the past five years. Include the name, telephone number and email address. List services provided to each client.

C. COMPENSATION / FEES

For this project, please provide the following:

1. Separate the cost of website development from that of providing a company intranet.

2. Project Cost: Include a proposal **as a separate attachment** showing a **not-to-exceed** cost of your proposed services. Include a breakdown of cost for each task or deliverable. While cost will be a secondary factor, the county is **not** required to accept the lowest cost proposal and selection of the successful consultant will be based on the proposal deemed to be in the best interest of the county.

3. The budget for this project is not to exceed $20,000.

D. EVALUATION CRITERIA

The following elements will be considered on a weighted basis in evaluating proposals for selecting the consultant for this project:

Successful public-sector informational program experience, including input from clients

Competency of firm or individual, including reputation and integrity

Professional background and success of key personnel assigned to this project

Ability to meet deadlines and implement the program in a reasonable time frame

The contract will be awarded to the responsible, responsive firm whose proposal, conforming to this solicitation, will be most advantageous to Emmet County, price and other factors considered.

E. CONFLICT OF INTEREST

Disclose any conflicts or perceived conflicts of interest.

Identify what procedures your firm utilizes to identify and resolve conflicts of interest.

F. COPIES OF THE FOLLOWING ITEMS:

1. Comprehensive General Liability and Property Damage coverage.

2. Professional Liability (Errors and Omissions) coverage.

3. Worker's Compensation coverage.

4. Any and all relevant license/registration numbers.

G. CERTIFICATION:

I hereby state that I have read, understand, and become thoroughly familiar with and understand the terms and scope of work contained in the RFQ.

I hereby state that all of the information I have provided is true, accurate and complete. I hereby state that I have authority to submit this proposal which will become the basis for a binding contract if accepted by the County of Emmet.

I hereby state that this proposal will remain valid for six (6) months from this certification date.

Signed: _____

Type or Print Name: _____

Title: _____ Date: _____

Company Name: _____

Address: _____

_____

Contact Name: _____

Contact Phones:

Office: _____

Cell: _____