

Request for Proposal

Jefferson County, Idaho Website Design & Development



Jefferson County
210 Courthouse Way
Rigby, ID 83442
Phone: (208) 745-9222

Submittal Requirements

The deadline for RFP responses is **October 16, 2020 no later than 5:00 p.m. (MT)**. Submit a PDF of the response with the subject line "Jefferson County - Website Design & Development RFP" to:

Audrey Moon
Deputy Clerk – Executive Assistant for Commissioners
E-mail: amoon@co.jefferson.id.us

Inquiries

Inquiries regarding this Request for Proposal must be submitted via email and directed to:

Audrey Moon
Deputy Clerk – Executive Assistant for Commissioners
E-mail: amoon@co.jefferson.id.us

Background

Jefferson County, Idaho was founded in 1913. Is located at 210 Courthouse Way, Rigby, ID 83442. Population statistics from 2019 show 29,871 residents but has been the third fastest growing county in Idaho. Size is 1,095 square miles. Estimated county employees is 200. Jefferson County includes Hamer, Lewisville, Menan, Mud Lake Rigby, Ririe and Roberts. Also have three school districts Jefferson School District #251, Ririe School District #252 and West Jefferson School District #253. Current county website can be found at: www.co.jefferson.id.us

1. Project Description

Jefferson County is seeking to update its website to enhance the user experience, simplify content management, and provide improved citizen-centric information and customer service to its community, while meeting high standards for design quality and visual appeal. Jefferson County would like to decentralize content management by empowering our staff to easily create and manage website content in each department under the oversight of a central administrator. The new website must have a priority of striving to be ADA compliant.

Jefferson County seeks the assistance of an experienced company that can accomplish the goals of Jefferson County with all the functionality identified in this RFP. Jefferson County also seeks a company that has the capability of integrating additional features and functionality that may be identified in the future. Jefferson County would like a vendor to provide hosting services for the website in a secure data center. The experienced company should have a team of experts who understand local government, to help us achieve our vision – all while providing 24/7/365 support.

2. Required Features

The information below represents required functional capabilities in the selected CMS. It is not all inclusive, other functionality may be recommended or added. Jefferson County's new website vendor must be able to provide at a minimum, the components shown.

- **Activities** - Create classes, display class schedules, limit the number of persons that can sign up per class, and email those who have registered for specific classes
- **Agenda Management** - Upload existing, create new, categorize, approve and manage agendas
- **Alerts & Notifications** - Display alerts prominently on website with notifications sent via email and text messaging to subscribers
- **Archive Center** - Store agendas, minutes, newsletters and other documents
- **Browser Based Administration** - Update, delete and create content from any device with internet access
- **Calendar** - Update/publish calendars for departments/categories with a main calendar to display all events
- **Content Scheduling** - Set dates for content to automatically publish and expire
- **Departmental Home Pages** - Ability for departments to have dedicated pages within the site that follow the same design as the other interior pages
- **Directories for Staff** - Ability to allow citizens to search for staff department information
- **Document Center** - Upload/download capability for files up to 1GB, back-end ability to search within published and unpublished documents
- **E-Notifications** - Electronic subscription, scheduled notifications for email and SMS
- **Facility Management** - Listings with maps, filtered search, and reservation capability
- **Frequently Asked Questions** - Ability to categorize FAQs by department or page
- **Intranet/Extranet** - Restrict pages by login
- **Levels of Rights/Permissions** - Allow system administrators to establish levels of rights for staff to update/manage/access content based upon roles
- **Live Edit** - Add, edit and move content directly on the front end of the site without the need to utilize or be trained in writing HTML or CSS code
- **Multilingual Support** - Using Google Translate or similar
- **News & Announcements** - Post news releases or updates dynamically to relevant pages based on category
- **Online Forms** - Create unlimited customizable forms, track and export results
- **Online Job Postings and Application** - Applicants can also create an online profile, fill out application and attach additional documents
- **Online Payments** - Ability to accept secure online transactions
- **Image Center** - Store images in a central location on website
- **Printable Pages** - Print-friendly function
- **Responsive Web Design** - Fully mobile responsive design - site adjusts to the screen size of all devices its being view on, includes forms, calendars, etc.
- **Request Tracking** - Citizens can submit requests with automated workflow to correct individual/department with exportable statistics and reports
- **RFP/RFQ/Bid Posting** - Allow for easy posting of bids to the site
- **Rotating Photos/Banners** - Slideshow capabilities
- **RSS Feeds out** - Registration by Department or Category
- **Sharing Capability** - Links to share content via email and social media on every page

- **Site Search** - Internal site search engine and log of search terms
- **Site Statistics** - Analytics and site audit reports
- **Sitemap & Breadcrumbs** - Automatically generated and updated sitemap and breadcrumbs
- **Social Media Interface** - Display social media feeds
- **Web Content Accessibility Guidelines** – ADA Compliance
- **Website Visitor Profile** - Visitors can pick and choose the information that automatically becomes fed to their profile upon site login.

3. Optional Features

The features below are not required by Jefferson County at this time, however, please include information and availability of integration in the future.

- **E-Communication platform** - Create unlimited subscriber lists, and communicate over multiple channels – e-mail, text and social media from a single point of access
- **Custom Mobile App** - Citizen-facing mobile app
- **Unique Department Home Page** - Ability for departments, associated organizations to have a unique separate design and URL
- **Video Center** - Live streaming video capabilities

4. Format for Proposal

Jefferson County will evaluate vendor experience, qualifications and capabilities for developing and implementing a new county website. The response should be formatted to address all items outlined below. Responders are required to submit a written narrative addressing each of the underlined section items including section bullets:

Executive Summary

- Overview and summary of how your company will assist Jefferson County in achieving the goals outlined in this RFP
- Any differentiators that set your solution apart from your competitors

Company Profile

- Company overview
 - Legal name of company
 - Brief company history, highlighting your experience working with local governments
 - Length of time the company been in business
 - Number of current employees
- Name, telephone number, and email address for the main point of contact during RFP process

Project Team

- Name and define the different roles in your company's project team
- Explain how your project team will communicate with Jefferson County and keep track of the development progress
- List any specific team leaders, including
 - Name and title
 - Description of role
 - Education and experience

One-source vendors are preferred. If utilizing subcontractors for any portion of the project including engineering, design or support, provide key personnel and company information.

Experience

- Public Sector/Municipal References (minimum of three)

- Client name
- Website URL
- Client contact person and title
- Phone
- Email address

Features, Functionality, & Design

At minimum:

- Detail availability of all features and functionality listed in Required Features and Optional Features sections of this RFP
- Provide a short narrative outlining your company's design process and benefits.

Implementation Plan

- Typical timeline and schedule
- Detailed explanation of all project phases including consultation, design, development, content migration, training, implementation
- What role Jefferson County will play in the project

Ongoing Services

- Continuing Service & Support
 - Technical support services - emergency and non-emergency availability
 - Availability of online training manuals and ongoing support
 - Describe product release, enhancement and upgrade process
- Hosting & Security
 - 98% uptime (outside of scheduled maintenance) guaranteed by Service Level Agreement to be supplied upon request
 - Data Center
 - Tier II, managed network infrastructure, on-site power backup and generators, redundant network, 24/7/365 system monitoring, multiple data centers
 - Hosting
 - Automated software updates and security patches, redundant firewall solutions, high performance SAN with N+2 reliability
 - Bandwidth
 - Multiple network providers, burst bandwidth of at least 22Gb/s
 - Disaster Recovery
 - 24/7 emergency support, online status monitor, event notification emails, recovery time objective no greater than eight hours, recovery point objective no greater than 24 hours, preemptive monitoring, geographically redundant backup
 - DDoS Mitigation

Investment Proposal

All-inclusive/Lump Sum pricing is required. Pricing should include:

- Development and implementation, including:
 - CMS Software
 - Number of pages for content migration & enhancement
 - Number of days/hours of training – Specify if virtual or on-site
If on-site, indicate if travel is included or a separate cost
 - Additional included products and/or functionality
- Annual services, including:
 - Hosting & security
 - Maintenance
 - Technical Support
- Cost for future website redesign

Fees

- Total first year cost (combined one-time setup fees and first year annual fees)
- Annual fees beginning year 2

Separately list any optional project enhancements that you believe will benefit Jefferson County’s project.

Additional Products Offered

- Give brief descriptions of other products offered by the company. Do not include marketing brochures, promotional collateral or excessive non-relevant information.

5. Schedule

The approximate RFP schedule is summarized below:

Issuance of RFP	September 21, 2020
Last day to accept questions and requests for clarifications on the RFP	October 9, 2020
Vendor submittals due	October 16, 2020 by 5:00 p.m.

* Dates subject to change

6. Submittal Requirements

The deadline for RFP responses is **October 16, 2020 no later than 5:00 p.m. (MT).**

Submit one, electronic file (.pdf file preferred) via email to:

Audrey Moon - amoon@co.jefferson.id.us.

Subject line: “RFP Jefferson County Website Design & Development/2020-1 Submittal – [Vendor Name]”.

OR

Submit one, hardcopy response. Sealed proposals must be clearly marked on the outside of the envelope with the following description: “RFP Jefferson County Website Design & Development/2020-1 Submittal – [Vendor Name]”. Proposals shall be mailed to:

Audrey Moon
 Deputy Clerk – Executive Assistant for Commissioners
 Jefferson County, Idaho
 210 Courthouse Way, Suite 230
 Rigby, ID 83442

Submittals not received on or before the specified deadline stated above will not be accepted (no exceptions). Proposals submitted in response to this RFP shall be valid for 60 days from the submittal due date. Jefferson County reserves the right to request follow-up information or clarification from vendors in consideration. Vendor is responsible to ensure delivery by the date and time included.

Jefferson County reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which will best serve the interests of Jefferson County.

Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against Jefferson County for reimbursement will be accepted.

7. Evaluation Criteria

Responses to this RFP will help Jefferson County identify the most qualified vendor and will be indicative of the level of the firm’s commitment. Jefferson County will evaluate the qualifications, references, overall fit with Jefferson

County, as well as take into consideration the proposed scope and pricing submitted to determine the most qualified web vendor.

8. Selection Process

The selection process will involve the following phases:

- Phase 1: A County selection committee will evaluate vendor submittals. The initial review will determine conformance to submission requirements and whether responses meet minimum criteria established. Review will include the vendor's acceptance of RFP terms and completeness of submissions.
- Phase 2: If deemed necessary by Jefferson County selection committee, interviews may be held for a short list of qualified vendors.
- Phase 3: Review team will check references provided.
- Phase 4: Jefferson County will select the successful vendor to begin negotiations as described in the Section 10.

9. Contract Negotiation & Insurance

It is the intent of Jefferson County that after the successful vendor has been selected, Jefferson County and the selected vendor will enter into 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 Jefferson County shall not be contractually bound to any bidder prior to the execution of such written contractual agreement.

Before signing a contract with the successful vendor, Jefferson County requires satisfactory proof that the vendor has adequate insurance coverage for the work to be performed under the contract.

10. Proposal Submission Certification

By submitting a proposal, vendor certifies that he or she has carefully examined all the documents for the project, has carefully and thoroughly reviewed this RFP, and understands the nature and scope of the work to be done and the terms and conditions thereof.