

# REQUEST FOR PROPOSAL

for

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## Website Design & Development



**ISSUED:** February 10, 2017

**DUE DATE:** March 31, 2017 @ 5:00pm

**CLOSING LOCATION:**

Central City, Colorado

## I. Overview

The County of Gilpin is seeking to update its website to enhance the user experience, simplify content management, and provide better information and customer service to its community and employees, while meeting high standards for design quality and visual appeal.

Effective websites provide interactive content that keeps users engaged and coming back. Effective websites also must ensure that content sought is easily found and that navigation remains user friendly. Additionally, the County would like responsive web-design (i.e. the ability for the website to resize itself based on browser size and device type) and support an external [public] facing site.

The County seeks the assistance of a company that can accomplish all of the functionality identified in this RFP. The County also seeks a company that has the capability of integrating additional features that may be needed in the future.

### 1. Situational Analysis

a. The County is seeking to enter into a professional services agreement with a qualified vendor to design and implement a new website based on the above strategy. The website URL is currently [co.gilpin.co.us](http://co.gilpin.co.us), but may transition to a new URL upon the launch of a new website ([gilpincounty.org](http://gilpincounty.org)). Redirecting from the old URL may be required. The County is actively seeking a qualified web vendor with extensive municipal experience to replace the existing website. The County's emphasis is on incorporating extensive content management tools with database-driven architecture leveraging features, such as drag-and-drop form building, while providing a user friendly and intuitive website structure that is both attractive and meets the U.S. Federal Government's ADA requirements (ADA compliant).

## II. Vendor Qualifications

The intent of this RFP is to enable the County of Gilpin to evaluate vendor experience, qualifications and capabilities for developing and implementing a new website. The desired qualifications are outlined below. Prepare your responses to this RFP using the following format. Responders are to submit a written narrative corresponding to each of the numbered items:

### 1. Company Letter, Overview & Introduction

- a. Include a brief statement/letter describing the company's history, experience and understanding of municipal website design. Describe how the company differs from the competition; limited to two pages.
- b. Identify the designated contact person for all communication regarding this RFP process. Include the office location, phone and email contact information with a signature from the authorized representative. In signing the letter, the respondent accepts all requirements, terms and conditions contained in this RFP. Any deviation from these requirements will void the contract with that vendor if awarded.

### 2. Executive Summary

- a. Company Promise & Understanding of the project
- b. What municipal staff and community members can expect

### 3. Software & Services Details

- a. All Software Features & Functionality
- b. Included Services as well as Add-On Features

c. Included Maintenance & Support Details

1. Live Support, if any

d. Content Migration Outline

e. Training Options & Details

f. Included Marketing Support

**4. Key Project Team Members & Roles**

a. Name, title, role (e.g., project management, training, design)

b. Education, years of experience

**5. Creative & Technical Process**

a. Build & Design Philosophy, Development Approach & Promise of the Project Manager

1. Explain the design process

2. Average timeline with details

3. Migration methodology/process details

**6. Project Portfolio** (existing customer websites with screenshots and URLs)

a. Customer Websites & References (minimum of five (5) references)

1. Name of municipal contact/reference, phone, email and title

2. Website URL and products in use

3. Contract duration (how long they have been a customer)

4. Quoted customer testimonial/positive feedback

5. List name & URL of award winning municipal website designed by vendor

**7. Cost Proposal**

a. Included services & features with pricing

1. One-time build & migration

2. One-time recommended on-site training

3. On-going software use for unlimited users

b. Optional add-on features with pricing

1. On-going training option(s)

2. Additional "outside of scope" costs

3. Additional migration pricing, if needed and requested by the County

**REQUIRED****FEATURE NAME****DESCRIPTION****ADA & W3C Compliant**

In addition to the diligence of staff members naming files and images appropriately, the CMS also codes the content for compatibility with screen reading software programs utilized by people who are blind or visually impaired.

**Advanced Design Controls**

Approved users have the same access as the vendor's design team for changes to the CSS, graphics, designing new templates, and more.

**Agendas & Minutes Manager/Module**

An easy sort interface that quickly and easily updates meeting information, increases government transparency and automatically archives all revisions / actions by date, time and user(s).

**Auto Archive & Backup**

For legal purposes, municipalities must store all content. This is an unlimited and non-manual records retention tool that automatically backs up and archives all file types as well as actions and who performed those actions, where and when. From a change in punctuation to the "deletion" of a file, it's all stored in a visible time log for recall when needed, with multiple copies in the Cloud and redundant off-site locations.

**Option****Bids & RFPs Manager/Module**

Easily feature bids and RFP's with this searchable & sortable file manager. Paired with a notification tool and database backed, drag-and-drop form builder, vendors can subscribe for updates to specific bid types and register online (paperless). upload the PDF document to the proper folder, and the code automatically formats it into the searchable data table – no code is touched by the municipal user.

**Council/Staff Profiles Module**

Simply upload a profile photo and type in the details (data entry, no formatting). On refresh, the page will not only be automatically formatted nicely, but each entry is searchable and neatly organized with a "read more" link, built-in.

**Option****Document Center Module**

"Find-a-Form" by sorting downloadable/printable forms (PDFs) by date, name, description or any other way that serves staff and citizens best. As soon as you begin typing in the "forms only" search bar, it begins pulling the relevant form(s) as you type, while showing the total entries that were filtered out. To add content to the tool, just upload the document to the appropriate folder and it's ready to find/use on the front-end!

●	<b>Drafts &amp; Approvals</b>	As a part of the security settings, changes/drafts of any/all changes to the website are archived and stored in a linear fashion (sortable). For content awaiting live posting in a "drafts" tab, an email is automatically sent to the approver for review of the drafted content to click "publish" or make the necessary changes.
●	<b>FOIA Manager</b>	Freedom of Information requests are easily managed using a request tracking system. This management tool streamlines requests by automatically notifying, routing and tracking during the entire process. The request can be received via phone, app or web and, once completed; the system automatically informs the individual who requested the action via phone, text or email.
●	<b>Friendly URLs</b>	"Cover up" that ugly URL by replacing it with a "Friendly URL" text field located in the same window as content edits.
●	<b>Image Gallery Slideshow</b>	An attractive thumbnail slideshow that only requires uploading the desired image(s) into the gallery folder. The front-end interface automatically styles it.
●	<b>Mega Menu</b>	Clean and organized, this navigation style best suits websites with a lot of content and boasts a fresh, modern look!
●	<b>Mobile Phone Menu</b>	Responsiveness (mobile friendly) offers an addition choice of navigation style, only for small devices. Examples like "Dropdown" and "Side-Fly".
●	<b>Browser-Based WYSIWYG Editor</b>	Easily update, delete and create custom template based web pages with spell check and grammar check built-in.
●	<b>Parks/Facilities Module</b>	Highlights, specifications, reservations, and other important information help drive interest and use of community/public places. Search by amenity, location or name, click through the gallery, then the "Facility Rental" page with availability calendar feed with an e-payment processing option.
●	<b>Performance Reports</b>	Maintain the health of the new website without having to remember to manually check the dashboard each time with scheduled maintenance reports to one, or multiple, email addresses of choice and at the chosen intervals. Printer friendly renderings of data or 3-D imaging can be chosen. All reports can also be downloaded as a PDF or a CSV file (spreadsheet).

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●	<b>Polls &amp; Surveys</b>	Keep citizens coming back with the ability to create and manage unlimited polls and surveys. Collect and store this information, via an online database exportable to Excel, and spark ideas from the results that can be used at a later date.
●	<b>Printer Friendly</b>	No need for a separate setting or icon, the website is pre-programmed to format itself into a printer friendly version when you click the “print” button on your browser – automatically.
●	<b>Responsive Design</b>	Built responsive means that you are utilizing smart technology content for a responsive web experience with hierarchy. This allows for easy viewing and navigation on any screen size in a market where standard sizes no longer exist.
	<b>RSS Feeds</b>	RSS remains ideal for people who are looking for a convenient and no nonsense way to get their news digitally. Subscribers receive the relevant information they are looking for, delivered conveniently and automatically via email or to a smart phone via a free app.
●	<b>Scheduled Publishing</b>	Easily set the "publish on" and "expire on" dates via a dropdown with a calendar icon to set the dates. This solution is perfect for holidays, permits, job postings and other date specific content
●	<b>Search Bar: Modern</b>	The most obvious advancement in this technology is the search-as-you-type functionality. No Google Ads will show, but the ability to create and manage “highlights” can be configured to display below the search list with an image or icon and brief description.
●	<b>Slideshow Banner/Header</b>	Simply upload the new image(s) into the gallery folder and refresh the homepage to see the changes. The size and function of the slideshow is also customizable.
●	<b>Staff Directory Module</b>	Built-in auto formatting, so staff can simply type in the information (data entry only) and save the changes.
●	<b>Sub-Site Build</b>	Departments often want their own web presence, but without separate hosting. A sub-site allows for an individual department to have their own design for only a one-time design fee.
●	<b>User Access Controls</b>	Beginning with a secure login, user access/restrictions controls are role-based with granular control. Easily add a single user or a group/department to any number of

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### **(Permissions Manager)**

permission levels with portions of the website or functions. Allow an unlimited number of staff to be the content managers.

### **Video Embedding**

Choose from branded and unbranded solutions for unlimited video streaming with, or without, chaptering - all within the CMS. All the features and securities you can feel good about with added embedding options like YouTube, Vidler, etc.

### **Weather Widget**

Styled to match the website, a weather widget can be placed anywhere on the website with as much or as little information as staff see fit.

### **Internal & External Calendars**

Unlimited, event scheduling tool, with the ability to create multiple calendars, as well as activities, recurring events, and even limit "seats" or participants. Provide the flexibility to post items ranging from city council meetings to a complete parks and recreation calendar.

### **Content Management System - CMS**

Complete with a WYSIWYG editor and an unlimited number of content managers, staff can modify pages from any location. Built-in security allows department changes to be verified by an administrator before being applied to the live website.

### III. INSTRUCTIONS TO BIDDERS

#### A. Proposal Inquiries/Questions

All inquiries related to this RFP process are to be directed to Vicki Nemec, by email, to the following email address: [vnemec@co.gilpin.co.us](mailto:vnemec@co.gilpin.co.us). Information obtained from any other source is not official and should not be relied upon.

Vicki Nemec  
Commissioner's Office  
[vnemec@co.gilpin.co.us](mailto:vnemec@co.gilpin.co.us)

#### B. Submission of Proposals:

Submit three (3) hard copies and one (1) digital copy in PDF format of your proposal in a sealed package plainly marked "*RFP for Website Design*" with the name and address of the vendor/company on the outside of the package. Written responses will be accepted at the address below, until 5:00 pm on March 31, 2017.

Submit proposals to:

Vicki Nemec  
Commissioner's Office  
P.O. Box 366, Central City, CO 80427

- a) At the date of opening proposals, it will be presumed that each Proposer has made a thorough examination of all information relative to the services to be performed under this contract; is satisfied as to the actual conditions and requirements of the services; and has read and become familiar with the proposal documents.
- b) The County reserves the right to reject proposals for any reason the County deems advisable and to award a contract to any of the Proposers of service at the sole discretion of the County. Any item required in this request for proposals that is not included in a respondent's proposal shall be specifically noted. If there are no specifically noted exclusions in a proposal it will be assumed that the Proposer accepts and understands all of the requirements of this request for proposals.
- c) Reimbursable Expenses: All pricing submitted by the Proposer shall include any and all reimbursable expenses.
- d) All RFP proposals must be valid for a period of 120 days from the due date. Responses will be considered confidential information and will not be available for viewing until a contract award is made; after which all proposals shall become public records.
- e) Respondents are responsible for all costs incurred in the development and submission of their information packages. The County assumes no contractual obligation as a result of the issuance of this RFP, the preparation or submission of information by a Respondent.
- f) The Respondent should clarify its relationships with parties supplying portions of the RFP solution and specify the portions that each party is providing.
- g) The successful Proposer shall release defend, indemnify and hold harmless the County, their respective boards and commissions, officers, officials, employees, agents, representatives, and servants from any and all suits, claims, losses, damages, costs (including, without limitation,

reasonable attorneys' fees), compensation, penalties, fines, liabilities or judgments of any name or nature for injuries or alleged injuries to person (including sickness and death) or to property, or financial losses, sustained or alleged to have been sustained by any person or concern, including officers, agents, servants, employees, contractors and subcontractors of the County or the successful Proposer arising or alleged to have arisen out of the negligent, grossly negligent, reckless or intentional performance or failure to perform any part of this agreement by the Proposer or by anyone acting under the supervision of the Proposer. This indemnity shall not be affected by other portions of this agreement relating to insurance requirements.

h) Proposer shall operate and maintain all properties and perform all of the services required in the RFP in full compliance with all appropriate federal, state and local laws and regulations.

i) As a provider of services to the County of Gilpin, I (we) hereby certify that as of the date of this agreement, I (we) are not illegal aliens, I (we) do not knowingly employ or contract with an illegal alien and we have participated in or attempted to participate in the basic pilot program of the State of Colorado in order to verify that I (we) do not employ any illegal aliens