

Request for Proposal

Carroll County, VA Website Design & Development

Carroll County, VA
605-1 Pine St.
Hillsville, VA 24343

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Overview

Carroll County, VA intends to update its website to enhance the user experience, simplify content management, and provide better information and customer service to its community, while meeting high standards for design quality and visual appeal.

Carroll's new website will provide interactive content that keeps users engaged and coming back. The new website also must ensure that content sought is easily found and that navigation remains user friendly, even as content evolves and changes over time. Finally, as a small rural county, Carroll must rely on its website to be a "window to the world" for those wishing to evaluate Carroll as a potential business location or vacation destination.

Up until now, the management of online content for the Carroll County website has been centralized in the hands of a few "power users", and the IT department. The County's goal is to decentralize content management to multiple content managers in each County department under the oversight of the County Administrator and his staff. The winning bidder will demonstrate strong technical skills. In addition, Carroll is looking for a partner company that will implement a site architecture that allow for easily integrating additional features that may be needed in the future, with an eye towards utilizing open source solutions when appropriate.

In general, Carroll plans to continue using our current set of outside functionality providers that extend the capabilities of our current website. In particular we desire to continue using or interfacing with GovDeals (for equipment liquidation), NIXLE (for various types of alerts and emergency notifications), MapGeo (for GIS and mapping functionality), and all the usual social media platforms.

Finally, please note that while Carroll County, seeks a quote to implement all the functionality identified in this RFP. However, the County may have to reduce the scope of the project or implement the included functionality over time, if needed, due to budgetary constraints.

Situational Analysis

Carroll County intends to execute a professional services agreement with a qualified vendor to design and implement a new County website based on the above strategy. The County's website URL is currently www.carrollcountyva.org but will transition to carrollcountyva.gov upon the launch of a new website.

The County seeks a qualified web vendor, preferably with governmental website experience, to replace the existing website. The County desires to implement content management tools that are easily accessible to non-technical users and database driven architecture while providing a user-friendly and intuitive site structure and an interface that is both attractive and ADA compliant.

Vendor Qualifications

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

1. Introduction

A. Company Overview and Summary

2. Company Profile

- A. Company History
- B. Contact Information
- C. Office location(s) (Include business address.)
- D. Demonstrated company financial stability

3. Project Team Roles

- A. Name, title, role (e.g., project management, training, design)
- B. Education, years of experience

4. Municipal Website Design Experience

- A. References (minimum three references, including all contact information below)
 - 1. Client name
 - 2. Website URL
 - 3. Contract duration
 - 4. Client contact person and title
 - 5. Phone
 - 6. Email 605-1 Pine St.
- B. Any municipal award winning websites designed by vendor (please list County name and website URL)
- C. Design portfolio (minimum of three screenshots with URLs)
- D. If no previous experience with municipal governments, please explain relevant website experience (please list client URLs)

5. Project Development Approach

- A. Average timeline
- B. Outline all project phases and the County's role
- C. Explain the design process, if not included in the project phases
- D. Meets U.S. Federal Government ADA requirements, if not included in the project phases
- E. Training, if not included in the project phases
- F. Post website go live website communication (award entries, annual website review, etc.)

6. Support and Maintenance (describe all available)

- A. System ownership
- B. Ongoing training opportunities
- C. Availability of robust self-service documentation and technical support (videos and training manuals, etc.)
- D. Continued communication post website go live with consultants and support staff
- E. How the County can share ideas, opinions and sign up for beta testing
- F. Normal support hours and emergency support hours
- G. Software updates and site maintenance
- H. Software licensing (if any)

7. Integrated Content Management System (CMS) Components and Tools

The CMS listing in the Functionality Table below represents functional categories and is not comprehensive; others may be recommended or added. The County's new website vendor must be able to provide the desired components shown. Possible budgetary constraints may require that this project be implemented in phases.

Functionality Table

Component/ Module Name	Function	Offered by Vendor (Yes/No)	Vendor Comment
Agenda Management	Upload, create and manage agendas		
Alerts & Emergency Notification	Alerts posted on website and public notifications sent out through email, text message and social media		
Archive Center	Store agendas, minutes, newsletters and other documents		
Automatic expirations	Expiration dating		
Broken Links Finder	Site visitors can enter comments concerning how they accessed the page		
Browser Based Administration	Update, delete and create template based web pages		
Calendar	Update/publish calendars by both department, and County wide		
Citizen Sourcing Tool	Encourages citizen idea submission, engaging discussions, voting, etc.		
Departmental Home Pages	Dynamic content		
Directories, Listing for Staff and Businesses	Dynamic content		
Document Center	Upload/download capability, back-end ability to search within		
E-Notifications	Electronic subscription, scheduled notifications, SMS subscribers		
Facility Management	Reservations and/or listing		

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Component/ Module Name	Function	Offered by Vendor (Yes/No)	Vendor Comment
Forward to a Friend	E-Mail extension		
Frequently Asked Questions	Dynamic content		
Intranet/Extranet	User restricted pages		
LDAP Integration	Optional, not required - Lightweight Directory Access Protocol (LDAP) integration should be an option		
Custom Mobile App	Optional, not required		
Mobile Friendly Browsing	Website can be accessed from any mobile platform		
Multi-Lingual Support	Dynamic content – (optional)		
News & Announcements	Dynamic content		
News Releases	Online publishing		
Newsletters/E-Zine	Optional - Subscription and online publishing		
Online Forms	Forms/publishing/track ing		
Online Job Postings and Application	Applicants can also create an online profile, fill out application and attach additional documents		
Online Payments	Secure online transaction by department		
Photo Center	Display community photos in a central location on website		
Printable Pages	Print-friendly function		
Real Estate Management	Properties – commercial or residential – can be organized by and searched		
Request Tracking	Citizens can submit request		
RFP/RFQ/Bid Posting	Dynamic content		
Rotating Photos/Banners	Dynamic image display		

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Component/ Module Name	Function	Offered by Vendor (Yes/No)	Vendor Comment
RSS Feeds out	Registration by Department		
Quick Links	Links can be placed directly on the pages		
Site Search	Internal site search engine, site search log		
Site Statistics	Analytics and site audit reports		
Sitemap & Breadcrumbs	Dynamic		
Social Media Interface	Facebook and Twitter feeds		
Spotlight	Ability to highlight important text on one or more pages		
Unique Department Home Page	Optional, not required - ability to for departments, associated organizations to have a unique separate design and URL		
Video Hosting	Optional - With live streaming video capabilities		
Website Visitor Profile	Visitors can pick and choose the information that automatically becomes fed to their profile upon site login		
Other			

8. Description of Features and Functionality Included with the CMS

At minimum include:

- A. Description of page creation
- B. Page content template information
- C. Content scheduling and versioning information
- D. The different back-end user permission levels

9. Project Pricing Estimate/Cost for Services Outlined

Specify amounts of items below:

- A. Days/hours of training, number of employees to be trained, on-site or webinar
- B. Amount of content migration (entire website or a specific number of pages)

Also, list an optional enhancements and consulting packages with deliverables and associated fees.

10. Hosting and Security (describe all available)

- A. Site hosting
- B. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
- C. Other

11. Guarantees and Warranties

The offeror shall specify all guarantees and warranties offered on the scope of work described herein.

12. Any additional information (not required)

Deliverables

This section identifies the deliverables associated with this RFP:

- 1. Under Vendor Qualifications section, complete and return items 1-10.
- 2. Include any additional information you feel is relevant.

Other Submittal Requirements

The deadline for RFP responses is Friday, August 4, 2017 at 4:00 p.m. EDT. Submit one original and one hard copy (if desired, send PDF to struitt@carrollcountyva.gov) of the RFP response to the Carroll County, VA, 605-1 Pine St., Hillsville, VA 24343. Send responses to the attention of Steve Truitt, County Administrator and marked on the outside "Carroll County, VA Website Design & Development RFP.

Submittals that are not received on or before the specified deadline will not be accepted. The County reserves the right to request follow-up information or clarification from vendors in consideration.

The 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 in the opinion of the County, will best serve the interests of the 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 the County for reimbursement will be accepted.

Evaluation Criteria

This is a "best value" competition. The county will evaluate responses to this RFP to identify the most technically qualified web vendor, the relative quality of the technical approach proposed as well as indications of the level of the firm's overall level of commitment. The County will evaluate the qualifications, references, overall fit with the Carroll County, VA, as well as the pricing range/cost to determine the most qualified web vendor that provides the best value to the County.

Selection Process

The selection process will involve the following phases:

- Phase 1: A County review team 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: Interview of most qualified applicants.
- Phase 3: Review team will check references given.
- Phase 4: The County will enter into negotiations leading to a professional services agreement.

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Schedule

The approximate RFP schedule is summarized below:

- Issuance of RFP: June 21, 2017
- Vendor submittals due: August 4, 2017
- Vendor interviews and reference checks: August 8, 2017
- Vendor approval, enter negotiations, execute a professional services agreement:
August 14, 2017

* Dates subject to change

Inquiries

Inquiries about this request for qualifications must be in writing and directed to:

Steve Truitt
County Administrator
Carroll County, VA
605-1 Pine St.
Hillsville, VA 24343
Phone: (276) 730-3010
E-mail: struitt@carrollcountyva.gov