



**Request for Proposals
for
Skamania County
Web Presence Development &
Website Replacement**

2019

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Introduction

Skamania County completed a major update of its website approximately eight years ago. At that time, the Skamania County evaluated the needs of website users and contributors and selected the content management system (CMS), now serviced by the WebRock.

The current CMS supports multiple contributors so that each department has the ability to maintain and update information on the website. Website contributors are administrative staff and professional staff. While Skamania County's website continues to serve many needs, it can be improved through an updated layout, better navigation, a more intuitive CMS, additional audience engagement features and further interface with current and emerging communication technologies.

Skamania County is currently looking to have a webpage that allows a person, not familiar with government departments, names and verbiage to be able to navigate and find the services and information they are looking for. Skamania County desires that its new **web presence** not only engage with and satisfy the information needs of the local community, but that it also accurately reflects the ideals and mission of our county and its elected officials.

To achieve this brand awareness (ideals and mission) through its new website, the Skamania County believes both a one-way and two-way dialogue are critical website platforms to engage with the various audiences; the overall take-away from viewing the site should be one of an innovative, next generation web presence organization that has the skills and resources to successfully accomplish large-scale development projects, as well as being an approachable information source to its local constituency.

PROJECT GOALS

The Skamania County Website Advisory Group (SCWAG) developed the following goals for the website replacement project:

- **Meet the users' needs:** Assist the county in identifying and prioritizing users' needs. Improve the County's online presence to provide more efficient, faster access to a user's desired information.
- **Add more visual interest:** Create an online presence that truly engages users. Present Skamania County accurately: make sure the website and other online media are consistent and would represent Skamania County clearly.
- **Engage the energy and creativity of staff:** Make sure the website is intuitive and accessible for those who upload content.
- **Keep the scope realistic:** Improvements need to be achievable within budget and staff resources.
- **Plan for the long term:** Develop a strategy for how Skamania County's online presence will continue to be improved over the coming years.

HIGH PRIORITY REQUIREMENTS

Following is a summary of items that are a high priority for the website replacement project and will be required along with other project requirements listed further in this RFP under "Scope of Services."

- Lead the county's website advisory group (SCWAG) through a process that will provide the team with the knowledge it needs to choose the various leading tools that are, or will be available to ensure the team does not "under imagine" the power of a new website.
- Working with SCWAG to develop a homepage that is well-organized, interesting and inviting.
- Multiple ways to navigate the website and automated indexing.
- Mobile-friendly design.
- Ability to integrate website with potential online tools such as purchasing boat launch passes online, online forms, geographic integration, public records requests and permitting.
- Master calendar functionality for county related events and community events.
- Intuitive portal for content posting with backend tools that make it easy to upload graphics, photos and video.
- Content editor tools including spell check, link check, and update tracking and time control.
- Integration leveraging GIS mapping or spatial geographic data, for example, to help users view available county property or property owned by others in Skamania County.
- Staff training and "Help" resources.
- Support agreement option for ongoing support.

Timeline

Proposals must be received by 5 p.m. on Thursday, November 8th.

Submittal address: P.O. Box 790, Stevenson, WA 98648

Attn: Skamania County Website Advisory Group

RFP Process Timeline

Day/Date	Description
October 17th, 2018	RFP advertised
October 29th, 2018	Vendors' written questions must be received by Public Works. All proposals are due by 5pm Question Submittal Form below.
November 5th, 2018	Written answers from Skamania County for pertinent questions posed on the Question Submittal Form by the above date.
November 8th, 2018 by 5:00 pm	RFP responses must be received by the deadline at the email address above. It is the responsibility of the vendor to verify receipt of electronic submittals.
November 12th – 16th, 2018	Vendors' responses will be analyzed and scored by the evaluation team. The total score will factor heavily into Skamania County's decision as to which vendors will be considered finalists.
November 19, 2018 by 5:00 pm	A decision is made as to which vendor(s) will be finalists. All vendors will be notified of the County's decision.
December 4th, 2018	Finalist vendor demos/presentations at the Skamania County Commissioners meeting
December 3rd – 6th, 2018	Finalists' references may be contacted by the county.
December 11th, 2018	Award to apparent successful vendor is made.
By December 27th, 2018	Subject to successful negotiation of terms and conditions, notice of award to apparent successful vendor posted on website

Preferred Project Timeline

(subject to negotiation with selected vendor)

By January 1, 2019: Meet with Skamania County Website Advisory Group (SCWAG), preliminary design

By February 1, 2019: Complete draft website design, create implementation plan

By February 20, 2019: Implement new CMS in Beta, training and testing

By March 1, 2019: Launch new website

By April 11, 2019: Complete addressing follow up issues and training

RFP Response Submittal Requirements

SUBMITTAL FORMAT

RFP responses are required to be in an electronic format that can be easily shared among the evaluation team. Vendors are encouraged to think creatively about the format of the submission as proof of their ability to 1) design in a way that is professional and current, 2) organize information, and 3) provide instructions for accessing your submission that makes sense to both tech-savvy and tech-challenged staff.

SUBMITTAL CHECKLIST

Vendor response must include the following:

- Sample CMS backend tools (see below)
- Vendor background and non-collusion checklist
- Website general requirements checklist
- Proposal (maximum of 10 pages – see below)
- Pricing schedule (see below)

SAMPLE CMS BACKEND TOOLS

Vendor shall provide online access for evaluation team members to view examples of backend tools included in the vendor's recommended content management system. Screen shots are acceptable, however interactivity will better demonstrate vendor's ability to creatively use technology.

PROPOSAL REQUIREMENTS

Vendor proposals must be no more than 10 pages and include the following items in the following order. Provide URLs to vendor examples wherever appropriate.

1. Overview of vendor qualifications and experience.
2. Summary of vendor project management abilities and approach for Skamania County's web presence.
3. Summary of vendor architecture design abilities and approach for the architecture of the page.
4. Summary of vendor content management system (CMS) abilities and how they relate to Skamania County's needs.
5. Summary of vendor CMS implementation abilities and approach to implementing a new CMS for Skamania County.
6. Summary of vendor training abilities and approach for Skamania County's staff/elected officials.
7. Description of maintenance and upgrade process and recommended maintenance plan.
8. Description of emergency response capability in case of critical failure.
9. Summaries of up to three (3) past projects.
10. At least three (3) references including phone numbers, email addresses and samples of previous web presence executions.

PRICING SCHEDULE

Include costs for each of the following project components. Specify number of hours or flat fee.

- Project Management & strategy development
- Website Design
- Website CMS Software
- CMS Software Implementation
- Training
- Annual Maintenance Costs
- Annual Support Costs
- Reimbursable Expenses (including travel)

Scope of Services

VENDOR RESPONSIBILITIES

1) Project Management

The selected vendor will:

- Develop an overall project plan including a plan for the architecture design phase of website replacement; CMS implementation plan, training plan, schedule, and plan for future maintenance and upgrades.
- Work with county staff to become familiar with types of business received, content uploaders and unique needs of each department.
- Develop and implement a mechanism for notifying Skamania County of maintenance requirements and available upgrades.

2) Design

The selected vendor will:

- Provide a project plan for the architecture design phase of the website replacement project.
- Redesign the county website look and feel in concert with the county's mission and goals in mind. Meeting the expectations for a professional and innovative website.
- Make recommendations for content organization and key pages.
- Work with IT staff and SCWAG to determine a new website content information architecture navigation framework to support easy navigation to key county services.
- Working with SCWAG, to determine a consistent look and feel for the website, including color schemes, graphic elements, fonts and navigation tools.
- Provide a minimum of three (3) designs of the proposed website, including mockups of up to 10 key pages.

3) CMS

The selected vendor will:

- Provide a comprehensive, easy-to-use CMS solution.
- Provide a fully operational and working website framework ("information ready").
- Create website templates that meet ADA standards compliance.
- Provide a search engine solution that will support indexing of all contents within the CMS as well as external county website resources.

4) CMS Implementation

The selected vendor will:

- Work with SCWAG to implement the new CMS including migration of information from the current website.
- The website shall integrate all existing e-government applications and shall be designed for easy integration of additional e-government applications.
- Install and configure website CMS software on county server infrastructure.

5) Training

The selected vendor will:

- Develop a training plan.
- Provide complete training on the use of the CMS for current content uploaders.
- Provide (with prior arrangement) follow up training.
- Provide an ongoing support agreement.

SKAMANIA COUNTY'S RESPONSIBILITIES

Skamania County will be responsible for:

- Installation and configuration of required server infrastructure and network services where the CMS software will be installed.
- Collaborate with the website design vendor in determining key services for inclusion in the updated information architecture that will support easy navigation of the site to key county services.
- Clean up of current website and delineation of information to be migrated to new website.
- Website governance.

This checklist is available in an Excel document by request. Contact pw@co.skamania.wa.us.

FULL LEGAL NAME OF COMPANY			
TYPE OF BUSINESS			
FEDERAL EMPLOYEE ID NUMBER (FEI)			
ADDRESS PORT/STATE/ZIP			
EMAIL ADDRESS			
WEBSITE ADDRESS			
PHONE			
FAX			
Background Information	YES	NO	Additional Comments
Has your company operated at least 1 year without interruption?			
Has an owner of your company been convicted of a crime within the past 10 years?			
Does any employee or official of the county have any financial or other interest in your firm?			
Does your company maintain insurance in amounts specified by county's contract?			
<ol style="list-style-type: none"> 1. Automobile Liability insurance with a minimum combined single limit for bodily injury and property damage of \$1,000,000 per accident. 2. Commercial General Liability insurance shall be written with limits no less than \$1,000,000 each occurrence, \$2,000,000 general aggregate. 3. Professional Liability insurance shall be written with limits no less than \$1,000,000 per claim and \$1,000,000 policy aggregate limit (<i>if no, this does not necessarily eliminate vendor from submittal</i>). 			
If no, describe differences:			
Are there any claims pending against this insurance policy?			
If yes, describe:			

Does your company maintain Professional Liability Insurance?			
Has your company been in bankruptcy, reorganization or receivership in the last five years?			
Has your company been disqualified by any public agency from participation in public contracts?			
Is your company licensed to do business in the State of Washington?			
Non-Collusion Statement	YES	NO	Additional Comments (Optional)
I certify that this proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting an offer for this bid/quote, and is in all respects fair and without collusion or fraud.			
Addenda Statement	YES	NO	Additional Comments (Optional)
Undersigned acknowledges that addenda _____ through _____ have been taken into account as part of this requirement. The undersigned hereby accepts the terms and conditions as set forth herein. The undersigned hereby accepts the terms and conditions as set forth herein. This page must be signed and dated by the vendor's representative who is legally authorized to contractually bind the vendor.			
NAME			
TITLE			
SIGNATURE			
DATE			

General Requirements Checklist

This checklist is available in an Excel document by request. Contact pw@co.skamania.wa.us

Green highlight indicates high priority item

REQUIREMENT	Can the vendor provide?		Substitution if "No" or Further Comments (optional)
	YES	NO	
Website Design/Customer Interface			
Automatic creation of a mobile site and automatic updates to mobile pages as website is updated.			
Homepage that is well organized and enticing.			
Design integrates seamlessly with graphics and video.			
Efficient and accurate search feature.			
Intuitive navigation and multiple navigation options such as by category and alphabetical index.			
Variety of drop-down menu options.			
Friendly URLs for child pages.			
Breadcrumb navigation.			
Look and feel consistent			
Compatible with all browsers.			
Calendar feature with both list and monthly calendar layout options			
Content Editor			
WYSIWYG rich text editor			
Ability to limit certain features of text editor to maintain common look throughout website.			
Ability to track page creation and updates in an easy-to-reference report or through an alert mechanism.			
Broken link detection.			
Spell-check.			
Page creation integrated with navigation and indexing.			
ADA compliance tools such as alternate text options for photos.			

Configurable email/contact forms.			
Content Management System			
Multiple content loader capability with tailored permissions.			
Direct posting without approval requirements.			
Ability to organize and manage uploaded documents and images.			
Ability to optimize large document files for quickest page loading.			
Ability to easily identify and delete outdated documents and images.			
Ability to optimize uploaded pictures and graphic files for quickest page loading.			
Interactive photo galleries.			
Ability to upload forms, audio, and archive them in searchable database format.			
Ability to display print-designed newsletter in “flip book” format.			
Ability to allow users to enroll and manage newsletter and news “blasts” via an email subscribe feature with menu options.			
Ability to provide an integrated survey tool.			
Ability to provide a searchable news archive for news posted by the county and county news posted by outside media.			
Ability to share content across multiple pages with single source editing.			
Ability to specify a publishing schedule for specific content.			
Versioning and indexing of content to meet State of Washington Records Retention and Retrieval requirements.			
External access for content uploaders.			
“Mouse over” tips or help screens for content uploaders.			
Integration leveraging GIS mapping or spatial geographic data, for example, to help users view available county property or available property owned by others in Skamania County			

Ability to integrate website with potential online tools such as payment options, online forms, geographic integration, public records requests and permitting.			
The CMS software proposed shall be currently in use by other organizations and shall not be a beta.			
The system shall integrate smoothly and efficiently with current Microsoft Products (i.e. SQL, Office, Windows, Exchange.)			
Security			
Ability to add and manage content uploaders and specify access rights.			
Ability to limit content uploaders from specific content and content management functionality.			
Built to withstand security attacks			
Secured from email harvesting			
Archiving and roll-back in case of problems.			
ADDITIONAL FEATURES AND CAPABILITIES (desired but not required)			
<i>Vendors who demonstrate the ability to provide one or more of the items below will receive high ratings in the evaluation process.</i>			
Automated options to integrate social media (including blog integration) on website pages.			
Automated options to post new website content to County social media accounts			
Built-in online tools such as payment options, online forms, geographic data integration, and public records requests.			
Customer-tailored experience with the county website.			
Two-way communications and open data tools			
Mobile applications for audience(s) engagement and reporting problems			
Ability to e-publish large documents (for tablets and e-readers, for example)			
Multi-lingual content integration with website content translation capabilities Spanish and English (2) languages.			

RFP No Response Letter

Please submit using the following format (or similar) to: pw@co.skamania.wa.us

Skamania County
RFP: Skamania County
Website Replacement

NO SUBMITTAL FORM

Dear Prospective Vendor:

Your feedback is valuable! If you decide not to submit a response to this RFP, we would like to know why. Thank you in advance for taking the time to send us your thoughts and suggestions.

Reason for not submitting a bid in response to this solicitation:

FULL LEGAL NAME OF COMPANY _____

ADDRESS PORT/STATE/ZIP _____

EMAIL ADDRESS: _____

PHONE: _____ FAX _____

NAME (PLEASE PRINT) _____

TITLE _____

SIGNED _____

DATE: _____

RFP Evaluation Criteria

An evaluation team including members of the Skamania County Website Advisory Group (SCWAG) will evaluate the RFP responses received from each vendor. Prior to the selection of the award to the apparent successful vendor, Skamania County reserves the right to conduct on-site visits of any vendors' facilities. Finalists will be required to participate in a presentation to SCWAG and the Skamania County Commissioners to go over the final presentation of the perspective webpage with all the items contained in the RFP response and any other items deemed appropriate by Skamania County.

If an award is made as a result of this RFP, it shall be awarded to the vendor whose proposal is most advantageous to Skamania County with price and other factors including, but not limited to:

- Responses to the RFP questions; demonstrated technical ability and expertise
- Financial stability;
- Reference calls and/or recommendations
- Memberships, licenses, ISO Certifications or any other applicable membership or certifications
- Presentations to the County Commissioners and the SCWAG team.
- On-site visits at vendor's site (if applicable), product samples which Skamania County may, at its discretion, request as part of the RFP process
- Any additional criteria deemed appropriate by Skamania County, which would lend itself to establishing the Service Provider's viability to perform the work as outlined in this RFP.

When determining whether a vendor is responsible, or when evaluating a vendor's proposal, the following factors will be considered, any one of which will suffice to determine if a vendor is either not a responsible vendor or if the vendor's proposal is not the most advantageous to Skamania County.

1. The ability, capacity and skill of the vendor to perform the contract or provide the service required.
2. The character, integrity, reputation, judgment, experience and efficiency of the vendor.
3. Whether the vendor can perform the contract within the time specified.
4. The quality of performance of previous public and private contracts or services, including, but not limited to, the vendor's failure to perform satisfactorily or complete any written contract. Skamania County's termination for default of a previous contract with a vendor shall be deemed to be such a failure.
5. The previous and existing compliance by the vendor with laws relating to the contract or services.
6. Evidence of collusion with any other vendor, in which case colluding vendors will be restricted from submitting further bids on the subject project or future tenders.
7. The vendor is not qualified for the work or to the full extent of the RFP.
8. There is uncompleted work with Skamania County or others, or an outstanding dispute on a previous or current contract that might hinder, negatively affect or prevent the prompt completion of the work bid upon.
9. The vendor failed to settle bills for labor or materials on past or current public or private contracts.
10. The vendor has been convicted of a crime arising from a previous public contract, excepting convictions that have been pardoned, expunged, or annulled.
11. The vendor has been convicted of a crime of moral turpitude or any felony, excepting convictions that have been pardoned, expunged or annulled, whether in this state, in any other

state, by the United States, or in a foreign country, province or municipality. Vendors shall affirmatively disclose to Skamania County all such convictions, especially of management personnel or the vendor as an entity, prior to notice of award or execution of a contract, whichever comes first. Failure to make such affirmative disclosure shall be grounds, in Skamania County's sole option and discretion, for termination for default subsequent to award or execution of the contract.

12. More likely than not, the vendor will be unable, financially or otherwise, to perform the work.
13. Such other information as may be secured having a bearing on the decision to award the contract.
14. Any other reason deemed proper by Skamania County.

Good Faith

This RFP has been compiled in good faith. The information contained within is selective and subject to Skamania County's updating, expansion, revision and amendment.

Right to Cancel

Skamania County reserves the right to change any aspect of, terminate, or delay this RFP, the RFP process and/or the program which is outlined within this RFP at any time, and notice shall be given in a timely manner thereafter. Skamania County will post changes and updates to this RFP, including answers to questions, on Skamania County's website. It is the sole responsibility of respondents to keep up-to-date on the RFP process.

Not an Award

Recipients of this RFP are advised that nothing stated herein, or any part thereof, or any communication during the evaluation and selection process, shall be construed as constituting, offering or awarding a contract, representation or agreement of any kind between Skamania County and any other party, save for a formal written contract, properly executed by both parties.

Property of Skamania County

Responses to this RFP will become the property of Skamania County and therefore public information. Responses will form the basis of negotiations of an agreement between Skamania County and the apparent successful vendor.

Skamania County not Liable for Costs

Skamania County is not liable and will not be responsible for any costs incurred by any vendor(s) for the preparation and delivery of the RFP responses, nor will Skamania County be liable for any costs incurred prior to the execution of an agreement, including but not limited to, presentations by RFP finalists to the county.

Skamania County's Expectations

During the review of this document, please note Skamania County's emphasis on the expectations, qualities, and requirements necessary to be positioned as an RFP finalist and successful vendor.

Waiver of Minor Administrative Irregularities

Skamania County reserves the right, at its sole discretion, to waive minor administrative irregularities contained in any proposal.

Single Response

A single response to the RFP may be deemed a failure of competition, and in the best interest of Skamania County, the RFP may be cancelled.

Proposal Rejection; No Obligation to Buy

Skamania County reserves the right to reject any or all proposals at any time without penalty. Skamania County reserves the right to refrain from contracting with any vendor. The release of this RFP does not compel the county to purchase. Skamania County may elect to proceed further with this project by interviewing firm(s) well-suited to this project, conducting site visits or proceeding with an award.

Right to Award

Skamania County reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially with the most favorable terms the vendor can offer.

Withdrawal of Proposals

Vendors may withdraw a proposal that has been submitted at any time up to the proposal closing date and time. To accomplish this, a written request signed by an authorized representative of the vendor must be submitted to the RFP Coordinator. The vendor may submit another proposal at any time up to the proposal closing date and time.

Non-Endorsement

As a result of the selection of a vendor to supply products and/or services to Skamania County is neither endorsing nor suggesting that the vendor's product is the best or only solution. The vendor agrees to make no reference to Skamania County in any literature, promotional material, brochures, sales presentation or the like without the express written consent of Skamania County.

Proprietary Proposal Material

Any information contained in the proposal that is proprietary must be clearly designated. Marking the entire proposal as proprietary will be neither accepted nor honored. If a request is made to view a vendor's proposal, Skamania County will comply according to the Open Public Records Act, chapter 42.17 RCW. If any information is marked as proprietary in the proposal, such information will not be made available until the affected vendor has been given an opportunity to seek a court injunction against the requested disclosure.

Errors in Proposal

- Skamania County will not be liable for any errors in vendor proposals. Vendors will not be allowed to alter proposal documents after the deadline for proposal submission.
- Skamania County reserves the right to make corrections or amendments due to errors identified in proposals by Skamania County or the vendor. This type of correction or amendment will only be allowed for such errors as typing, transposition or any other obvious error. Vendors are liable for all errors or omissions contained in their proposals.
- If, after the opening and tabulation of proposals, a vendor claims error and requests to be relieved of award, s/he will be required to promptly present certified work sheets. The RFP

- A Skamania County representative will review the worksheets and if the RFP Representative is convinced, by clear and convincing evidence, that an honest, mathematically excusable error or critical omission of costs has been made, the vendor may be relieved his/her proposal.
- After opening and reading proposals, Skamania County will check them for correctness of extensions of the prices per unit and the total price. If a discrepancy exists between a price per unit and the extended amount of any proposal item, the price per unit will control. Skamania County will use the total of extensions, corrected where necessary.

Bid Bond

A bid bond is not required

Performance Bond

A performance bond is not required.

Payment Bond

A payment bond is not required.

Funding

Any contract entered into as a result of this RFP is contingent upon the continued funding by Skamania County.

Terms of Payment

Skamania County terms of payment are Net 30. Payment will be made within 30 days upon receipt of an undisputed invoice for goods that have been delivered and accepted. No down payment or advance payment of any kind will be made. Washington State law requires proof that the materials have been furnished, the services rendered or the labor performed as described before payment may be made. A vendor may submit an invoice for partial shipments or progress payments. All invoices must be submitted to:

Skamania County Public Works
P.O. Box 790
Stevenson, WA 98648