

# Request for Proposal

---



## *LINCOLN COUNTY WEBSITE REDESIGN AND MAINTENANCE*

The Lincoln County Information Technology Department is seeking to contract with an individual or entity to provide website design/re-design, implementation, hosting and management services for the County's official website.

The Request for Proposals is available online at [www.co.lincoln.wi.us](http://www.co.lincoln.wi.us) . Proposals must conform to the requirements of the RFP, specifications and instructions.

Proposals must be received by the IT Department located at 801 N. Sales Street – Suite 206, Merrill, WI 54452 on or before 3:00 PM on August 10, 2018 and will be publicly opened at the IT Department Director's Office at 3:05 PM that day.

## INSTRUCTIONS

### 1. PROPOSALS.

All proposals will be addressed to Lincoln County IT Department (Attn: IT Director), 801 North Sales Street – Suite 206, Merrill, WI 54452, and delivered to the Lincoln County IT Department. Proposals must be legibly printed or type written. Proposals must be sealed in an opaque envelope labelled “Lincoln County Website Redesign and Maintenance”. Proposals must set forth the scope of services to be provided and the qualifications of the individual or entity. Any deviation from the specifications or these instructions must be noted clearly and concisely. Proposals must be signed (by the individual or by a duly authorized representative of the entity) and dated. Proposals must remain firm for a period of one hundred twenty (120) days. **FAX OR EMAILED PROPOSALS WILL NOT BE ACCEPTED.**

Issuance of this request for proposal does not confer any rights to any prospective proposer and does not obligate Lincoln County to engage in any procurement or to purchase services. Any costs associated with the preparation of a response to this request shall be the sole responsibility of the person/entity submitting the proposal.

Any confidential or proprietary information should be clearly marked as such. The County will use discretion with regards to disclosure of confidential or proprietary information contained in any proposal, but cannot guarantee that information will not be made public. As a governmental entity, the County is subject to Wisconsin’s Public Records Law; as such, a decision regarding release of information from your proposal is the County’s alone.

Once submitted, the proposals and any supplementary documents become the property of Lincoln County.

### 2. LATE PROPOSALS

Proposals that are not timely received will not be accepted. Late proposals will not be opened nor returned to the bidder. Proposals by email or fax will NOT be accepted. Actual receipt is required.

### 3. COMPETITIVE PROPOSAL/BID.

This is a competitive proposal/bid with evaluation criteria as outlined herein.

### 4. QUALIFICATIONS OF INDIVIDUAL OR ENTITY

Individual or entity shall be licensed, certified, accredited, and/or meet all of the necessary qualifications to perform the services/work contemplated. Lincoln County may make that investigation as it deems necessary to determine the ability of the individual or entity to perform the services/work. Lincoln County reserves the right to reject any proposal if the individual or entity fails to satisfy the County that the individual or entity is qualified to perform the services/work contemplated.

## 5. CONSIDERATION/AWARD OF CONTRACT

Lincoln County reserves the right to reject or accept any or all proposals, or parts thereof, and/or waive technical defects. This solicitation may be cancelled.

The award of this contract shall be to the lowest responsible and qualified individual or entity meeting or exceeding the evaluation criteria.

A responsible individual or entity is one who is not only financially responsible, but who is possessed of the judgment, skill, ability, capacity and integrity requisite and necessary to perform a public contract according to its' terms. Time is of the essence as to all elements of the contract. Lincoln County reserves the right to consider all elements/factors in determining the responsibility of the individual or entity.

Lincoln County and/or its' designee may choose to conduct interviews of qualified and responsible proposers and/or contact current and former customers of proposer.

## 6. BIDDERS ASSUME RESPONSIBILITY

Proposers/bidders assume responsibility for carefully examining the RFP and specifications for the work contemplated; investigating the conditions to be encountered; being satisfied as to the character, quality, and quantities of work to be performed and any materials to be furnished; understanding the requirements of the specifications, special provisions, and contract. Submission of a proposal shall be considered conclusive evidence that the bidder has made such examination. Lincoln County is not responsible for any expenses that proposers may incur in preparing and submitting proposals called for in this RFP.

### Request for Clarifications or Modifications

Bidders interested in responding to this solicitation must submit ALL questions or requests for clarification or modification of this RFP via email to [dsmith@co.lincoln.wi.us](mailto:dsmith@co.lincoln.wi.us). Any explanation desired by a Contractor regarding the meaning or interpretation of the solicitation must be requested in writing with sufficient time allowed for the reply to reach Contractors before the submission of their proposals. Oral explanations or instructions will not be binding upon the County. Any information provided to any prospective Contractor concerning the solicitation will be furnished to all prospective Contractors in an amendment to this RFP. Without disclosing the source of the questions or request, if necessary, an Addendum will be posted on the County's website at [www.co.lincoln.wi.us](http://www.co.lincoln.wi.us).

## 7. CONTRACT

The successful individual or entity shall execute an Independent Contractor Agreement within fifteen (15) days after notice of the award of the contract is given. The request for proposal, instructions, specifications and proposal in their entirety form the primary basis of the agreement and will be made part of the agreement.

## 8. BOND

The selected contractor will be required, within seven (7) calendar days of notification of award of the RFP, to post a "Performance Bond" at least equal to the contract price and valid for at least 90 days beyond the contract closing as security for the faithful performance of the work to be contracted.

## 9. LAWS AND REGULATIONS

The successful individual or entity must be cognizant of and shall abide by all applicable federal, state and municipal laws, ordinances, rules and regulations. Any permit, license, certification, accreditation (and any fee therefor) shall be the responsibility of the successful individual or entity.

## 10. ETHICS/CONFLICT OF INTEREST

It shall be unethical for any person to offer, give or agree to give any elected official, employee or former employee or to solicit, demand, accept or agree to accept from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, preparation of any part of a program requirement, a purchase request, influencing the contents of any specification or procurement standards, rendering any advice, investigation, auditing, or in any other advisory capacity in any proceedings or application request for ruling, determination, claim or controversy or other particular matter, pertaining to any program requirement or a contract or subcontract, or to any solicitation or proposal therefor.

## 11. INDEMNIFICATION

To the fullest extent permitted by law, the Contractor shall indemnify and hold harmless the County and its agents and employees from and against all claims, damages, losses and expenses, including but not limited to attorney fees, arising out of or resulting from the services provided by the Contractor for the request services addressed in this document.

## 12. INSURANCE

The selected individual or entity shall have adequate insurance coverage that will protect operations conducted under contract, whether performed by the contractor or anyone employed by them. The contractor shall be required to furnish the County an insurance certificate five (5) days prior to contract award, certifying the contractor is covered by the following types and amounts of coverage:

Type	Limits
Worker's compensation & Employer's Liability	Coverage A: \$ Statutory; Coverage B: \$100,000 Employers Liability
CGL/General liability (Bodily injury/Personal injury, Property damage)	\$1,000,000 each occurrence, Combined single limit \$2,000,000 each occurrence, Combined single limit (excavating/underground/collapse, if applicable to project) \$5,000,000 each occurrence, Combined single limit (if asbestos is involved in project)
Automobile liability – owned/hired/non-owned vehicles (Bodily injury/Property damage)	\$1,000,000 each occurrence, Combined single limit
Umbrella excess liability insurance	\$1,000,000 each occurrence, Combined single limit

Failure of County to demand such certificates or other evidence of full compliance with these insurance requirements or failure of contractor to identify a deficiency from evidence provided shall not be construed as a waiver of Contractor's obligation to maintain such insurance. Contractor shall maintain insurance for the duration of the contract.

The certificate shall list the Certificate Holder and address as follows: Lincoln County, 801 North Sales Street, Merrill, Wisconsin 54452.

Insurance shall include under the General Liability and Automobile Liability Policies "Lincoln County, its employees, elected officials, representatives, and members of its boards and/or commissions" as "Additional Insured's".

All insurance shall include a thirty (30) day notice to the County prior to cancellation or material policy change.

Contractor shall require sub-supplier; if applicable, to furnish identical Certificates of Insurance to Lincoln County prior to contract taking effect.

### 13. NO ASSIGNMENT

Assignment by the selected Contractor to a third party of any contract entered into for this project is prohibited and will not be recognized by the County unless approved by the County in writing in advance.

### 14. DISPOSAL OF PROJECT-RELATED MATERIALS

Disposal of any project materials must be at the Lincoln County Landfill located at N4750 Landfill Lane, Merrill, WI 54452 (715-536-9636).

## 15. TAX EXEMPT STATUS.

Lincoln County is a tax-exempt municipality under sec. 77.54(9a), Wis. Stats.

## SPECIFICATIONS

### **PROJECT NARRATIVE**

Lincoln County seeks the services of a qualified company/entity with considerable ability in the areas of web design, web hosting, graphic design, and content management. The County is seeking one firm to coordinate a website design/re-design, implementation, hosting and management services. The county's website can be found at <http://www.co.lincoln.wi.us>.

### **PROPOSALS**

All proposals received from proposers in response to this RFP will become the property of the County and will not be returned to the proposers.

Responders are to submit a written narrative corresponding to each of the outlined requirements, as follows:

#### **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. Minimum three references (prefer municipalities), including:

- Client name
- Website URL

- Contract duration
  - Client contact person, title, phone number, and email
- B. Any municipal high-quality websites designed by vendor (please list county/city name and website address)
- C. Design portfolio (minimum of four screenshots with URLs)

## **5. Project Development Approach**

- A. Proposed timeline
- B. Outline all project phases and the County's role
- C. Explain the design process, if not included in the project phases
- D. Explain the data migration process, if not included in the project phases
- E. Meets U.S. Federal Government ADA requirements, if not included in the project phases.
- F. Training, if not included in the project phases
- G. Ability to integrate municipal branding into new site
- H. Ongoing technical assistance and training opportunities

## **6. Support and Maintenance (describe all available)**

- A. System ownership
- B. Ongoing operations and maintenance
- C. Training opportunities
- D. Availability of robust self-service documentation and technical support (videos and training manuals, etc.)
- E. Beta testing
- F. Normal support hours and emergency support hours
- G. Software updates and site maintenance
- H. Software licensing (if any)

## **7. Ability to integrate the County's branding and aesthetics into the site design**

## **8. 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.

**Table - 1****Functionality to include (Must have features)**

Component/Module Name	Function	Provided (Yes/No)	Proposer's Comments/Description
Meeting Portal	For agendas and minutes - board and committees		
Calendar	Update/publish calendars w/ optional ability to import from Google Calendar		
Document Center	Dropdown menu to filter categories/subcategories. Both global and dept. w/upload and download capabilities on backend		
eNews signup	Subscribe to multiple notifications in one location		
Opinion Poll	By depart. For polling, survey and answer tracking		
Photo Gallery	By depart. and global to display photos		
User Friendly CMS	Must be easy for County Employees to use		
Social Media Integration	Facebook and Twitter		



Dynamic Breadcrumbs	easy navigation		
Announcements	Announcement page for County notifications		
Schedule postings	Set time and date posting will be made visible		
Expiring Library Items	Set expiration date for automatic removal		
Menu Management	Hover, dropdown, main menu navigation from all pages, graphical, dynamic		
Rotating Content	Dynamic Image display		
Search Engine optimization	Website or webpage visibility in a web search		
Detail Site search	Search results by all criteria that match within website		
User/Group Permission with author & Publisher Rights	Prefer AD integration. User permissions to manage content that can be published (other specify)		
Google Translation Tool	Multi-Lingual support		
ADA Compliance	Meets ADA requirements		
Mobile Compliance	Website can be accessed from any mobile device; must be mobile friendly		
Security Integration	SSL Encryption – County		

	has wildcard SSL Cert. for domain		
Online Payment capable	Secure online transaction by department		

**Table - 2**

**Features/components/modules of particular interest to the County**

Component/Module Name	Function	Provided (Yes/No)	Proposer's Comments/Description
Emergency Alert Notification	Front page solution for emergency notification updates with registration widget and ability to share by social media		
Facilities & Reservations	Web-based registration software for Community Services programming and facility rentals		
Featured Information Module	Display on main page for any "urgent" type information		
Forms Development Tool	Forms, creation, publishing, and tracking with email forwarding capability		
Intranet	For bulletin board and info sharing		

News Flash	Online publishing of blog-style news updates with email subscription capabilities		
Resident Request/Concern Notification	Forms for residents to report preset issues and sent notification to predetermined recipient		
Staff Directory	Dynamic content		
How Do I (FAQ's)	link to commonly asked questions		
Audit/Trail History Log	Backend logging solution for track changes		
Blogging capabilities	Ability to integrate blogging within departments		
Link Redirect and Broken Links Finder	Capability to identify, be notified, broken links and auto redirect		
Editor for Editing and Page Creation	Ability to create our own web pages		
Online Web Statistics	Integration of comprehensive analytical status reports		
Site Layout Options	Ability to change layouts		
Activities sign up	Capability to register for activities online		
Streaming Video	Ability to embed videos		
Other (list and explain)	Others that may be beneficial		

**CRITERIA FOR AWARD:**

The following criteria shall be used to evaluate the proposals, with the weight of each criteria to be determined by the County:

Price/ Proposal Fee.....30

The proposals response with the lowest proposed grand total amount being offered will receive thirty (30) points. Second lowest proposed amount will be divided into the low proposed amount and multiplied by thirty (30) to arrive at a point total, and so on for the other proposals. (Example is as follows: If lowest proposed amount is \$12,000, they will receive 30 points, if second is \$14,000 the calculation is as follows:  
 $\$12,000/\$14,000 \times 30 = 25.72$ )

Qualifications, including but not limited to.....40

Experience  
Past Performance  
References  
Financial stability for continued and ongoing -support

Understanding of project .....30

Ability to meet the desired specifications of the RFP; approach and work plan for the project presented in the proposal.

The County reserves the right to conduct personal interviews and require presentations of any or all proposers prior to selection. The County will not be liable for any costs incurred by the proposer in connection with such interviews/presentations (i.e., travel, accommodations, etc.).

Vendor Qualifications

Lincoln County seeks a vendor that has produced a minimum of twenty websites and prefers prior experience in municipal website design, but would consider proposals from highly skilled companies with more than five years of experience. Additionally, the County seeks a vendor who has the proven capacity to provide the requested Content Management System (CMS) components and tools.

## **GENERAL REQUIREMENTS, PERMITS, CODES and STANDARDS**

- 1) All work under this contract shall be done in strict accordance with State, Federal and local laws, rules and regulations including, but not limited to Occupational Safety and Health Administration (OSHA) worker safety codes and regulations.
- 2) The contractor shall apply for and have on-site all required permits and licenses to perform the work as required by Federal, State and Local regulations.
- 3) It is the contractor's responsibility to provide all materials, equipment and labor necessary to achieve any clearance or approval to both do the work and to put the work into service.
- 4) It is the contractor's responsibility to provide and maintain protection for the public from any hazards caused by this work.
- 5) Contractor will need to be responsible for providing any equipment necessary for the proper performance of the work.
- 6) Contractor will be responsible for providing any necessary containment measures to protect occupants, workers and property.
- 7) Contractor will be responsible for assuring that employees are provided with and wear any protective gear as required by any regulatory agency.
- 8) Contractor shall provide a schedule indicating the approximate dates of all the key functions for the job.
- 9) Contractor shall be responsible for the safe handling and transportation of any waste generated by this contract to the Lincoln County Solid Waste Landfill. Tipping fees shall be the responsibility of the contractor.
- 10) Contractor shall assure that the project area is free of refuse/repared or replaced to the satisfaction of the County.
- 11) Contractor agrees not to discriminate against any employee or applicant for employment to be employed in the performance of the work, with respect to hire tenure, terms, conditions or privileges of employment, or a matter directly, or indirectly related to employment, because of age (except where based on a bona fide occupational qualification) or race, color, religion, national origin, or ancestry.

## COMPENSATION

The contractor is to provide a detailed, itemized response including a lump sum for the completed project. Payment will be made on a progressive payment schedule referenced above; however payment for 25% of the project cost will be retained until 30 days after the completion of the final inspection and acceptance by the Lincoln County IT Director.

## PROJECT SCHEDULE

<b><i>EVENT</i></b>	<b><i>SCHEDULED DATE</i></b>	<b><i>TIME (all CST)</i></b>
Release of RFP	Friday, July 6, 2018	By 4:30 PM
Questions Due, if any	Tuesday, July 31, 2018	By 4:00 PM
Addendum Posted, if necessary (on co website)	At any time before responses are due	
Proposals Due	Friday, August 10, 2018	3:00 PM
Proposals Opened	Friday, August 10, 2018	3:05 PM
Reference Checks, Evaluation	August 10 - 31	NA
Committee Action on Bid	Monday, September 3, 2018 (anticipated)	9:00 AM meeting or as scheduled
Completion Date	Friday, December 14, 2018	4:30 PM