



# MISSOULA COUNTY REQUEST FOR PROPOSALS (RFP) FOR WEBSITE AND CONTENT MANAGEMENT SYSTEM FOR MISSOULA COUNTY

**RFP Title:**

**Website and Content Management System for Missoula County**

**RFP Due Date and Time:**

**June 13, 2014, 4:00PM**

## ISSUING DEPARTMENT INFORMATION

**Procurement Officer:**

Barbara Berens, Missoula County Auditor

**Issue Date:**

May 2, 2014

**Procurement Officer Address:**

Missoula County  
200 W Broadway  
Missoula, MT 59802

**Procurement Officer Email & Telephone Number:**

bberens@co.missoula.mt.us, 406-258-3227

## OFFEROR SUBMITTAL INSTRUCTIONS

**Return Sealed Proposal to:**

Barbara Berens, Missoula County Auditor  
Missoula County  
200 W Broadway  
Missoula, MT 59802

**Mark Face of Envelope/Package:**

Website and Content Management System for  
Missoula County

**RFP Response Due Date:**

June 13, 2014, 4:00PM

## OFFEROR CONTACT INFORMATION AND AUTHORIZATION

**Offeror Name/Address:**

**Authorized Offeror Signature:**

Print name and sign in ink.

**Offeror Phone Number:**

**Offeror FAX Number:**

**Offeror Email Address:**

**OFFERORS MUST RETURN THIS COVER SHEET WITH RFP RESPONSE**

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## INSTRUCTIONS TO OFFERORS

Follow the format presented in the RFP. Points may be deducted during scoring for deviations from the prescribed format.

Provide complete answers or descriptions. Read all questions and requirements, and provide clear, concise responses. Do not assume Missoula County or the selection committee will have any familiarity with the firm's capabilities. Proposals are evaluated solely on the information and materials provided in the response.

Adhere to the proposal due date. Late proposals will **NOT** be accepted.

The following items must be included in the submission to be considered responsive:

- Signed Cover Sheet;
- Signed Acknowledgment of Addenda (if any);
- All mandatory proposal requirements;
- Correctly executed Missoula County "Affidavit for Trade Secret Confidentiality", if the proposal contains confidential or proprietary information as defined in MCA Title 30, Chapter 14.

## RFP TIMELINE

| EVENT                                      | DATE                  |
|--------------------------------------------|-----------------------|
| RFP issue date                             | May 2, 2014           |
| Deadline for submitting written questions  | June 2, 2014, 4:00PM  |
| Written responses posted to County website | June 5, 2014, 4:00PM  |
| RFP response due date                      | June 13, 2014, 4:00PM |
| Offeror interviews                         | July 10 and 11, 2014  |
| Contract award (date tentative)            | August 1, 2014        |

## SECTION 1 - RFP OVERVIEW

### INTRODUCTION

Missoula County (hereafter, “the County”) is requesting proposals from experienced web application and development design firms to redesign its public website, <http://www.co.missoula.mt.us>, and implement a web content management system (CMS). Work will include the following: web site redesign; purchase and implementation of a web content management system; and the conversion of the County's web content to the new content management system solution.

### SINGLE POINT OF CONTACT

The procurement officer will be the single point of contact for inquiries regarding this RFP from the date issued until the selection is publicly announced. Offerors may not communicate with any County officials or staff regarding this procurement, except at the direction of the procurement officer; and any unauthorized contact may disqualify the offeror from further consideration. Contact information for the procurement officer is:

Procurement Officer: Barbara Berens, Missoula County Auditor  
200 W Broadway, Missoula, MT 59802  
Telephone Number: 406-258-3227  
Fax Number: 406-721-4043  
E-mail Address: [bberens@co.missoula.mt.us](mailto:bberens@co.missoula.mt.us)

### OFFEROR QUESTIONS

Any questions or requests for clarification or interpretation of this RFP must be addressed in writing to the procurement officer on or before June 2, 2014. For purposes of this RFP, “in writing” consists of email, US Mail, or fax. Questions submitted must include:

- Company name and address;
- Contact information, including name, email address, telephone number, and fax number;
- Clear reference to the section, page, and item in question.

Questions received after the deadline will not be considered.

The County will provide a formal written addendum by June 5, 2014, to questions received by the deadline. No other form of interpretation, correction, or change to this RFP will be binding upon the County. Any addendum will be posted on the County's website, <http://www.co.missoula.mt.us/bidsandproposals/bidandproposals.htm>. An Acknowledgment of Addendum must accompany the RFP response.

## GENERAL REQUIREMENTS

### Mandatory Requirements of the RFP

To be eligible for consideration, an offeror must provide all information requested in Section 5. A proposal that fails to provide any information requested may be deemed nonresponsive or be subject to deduction of points during scoring.

### Understanding of Specifications and Requirements

By submitting a response to this RFP, the offeror attests to an understanding of the specifications and requirements described herein and agrees to comply with such.

### Prime Contractor and Subcontractors

If this RFP results in a contract award, the offeror selected will be the prime contractor and shall be responsible for all work of any subcontractors. The contractor shall be responsible to the County for the acts and omissions of all subcontractors or agents and of persons directly or indirectly employed by such subcontractors, and for the acts and omissions of persons employed directly by the contractor. Furthermore, nothing contained within this document or any contract documents created from any contract awards derived from this RFP shall create a contractual relationship between any subcontractor and the County.

### Offeror's Signature

The proposal must be signed in ink by an individual legally authorized to bind the offeror. The offeror's signature is a guarantee that the proposal has been developed without collusion. The offeror shall provide proof of authority of the person signing the RFP upon the County's request.

### Modification or Withdrawal of Proposal

The offeror may not modify, withdraw, or cancel a proposal for a 120-day period following the RFP due date.

Prior to the RFP due date, proposals submitted early may be withdrawn only by written notice to the procurement officer and must be signed by the offeror's authorized representative. Withdrawn proposals may be resubmitted up to the RFP due date and are subject to the full requirements of the RFP.

## PROPOSAL REQUIREMENTS

### Proposal Organization

Proposals must be organized into sections that follow the format of this RFP. Pages must be consecutively numbered.

### Compliance with Instructions

Scoring points may be deducted for failure to comply with these instructions. Furthermore, a proposal may be deemed nonresponsive and disqualified from consideration if it does not follow the response format, is difficult to read or understand, or is missing required information.

### Extraneous or Outside Information

Selection and contract award will be based on the offeror's proposal and the evaluation of other information outlined in this RFP. Offeror responses may not include references to information located on internet websites, in libraries, or at other external locations unless specifically requested in the RFP. Such information will not be considered, will have no bearing on any award, and may result in the offeror's disqualification from further consideration.

### Copies Required and Deadline for Receipt of Proposals

One original proposal, five (5) paper copies, and one copy on CD must be submitted to the County procurement officer.

Proposals must be sealed, labeled with the proposal's name, and received by the procurement officer by the due date and time. The offeror is solely responsible for assuring delivery by the deadline.

### Late Proposals

Regardless of cause, late proposals will not be accepted and will be automatically disqualified from consideration.

### Preparation Costs

The offeror is solely responsible for all costs incurred prior to contract execution.

### Other Considerations

The County encourages double sided printing and the use of materials (e.g., paper, dividers, binders, brochures, etc.) that contain post-consumer recycled content.

## SECTION 2 - RFP STANDARD INFORMATION

### AUTHORITY

This RFP is issued under the authority of the Missoula County Purchasing and Contracts Policy. A copy of this policy may be found at <http://www.co.missoula.mt.us/auditor/forms.htm>.

The RFP process is a procurement option which allows the award to be based on evaluation criteria in addition to cost. Section 7 of this RFP states the relative importance of all evaluation criteria, and only the evaluation criteria outlined in the RFP will be used.

### OFFEROR COMPETITION

The County encourages free and open competition to obtain quality, cost-effective services and products. The specifications contained in proposal requests are designed to accomplish this objective.

### PUBLIC INSPECTION OF PROPOSALS

#### Public Information

All information received in response to this RFP, including copyrighted material, is deemed public information and with one exception will be available for public viewing and copying after the proposal deadline. A County copier will be available at a cost of \$0.25 per page, but no County personnel will be provided to make copies.

The public will not be able to view bona fide trade secrets meeting the requirements of the Uniform Trade Secrets Act, Title 30, Chapter 14, Part 4, MCA. The procurement officer will remove any such trade secrets from the RFP prior to public viewing.

#### Bona Fide Trade Secrets

Confidential information meeting the requirements of Title 30, Chapter 14, Part 4, MCA will be available for review only by the procurement officer, the selection committee members, and limited other designees.

Before the RFP is made available to the public, the procurement officer will remove the confidential information if the following conditions are met:

- Confidential information is clearly marked and separated from the rest of the proposal.
- No confidential material is contained in the cost section.
- An affidavit from the offeror's legal counsel attesting to and explaining the validity of the trade secret claim is attached to the proposal. To make the trade secret claim, legal counsel must use the Missoula County "Affidavit for Trade Secret Confidentiality" form available at <http://www.co.missoula.mt.us/bidsandproposals/sampleforms.htm>.

The offeror shall pay all legal costs and fees associated with defending a claim for confidentiality if a “right to know” request is received from another party.

## CLASSIFICATION AND EVALUATION OF PROPOSALS

### Classification of Proposals as Responsive or Non-responsive

All proposals will be classified as either “responsive” or “non-responsive.” A proposal is considered “responsive” if it conforms in all material respects to the requirements of the RFP. A proposal may be found non-responsive if:

- Required information is not provided;
- The proposal does not conform to the specifications described and required in the RFP.

If a proposal is found to be non-responsive, it will receive no further consideration.

### Determination of Offeror Responsibility

The procurement officer and/or the selection committee will make a determination whether an offeror has met the standards of responsibility based on the requirements of the RFP. Factors used to determine the responsibility may include whether the offeror has:

- The appropriate financial, material, equipment, or human resources to meet all contractual requirements;
- A satisfactory record of integrity;
- The legal ability to contract with the County;
- Provided all information requested for use in the determination of responsibility; and
- A satisfactory record of past performance.

An offeror may be deemed “nonresponsible” at any time during the procurement process if information surfaces to support such a determination.

### Evaluation of Proposals and Offeror Interviews/Product Demonstration

The remaining proposals will be scored according to the evaluation criteria stated in Section 7. The selection committee may ask finalists to appear for interviews or product demonstrations or to provide written responses to items requiring clarification. Any costs associated with interviews or product demonstrations are the sole responsibility of the offeror.

### County’s Right to Investigate and Reject

The County may make such investigations as are deemed necessary to determine the ability of the offeror to provide the product or services specified. The County reserves the right to reject any proposal if the evidence obtained fails to satisfy the County that the offeror is properly qualified to perform the obligations of the contract. This includes the County's ability to reject a proposal based on negative references.

## Offeror Selection and Contract Execution

After an evaluation of the offeror interviews and/or product demonstrations, the selection committee will recommend a contract award, which the procurement officer or the Chief Administrative Officer will communicate to the offeror selected. If the offeror does not accept all material terms of the County contract, the County may move to next ranked offeror or cancel the RFP. The work described in the RFP may begin only after the contract is signed by all parties.

## COUNTY'S RIGHTS RESERVED

The RFP in no way constitutes a commitment by the County to award and execute a contract. If such actions are deemed in its best interests, the County, in its sole discretion, reserves the right to:

- Cancel or terminate this RFP;
- Reject any or all proposals received in response to this RFP;
- Waive any undesirable, inconsequential, or inconsistent provisions of this RFP that would not have a significant impact on a proposal;
- Not award a contract, if it is in the County's best interest not to proceed with contract execution;
- If awarded, suspend contract execution or terminate the resulting contract if the County determines adequate county funds are not available.

## REGISTRATION WITH THE SECRETARY OF STATE

Any business intending to transact business in Montana must register with the Secretary of State. Businesses that are incorporated in another state or country, but which are conducting activity in Montana, must determine whether they are “transacting business” in Montana in accordance with 35-1-1026, MCA and 35-8-1001, MCA.

## **SECTION 3 - COUNTY DESCRIPTION AND OTHER INFORMATION**

### COUNTY OVERVIEW

Missoula County, Montana covers approximately 2,600 square miles in the western part of the state. Missoula County has a population of over 110,000 people, and the county seat is located in the City of Missoula. A full time, three-member elected Board of County Commissioners administers the County, and 8 other elected officials serve in various county-wide capacities in the operations of general government, law enforcement, and criminal justice. In addition, the County delivers services to citizens in the areas of emergency response, public health, culture and recreation, public works, community planning, and social services. The County employs a workforce of over 700.

The current website, <http://www.co.missoula.mt.us>, was launched in late 2006 and resides on a Windows Server 2008R2 as part of a virtual server cluster. Technology staff maintains the website, although individual departments develop and post content.

### ROLE OF COUNTY STAFF

Missoula County technology staff will provide oversight and support to the selected firm throughout the design and implementation and will work on various in-house projects, including necessary modifications to the server to accommodate the new web solution. Staff will also trouble-shoot problems on individual staff PCs and assist the vendor project team with the integration of pre-existing applications into the new web.

### OWNERSHIP OF SITE CONTENT

Missoula County will own all website content.

### PROJECT TIMELINE

Missoula County's target date for launch of its new site is January 1, 2015.

### PROJECT BUDGET

The budget for this project is \$100,000.

### INSURANCE

The selected firm will be required to maintain general liability insurance in the amount of one million dollars (\$1,000,000) per occurrence and two million (\$2,000,000) in the aggregate and provide workers compensation insurance for any staff performing work on-site at Missoula County.

### CONTRACT REQUIREMENT FOR WEBSITE DESIGNS

The successful proposer will be required to provide at least 3 designs for the County to choose from as part of the contract.

## SECTION 4 – SCOPE OF SERVICES

### INTRODUCTION:

The County seeks a qualified, experienced web application development and design firm to renovate the County's website and deploy a new web content management system (CMS). The end result should be a professionally organized, easy to navigate site that incorporates up-to-date website features and characteristics.

The County is not seeking a hosted solution and intends to fully control administration and maintenance of the new website.

In addition to the general objectives provided in the Scope of Work below, Business and Technical Requirements worksheets are provided with detailed specifics.

### SCOPE OF WORK:

General objectives of the new website design are:

- Intuitive and consistent options for website navigation;
- A visually appealing design;
- A standardized page format maintained website-wide, including font style for titles, content, unified color scheme, and layout;
- Modern web design and standards, compatible with modern browsers while providing well-integrated degradation for older browsers;
- A mobile device friendly site, incorporating "responsive design";
- Social media integration, including tools to enable citizen interaction with county government;
- Integration of existing applications and conversion of existing content;
- Website and support technology for site security that meets industry standard guidelines on privacy;
- A site compliant with local, state, and federal regulations, including ADA and section 508 requirements;
- A framework and architecture to permit the addition of new features and on-line services as technology, budget, and demand allow.

The general objectives for the content management system are:

- Decentralization of site maintenance to non-technical staff who will create, edit, and remove web pages;
- The capability to upload and use different media in a single page;
- Written standards for internal maintenance across multiple departments including standards for forms, plain language usage, and ADA compliance.

## SECTION 5 – RESPONSE CONTENT REQUIREMENTS

The following information must be submitted in response to this RFP. Narrative information must be intelligible to a person without technical expertise.

NOTE: A separate Business Requirements Worksheet and Technical Requirements Worksheet have been prepared and are attached to this RFP. Completion of these worksheets is a required component of the RFP response.

### 1. PROPOSAL INTRODUCTION.

Provide the following:

- a. Title Page, including Request for Proposal title, your name, address, telephone number, fax number, and email address;
- b. One page letter of introduction signed by someone authorized to bind your company to the statements made in your proposal;
- c. Table of Contents including page numbers;
- d. An Executive Summary of the key features of the proposal.

### 2. COMPANY BACKGROUND.

Provide a brief history of your company including:

- a. Years in business under present and any previous names;
- b. Type of organization (e.g., corporation, partnership, or limited liability corporation);
- c. Names of officers of the company or regional executives in charge of the overall project;
- d. Name of on-site project manager and a description of experience relevant to this project;
- e. Number of key employees available to perform the contract.

### 3. COMPANY EXPERTISE.

Describe your company's expertise as a website application developer qualified to undertake this project. What makes your organization stand out in the industry?

### 4. PROJECT SPECIFIC INFORMATION.

- a. Completed Business Requirements Worksheet;
- b. Completed Technical Requirements Worksheet;
- c. Evidence of design quality - 6 examples of websites, or online references to existing websites, that your firm has designed for other counties, cities, or local government entities;
- d. A justification for the content management system you propose for this project;
- e. A proposed timeline for the project;
- f. A detailed plan describing the assistance your firm will provide to convert and transfer old content to the new website;
- g. A detailed training plan for all departments and levels of users, including administrative and super user functions.

## 5. REFERENCES.

List six references from clients with your firm. Provide the following information for each reference:

Name of organization

Services provided

Date of service

Location of client

Contact name and title

Contact's telephone number and email address:

Although the intent is to check references for finalist firms, the County reserves the right to investigate the contractor's past performance in similar settings and its compliance with contractual obligations. References should be prepared to speak to a County representative regarding the firm's service and operations.

## 6. COST PROPOSAL.

Complete Cost Proposal at detailed level shown in the Pricing Form attached to this document. Break out optional items from requirements that require development and quote those available. The cost proposal must be presented in the following format:

| Item | Description                                           | 1 <sup>st</sup> Year Cost | Continuing Annual Costs |
|------|-------------------------------------------------------|---------------------------|-------------------------|
| 1    | Software Costs and Licensing Fees                     |                           |                         |
| 2    | Implementation Costs                                  |                           |                         |
| 3    | Maintenance and Support Fees                          |                           |                         |
| 4    | Custom Development Charges                            |                           |                         |
| 5    | Itemized List of Components/Functionalities           |                           |                         |
| 6    | Training Costs                                        |                           |                         |
| 7    | Any Other Costs (Specify)                             |                           |                         |
| 8    | Discounts                                             |                           |                         |
| 9    | Total Cost                                            |                           |                         |
| 10   | Optional Costs for Periodic Update and Design Refresh |                           |                         |

## SECTION 6 – EVALUATION CRITERIA AND SELECTION PROCESS

### 1. SELECTION COMMITTEE.

A committee selected by the County's Chief Administrative Officer will review, evaluate and rank the proposals. The committee will include both technical and non-technical staff.

### 2. EVALUATION CRITERIA.

The selection committee will review, evaluate and rank the proposals which are in substantial compliance with RFP requirements based on the following criteria and scoring:

| Criteria                                               | Points Available |
|--------------------------------------------------------|------------------|
| 1. Business Requirements Worksheet                     | 15               |
| 2. Technical Requirements Worksheet                    | 15               |
| 3. Proposal Introduction & Exec Summary                | 5                |
| 4. Company Background & Staffing                       | 5                |
| 5. Company Expertise                                   | 10               |
| 6. Evidence of Design Quality from Other Jurisdictions | 10               |
| 7. Project Timeline                                    | 5                |
| 8. Conversion and Transfer Plan                        | 10               |
| 9. Training Plan                                       | 5                |
| 10. Cost Proposal                                      | 20               |
| Total Proposal Points                                  | 100              |

### 3. REFERENCES AND ON SITE INTERVIEWS.

After the proposals have been evaluated, references for the top scoring firms will be contacted. Upon obtaining satisfactory feedback from references, finalists will be invited to Missoula County for on-site interviews and product presentations. The on-site manager proposed for the project must be a member of the interview team. After the interviews have been completed, the selection committee will make a further evaluation of the firms and their product solutions. Upon arriving at a decision, a recommendation will be forwarded to the Board of County Commissioners for their approval.