



**REQUEST FOR QUALIFICATION
CALHOUN COUNTY ADMINISTRATION
DEPARTMENT OF PURCHASING
WEBSITE DEVELOPMENT CONSULTANT- RFQ #114-09**

The County of Calhoun is requesting written statements of qualification from website developers to assist in enhancing the County's web presence through the development of a dynamic, interactive and informative e-Government website.

The County may choose to enter into negotiations with the most qualified respondent, as a result of this solicitation, to be determined by representatives of the County Website Development Committee. Questions regarding this request should be directed to:

Brad Wilcox, Assistant County Administrator
Calhoun County
315 West Green Street
Marshall, MI 49068-1585
(269) 781-0991
bwilcox@calhouncountymi.gov

Applicants shall present six (6) copies of their Statement of Qualifications no later than ***DECEMBER 29, 2009 @ 3:00 PM LOCAL TIME***, to the following physical location: Purchasing Department, County Building, 315 West Green Street, Marshall, MI 49068. The sealed envelope shall be clearly noted **"WEBSITE DEVELOPMENT CONSULTANT- RFQ #114-09"**.

LATE PROPOSALS WILL NOT BE ACCEPTED.

I. SCOPE OF SERVICES

The County of Calhoun is seeking qualification statements from website developers to provide consulting in the development, design, hosting, promotion and maintenance of the County's website. The County has an established website which was professionally designed and is hosted by a website development company. The current County website (www.calhouncountymi.gov) design and functionality is in need of a redesign and lacks the e-Government applications that many constituents expect from their local government. In addition to fully enabled e-Government, the County website redesign would establish a stronger web presence for the community by providing further linkage to area attractions, businesses and community based organizations promoting tourism and economic development opportunities for Calhoun County. The County may require the selected consultant to assist the County in making decisions related to the hosting, support and maintenance of the new website. As a result of this solicitation, the County may request a combination of services related to internet presence including: web consultation, design, development, promotion and support.

Qualifications provided in response to this request shall address the respondent's abilities as a website developer which may include, but not be limited to, the elements as follows:

I(1). Web Consultation

Exploring the County needs, goals and expectations of the internet with consideration of the unique characteristics of local government and how e-Government can compliment and enhance services to the public.

I(2) Website Design

- A. Creative and original graphic designs specifically fashioned to the County needs.
- B. Sensible user interfaces and a powerful intuitive ADA compliant navigation system which presents all pages on the site in a similar look-and-feel. User options to change the font size or translate the web contents into a different language.
- C. Creative professional design utilizing the latest tools to create dynamic and informative web pages for the County site.
- D. Features which enhance the ability for citizens to interact with the County
 - 1. List serve email subscription
 - 2. Interactive public communication/feedback form
 - 3. Applications to boards/committee member selection
 - 4. Board of Commission digital meeting agenda packets
 - 5. Contact Us; Email Links by Department

- E. Design enhancements such as:
1. Weather link to local real time reports & forecasts
 2. Links to community partners and business
 3. FAQ's
 4. Stay Connected ...links to social and news websites
 5. Quick Links- drop down menus for most requested pages
 6. Website search & site map
 7. Notices & Events- community calendar of current events
 8. Maps & directions to County facilities and departments
 9. Employee Log-in for access to the County Intranet
 10. Elections Center
- F. On-line Featured Services
1. Access Property Information
 2. Order Vital Records (Birth & Marriage license)
 3. Birth Certificates
 4. Pay Property Taxes
 5. Court Services (Pay traffic tickets, payment for fines/court costs, court schedules/ calendars, jury duty reporting, bond payment, change of address, forms & records)
 6. County Bidder Registration & On-line Bids
 7. On-line Job Application Processing
 8. Dog License
 9. Shopping Cart with Credit Card Payment
 10. Office of the Sheriff- Public Safety Information (Traffic Accident Report Request Form, Real Time Data, Jail Population Look-up)
 11. GIS Mapping Service
 12. Public Health Department (restaurant inspection reports, well & septic records)
- G. Ability to add multimedia and special effects such as, Macromedia Flash, streaming audio, streaming video and 3D animation to support activities such as video streaming for the Board of Commissioner meetings.
- H. For examples of preferred web designs and functionality refer to the following websites;

Ottawa County www.co.ottawa.mi.us/ ,
Eaton County www.eatoncounty.org ,
Kent County www.accesskent.com ,
Washtenaw County www.ewashtenaw.org ,
Oakland County www.oakgov.com

I(3) Web Hosting

- A. Ability to provide for a server/directory which stores County files (i.e. HTML, images, scripts, database) to be made accessible by a web server when requested by a public browser.
- B. Ability to serve pages 24/7/365 by utilizing multiple connections to multiple providers on the internet backbone delivering high speed access and reliable service.
- C. The selected consultant may be required to assist the County in making decisions related to the internal hosting and maintenance of the new website.

I(4) Promotion

- A. Capability to apply internet marketing skills to boost traffic to the County web site.
- B. Insure County website exposure by submitting page information in all popular WWW search engines such as Google, Microsoft Bing, and Yahoo.
- C. Ability to manipulate County web page information to fit the information needed by each search site, thus getting a more effective search return that lists County pages at the top of search engine return lists.

I(5) Website Support & Maintenance

- A. If selected as the host, the County would require the website developer to provide high speed access, reliable servers supporting the latest technology, and quality technical support.
- B. Routine checking of links, images and code across all viewing variables should be part of the host operation.
- C. The County may require the selected consultant to assist the County in making decisions related to the on-going support and maintenance of the new website. The most responsive proposal would provide the ability for County department personnel to update their own departmental web content.

II. STATEMENT OF QUALIFICATIONS

Statements of Qualifications should include:

- II(1) Briefly identify your organizational structure and support resources available to complete the scope of work detailed previously in this RFQ.
- II(2) List the qualifications of key personnel who would be assigned to this project including relative experience, degrees, certifications and professional affiliations.
- II(3) Provide references including name and phone number for recently completed projects of a similar scope to the consulting work required in this RFQ. Related work in design and development of e-Government web presence for local government clients would be important.
- II(4) Provide qualification, skills and experience in providing enhanced web presence based on the elements as listed above in Section I. Propose a general work plan to complete the design and development of the County website relative to the scope of work as defined in this RFQ. Include with the plan a tentative schedule of activities and proposed completion date.
- II(5) Concluding Statement

The proposer should state the reasons in requesting consideration for providing the County with web development services. Proposers may include a maximum of one page of additional information not included above, if it is deemed useful and applicable to this project.

The County reserves the right to accept or reject any or all proposals and to waive informalities and irregularities in proposals or qualification procedures, and to accept any proposal determined by the County to be in the best interests of the County.