



Story County, Iowa

Request for Proposal for a Web Content Management Solution & Site Design

February 11, 2011

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1 Statement of Work

1.1 Purpose

The purpose of this Request for Proposal (RFP) is to invite prospective vendors to submit a proposal to supply a Web Design/Web Content Management (WCM) solution to Story County, Iowa. The RFP provides vendors with the relevant operational, performance, application, projected budget availability and architectural requirements of the system.

1.2 Coverage & Participation

The intended coverage of this RFP, and any agreement resulting from this solicitation, shall be for the use of all departments at Story County, Iowa along with any satellite offices. Story County, Iowa reserves the right to add and/or delete elements, or to change any element of the coverage and participation at any time without prior notification and without any liability or obligation of any kind or amount.

2 General Information

2.1 Original RFP Document

Story County, Iowa shall retain the RFP, and all related terms and conditions, exhibits, and other attachments, in original form in an archival copy. Any modification of these, in the vendor's submission, is grounds for immediate disqualification.

2.2 About Story County

Story County, Iowa is a local government agency that serves approximately 70,000 residents in central Iowa. Story County offices are located in the County Seat of Nevada and in the largest city in the county, Ames. Offices in Nevada are placed in three different facilities. The Administration Building houses the Board of Supervisors, Auditor, Recorder, Treasurer, Assessor, Planning & Zoning, Environmental Health, Facilities Management, Emergency Management and Information Technology offices. The Justice Center is home to the Sheriff, Attorney and Clerk of Court offices. The Engineer's Office is the home to the County Engineer, and Secondary Roads Department.

Ames is home to three county offices. The Veterans Affairs and Community Services offices are located in the Human Services Center. Community Life program is located at the Community Life Building, and the county Conservation Board is housed at McFarland Park's Conservation building northeast of the city limits of Ames. Story County employs approximately 400 employees.

Each of these county entities will use the website to promote the dissemination of information and use interactive tools to engage the public via the internet. Offices will create, update and manage information to keep citizens of the county informed of policies, services and events related to the function of local county governance. The purpose of this undertaking is to improve the presentation and ease-of-use for the people of Story County to find answers to their questions, and interactive services to improve the relationship between county government and the people we serve. It is also imperative that this website showcase the high quality of life and desirable business climate of the area that Story County covers, and the progressive spirit of our community. This project should offer a complete community portal for those who live here or are seeking new areas for career and business opportunity.

Industry: Local / Regional Government

Customer Types: Government

Sector: Public

Major drivers for enhancing content management: Improved navigation and information retrieval; developing an interactive rapport with our citizens; a positive world-wide spotlight of Story County as a community.

2.3 Existing Technology Environment

The following is a listing of our current technology environment.

Story County currently utilizes a Microsoft-centric web environment. Our web server uses Microsoft IIS 5.1 and is supported by back-end Microsoft SQL Server 2008 databases. Since 2006, Story County has used the ADXStudio CMS platform for serving its homepage. ADXStudio was chosen due to its ability to integrate with the Active Directory infrastructure and use the existing SQL Database servers to serve web pages.

Custom applications are built using the Microsoft.NET application platform. Information Technology has one employee supporting the web content management system and application development. Each department has the option of managing their content, or directing IT staff to make changes or additions to their departmental pages. Several departments take advantage of the ability to edit and create content, but not all departments have. Approximately 8 offices have content Authors/Editors.

It is required that the selected replacement for a WCMS would utilize the existing Microsoft.NET platform, SQL database usage and security support to use our existing skill base or have an option for a hosted solution; preference will be given to vendors with onsite hosting by Story County. Website development is currently done using VB.NET inside the Microsoft Visual Studio Development Suite. E-mail needs are being served by Microsoft Exchange Server.

Story County uses Google Analytics for its web usage analytics solution.

2.4 Schedule of Events

The following is a tentative schedule that will apply to this RFP, but may change in accordance with Story County's needs for unforeseen circumstances.

Issuance of RFP	February 10, 2011
Technical Questions/Inquiries Due	March 11, 2011 5:00 PM CST
RFP Closes	March 31, 2011 5:00 PM CST
Complete Initial Evaluation	April 29, 2011
Final Award Notification	June 10, 2011

2.5 Definitions

Any reference to Story County or "the County" refers to Story County, State of Iowa.

3 Proposal Preparation Instructions

3.1 Vendor's Understanding of the RFP

In responding to this RFP, the vendor fully accepts the responsibility to understand the RFP in its entirety and in detail, including making any inquiries to Story County, Iowa, as necessary to gain such understanding. Story County, Iowa reserves the right to disqualify any vendor who demonstrates less than such understanding. Further, Story County, Iowa reserves the right to determine, at its sole discretion, whether the vendor has demonstrated such understanding. That right extends to cancellation of award if award has been made. Such disqualification and/or cancellation shall be at no fault, cost, or liability whatsoever to Story County, Iowa.

3.2 Good Faith Statement

All information provided by Story County, Iowa in this RFP is offered in good faith. Individual items are subject to change at any time. Story County, Iowa makes no certification that any item is without error. Story County, Iowa is not responsible or liable for any use of the information or for any claims asserted there from.

3.3 Communication

Verbal communication shall not be effective unless formally confirmed in writing by the specified procurement official in charge of managing this RFP process. In no case shall verbal communication govern over written communication.

Vendors' inquiries, questions, and requests for clarification related to this RFP are to be directed in writing to:

Story County, Iowa
Information Technology
900 6th Street
Nevada, IA 50201

Attention: Matt Emerson
Telephone: 515-382-7300
Fax: 515-382-7349
E-mail: memerson@storycounty.com

Applicable terms and conditions herein shall govern communications and inquiries between Story County, Iowa and vendors as they relate to this RFP.

Informal Communications shall include, but are not limited to: requests from/to vendors or vendors' representatives, in any capacity, to/from any Story County, Iowa employee or representative of any kind or capacity, with the exception of Matt Emerson, for information, comments, speculation, etc. Inquiries for clarifications and information that will not require addenda may be submitted verbally to the party named above at any time.

Formal Communications shall include, but are not limited to:

- Questions concerning this RFP: Questions must be submitted in writing and received prior to 5:00 PM CST, March 11, 2011.

- Errors and omissions in this RFP and enhancements: Vendors shall bring to Story County, Iowa any discrepancies, errors, or omissions that may exist within this RFP. With respect to this RFP, vendors shall recommend to Story County, Iowa any enhancements that might be in the best interests of Story County, Iowa. These recommendations must be submitted in writing and received prior to 5:00 PM CST March 11, 2011.
- Inquiries about technical interpretations must be submitted in writing and received prior to 5:00 PM CST March 11, 2011.
- Inquiries for clarifications/information that will not require addenda may be submitted verbally to the contact named above at any time during this process.
- Verbal and/or written presentations and pre-award negotiations under this RFP.
- Addenda to this RFP.

Addenda: Story County, Iowa will make a good-faith effort to provide a written response to each question or request for clarification that requires addenda within 10 business days on the following site:

<http://www.storycounty.com/webcms>

Story County, Iowa will not respond to any questions/requests for clarification that require addenda, if received by Story County, Iowa after March 31, 2011 5:00 PM CST.

3.4 Proposal Submission

Sealed proposals must be delivered to:

Matt Emerson
Story County, Iowa
Information Technology
900 6th St
Nevada, IA 50201

on or prior to March 31, 2011 5:00 PM CST. Story County, Iowa shall not accept proposals received by fax.

Vendors are to submit two original copies of proposal marked "Original" and a copy in PDF format sent via email to memerson@storycounty.com.

3.5 Method of Award

The evaluation of each response to this RFP will be based on its demonstrated competence, compliance, format, and enterprise. The purpose of this RFP is to identify those suppliers that have the interest, capability, and financial strength to supply Story County, Iowa with a Web Design/Web Content Management solution identified in the Scope of Work.

Evaluation Criteria:

1. Capability of vendor to meet or exceed requirements set forth in Scope of Work.
2. Documented experience in working with local governments, and the ability to provide solutions that understand the unique nature of small government.
3. Positive impression of deliverables provided to other customers.
4. Favorable references.
5. Ability to deliver the greatest number of features within predetermined budget guidelines.
6. Expressed interest in working with Story County, Iowa.
7. Ability of vendor to communicate its vision and capacity for establishing a relationship that addresses current and future needs and trends in the industry.
8. Ability to offer financing and pricing models that adhere to the budget cycles of local government.
9. Strong vendor stability and a demonstrated long-term viability.
10. Willingness to work with the Story County Interactive Committee in meeting its desires for design work, functionality and implementation.

3.5.1 Selection and notification

Vendors determined by Story County, Iowa to have the capacity to compete for this contract will be selected to move into the negotiation phase of the process. Written notification will be sent to the selected vendors via mail. Those vendors not selected for the negotiation phase will not be notified, but information regarding the vendors considered will be available on the website:

www.storycounty.com/webcms

4 Scope of Work, Specifications & Requirements

4.1 Navigation & Ease of Use Requirements

4.1.1 Visual appeal

Story County is a dynamic, vibrant community. Our website should reflect its distinct character and progressive nature. Our website will show the world that Story County is a great place to live, play and work.

4.1.2 Intuitive Navigation

Our website must serve our citizens and provide them easy access to the vital information and services provided by Story County government. Navigation structures shall provide users with the ability to find information with the least amount of effort. Navigation should include widely supported drop-down menus and breadcrumbs.

4.1.3 Cognitive site structure

Site structure shall be based on the easy retrieval of information and grouping of subject matter by topic and not organizational structure or administrative units. Site structure must place a premium of delivering site visitors to their desired results.

4.1.4 Incorporation of approved logos and colors

Site design must incorporate Story County logos and colors and adhere to the existing logo policies.

4.1.5 Web standards & Cascading Style Sheets

Website design must use widely accepted standards for HTML (HTML 4, XHTML) and use Cascading Style Sheets for design enhancements.

4.1.6 Pervasive, site-wide design

Vendors must show the ability to incorporate a pervasive site-wide design that uses standard locations of navigation items, breadcrumbs, search boxes and areas for attachments, files and media to provide a consistent user experience.

4.1.7 Lightweight design for low-bandwidth users

Story County has a large number of rural residents who rely on dial-up access to the internet. Vendors shall provide an effective, elegant design that provides a responsive website with reasonable loading times so that those on slower internet connections may have a positive user experience, or provide similar functionality through bandwidth-specific designs for dial-up or text-only users.

4.1.8 Accessibility Validation

Vendors must show the ability to validate website content and design conforming to established accessibility requirements (e.g. Section 508) to enable those with visual and cognitive impairments to use the site as intended.

4.1.9 Search box available throughout the site

A search function shall be prominently displayed and available throughout the site.

4.2 Content Creation Requirements

4.2.1 Visual editors

Vendors must be able to provide a Content Management System that uses a visual, WYSIWYG style editor and interface to allow county employees to easily add, edit and modify material on the website.

4.2.2 Overall usability and ease of use

Web management editor shall build upon the users' knowledge of productivity software (e.g. Microsoft Word) to allow them to format pages using existing skills.

4.2.3 Workflow

Vendors shall show abilities within the Content Management Software to create workflows for the approval and publication of content for the website. Roles shall be available for both content creators and for those approving content before it is published to the site.

4.2.4 Integration and support of productivity software

The Content Management software must support content created in Story County's enterprise-wide productivity software (Microsoft Office, Microsoft Word). Preference will be given to software that demonstrates easy use of cut and paste techniques to post content to the web management software.

4.2.5 Ability to post time-sensitive information and photos

Website content management software must show the ability for users to specify a release date and a removal date for information and photos. Content producers must have the ability to create content in advance of publication to the website, and also give a specific time for removal of dated information. The ability to show time-sensitive and relevant photos is preferred.

4.2.6 Built-in photo & graphic manipulation capabilities

Software must provide capabilities for the resizing, cropping and modification of photos and graphics within the application, and the ability to store and modify them through a web-browser.

4.2.7 Ability to add, modify and maintain a calendar of events

Software must include the ability to easily post, maintain and modify a county-wide calendar of events. The calendar must be accessible through the home page, and offer the ability to display several formats (daily, weekly, monthly).

4.2.8 Ability to attach binary data files, and multi-media files

Software shall allow users to attach files such as PDF files, Word documents and Excel spreadsheets to make source material available for our visitors for download. It is desirable that the software also has capabilities to display multi-media files such as Flash movies, and PowerPoint presentations.

4.2.9 Ability to validate accessibility requirements

Web management software must have the ability to validate content for specific accessibility requirements (e.g. §.508).

4.2.10 Ability to do spell checking within the application

Software must provide a robust spell-checking feature for content creators.

4.3 Technical Specifications

4.3.1 Flexibility in Hosting

Preference will be given to vendors who can show the ability to offer several hosting options, including the possibility of allowing Story County to host the website in its data center.

4.3.2 Microsoft.NET Development Platform

Website and software must be built on the Microsoft.NET platform.

4.3.3 Microsoft SQL Server 2008

Website must have the ability to have its content stored and managed on a SQL Server 2008 Database server system.

4.3.4 Security authorization

Website must either interface with our existing Active Directory security authorization system, or provide identical functionality with roles, and highly secured credentials, and the ability to set security permissions on individual assets within the website with a high degree of granularity.

4.3.5 Ability to customize website to allow integration of home-grown applications

Website must have the ability to have its content stored and managed on a SQL Server 2008 Database server system. Software must employ a methodology to allow for the seamless integration of Story County IT Developed web applications, payment gateways and mapping applications. Vendors must clearly outline their techniques to allow applications and maps hosted at Story County to be presented within the web application as if they were native to the application. Acceptable methods would include I-Frames or customization of the CMS itself.

4.3.6 Analytics

Website management must integrate with Google Analytics trends software.

4.3.7 SEO Optimization

Website management software shall provide the ability to produce standardized sitemaps in an XML format for consumption of major search engines to improve site ranking, and to allow users seeking content on search engines to find information. Appropriate meta-tag information should also be easily added to content for this purpose.

4.4 Features & Functionality

4.4.1 Subscriptions

Users shall be able to subscribe and unsubscribe to updates, newsletters, and instant emergency notifications.

4.4.2 Print, E-Mail and Share

Support for easy and well-formatted printing of web pages, the ability to share via social networking sites and send links via e-mail containing the addresses of web pages.

4.4.3 On-line calendars

Feature a fully, functional and well-formatted calendar of events for county activities that can be shown on the homepage, and in calendar format, weekly, etc.

4.4.4 Ability to scale fonts

Software shall provide functionality to allow users to increase, or decrease font size for easier legibility.

4.4.5 RSS feeds

Software shall incorporate RSS feeds that allow for the subscriptions of news aggregators to topical, departmental, and county-wide events information.

4.4.6 Micro-sites

Support infrastructure for multiple similarly structured but distinct sites related to departments, organizations or campaigns.

4.4.7 Easily authored employee created forms & polls

Software allows the capability for the easy creation of forms, surveys and polls by county employees for the use by site visitors to gather input and information regarding services and feedback.

4.4.8 Modular approach to additional functionality

Software allows for the easy integration of additional modules of functionality, such as job postings, minute and agenda management, and bids and contract management. These modules may be added at a later date as necessary and at an additional cost, if any. A preferred solution would also offer the ability for a citizen's action center for our site visitors to submit requests for service.

4.4.9 Ability to interface with widely-used broadcasting audio / visual solutions.

Software shall show the ability to easily interface with audio-visual solutions that employ widely used protocols and format standards for the broadcasting of meetings and presentations.

4.4.10 Site map

Software will provide the functionality to generate a dynamic site-wide map of resources as an additional intuitive method for site visitors to find services and information organized alphabetically, by service organization or by department.

4.4.11 Centralized phone & email directory

Software shall employ a thorough and complete phone and e-mail contact directory as an efficient means for site visitors to contact appropriate county departments, service providers or employees for information or service. A strong software solution would enable the directory to be displayed alphabetically, by department or by service type.

4.4.12 URL formatting & customization

URL formatting must be consistent with the organization of the website. Website visitors should be able to determine their location on a website by the URL. Software must also allow for IT staff to create custom URLs for easier discovery and retention by website visitors.

4.4.13 Search facility with auto-complete feature

The website software shall use a search capability that indexes the entire site contents, and allows users to find information using semantic searches to organize results by concept. It is preferable that the search facility contains an auto-complete function to aid users in finding appropriate topics.

4.4.14 Mobile device support

Website software must provide strong support for mobile devices and provide a high level of site functionality through a version of the site formatted in consideration of mobile web browsing speed limitations, limited viewing area and reduced input capabilities. Mobile applications designed for iPhone, Blackberry and Android are preferred.

4.5 Operations & Support

Selected candidates must show a strong emphasis on customer and technical support with a high degree of availability and a record of responsiveness.

4.5.1 Customer support

Provides toll free customer support with established and consistent hours of service, and guarantees of reasonable response times. Vendors must prove that they are able to receive requests for support during the 8AM - 5 PM CST, M - F business hours of Story County. Candidates also must have a clearly outlined fee structure, billing cycle and support plan.

4.5.2 User documentation

Provides complete set (either in printed or electronic format) of user manuals for all software applications to document and explain system features and functions.

4.5.3 Project planning and design

Provides complete project planning support, including accurate time-lines and on-site meetings with appropriate county personnel. Project planning and design meetings must be completed to ensure the satisfaction of Story County, and may require several presentations.

4.5.4 Implementation support

A vendor must show the ability and commitment to provide complete implementation and project management support.

4.5.5 Training

Provides on-site or on-line training at pre-determined and established rates.

4.5.6 Software updates

Provides future software releases and updates to all applications as part of regular software maintenance fees.

For on-premise solutions, thorough documentation and support is provided to County technical staff for implementation of software updates.

For hosted solution, update cycles and procedures are clearly outlined including protocols for informing the County of outages and updates.

4.5.7 Performance monitoring (if applicable)

Provides remote software monitoring to identify anomalies and provide automatic upgrades.

5 Vendor Qualifications & References

All vendors must provide the following information in order for a proposal to be considered:

1. A brief outline of the vendor company and services offered, including:
 - Full legal name of the company.
 - Year business was established.
 - Number of people currently employed.
 - Income statement and balance sheet for each of the two most recently completed fiscal years certified by a public accountant.
2. An outline of the product line-up it currently supports.
3. A description of its geographic reach and market penetration.
4. An outline of its partnerships with small and local government and relationships to date.
5. An outline of its current and future strategies in the marketplace.
6. Information on current software clients, including:
 - Total number of current clients.
 - A list of clients with similar needs using the same software.
 - Evidence of successful completion of a project of similar size and complexity.
7. References: Contact information for three (3) references (if possible) from projects similar in size, application, and scope, and a brief description of their implementation.

6 Budget & Estimated Pricing

Story County, Iowa has a total budget of \$50,000 USD for this project beginning on July 1, 2011.

All vendors must fill out the following cost breakdown for the implementation of their Web Content Management solution for Story County, Iowa's project as described in this RFP. Costs should be identified as either capital or non-capital in nature. The vendor must agree to keep these prices valid for 90 days as of June 10, 2011.

Vendors shall also disclose any financing options they have available, such as a multi-year payment schedule or cycles that are in harmony with local government budget cycles.

6.1 Deployment Models

The following pricing sheets are to be used as a guide for your response. Please indicate the types of pricing/installation models offered by your enterprise by placing an "X" under the "Available" column. If a model is not offered, please indicate this by placing an "X" under the "Not Offered" column.

Deployment Models	Available	Not Offered
On-Premise Model	☐	☐
Software-as-a-Service	☐	☐
Managed Hosting	☐	☐
Appliance	☐	☐
Other (please specify)	☐	☐

6.2 Price Schedules

For all deployment models checked above, provide a comprehensive price sheet which includes maintenance and support.

7 Vendor Certification

This certification attests to the vendor's awareness and agreement to the content of this RFP and all accompanying calendar schedules and provisions contained herein.

The vendor must ensure that the following certificate is duly completed and correctly executed by an authorized officer of its company.

This proposal is submitted in response to Request for Proposal for Web Content Management Solution(s) issued by Story County, Iowa. The undersigned is a duly authorized officer, hereby certifies that:

(Vendor Name)

agrees to be bound by the content of this proposal and agrees to comply with the terms, conditions, and provisions of the referenced RFP and any addenda thereto in the event of an award. Exceptions are to be noted as stated in the RFP. The proposal shall remain in effect for a period of 90 calendar days as of the Due Date of the RFP.

The undersigned further certify that their firm (check one):

- ☐ IS
☐ IS NOT

currently debarred, suspended, or proposed for debarment by any federal entity. The undersigned agree to notify Story County, Iowa of any change in this status, should one occur, until such time as an award has been made under this procurement action.

Person(s) authorized to negotiate on behalf of this firm for the purposes of this RFP are:

Name:	_____	Title:	_____
Signature:	_____	Date:	_____
Name:	_____	Title:	_____
Signature:	_____	Date:	_____

Signature of Authorized Officer:

Name:	_____	Title:	_____
Signature:	_____	Date:	_____