

# REQUEST FOR PROPOSAL

for

Website Design, Development & Hosting Services

for

Benton County

26-June-2008

## INTRODUCTION

Benton County is requesting proposals for three services related to the Benton County website: (1) Professional design of the site; (2) Implementation of an infrastructure that allows county departments to maintain their specific information within a common framework; (3) Hosting of the county website. The current Benton County website is hosted by a local Internet Service Provider (ISP) and maintained by county staff using minimal tools allowed within the ISP restrictions. The intention is to maintain the current site and to redirect to the new site as it is made available. The county FTP site will stay with the existing ISP.

Respondents may provide proposals for one, two or all of the three website services.

The procedures for awarding this project will follow the guidelines outlined in RCW 39.04.270 Competitive Negotiations. The proposals will be evaluated on the basis of price and the criteria listed below.

## DEMONSTRATION OF PRODUCTS

At the option of the county, and as a condition prior to selection, respondents may be required to demonstrate the functionality of the proposed system. The demonstration must be conducted with the products proposed and must be able to demonstrate the functionality as it would be implemented for the county. If the county elects to have a demonstration, the respondent may be required to do so at county facilities. Failure to agree to the demonstration will disqualify the responder. A minimum expectation of respondents to this RFP will be web/conference call presentations to multiple groups of county department heads and staff. It is understood that any costs for on-site or web/conference call demonstrations shall be the sole responsibility of the respondents.

## TECHNICAL INFRASTRUCTURE

One of the areas of consideration for evaluating proposals will be compatibility with the Benton County information technology infrastructure. That infrastructure currently includes the following:

- Novell Netware (6.5 or higher) network operating system for file and print services and GroupWise 6.5 or higher for email.
- All workstations accessing the network must do so using a Netware client.
- Microsoft Windows XP Pro or SUSE Linux Enterprise Desktop 10 for workstation operating systems.
- Microsoft Office 2000 or OpenOffice 2 for PC productivity suites.
- Firefox for default browser.
- Internal application development standard: *LAMP* (Linux, Apache, MySQL, PHP/Perl/Python).

## MINIMUM REQUIREMENTS

Proposed application/system must meet the following minimum requirements:

- Respondent currently provides website services to a local government entity.
- Public access to all of the features on the website is not dependent on specific browser, that is, the web interface is *browser agnostic* and works with commonly used browsers found on Windows, Linux and Mac computer systems.
- Website capable of being organized into multiple departments and divisions within departments with ability for county website administration to add divisions.
- Intuitive and consistent options for navigating the website especially moving from department to department and department to general information/home page.
- Multiple level security, completely contained within the website infrastructure, and not reliant on the existing county network security or peer-to-peer connectivity.

- Flexibility within the portion of the site assigned to a department or function for designated staff to add, remove and update content using tools and templates that do not require extensive knowledge of web development languages or technical structure.
- Pages and features compatible with limited bandwidth access by the public. In other words, the county is concerned with public access being hindered by a *digital divide*.
- Web interface options that can accommodate individuals with disabilities in accordance with the American with Disabilities Act (ADA).
- Capability of the general website administration staff to:
  - Control size of individual web pages.
  - Control size and types of images used within the site.
  - Control publishing of links to other websites.
  - Report website maintenance activity and statistics on content type: Updates, downloadable documents, web pages, calendars.
  - Report number of visits to site generally and to each department.
- Provides 128-bit encryption over Secure Socket Layer for displaying specific web pages and for information transmitted to and from the website by county staff.
- Email interfaces, if any, are not dependent on a specific email client.
- Respondents proposing to host the county website must not be on any email or website "black lists" as a source of unwanted solicitations or objectionable content.

## ADDITIONAL FEATURES & CAPABILITIES

The following is a list of additional features and capabilities Benton County is seeking in website services. The list is not intended to be all inclusive, nor is it intended to represent a minimum of features and capabilities.

- Capability for easily searching the website for key words or phrases.
- Mechanism for members of the public to convey comments, suggestions or questions concerning the website design or information.
- Content management system (CMS) that provides for a database of information common to all county departments, for example, locations and descriptions of facilities.
- CMS that provides a uniform means of managing web documents whether posted as web pages or downloadable files. Database needs to include items like the document/page title, description, posting information, expiration date.
- Meeting/event calendar system that allows for each department to add content to a department specific calendar that appears in the department's portion of the website and that maintains a composite calendar of all county departments.
- Ability to upload data into preformatted web pages or document locations, for example, daily listing of jail inmates produced by the jail records management system.
- Allow creation of functional groupings of web pages or portions of web pages from multiple departments in order to facilitate public access to information that crosses departmental lines.
- Option for creation and maintenance of multiple blogs both restricted within a department's portion of the website or made available generally while hosted by a specific department.
- Allow authorized staff that maintain a specific department's web pages to make some pages available only to visitors with user names and passwords supplied by the department.

## PROPOSAL CONTENT

All proposals are to include the following:

- Contact information for the respondent.
- Location of respondent corporate offices.
- Number of years of experience respondent has in installing and supporting similar systems.
- Description of the proposed process for website design.
- Whether or not respondent has graphic design specialists on staff.
- Accessibility features of the proposed website.
- Description of infrastructure, utilities and tools proposed for web page creation and maintenance.
- Proposed phases or steps in implementation of the website design, infrastructure and hosting.
- Options for training county staff in creating and maintaining website content.
- Description of ongoing support provisions.
- Separation of one time and recurring costs for: Website design; Infrastructure; Training; Hosting.
- Specifications and configurations required to support the proposed system, including specifications for all software components required for the system, but not provided as part of the proposal. In other words, hardware and software requirements for county workstations and network configuration.
- Requirements, if any, for county bandwidth to the Internet necessary to support reasonable performance of website maintenance tools.
- Information on hosting site including specifications on security, disaster recovery, and procedures for handling outages.
- List of current customers using the proposed service/system that the county can contact.

## CONDITIONS OF WORK

- Final agreement(s) must be reviewed and approved as to form by the Benton County Prosecuting Attorney.
- Vendor will be responsible for all licenses, permits, fees and taxes associated with the system installation.
- All hardware, network, and software installation and configuration must be performed in cooperation with Benton County Central Services.
- The implementation must be accomplished in a manner that minimizes disruption of county business via the Internet.

## EVALUATION OF PROPOSALS

Price will be a significant, but not the only, criteria in evaluating the proposals. Consideration will also be given to the following:

- Ability of the same respondent to provide all aspects of the proposal: design, infrastructure, hosting.
- Compliance of the vendor and proposal with the Minimum Requirements outlined above.
- The extent to which the proposed system provides the Features & Capabilities outlined above.
- Responses to requests for additional information submitted to the respondents.
- Degree to which the proposed system fits the existing information technology infrastructure at Benton County.

The award will be made to the qualified respondent whose proposal is most advantageous to the county with price and other factors considered. The county may reject any and all proposals.

## COUNTY CONTACT

Questions about the project may be directed to:

Randy Reid, Manager  
Benton County Central Services  
509.786.5603  
509.736.3083  
randy.reid@co.benton.wa.us

All proposals must be received by 5:00 PM on the date indicated below. Proposals may be submitted electronically in PDF format. Late arrivals with postmarks after to the deadline will not be accepted. All expenses for preparation of the proposal package are the responsibility of the respondent. All materials submitted in response to this RFP will become the property of Benton County and are subject to public disclosure under the provisions of Chapter 5.14 Benton County Code and applicable state and federal laws.

Completed proposals must be submitted by mail or delivery to:

Benton County Central Services  
PO Box 608  
620 Market Street  
Prosser WA 99350

Or by email to:

randy.reid@co.benton.wa.us

## SCHEDULE

| EVENT                              | ON OR BEFORE...   |
|------------------------------------|-------------------|
| Proposals submitted to County      | 18-July-2008      |
| Vendor selection                   | 25-August-2008    |
| Approval by Board of Commissioners | 15-September-2008 |
| Begin system implementation        | 22-September-2008 |