

Request for Proposal

Website Redesign & Development



KEWAUNEE COUNTY, WISCONSIN

RFP Coordinator:
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Summary

Kewaunee County is accepting proposals to develop, design and host a new County website, which is currently found at www.kewauneeco.org. Interested firms will have experience in governmental design as well as be able to provide adequate tech support and monitor website functionality 24/7 for 365 days a year. The purpose of this RFP is to provide a fair opportunity to qualified candidates.

Background Information

Kewaunee County has a website that is outdated in appearance, layout and has met capacity. This RFP is an opportunity to create a new website to reflect current goals and objectives, update the content management system (CMS) and to increase functionality.

Timeline & Submission

Monday, December 30, 2019 – Release of RFP

Monday, January 27, 2020 – Deadline for submission of proposals from qualified firms.

Applicants must submit a .pdf version of all materials, including a separate pricing statement.

Alternate solutions will be accepted.

By submitting a proposal, the proposer agrees that all or portions of the proposal's contents may become part of a contract, if accepted, and Kewaunee County will reject any proposal submitted by a proposer who does not accept this condition.

Price quotes should be all-inclusive. If your quote excludes any fees/charges/work, you are required to provide a detailed list of excluded items and detail nature of fees/charges/work.

Costs & Contract Terms

Kewaunee County is not liable for any costs incurred by parties replying to this RFP.

Kewaunee County reserves the right to negotiate full contract terms upon selection. All contracts are subject to review by legal counsel, Kewaunee County Corporation Counsel & staff. The project will commence upon signing a contract, which outlines terms, scope, budget and other items deemed necessary by Kewaunee County.

Website Design & Features

Determine a clean, consistent look and feel for the website, including color schemes, graphic elements, and navigation tools that provide straightforward navigation within a unifying theme.

Minimize and logically order the number of clicks for the user to navigate the website.

The website must display correctly on all major web browsers as well as phones, tablets, and other technology devices. A printer-friendly view of every page should be available.

Provide at least three (3) examples of how Kewaunee County could design its new website.

Supply a series of templates to use for various purposes on the site to maintain consistency of design. For example: department/section homepages, landing pages with the ability to sort links by general topics, pages with images, pages with a list of documents, pages with call-out boxes/tables, hidden page for employee intranet documents and links, etc. and the ability to list agendas, minutes, county board supervisor packets, county budget, election results, ordinances, land records, etc.

Include a search engine that reflects most commonly searched terms and topics.

Employee directory for the public that provides the option of including photos, text, links and ability to be filtered by department, as well as randomly searched by the public.

New domain options that include but are not limited to www.kewauneeconomy.org and still be able to direct the current domain www.kewauneeco.org to the new website as well. The new domain must also be secure and contain https:// per State requirements.

Functionality to quickly and easily insert emergency information for display on the homepage.

Display news releases, blog posts, articles, news clippings and other content that includes streaming video, Flash or JavaScript animations, slideshows, webcams, or other multimedia.

Include a master calendar to show upcoming meetings, events, holidays, etc. with an option to be able to download meetings and events to desktop calendar. The calendar should have the ability to easily move to other months and years as well as the ability to create recurring events.

Provide for the ability to integrate maps using ArcGIS to the website at some future point in time whether it is .pdf maps or interactive web maps.

The website must be able to include a third (3rd) party portal links to accept payments for programs, fees, permits, taxes, reservations, citations, etc.

Appropriately displayed Policies section.

Ability to accommodate users with visual disabilities.

Be linked to Google Analytics or another tool that can show visitor usage.

CMS, Website Management & Maintenance

The CMS should allow for multiple user roles with appropriate access and permissions, such as administrators, editors, etc.

Administrators should be able to view records of user access, reset passwords, change account details, add new users or suspend users.

Once the site is completed, Kewaunee County will assume responsibility for content creation and management. The website developer must provide ongoing training and support in a timely manner for Kewaunee County employees responsible to update content using the CMS.

Proposal Format & Deliverables

Please label responses to correspond to the section of the RFP that is being addressed.

Please be sure to include responses for all of the following items.

- A. Signed Submission Page. Provide all of the required information as indicated and include an original signature of an official authorized to bind the proposer to the proposal response.
- B. Work Plan. All proposers shall provide a detailed work plan explaining how services outlined will be designed, approached, and executed for Kewaunee County. Please include multiple staff training sessions on CMS in the plan & costs for hosting. Also, include pricing for the vendor to migrate information as well as Kewaunee County.
- C. Compensation. All proposals should include a separate, sealed pricing statement. The pricing statement shall include all fees and charges necessary to undertake your proposed activities. The price quotes should be inclusive. If the prices excludes certain fees or charges, please provide a detailed list of excluded fees with a complete explanation of the nature of those fees. Proposals should include pricing clearly differentiating between core scope items and optional scope items as well as additional enhancements recommended.
- D. Firm's History and Staff Experience. All proposals shall provide a brief history of the firm including staff's qualifications, experience, and accomplishments that are relevant to the scope of services stated in this proposal. Include the name and contact information of the person overseeing the project on behalf of your firm as well as length of time in position with the firm and education as well as certificates.
- E. References. Three (3) references of companies who can attest to your firm's ability to undertake and complete the requested services. Preferably, the references should be of local government that we may contact regarding website design, CMS functionality, training, etc.
- F. Past and Current Litigation. Describe any litigation over the past five (5) years that your firm is subject to with respect to the services included in this request for proposal.
- G. Insurance. Provide a summary of insurance coverage, and fidelity bonds carried by your firm.
- H. Conflict of Interest Statement & Supporting Documentation. Proposals shall discuss any professional or personal financial interests, which could be a possible conflict of interest while serving Kewaunee County. In addition, all proposals shall further disclose arrangements to derive additional compensation from various investment and reinvestment products, including financial contracts.

Evaluation of Proposals

Accepted proposals will be evaluated by a review team comprised of, but not limited to staff from Kewaunee County, and other key personnel as deemed necessary.

The proposals will be evaluated using the following criteria:

- A. The cost associated with the overall project.
- B. Qualifications and experience of firm as well as personnel.
- C. Suitability of website design & approach to addressing requested services.
- D. Quality, flexibility, and ease of use of the proposed website CMS.
- E. Extent of ongoing service and support for the website.
- F. References.
- G. Responsiveness of proposal.

Kewaunee County reserves the right to accept or reject any proposals for failure to meet the requirements contained herein, to waive any technicalities, and to select the proposal which best meets Kewaunee County's requirements. Kewaunee County shall determine the responsiveness and acceptability of any proposal submitted. This RFP creates no obligation on the part of the Kewaunee County to award a contract or to compensate any proposer.

Kewaunee County is an equal opportunity contractor. Each proposal will receive consideration without regard to race, color, religious creed, handicap, ancestry, age, sex, national origin in compliance with State and Federal laws.

Contact

All requests for additional information shall be directed to:

Jennifer Gonzalez, Kewaunee County Public Information Officer
810 Lincoln Street
Kewaunee, WI 54216
(920) 388-0567
gonzalez.jennifer@kewauneeco.org

The Public Information Officer will be the project lead and the primary point of contact. The Public Information Officer will also monitor the budget and schedule as well as maintain communications between the chosen qualified firm and Kewaunee County.

Submission Form

Submitted To: Jennifer Gonzalez

Attn: Kewaunee County Website Renovation RFP

Kewaunee County

810 Lincoln Street

Kewaunee County, WI 54216

gonzalez.jennifer@kewauneeco.org

For: Kewaunee County Website Renovation RFP

Date: _____

Business Name: _____

Submitter Name (Printed): _____

Submitter Signature: _____

Address: _____

Phone: _____

Email: _____