Office of the Controller

Fayette County, Pennsylvania

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February 2, 2017
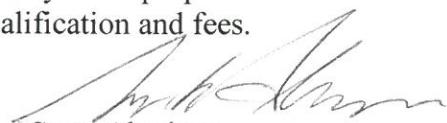
A D V E R T I S E M E N T

Sealed proposals will be received in the Fayette County Office of the Controller, Fayette County Courthouse, Pennsylvania, until 3:00 p.m. Thursday February 16, 2017 for firms to submit proposals for the design of a website for Fayette County and the purchase and implementation of a web content management system (CMS).

Forms and specifications for RFP 17-01 may be obtained by chief Clerk Amy Revak at 724-430-1200 extension 213 or via email at arevak@fayettepa.org or from the county's website at www.co.fayette.pa.us.

All proposals submitted to this advertisement must be sealed with clear tape and clearly marked on the outside of the envelope RFP 17-01.

Submit one (1) original and five (5) copies to the Office of the County Controller, Courthouse, 61 East Main Street, Uniontown Pennsylvania, 15401.

The Fayette County Commissioners reserve the right to reject any or all proposals or parts thereof. Selection will be based on a combination of qualification and fees.

Scott Abraham
Fayette County Controller

Advertise: 2/06/2017, 2/09/2017
Open: February 16, 2017

PROPOSAL FOR: WEBSITE DESIGN AND CONTENT MANAGEMENT SYSTEM, RFP 17-01

REQUEST FOR PROPOSALS

RFP 17-01

Date of Request:

Item Description: This RFP addresses the Fayette County's desire to contract the design of a website and purchase a WEB CONTENT MANAGEMENT SYSTEM including all software and related services for the setup, customization, installation and implementation of that system.

PART 1: Minimum Requirements for Submitting a Proposal

1) Vendor must have been in the business of providing website design and web content management solutions for at least two (2) years.

2) Vendor must have extensive experience servicing government/municipalities or other clients with similar functions and complexity and must provide client history to demonstrate that it has had comparable service experience.

3) Vendor's proposal must be valid for not less than ninety (90) days after the Open Date.

PART 2: Insurance and Indemnification Requirements

1) Vendor shall at all times during the term of the agreement carry, maintain, and keep in full force and effect, a policy or policies of Comprehensive General Liability Insurance, with minimum limits of One Million Dollars ($1,000,000) for each occurrence, combined single limit, against any personal injury, death, loss or damage resulting from the wrongful or negligent acts by Vendor.

2) Vendor shall at all times during the term of the agreement carry, maintain, and keep in full force and effect, a policy or policies of Professional Liability Insurance, with minimum limits of One Million Dollars ($1,000,000) for each occurrence.

3) Vendor shall at all times during the term of the agreement carry, maintain, and keep in full force and effect, a policy or policies of Comprehensive Vehicle Liability Insurance covering personal injury and property damage, with minimum limits of Five Hundred Thousand Dollars ($500,000) per occurrence combined single limit, covering any vehicle utilized by Contractor in performing the services required by the agreement.

PART 3: Background Information

1) Website Objectives

a) To provide accurate, current, comprehensive information to County audiences, in a visually appealing, user-friendly way.

b) To make it easier for audiences to interact with the County.

c) To move transactions online, for citizens and businesses to provide convenience for users and convenience and efficiency for the County.

d) Provide 24/7 access to County information and transactions.

e) Reduce County staff time to handle routine inquiries.

f) Market and showcase the County

g) Comply with Section 508, Americans with Disabilities Act in all areas.

2) Design Guidelines: Vendor's proposal for design services should adhere to the following guidelines:

a) Website design must be visually appealing, incorporating the County colors and logo where appropriate

b) Website design should incorporate photography that is reflective of the County .

c) Website design must be consistent throughout all pages of the website, except where differentiating between departments and/or sections of the website.

d) Ownership of the design of the website and all content should be transferred to the County upon completion of the project.

e) Design should allow for customization of high-profile departments and programs of the County .

f) Design elements should include photographs that are easily changed out or replaced

g) Identification as the Official Site of the County .

h) Design should be compatible with the County branding program.

i) No advertisements or pay-per-placement graphics, icons, or elements.

3) Website Content Management System guidelines: Vendor's Web content management product ideally should possess the following attributes:

a) **EASE OF USE**. Non-technical content contributors should be to:

   i) Log in and edit directly from webpage

   ii) Update calendar listings

   iii) Update multiple menus simultaneously

   iv) Redirects may be established for dynamic pages

   v) Sitemap and breadcrumbs are automatically updated

   vi) Content may be rotated automatically

   vii) Use rich text editing

   viii) Post text links

   ix) Automatic archiving of all website content.

   x) Set delayed posting and automatic expiration with automatic notification of expiring items

   xi) Use page wizards to simplify page administration

   b) **ADDITIONAL FLEXIBILITY** should include:
      i)   Create new menus
      ii)   Easily move or change the placement of menus
      iii) Create related websites using new page designs
      iv) Rotating banners, Flash banners
      v)   Designate specific banners for specific areas of the website

   c) The County's information architecture consists of the following technical features, requirements and structure. The preferred environment is:
      i)   Windows 2003 enterprise server or newer
      ii)   Microsoft SQL server
      iii) Windows 7 and newer operating system for desktop users
      iv) Compatible with multiple browsers

   d) The system should support ongoing Windows updates, critical updates, security updates and service pack updates released by the operating system and database vendors

   e) The system should provide high availability with redundant Internet Service Providers and failover mechanisms.

4) Deliverables: The successful respondent is expected to be able to provide the following products and services for the Internet website. The final determination of products and services is subject to negotiation between the County and the respondent.

   a) Accurate project timeline including milestones and deadlines

   b) Website Design for use with Content Management System (based on guidelines above)
      i)   Design incorporates dynamic, drop-down menus with the following main navigation:
          (1) Home
          (2) Government
          (3) Business
          (4) Residents
          (5) Visiting
      ii)   The successful vendor will provide two (2) compact discs with three (3) different looks for the website (following the guidelines above) including:
          (1) Portal Page
          (2) Home Page
          (3) Interior Page
      iii) The successful vendor will provide a detailed style guide that describes colors, fonts, graphics, borders, tables, layout, included files, JavaScript (or similar) and other design elements

   c) Web Content Management software

d) Additional applications such as:

    i) Events calendar with unlimited levels of calendars with month view, list view and week view and the ability to feature special events

    ii) Staff Directory with unlimited levels of departments, sub departments, divisions and groups with email addresses automatically obscured from e-mail harvesters and the ability to enter staff biographies

    iii) Document Center with unlimited levels of folders for centralized storage of any kind of file

    iv) E-mail Subscription service with unlimited usage and ability to hold unlimited subscribers allowing the County to send both text and HTML emails

    v) Online Form Development Tool for the County to develop their own interactive forms

    vi) Archive Center for historical documents displaying of the documents in reverse chronological order.

    vii) Resource Directory to display links and information in another method that is easily searchable by visitors.

    viii) Frequently Asked Questions with responses displaying directly below questions. FAQs may also be "featured" on any page.

    ix) News Announcements for displaying teaser information in any area of the website. Information may be entered once and placed on a number of pages.

    x) Action items queue in order to quickly find content that needs attention

    xi) Integrated Site search that automatically indexes and categorizes all published materials including pdfs, Powerpoint, Word and Excel files

e) Optional applications such as:

    i) Agenda Creator

    ii) Where Do I?

    iii) Clickable Maps

    iv) Facilities and Reservations

    v) GIS integration

    vi) Streaming Video Integration

    vii) E-commerce

    viii) E-permitting

    ix) Healthy Communities

    x) Intranet

    xi) Job Posting

    xii) Bid Posting

    xiii) Online Job Application System

    xiv) RequestTracker

    xv) Automatic pdf converter

        xvi)   Photo Gallery

   f) Optional Services:

       i)   Original Source code

       ii) Annual audit

       iii) Website Management Conference

       iv) Additional Consulting, Design, Training and Programming

   g) Data migration and content rewriting

   h) Manuals and other documentation

   i) Maintenance

       i)   Describe the daily and weekly maintenance that is performed on the servers

       ii) Details on backup/restore procedures for application and data

   j) Support and Upgrades

       i)   Detail technical support procedures. Include hours of technical support and whether it is phone or email support.

       ii) Detail consultative and communications support procedures. Include hours of support and whether it is phone or email support.

       iii) Detail enhancements and upgrades that have been rolled out in the past twelve (12) months. Indicate whether they are included or the fee associated with them.

PART 4: Proposal Requirements

Each proposal must include the information below, and should be organized such that all required information is clearly identifiable.

1) Vendor Profile

   a) Company name and address

   b) Contact person, title, phone number, email address, FAX

   c) Website address

   d) Number of years in business

   e) Number of employees

   f) Levels of experience of key staff assigned to the City project (noting subcontractors, if any will be used)

   g) Reference lists that include contact names, phone numbers, URL's for projects similar in scope to this City project

2) Timeline: Delivery date for the work outlined in the PROJECT SCOPE in terms of calendar days after notification of award, including implementation of each phase.

3) Pricing

   a) An array of prices that include breakdowns for each deliverable in the "PROJECT SCOPE" section of this RFP

   b) Costs and payment details, including all services, travel and applicable taxes

PART 5: Acceptance of Proposal

1) The County Commissioners reserve the right to accept or reject any and all bids and reserves the right to waive technicalities where such action best serves the interest of the County.

2) The County will be the sole and exclusive judge of quality and compliance with proposal specifications in any of the matters pertaining to this RFP. The County reserves the right to award the contract in any manner it deems to be in the best interest of the County.

Sealed proposals must be received at:

The Office of the Controller, 61 East Main Street, Uniontown Pa 15401 by no later than 3 p.m. on Thursday, February 16, 2017 via mail or in-person, at which time they will be opened and publicly read. Late proposals will not be accepted.

Prospective Respondents are responsible for having proposals deposited on time at the place specified and assume all risk of late delivery, including any delay in shipping or handling of the shipment by the couriers or Fayette County employees.