



County of Prince Edward
P.O. Box 382
111 N. South Street, 3rd Floor
Farmville, VA 23901
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Request for Proposals
WEBSITE DESIGN AND IMPLEMENTATION

RFP-19-02

This procurement is governed by the *Virginia Public Procurement Act* and all terms and conditions of the *Act* are hereby adopted and are made a part of this notice.

Contact Information:

All inquiries for project information should be addressed in writing to:

W.W. Bartlett, County Administrator

County of Prince Edward

111 N. South Street, 3rd Floor

P.O. Box 382

Farmville, VA 23901

TEL: 434-392-8837

FAX: 434-392-6683

wbartlett@co.prince-edward.va.us

Release Date: Wednesday, May 01, 2019

RFP Due Date: Wednesday, May 29, 2019 by 2:00 p.m.

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[1.] Introduction

Prince Edward County, Virginia is soliciting proposals to develop a new website. The County seeks a website that has a responsive web design, is easy to navigate and user friendly, serves as a marketing tool to highlight the County and its assets, and is able to incorporate additional components in the future. From the administrative perspective the site must be easy to update by users of varied technical expertise. The website is intended to provide information and online services for all County departments and constitutional offices. The goal of the redesign is to provide more interactive services and enhanced features and simplify the updating process.

Prince Edward County is seeking proposals from highly qualified, experienced website development companies to influence, design, and develop its website. The preferred strategic partner should have experience in developing local government websites, with expertise in best practices regarding:

- Website redesign
- User experience and usability testing
- Website development and deployment
- ADA compliance
- Content strategy
- Social media integration
- Search engine optimization
- Responsive design
- Compliance with web industry and information security standards

Prince Edward County is located in the Heart of Virginia and is the primary commerce center for seven counties with a service area of over 150,000. The most recent census (2010) has the population estimated at 22,703. The County is the home of two institutions of higher education, Longwood University, which hosted the 2016 Vice Presidential Debate, and Hampden-Sydney College, which is one of the oldest institutes of higher education in the United States. Prince Edward is full of outdoor recreational opportunities with High Bridge Trail State Park and the Farmville Blueway running right through the heart of Farmville and multiple State Parks in the County. The area is rich in history and was the location for the last battles of the American Civil War and the first struggles of the Civil Rights Movement, which was led locally by teenagers. The community is alive with cultural opportunities, has a

thriving downtown area in Farmville, the heart of the County, and is continually growing with economic development opportunities.

The county is centrally located at the crossroads of U.S. 460, a primary east-west corridor, and U.S. 15, a primary north-south corridor, which provide direct access to interstate highways I-95, I-85, I-81, and I-64. Richmond, the capital of Virginia, is 63 miles to the east; Lynchburg is 47 miles west; Charlottesville is 60 miles north; and Norfolk/Hampton Roads is 150 miles southeast. Washington, D.C. is located 180 miles north of Prince Edward County. The County has areas that are well-served with internet service and others areas that are rural with little to no options for internet service. This makes it paramount that the website developed has a responsive design and can accommodate all types of devices and cellular services.

[2.] Project Background

[2.1] Introduction

Prince Edward County has a website (www.co.prince-edward.va.us) that is functional but outdated. The County is interested in providing residents, visitors, and business with more interactive services and enhanced features. The County would like the design of the site to be more engaging and representative of the community and what it has to offer.

The website had 3,072 active users in the last month. The top 10 webpages include:

1. Homepage
2. Departments
3. Commissioner of Revenue
4. Government
5. Waste Management
6. Clerk of Court
7. Treasurer
8. Animal Control
9. Administration
10. Current Job Openings

[2.2] Current Website Usage

- Age range distribution:
 - 18-24 | 27.5%
 - 25-34 | 33.5%
 - 35-44 | 15.5%
 - 45-54 | 12.5%
 - 55-64 | 5.5%
 - 65+ | 5.5%
- 95% US based
- 46% female | 54% male
- Average session duration: 00:01:17
- Bounce rate: 50.47%
- Browser usage:
 - Chrome | 49%
 - Safari | 22%

- Internet Explorer | 13%
- Edge | 7%
- Firefox | 5%
- Other | 5%
- Operating System:
 - IOS | 55%
 - Android | 44%
 - Windows | 2%

[2.3] Objectives

The updated website should:

- Be easy to manage and maintain by County staff members;
- Keep the end user perspective in mind and should be easy to navigate;
- Be secure from external threats (information and system security);
- Promote transparency of County government operations;
- Provide clear communications; and
- Ensure bandwidth efficiency and be adaptive to user network speeds.

[2.4] Target Audiences

- Residents and potential residents of varying backgrounds, reading and language ability
- Potential visitors to the community
- Businesses operating in the community and potential businesses
- State/local government and non-profit agencies that support and complement our community's business
- Elected and appointed officials
- Community members and organizations
- Local and national media
- Local school districts and students
- Land owners and developers (resident and non-resident)

[2.5] Contact Information

Proposer submissions should be sent to:

Wade Bartlett

Prince Edward County Administration

P.O. Box 382

Farmville, VA 23901

[3.] Project Scope

[3.1] Hosting & Support

Proposals should include the following information:

- Hosting location and bandwidth ability
- System uptime statistics and maintenance schedule
- What redundancy your hosting offers and what your DR plan is
- Hours of support and location of support

[3.2] Required Elements

- ADA compliance
- Strong search function to navigate to needed information
- “How Do I...” search feature
- Contact Us form for comments and questions
- Integration with multiple social media sites
- Print-friendly pages
- Responsive web design; mobile device accessibility
- Ability to accept online payments
- Easy to use interface for content managers
- Ability to display photos and videos for marketing purposes
- Provide fillable forms that can be electronically work flowed to appropriate party
- Must be adaptive to end-user network limitations (bandwidth availability)
- Must be able to allow County employees to add fillable forms as needed

[4.] General Submission Information

[4.1] Proprietary Information

The Code of Virginia states, “Trade secrets or proprietary information submitted by a bidder, offeror, or contractor in connection with a procurement transaction shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the bidder, offeror, or contractor must invoke the protections of this section prior to or upon submission of the data or other materials, and must identify the data or other materials to be protected and state the reasons why protection is necessary.”

[4.2] Minority Bidders

Prince Edward County encourages all businesses, including small, minority and women- owned business, to respond to all invitations to Bid and Requests for Proposals.

[4.3] Availability of Funds

It is understood and agreed between the parties that Prince Edward County shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this agreement.

[4.4] Choice of Law and Venue

Any disputes arising under a resulting contract, that cannot be resolved between Prince Edward County and the Contractor, must be resolved in the Circuit Court of the County of Prince Edward. Any resulting contract shall be governed by the laws of the Commonwealth of Virginia, exclusive of its choice-of-law rules. The Contractor shall comply with all applicable federal, state and local laws and regulations now in effect or hereafter adopted.

[4.5] Termination of Contract

It shall be the sole right of the County to terminate any contract upon written thirty (30) day notification to the Contractor.

[4.6] Nondiscrimination Clause

In accordance with Section 2.2-4311 of the Code of Virginia, every contract for goods or services over \$10,000 shall include the following provisions:

1. The Contractor will not discriminate against any employee or applicant for employment because of disability, race, religion, sex or national origin except where religion, sex, or national origin is a bona fide occupational qualification reasonably necessary to the normal operation of the Contractor. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
2. The Contractor, in all solicitations or advertisements for employees placed by or on behalf of the Contractor, will state that such Contractor is an equal opportunity employer.
3. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.

The Contractor shall include the provisions of the foregoing paragraphs, 1, 2 and 3 in every subcontract or purchase order over \$10,000 so that the provision will be binding upon each subcontractor or vendor.

[4.7] Drug Free Workplace

In accordance with Section 2.2-4312 of the Code of Virginia, during the performance of this contract, the Contractor agrees to:

1. Provide a drug-free workplace for the Contractor's employees.
2. Post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, possession, or use of a controlled substance or marijuana is prohibited in the Contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibition.
3. State in all solicitations or advertisements for employees placed by or on behalf of the Contractor that the Contractor maintains a drug free workplace.
4. Include the provisions of the foregoing clauses in every subcontract of purchase order over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

[4.8] Insurance

The chosen Contractor shall be required to indemnify and hold harmless Prince Edward County. The Contractor shall purchase and maintain in force, at Contractor's expense, such insurance as will protect the Contractor and the County from claims which may arise out of or result from the Contractor's execution of the work, whether such execution be by Contractor's employees, agents, subcontractors, or anyone acting on Contractor's behalf. The Contractor shall furnish a copy of an original Certificate of Insurance, naming the County of Prince Edward as additional insured.

The Contractor will provide a minimum of liability insurance as follows:

- Workmen's Compensation-statutory limits
- Contractor's liability covering all operations performed by the contractor or any subcontractor with limits of not less than \$1,000,000 combined single limit.
- Automobile liability insurance-all owned, non-owned and hired automobiles with same limits as above.

Certification of above insurance requirements will be required before the issuance of an award. Also required to be submitted with the insurance certificate is the complete address, phone number and contact person for the insurance company. The authorized agent signing on behalf of the Insurance Company must submit certification that they are a licensed agent to do business for the Company within the State of Virginia.

[4.9] Hold Harmless

The successful Proposer shall indemnify and hold harmless the County and its employees, offices, and all of its departments, divisions, and authorities from all claims, loss, damage, injury liability, costs and expense of whatsoever kind or nature (including attorney's fees) caused by or resulting from the Proposer's negligent performance of any of the services furnished under any agreement resulting from this Request for Proposals.

[5.] Request for Proposal Timeline

The following timeline will be followed during this process:

- Request for Proposal (RFP) posting date: May 1, 2019
- Written questions about the RFP due by: May 16, 2019 at 2PM
Send all questions to: County Administrator, Wade Bartlett at wbartlett@co.prince-edward.va.us
- Final proposal submissions due: May 29, 2019 at 2PM
- Prince Edward County RFP response review and evaluation completed by: June 12, 2019

[6] Proposal Requirements

[6.1] Company Information

Proposals must include the following company information:

- Legal name
- Federal ID number
- Year founded
- A list of officers (names and offices held)
- Headquarters address and the locations of offices from which project staff will be drawn for this engagement
- Number of employees in the company
- A contact name, phone number, and email address of the person who will respond to questions during the evaluation process
- A listing of sites in your design portfolio
- Three reference contacts for which your company has done similar projects in Virginia

[6.2] Project Information

Proposals must include the following project information:

- Project plan and timeline
- Project Management Approach
- Project line item budget that includes:

- Website redesign fee from start to finish
- Any software proposed and prices
- Staff training
- Content migration
- Ongoing costs for maintenance, hosting and support
- Cost for future website redesign or refreshes
- A sample homepage of what you envision our site would look like
- At least two previous government website designs, including at least one that was for a locality in Virginia (a link for the sites is all that is necessary)
- A draft site map for the new site

[6.3] Prince Edward County Website Requirements

As stated in [3.1] and [3.2] above:

[3.1] Hosting & Support

Proposals should include the following information:

- *hosting location and bandwidth ability*
- *system uptime statistics and maintenance schedule*
- *what redundancy your hosting offers and what your DR plan is*
- *hours of support and location of support*

[3.2] Required Elements

- *ADA compliance*
- *Strong search function to navigate to needed information*
- *“How Do I...” search feature*
- *Contact Us form for comments and questions*
- *Integration with multiple social media sites*
- *Print-friendly pages*
- *Responsive web design; mobile device accessibility*
- *Ability to accept online payments*
- *Easy to use interface for content managers*
- *Ability to display photos and videos for marketing purposes*
- *Provide fillable forms that can be electronically work flowed to appropriate party*
- *Must be adaptive to end-user network limitations (bandwidth availability)*
- *Must be secure from internal and external threats both in terms of both information and system security*

[7.] Proposal Selection Process

Proposals will be evaluated based on previous website designs submitted with proposal, the quality of the sites designed, time to completion, and price. The County reserves the right to reject any proposals.

[8.] Proposal Submission Guidelines

- Proposers should submit one original hardcopy of the proposal that includes the ink signature(s) of the company officer(s) authorized to submit such proposal, 2 paper copies of the proposal, and 1 digital copy of the proposal, including Attachment A on a thumb drive. The submission

should be delivered to the address listed above in a sealed envelope marked: "RFP-Website Proposal."

- It is the responsibility of the Proposer to inquire about and clarify any requirements of this request for proposal that are not understood.
- Any information relative to interpretation to these specifications shall be requested in writing at the email address listed above by the date listed.
- All formal proposals submitted shall be binding for sixty (60) calendar days following the proposal opening date.
- Each proposal is received with the understanding that the acceptance in writing by Prince Edward County of the Proposer to furnish any or all of the services described therein, shall constitute a contract between the Proposer and the County. The contract shall bind the Proposer to furnish and/or deliver the services quoted at the prices stated.
- Ownership of all data, materials, and documentation originated and prepared for the County pursuant to the RFP shall belong exclusively to the County and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets of proprietary information submitted by a Proposer shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the Proposer must invoke the protection prior to or upon submission of the data or other materials, and must identify the data or other materials to be protected and state the reasons why protection is necessary.

[9.] Proposal Selection Process

[10.1] Best Value Selection Process

This RFP is a competitive procurement process which helps to serve the best interest of Prince Edward County. It also provides firms with a fair opportunity for their services to be considered. The process of selection by "best value" being used in this case should not be confused with the process of "competitive sealed bidding." "Competitive sealed bidding" is used where goods or services being purchased can be precisely described and price is the sole determining factor. With "best value," on the other hand, price isn't the sole determining factor, although it may weigh heavily, and Prince Edward County has the flexibility that it needs to negotiate with one or more firms to arrive at a mutually agreeable relationship based on the "best value" proposal for the County.

Best value is a measure that not only incorporates cost, but also considers other factors such as the County's evaluation of the Proposer's ability to: meet the County's goals and objectives, complete the project, fulfill all requirements, provide qualified resources, react to unexpected events, resolve issues, provide quality support after project completion, and others. Proposers are to make written proposals which present the Proposer's qualifications and understanding of the work to be performed.

[10.2] Presentation

Selection shall be made of two (2) or more Proposers deemed to be fully qualified and best suited among those submitting proposals, on the basis of the factors outlined in Request for Proposals. Presentations shall then be conducted either online through video or in-person with each of the Proposers so selected. Price shall be considered in the decision process, but need not be the sole determining factor. After presentations have been conducted with each Proposer so selected, Prince Edward County shall select the Proposer which, in its opinion, had made the best proposal and shall award the contract to that Proposer based on a "best value" determination. Presentations with selected Proposers will be scheduled once the review committee has evaluated the submissions.

[10.3] Proposal Evaluation/Scoring Criteria

<u>Criteria</u>	<u>Maximum Points</u>
Company history, key staff expertise and resources	10
Ability to meet the County's requirements	20
Project structure, plan and approach	15
Portfolio of similar projects	20
Quality of references	15
Proposed project cost and deliverable schedule	20
	(100 possible points)

[11.] Payment Terms

[11.1] Fixed Price Bid

Prince Edward County is seeking a fixed price bid for this project.

[11.2] Holdback Requirement

Invoices will be submitted to the County, and payment shall be made, after the satisfactory completion and acceptance by the County of each deliverable outlined in section 6 above. Each invoice will be subject o a 10% holdback that will be paid upon the successful completion and acceptance of the entire project. If the Contractor fails to complete the project according to the terms of the resulting contract, any and all retained funds shall be forfeited to the County as liquidated damages.

[11.3] Deliverable and Project Acceptance Process

At the start of each project phase, the County project manager and the successful Proposer project manager will agree on the requirements and acceptance criteria for each phase and deliverable. A deliverable or project phase will be considered completed after the County has accepted and signed off on the acceptance criteria.