



OTSEGO COUNTY REQUEST FOR PROPOSALS WEBSITE DEVELOPMENT

BID 2008-4

Part 1: Introduction, Background and General Information

Otsego County has maintained a presence on the World Wide Web since early 2005. Otsego County Government is divided into roughly 30 departments. The domain name for the County's website is www.otsegocountymi.gov. At present the website is primarily information only site. There are a little over 300 html files (web pages), 383 Adobe PDF documents, 21 Word documents, and 66 image and picture files. The County had 178,405 total web page hits from December 1, 2006 through June 30, 2007. The current site was designed internally using a template from another county and is hosted by the Otsego County Library. The County currently contracts with an employee of the Library to post updates to the website. The County is now interested in having a more robust website with the ability to maintain the site internally with existing staff.

1.1 Project Overview

The purpose of this document is to provide interested parties with enough information to prepare and submit a proposal for professional services in the defined service areas. Otsego County will use the results of this process to award a Professional Services Contract for the work described herein.

The County would like a website that is designed from the customer's perspective. We want the operation of this system to be what the majority of our customers would design themselves. We are looking for a plan that gives us a consistent "look and feel" to the site. We would like the choice of several themes that would provide the feel of a common thread to the system. We are looking for a plan that provides a simple and intuitive way to navigate between screens. A design that is easy to keep current and maintain.

IT Environment

At present, Otsego County is operating in a 32 bit operating environment with Windows 2000 and Windows XP clients. Other automated functions are utilizing Windows 2000/2003 servers. Most departments access servers via 100Mb connections over a 1 GB network backbone. However some departments are in remote locations and have VPN access via 11Mb or slower connections.

Part 2: Proposal Instructions

2.1 Submission Instructions

Submit three original proposals and one electronic (Adobe PDF) on Compact Disk media in a sealed package to this address:

John Burt, Otsego County Administrator
225 W. Main Street
Gaylord, Michigan 49735
Marked: Proposal for Website Development, BID 2008-4

2.2 Project Timing

The following is a project RFP response timeline. Specific project timelines will be developed by the successful respondent.

| | |
|----------------------------|--------------------------------|
| RFP Released | Friday, April 25, 2008 |
| Clarification Request List | Friday, May 9, 2008 |
| Questions | Friday, May 9, 2008 |
| Responses Due/Bid Deadline | Friday, May 16, 2008, 12:00 pm |

Clarification Request List. Clarification letters to any questions will be sent to all known potential bidders. If you want to be on the Clarification Letter List you will provide your contact information to John Burt using the above contact information, by April 9, 2008.

Questions. If you have any questions about this RFP or the proposal procedures, submit them in writing or by fax by the question deadline of May 9, 2008. Questions received after this deadline will not be considered. All questions received before the deadline will be answered in writing by the County and mailed and/or faxed to all vendors on the bid list. The requestor is responsible for notifying the County of any problem in receiving written replies.

Bid Deadline. Proposals must be received at the location stated above no later than 12:00 p.m. local time on May 16, 2008. Proposals received after the deadline will not be considered. Bids shall be in U.S. dollars and shall remain firm and shall not be withdrawn for a period of sixty (60) calendar days after bid opening.

There will not be a public bid opening for responses to this RFP.

2.3 Proposal Acceptance and Rejection. The County reserves the right to accept, reject or negotiate any or all bids, to waive or not waive informalities or irregularities in bids or bidding procedures, and to accept any bid determined by the County to be in the best interest of the County, regardless of price. Vendors located in Otsego County receive a 5% cost variance for low bid determination.

2.4 Contact Personnel

Any requests for clarification and/or additional information shall be directed to the following person:

John Burt, Otsego County Administrator
225 W. Main Street, Suite 203
Gaylord, Michigan 49735
Tel: (989) 731-7520
Fax: (989) 731-7529
Email: jburt@otsegocountymi.gov

Part 3: Proposal Format

All proposals must follow the same format. No exceptions to this format will be accepted. To be accepted for evaluation, the proposal format must address all required components in order.

The aim of the required format is to simplify the proposal preparation and evaluation processes and to ensure that all proposals receive the same orderly review.

All proposals **must** include the following components:

A. Company Overview. Include the following information about the Respondent: a) company name, address, phone number, fax number and internet address, b) year the company was established and any former names, if applicable, c) type of ownership and parent company, if applicable, d) location of the office or offices that will provide the project services, and e) brief statement of the company's background demonstrating longevity and financial stability.

B. Project Services. Include a detailed listing of what services the responding company will be providing.

C. Project Team. Include a project team organizational chart that clearly identifies project manager and all personnel to be assigned to the project, providing resumes and individual areas of responsibility for each.

D. Project References. Include project descriptions that demonstrate capabilities in project services and experience with similar clients for at least three references. Include the company name, name and title of the contact, phone number, address, Company URL, and brief history of relationship with client.

E. Timeline. Include a project timeline with milestones and resource estimates by project phase.

F. Proposed Fee. Include a detailed project budget.

G. Additional Information. Include any appropriate additional information that supports your proposal.

H. Site Ownership. The developer should explain their policy and limitations on site ownership. Details such as ownership of text, interface, database, graphics, logos or other artwork as well as program and process rights should be included. Identify and explain all ownership options.

J. Website Hosting. Developer should identify their capabilities to provide web-hosting services. A detailed explanation and description of the infrastructure, where site would be hosted, connectivity to Internet, security and management should also be included, as well as detail on fees for hosting and any other available services that would have an additional cost.

K. Oral Presentation. Otsego County may short-list developers that it feels, in its sole judgment, are the most qualified candidates to perform the work. Short-listed submitters may be required to make individual presentations to Otsego County prior to the final decision. Otsego County will advise Respondents as to the date, time and place for such presentation.

Part 4: Evaluation of Proposals

The following criteria will be considered when making an evaluation of the proposals:

A. Conformance to Proposal Format. The proposal will be evaluated for compliance with the instructions set forth in this proposal.

B. Staff Qualifications and Expertise. The proposal will be evaluated based on the Respondent's demonstrated ability and staff qualifications.

C. Web Development Expertise. The proposal will be evaluated based on the Respondent's demonstrated expertise and experience with interactive web service development.

D. Similar Project Experience. The proposal will be evaluated based on similar project experience. Technical nature, complexity, organizational size, and public sector experience will be considered. Project references will also be evaluated.

E. Service Capacity and Accountability. The proposal will be evaluated based on the Respondent's capacity to provide the requested professional services. Resource levels, management practices, and project commitment and accountability will also be considered.

F. Fee. The proposal will be evaluated on a complete description of the staffing levels and total cost estimate.

Part 5: Objective and Scope

The successful contractor must be able to provide the following services to Otsego County:

A. Website Features. The County wants a site that is designed from the users' perspective, not from the perspective of the County's employees or the organization's internal structure. The new website will incorporate the following:

1. **Navigation.** The design will allow visitors to easily and quickly navigate the site to find desired information. Top or side navigation bars are to be utilized with possible drop down or flyout menus used.
2. **Visually Appealing.** The site must have an attractive mix of text and graphics. (Avoid dark or busy backgrounds).
3. **Common Theme.** Each section of the site must have a common look and feel.
4. **Update Internally.** The County employees must have the ability to easily update/upload information.
5. **Web Page Transfer:** All existing website information will be transferred by the successful Responder to the County's new website.
6. **Form Submission.** The site will allow for a variety of forms to be available which can be filled out and submitted online. There will be nine (9) forms created including the following: employment application, application for street address, application for road name assignment, property transfer affidavit, request for resolution of recognition, request to rescind homeowner's principal residence exemption, vendor registration, and application for appointment to committees, boards and commissions. Copies of the existing forms are enclosed with the rfp. At a minimum the County must be able to alter the forms created by the vendor. The proposal must specify whether or not the County would have the ability to create new forms internally. These will be secured, encrypted forms which also require the website user to acknowledge the terms of submission using a check box.
7. **Payment Information.** The site will generate automatic email to the submitter regarding payment amounts and address of payee. If payment is not received in a pre-defined period of time, the system will automatically generate a payment reminder to payer and payee. A third-party vendor may be used. If third party vendor is proposed including the company name, setup cost and any ongoing fees in the proposal.
8. **Surveys.** The site will allow Otsego County to post survey questions to be answered online. This feature will allow members to see the results of the survey answers.

9. Search. The site will include a search feature allowing visitors to enter a topic and receive a list of related link on the site.
10. Calendar. An interactive calendar will be included on the site allowing members to click on links to connect to scheduled activities of the organization.
11. Links. The site will include links to affiliated organizations and sponsors.
12. Site Map. The website will include a “site map” listing all major functional areas on the site.
13. Statistical Information. The proposal must include the ability for the County to track usage of its website. Please include examples of the reports and a description of statistics that will be available.
14. Text Size. The County would prefer a reasonably large font size to make its website more user friendly for those users with less than 20/20 vision. RFP responders should identify whether their design would include dynamic page widths.
15. Most Visited. The software should track which departments or portions of the website are most visited and include a section with links to those portions of the website.
16. Contact Database Sign-up. The software should include the option for the website user to enter their email address to be in the County’s contact database to receive information from the County.

B. Website Updating.

1. The new website design will allow for Otsego County staff or designees to update information on the site such as: meeting schedules, agenda, minutes, events, newsletters, maps and page creation.
2. The proposal must include necessary training of staff in updating and maintenance of the website.
3. The proposal will include any purchase of software needed for non-technical Otsego County staff or designees to update and maintain the website including licenses for each County Department.

Bid responses should be a complete solution to allow for this.

Part 6: Compliance with Law

The successful Contractor shall comply with all applicable federal, State and local laws and ordinances, rules and regulations, as well as any applicable policies.