

Request for Proposals



Rowan County, NC Website Redesign Project

130 West Innes Street
Salisbury, NC 28144

Overview

A final scope of work will be developed by Rowan County, in coordination with the respondent submitting the selected proposal, after the final selection. The following acts only as a preliminary scope to generally communicate the County's expectations. Rowan County wants to completely redesign its online communication systems so that residents, businesses, and visitors, both current and potential, can easily navigate and access information, communicate with the County through site interaction, and download any necessary County forms.

Effective websites provide interactive content that keeps users engaged and coming back. Effective websites also must ensure that content sought is easily found and that navigation remains user friendly across all browsing platforms evolving with technology advances. Currently Rowan County uses an on-premise hosted and customized version of the DotNetNuke Content Management System with a mature and extensive site structure. Rowan County would like to continue our current method of updating content in a decentralized manner while providing support and guidance under the coordination and expertise of our Information Systems Webmaster. Rowan County will be in charge of content management on the redesigned website and will own all content.

Rowan County seeks the assistance of an individual or firm that can accomplish all of the functionality identified in this RFP but has the flexibility of providing this functionality over time, if needed due to budgetary constraints. Rowan County also seeks a company that has the capability of integrating additional features that may be needed in the future.

Situational Analysis

Rowan County is seeking to enter into a professional services agreement with a qualified vendor with extensive government experience to design and implement a new County website based on the above strategy. The emphasis is on incorporating extensive content management tools and database driven architecture while providing a user-friendly and intuitive site structure and an interface that is both attractive and ADA compliant. Rowan County's primary and official website URL is <http://www.rowancountync.gov>. Our website functionality is highly dependent on linkage and integration with the following list of 3rd party service providers that provide for a full array on citizen services. Rowan County has a contract with Chandler Thinks to perform a county-wide branding effort that involves a logo, slogan and comprehensive marketing plan that should be incorporated into the redesign efforts for the Official Rowan County homepage. Information on this project can be found at: <http://www.brandingrowancountync.com>

Rowan County Background

Rowan County Demographics as of December 2015

Population & Growth	Population	Annual Growth
2019 Proj. Total Population	141,719	0.2%
2014 Proj. Total Population	140,084	
2010 Census Total Population	138,428	0.6%
July 2014 Certified Population Estimate (NC only)	138,710	

Additional data is available from: <http://accessnc.commerce.state.nc.us/docs/countyProfile/NC/37159.pdf>

Location and Historic Sites

Located in the heart of North Carolina's Piedmont, Rowan County is attractively and conveniently nestled between the state's largest city and it's Capitol. Home to many of the state's historic sites, including the NC Transportation Museum in Spencer and the NC Confederate Civil War Prison in Salisbury.

Project Timetable:

Request for Qualifications:	February 15, 2016
Qualifications Packages Due:	March 14, 2016 5:00 PM
Firm Interviews/Statement of Work:	March 21 – 25, 2016
Anticipated Award of Bid:	April 4, 2016

Instructions and Time Frames:

Respondents are to submit sealed proposals, which will be evaluated by Rowan County to determine its correctness/completeness. The sealed proposal must be clearly labeled on the outside of the envelope or package **"Website Redesign Project"** in order to be considered. Submit one marked original and two (2) complete copies of the proposal.

Submission Location: Rowan County Finance Department
Attn: David Sifford, Purchasing Agent
130 West Innes Street, Suite 110-120
Salisbury, NC 28144

Submission Deadline: Monday, March 14, 2016 at 5:00 PM

Contact/Questions: Inquiries about this request for proposals must be in writing and directed to:

Randy J. Cress, Chief Information Officer
Rowan County Information Systems Department
130 West Innes Street, Suite 310
Salisbury, NC 28144
Phone: (704) 216-8114
Email: Randy.cress@rowancountync.gov

***Note:** Bidders must contact Randy Cress and/or David Sifford to indicate that they will be offering a qualifications package in order to receive addendum and/or changes to the RFP. No contact with any Rowan County employee is allowed during this process without first submitting the written question/inquiry to Randy Cress (randy.cress@rowancountync.gov) or David Sifford (david.sifford@rowancountync.gov).

Vendor Qualifications

The intent of this RFP is to enable Rowan County to evaluate vendor experience, qualifications, and capabilities for developing and implementing a new County website. The desired qualifications are outlined below. Responders are to submit a written narrative corresponding to each of the numbered items:

1. Introduction

- a. Company Overview and Summary
- b. Company Profile
- c. Company History
- d. Contact Information
- e. Office location(s) (Include business address)
- f. Demonstrated company financial stability

2. Team members and roles assigned

- a. List all personnel to be assigned to this project – their title, role (e.g., project management, programming, and graphics)

3. Governmental website design experience

- a. Vendor's government clients (please list city/county name and website URL)
- b. If no previous county government experience, please explain relevant government website experience (please list other government clients/URLs)
- c. References (minimum three references, including all contact information below)
 - i. Client Name
 - ii. Client Contact Person
 - iii. Phone and Fax
 - iv. Client Address
 - v. Website Address

4. Technical, support and hosting services (describe available services)

- a. Maintenance of CMS and data backup schedule
- b. System for software updates
- c. Site hosting features
- d. Client training during implementation of project
- e. Availability of self-service training, documentation, and technical support
- f. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
- g. Adherence to U.S. Federal Government ADA requirements
- h. 24/7 support
- i. Security for both County staff and users
- j. Other

5. Project development approach

- a. Outline all project phases and deliverables
- b. Include detailed requirements for County staff involvement
- c. Estimated timeline

- 6. Vendor/governmental contract performance (Please provide two examples that include all of the following)**
 - a. Client name
 - b. Contract duration
 - c. Project outcome
- 7. Project pricing range/cost for services outlined**
 - a. Include options for multi-year purchase
 - b. Include options for multi-year support and training
- 8. Description of modules and features included with the Content Management System**
- 9. Any additional relevant information**

Vendor Selection Process

The selection process will involve the following phases:

Phase 1: The Web Redesign Working Group will evaluate vendor submittals. The initial review will determine conformance to submission requirements and whether responses meet minimum criteria established. Review will include the vendor's acceptance of RFP terms and completeness of submissions. The evaluation criteria will be based on the following structure:

- a) Proposed fees
- b) Vendor's prior experience, capabilities and proven record of expertise in providing similar services
- c) The technical approach to the County's presented challenges
- d) The capacity and comprehensive nature of training during implementation, ongoing training / retraining
- e) References, including current and former clients

Phase 2: Interview of chosen qualified vendor(s).

Phase 3: Web Redesign Working Group will check references given.

Phase 4: Rowan County will enter into negotiations leading to a professional services agreement.

Services to be Provided

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 Rowan County. If the County elects to have a demonstration, the respondent may be required to do so at the Rowan County Information Systems 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 our Web Redesign Working Group. It is understood that any costs for on-site or web/conference call demonstrations shall be the sole responsibility of the respondents.

Project Initiation

Responses must indicate the approximate length of time required after the contract award date, before the new Website can be implemented. Responses must also provide a sample time-phased project plan for initial implementation including tasks and responsible parties as part of its response.

Integration with Back-End Systems

Integration with back-end systems and existing databases and information systems is critical to the Website. Response must indicate how the vendor would approach the problem of interfacing with existing back-end databases, systems and services currently provided on the site. Current integrations include Active Directory authentication for employee logins, Live queries to dataset contained in relational database (Microsoft SQL and IBM iSeries),

Current Vendors for E-Services

Vendor should be able to work with current e-services providers, integrate those e-services or provide a replacement solution into the design of individual department's sites.

Tax Record Search - <http://rowan.ustaxdata.com>

GIS - <http://rowan2.connectgis.com>

EnerGov Citizen Access Portal -

<https://energovweb.rowancountync.gov/EnerGovProd/CitizenAccess/Site/Public/Main>

Library Catalog - <http://catalog.rowanpubliclibrary.org>

Online Meeting Archive - https://rowancountync.granicus.com/ViewPublisher.php?view_id=2

OSSI P2C - <http://ossip2c.rowancountync.gov/p2c>

Register of Deeds Document Search - <http://rod.rowancountync.gov/external/User/Login.aspx>

Vital Records Requests - <https://rowanrod.permitium.com/rod>

Marriage Application - <http://rod.rowancountync.gov/marriageapplication>

Handgun Permit Purchase - <https://rowanso.permitium.com>

Function/Modules and CMS Capabilities

The redesigned website will be expected to support the following functions. This list is not meant to be all inclusive. Additional items may be determined as the new website is created and any exceptions to this list should be noted in your response.

No	Component/Module Name	Function
1	Audience-based navigation	Intuitive design navigational features
2	Automatic expirations	Expiration dating and dated posting
3	Breadcrumbs	Navigation Tool for Site Hierarchy
4	Browser-based administration	Update, delete and create template-based Web pages
5	Mobile-friendly browser-based administration	Update, delete and create template-based Web pages from Mobile devices
6	Calendar – departmental as well as agency-wide	Update/publish calendars by both department and agency-wide
7	Calendar subscription management	Download or subscribe to .ICS/Web CAL file
8	Contact us - departmental pages	Dynamic Content with simplified contact listing for email, phone, address
9	Cascading Style Sheet (CSS)	Customizable templates based on County branding efforts
10	Department home pages	Dynamic Content
11	Department home pages as sub-sites	Dynamic Content with unique attributes tied in with main CMS
12	Directories and Listings	Dynamic Content
13	Document / File Repository	Portal to upload, store and retrieve document in their native formats
14	E-subscriptions	User-managed subscription for communication
15	Alerts Center & Emergency Alert Notification	Prominent global site notification when visiting the site
16	Exit page	Notice of leaving site as needed for external web links
17	Frequently Asked Questions (FAQs)	Dynamic Content
18	Website Analytics integration	Site analytics with Google Analytics support
19	Real-User Monitoring Support	Support for RUM .js page injection of all content from Pingdom Monitoring
20	Hyperlink utility	Link function and notification utility
21	Intranet/Extranet	User-restricted pages as a fully unique site from the County public site using the same CMS
22	Maps	Ability to display maps on the site page based on department or event location dynamically
23	Maps with Location Awareness, mobile support	Content sensitive pages based on current visitor location on mobile devices with "Open in" native app option
24	Multi-lingual translator	Dynamic text translator for all non-graphic content
25	News and Announcements - departmental and agency-wide	Dynamic content with expiration options
26	News releases	Online publishing
27	Newsletters/E-Zines or integration	Subscription and online publishing
28	Rich online forms management	Online fillable forms, publishing, tracking and database export
29	Photo gallery	Dynamically generated photo boxes from gallery content
30	Printable pages	Print-friendly function
31	Automated PDF Converter	Ability to generate PDF content from page links
32	Short link, static URL creation	Ability to have fixed page links with internal or external support short links
33	Public Notices	Dynamic Content
34	Rotating Photos/Banners	Dynamic image display
35	RSS Feeds	RSS feeds for news, announcements and lists
36	Shortcuts	Ability to redirect or truncate URLs
37	Site Search	Internal site search engine with keyword support
37	Focused Search Bar	Focused search based on website context or quick selection button

38	Document Search indexing	Ability to return results from document/file libraries in search results for PDF, Office documents and keyword metadata in files
39	Social Media interface	Integration with Facebook, Twitter and other social media sites during content creation
40	Per page social media status	Social media counter integration for "liked" or "tweeted" pages
41	Survey/Polling capability	Poll/questions with answer tracking
42	Site index	Automated site index page for ease of navigation
43	Iframe integration for 3rd party content	Support for IFRAME content
44	Large media storage	Support for media storage and content serving
45	Integration with ESRI ArcGIS for mapping content	Potential to use ArcGIS layers for mapping
46	Mega Menu - How Do I... support	Support to reduce multiple clicks to reach key content with Mouse-over Menu Structure
47	Mobile device compatibility	Ability to generate a responsive design page for various browser and device types
48	Online Payment integration	Ability to pass transaction information to 3rd party payment processor to reduce rekeying
49	Resource scheduling and coordination	Capability for facilities and team management
50	Real Estate Listing	Ability to list and expire real estate locations with text and graphics
51	Content Management System Training and Online Help	Training materials for Content Authors that is available through training and online help
52	User & Group Administration Rights	Ability to allow granular hierarchy based content authoring across multiple departments
53	Secure site browsing by default	Support for HTTPS Everywhere: https://www.eff.org/https-everywhere
54	Calendar Event Registration	Event registration with tie in to existing calendar system
55	Facility Registration	Facilities registration module for Park space and/or rooms
56	Customizable side widgets	Ability to adjust which modules exist on subpages from a design perspective (not user-based)