

**Request for Proposals**  
**WEBSITE DESIGN AND IMPLEMENTATION**

Contact Information:

**A. BIDS ARE SUBJECT TO THE TERMS AND CONDITIONS OF THIS REQUEST FOR PROPOSAL AND SPECIFICATIONS.**

**B. Submit 3 COMPLETE HARD COPIES in a sealed envelope by Tuesday August 6, 2019 at 10:00 am and delivered to:**

**SAINT FRANCOIS COUNTY**

1 West Liberty Street Suite 300  
Farmington, MO 63640

**ATTN: Mr. Dan Duncan**

573-747-9558

dduncan@sfcgov.org

# Contents

1. Introduction
2. Project Background
3. Project Scope
4. General Submission Information
5. Timeline
6. Proposal Requirements
7. Selection Process
8. Submission Guidelines

## [1.] Introduction

St. Francois County, Missouri 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 communications 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 offices. The goal of the redesign is to provide more interactive services and enhanced features and simplify the updating process.

St. Francois 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

St. Francois County is located in southeast Missouri. The most recent census (2010) has the population estimated at 65,359. 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

St. Francois County has a website ([www.sfcgov.org](http://www.sfcgov.org)) that is functional. 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.

## **[2.2] 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;
- Be implemented 90-120 days after Proposer has been awarded. Website must be cut over on the new live site within the agreed project timeline; otherwise, a \$500 weekly penalty shall be applied until the project has been completed.

## **[2.3] 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
- Social Media

## **[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 link to online payments for certain Offices
- Easy to use interface for content managers
- Ability to display photos and videos
- 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] 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.

### **[4.2] Insurance**

The chosen Contractor shall be required to indemnify and hold harmless St. Francois 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 St. Francois 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.

Certification of above insurance requirements will be required before the issuance of an award.

### **[4.3] 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: July 23, 2019
- Final proposal submissions due: August 6, 2019 at 10AM
- St. Francois County RFP response review and evaluation completed by: August 13, 2019

## **[6] Proposal Requirements**

### **[6.1] Company Information**

Proposals must include the following company information:

- Legal name
- Federal ID number
- Year founded
- 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
- Three reference contacts for which your company has done similar projects in the United States

### **[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
  - A sample homepage of what you envision our site would look like

### **[6.3] St. Francois 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 add a simple link for online payments
- Easy to use interface for content managers
- Ability to display photos and videos
- *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**

- **Submit 3 COMPLETE HARD COPIES in a sealed envelope by Tuesday August 6, 2019 at 10:00 am to St. Francois County Clerk Office 1. W Liberty St Suite 300 Farmington, Missouri 63640.**
- 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 on the first page of this RFP 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 St. Francois 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.

## **[9.] Proposal Selection Process**

### **[9.1] Best Value Selection Process**

This RFP is a competitive procurement process which helps to serve the best interest of St. Francois 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 St. Francois 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.

#### **[9.2] Presentation**

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, St. Francois 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.

### **[10.] Payment Terms**

#### **[10.1] Fixed Price Bid**

St. Francois County is seeking a fixed price bid for this project.

#### **[10.2] 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.