

# SULLIVAN COUNTY, NH



## REQUEST FOR PROPOSALS

for

## WEBSITE REDESIGN, DEVELOPMENT, AND MANAGEMENT SERVICES

**Issue Date: August 3, 2018**

**Proposal Submission Deadline: August 31, 2018**

**PROPOSALS SHALL BE SEALED AND ADDRESSED TO:**

**Sullivan County Board of Commissioners' Office  
14 Main Street  
Newport, NH 03773**

Sullivan County seeks proposals from qualified vendors to redesign, develop, and host the County's website. The County seeks to update its website to enhance the user experience, simplify content management, and provide better information and customer service to the public and County employees while meeting high standards for design quality, visual appeal, and cybersecurity.

*Four (4) sets of the sealed proposal are due no later than 12:00 noon on Friday, August 31, 2018. Late proposals will be rejected.*

The proposals will be evaluated and a contract formally awarded at a regularly scheduled public meeting of the Board of Sullivan County Commissioners. Formal notification of the award to all proposers will occur immediately thereafter.

Copies of this RFP are available at [www.sullivancountynh.gov](http://www.sullivancountynh.gov)

Sullivan County is aware of the time and effort required to prepare responses to proposals and invites vendors to let us know of any proposal requirements that are unclear and/or create difficulty in responding. Sullivan County reserves the right to reject any and/or all proposals and to waive any informalities or irregularities in procedure.

Questions regarding the proposal should be directed to County Manager Derek Ferland at [manager@sullivancountynh.gov](mailto:manager@sullivancountynh.gov). If appropriate, a summary of questions will be posted on-line as an addendum to this RFP.

## **I. SCOPE OF WORK**

A. OVERVIEW: This RFP outlines Sullivan County's requirements to redesign, develop, and host the County's website. The County seeks a vendor with a proven record of performance in these areas. Vendors are invited to submit proposals on website design & development, site hosting & management services, or both. The period of performance is a three year base contract with two additional one year options.

The goal is to develop a website that promotes the County through a welcoming, sophisticated, user friendly and intuitive site. It should be visually attractive, interesting, dynamic, unique, and provide useful, relevant, and current information. The site must be accessible and functional using all the common web browsers, operating systems, and mobile devices, support a high degree of 'uptime' and be easy to maintain content by staff.

Primary elements of this project include:

- Design and configuration (evaluate current website features and recommend changes based on staff consultation)
- Interface with County data/systems
- Implementation consulting
- Staff training
- Content migration and conversion
- Testing
- Documentation
- Project management
- Reporting capability [feature or work element?]
- Hosting
- Ongoing maintenance and operations support

B. REQUIREMENTS: Vendor proposals should describe how the website will meet the following requirements:

- Compatibility with all types of web browsers, operating systems, and mobile devices
- Website that is intuitive for site users with minimal clicks to access information
- Content management system (CMS) that is easy for site administrators to add, edit, or delete information
- Robust keyword search capability that covers all content on the website
- Current and future ADA accessibility guidelines and any other applicable state and federal accessibility requirements
- Host site security and availability with ample warning of upgrades and scheduled outages
- Response procedures and timelines for website downtime, regardless of cause
- Homepage slideshow feature with photographs that can be updated easily

- Cross-referenced information should be hyperlinked from page to page within the website, with the home page link always visible
- Capability to maintain archive of existing and past records, such as agendas, minutes, and press releases
- Consistent navigation on all pages, with the ability to change the delivered menus or navigational tools by the Town as needed
- Robust site usage statistics to allow the County to analyze how the public is using the website.
- Site security that meets current industry standard guidelines
- Ability to link other government websites or portals (e.g, Upper Valley Lake Sunapee Regional Planning Commission GIS portal, Google Maps, etc.)
- Allow content editors flexibility in determining size and position of page features such as photographs
- Ability to add, change, and/or delete links between pages and/or to other websites as needed, with no vendor intervention required
- Provide initial training for site administrators and content contributors and technical support during contract term
- Allow CMS to be accessible externally – i.e., outside of County’s internal network
- Provide the ability to archive outdated documents and images
- Ability to optimize uploaded pictures and graphic files for quickest page loading
- Support for versioning and indexing of content to meet legal and policy-based
- Records Retention and Retrieval requirements
- Ability to reorganize content to different sections of the website/intranet without manually changing content links
- Provide hosted website in secure data center or equivalent site
- Maintenance/downtime scheduled outside of normal business hours, with at least one week notice to the County.
- Technical support for system outages and responds to priority service calls 24/7 with 2 hours guaranteed response time
- Site monitored for outages 24/7
- Ensure full system backups and provide recovery services to minimize impact to the County

C. TERM. The performance period for hosting and management services shall be for a base period of three (3) years with two additional one (1) year options. This performance period shall commence upon completion of the design & development phase of the contract.

## **II. PROPOSAL FORMAT & SUBMISSION REQUIREMENTS**

A. Responding firms shall submit four copies of the sealed proposals via US Mail. Electronic submissions will be rejected. Proposals must include the following minimum components:

1. Vendor name, address, and contact information of individuals authorized to answer questions.
2. Vendor Profile: summary of experience, office location and business address, and qualifications of professional staff to be assigned to this project.
3. References: Provide a list with current contact information of similar projects completed within the past three (3) years. Provide any additional data where your firm has previously worked for municipal governments. Describe how your specialty area of expertise was applied to those clients and how it relates to this proposal. If no previous experience with municipal governments, please explain relevant website development and management experience (provide client URLs).
4. Cost: The County requires that all costs be proposed on a “not to exceed basis.” RFP prices shall remain in effect for a period of 45 days from opening date of the proposal and are to remain firm once proposal is awarded. Please provide a breakdown of costs as follows:
  - a. Initial development effort. Include individual line items for all sub-elements to include concept design, website development, content migration, testing, site launch, and initial staff training.
  - b. Recurring annual costs. Include individual line items for site hosting, applicable licensing, staff refresher training, and technical support. Term of contract shall be for a base period of three (3) years with two additional one (1) year options.
5. Guarantees/Warranties: List any applicable guarantees or warranties.
6. Schedule: Provide a timeline for project completion and identify major milestones.
7. Acknowledgements: Firm acknowledges that it is an independent contractor and as such, shall receive no other compensation or considerations, such as those benefits, indemnifications and other considerations normally extended to employees of the County and is responsible for providing any required or voluntary benefits to its employees. The firm shall not compensate, in any way, a County officer or employee or any member of the family of such officer or employee in the performance of any work under this contract.
8. Insurance: The firm shall maintain insurance at all times and require its subcontractors to maintain the coverage below during the life of this contract:
  - a) Workers’ Compensation: The firm shall carry workers’ compensation insurance as required by the State of New Hampshire.
  - b) Comprehensive General Liability & Errors/Omissions: The firm shall maintain comprehensive general liability insurance policy, which includes coverage for contractual liability, in an amount of no less than \$1,000,000 per occurrence. The

provider shall have professional insurance/errors and omissions insurance with limits of not less than \$1,000,000 each occurrence.

- c) Motor Vehicle: The firm shall carry motor vehicle insurance to include bodily injury, property damage, and uninsured motorist coverage in an amount of no less than \$1,000,000 combined single limit per accident.
- d) Within 15 days of selection, firm shall provide an insurance certificate confirming the above insurance coverage. The insurance certificate and the underlying insurance coverage shall be issued by a carrier authorized to do business in the State of New Hampshire and having A.M. Best Company rating of "A" or better.
- e) A 30-day notice is required for cancellation and /or material change of coverage, sent directly to the Sullivan County Commissioners Office, 14 Main Street, Newport, NH, 03773.

B. The County reserves the right to reject any and/or all proposals, to waive any technicalities, informalities or irregularities, to accept or reject all or part of a proposal, and to be the sole judge of the suitability of the proposals offered.

C. In the event the successful awarded provider should default in the observance of the stipulations set forth in this Request for Proposal and such default is not corrected within 30 days of written notice, the County shall have the option of canceling the bid.

### **III. EVALUATION CRITERIA**

Proposals will be scored according to the following matrix:

- Cost (40%)
- Experience on Similar Projects (25%)
- Quality of Proposals/Understanding of Requirement (20%)
- Key Staff Member Qualifications (10%)
- References (5%)

**Questions regarding this request for proposals should be directed to Derek Ferland, County Manager, at [manager@sullivancountynh.gov](mailto:manager@sullivancountynh.gov).**