



DOUGLAS COUNTY BOARD OF COMMISSIONERS
PURCHASING DEPARTMENT

8700 Hospital Drive • Douglasville, GA 30134
Telephone (770) 920-7263 • Fax (770) 920-7219

October 14, 2019

Subject: Douglas County, Georgia, Board of Commissioners
Request for Qualifications-Website Design and Development
Solicitation No.: 19-023

Gentlemen/Ladies:

Enclosed please find the Douglas County Board of Commissioners Request for Qualifications for Website Design and Development.

The **Proposal Opening will be held on November 14, 2019 at 2:00 p.m. ET**, at the Douglas County Courthouse, Third Floor, Purchasing Bid Opening Room, at 8700 Hospital Drive, Douglasville, Georgia. You are invited to attend, or submit your proposal prior to the deadline as stated in the attachments.

Thanking you in advance for your interest and looking forward to your participation.

Sincerely,

Dawn D. Evers
Deputy Purchasing Director

Attachments

web site: CelebrateDouglasCounty.com

Persons With Hearing Or Speech Disabilities Who Need To Contact Douglas County May Place Their Call Through The Georgia Relay Center At (800) 255-0056 (Text Telephone) Or (800) 255-0135 (Voice Telephone).



DOUGLAS COUNTY, GEORGIA, BOARD OF COMMISSIONERS

*Purchasing Department
8700 Hospital Drive
Douglasville, Georgia 30134*

REQUEST FOR QUALIFICATIONS (RFQ)

WEBSITE DESIGN AND DEVELOPMENT

SOLICITATION NO: 19 – 023

COMMUNICATIONS AND COMMUNITY RELATIONS DEPARTMENT

October 2019

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I. Purpose

Douglas County Board of Commissioners (“The County”) is soliciting statements of qualifications and performance data for website design and development services for the County. The County's needs are outlined in the following Request for Qualifications (“RFQ”). Douglas County Board of Commissioners is seeking a qualified website development vendor to replace the existing website.

The County's emphasis is on incorporating extensive content management tools and database driven architecture while providing a user-friendly, widely accessible (devices and browsers), intuitive site structure, and an interface that is both attractive and ADA compliant. The County’s website URL is currently www.celebratedouglascounty.com, but could transition to a new URL upon the launch of a new website.

II. Overview

A. Douglas County Board of Commissioners is seeking to update its website to enhance the user experience, simplify content management, and provide better information and customer service to its residents and businesses, while meeting high standards for design quality and visual appeal.

B. Effective websites provide dynamic content that keeps users engaged and informed. The County seeks to expanding channels of communication to streamline messaging through online tools, including social media. Content sought by users must be easily found and navigation remains user friendly.

C. The County would like to decentralize website content management to designated content editors within County departments under the oversight of the County’s Communications and Relations Department. The County seeks to integrate current third party web applications into the new site for recruitment, archiving, and other County services.

D. Douglas County Board of Commissioners requires the assistance of a web design and development vendor (“Vendor”) that can accomplish all of the functionality identified in this RFQ, but has the flexibility of providing this functionality over time, if needed due to budgetary constraints. The County also seeks a service provider that has the capability of integrating additional features that may be needed in the future.

III. Time Schedule

The County will follow the timetable:

- Issue RFQ: **October 14, 2019**
- Deadline for submittal of responses: **November 14, 2019 @ 2:00 PM ET**

Douglas County BOC
RFQ – Website Design and Development
Solicitation No.: 19-023

- Selection of Vendor to interview: **November 20, 2019**
- Web vendor interviews (online or in person): **November 22, 2019**
- Notify vendor selected: **December 3, 2019**

IV. Instructions to Respondents

A. All responses to RFQs shall be sent to:

**Purchasing Director
Douglas County Board of Commissioners
Purchasing Department
8700 Hospital Drive
Douglasville, Ga. 30134**

B. Please place six (6) copies of your response and performance data in a sealed envelope and clearly label in the lower left corner "**Solicitation Number 19-023 Request for Qualifications – Website Design and Development, 11/14/2019**" No faxed, emailed, or telephone statements will be accepted.

C. All responses must be received by **November 14, 2019 @ 2:00 PM ET**, at which time they will be opened.

D. Responses should be prepared simply and economically, providing a straight forward, concise description of provider capabilities to satisfy the requirements of the request. Special bindings, colored displays, promotional materials, etc. are not desired. Emphasis should be on completeness and clarity of content. Use of recycled paper for requests and any printed or photocopied material created pursuant to a contract with the County is desirable whenever practicable. Use of both sides of paper sheets for any submittals to the County is desirable whenever practicable.

E. Any questions concerning the County's specifications or RFQ process shall be directed in writing to Dawn Evers, Deputy Director Purchasing, at dcpurchasing@co.douglas.ga.us.

F. All RFQ responses must include the following information:

- a. Under section VII. Scope of Services, complete and return response to items 1-6.
- b. Include a project approach summary for building a municipal website.
- c. Include a sample project schedule for building a municipal website.
- d. Include pricing range/cost for services outlined.

V. Selection Criteria

Your response will be evaluated as follows:

Criteria	Weight Given
a. Responsiveness to purpose and scope of services	40%
b. Ability and history of successfully completing contracts of this type, meeting projected deadlines, experience in similar work.	50%
c. References, key personnel and performance	10%
Total Criteria Weight	100%

Each response will be independently evaluated on factors a through c.

VI. Terms and Conditions

- A. The County reserves the right to reject any and all RFQ responses, and to waive minor irregularities in any response.
- B. The County reserves the right to request clarification of information submitted, and to request additional information from any Vendor.
- C. The County reserves the right to award any contract to the next most qualified contractor, if the successful contractor does not execute a contract within thirty (30) days after the selection of the contractor.
- D. Any response may be withdrawn up until the date and time set above for opening of the RFQ responses. Any response not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to provide to the County the services described in the attached specifications, or until one or more of the responses have been approved by the County administration, whichever occurs first.
- E. The professional services contract resulting from acceptance of a response by the County shall be in a form supplied or approved by the County, and shall reflect the specifications in this RFQ. A copy of the contract is available for review. The County reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFQ, and which is not approved by Douglas County Board of Commissioners.
- F. The County shall not be responsible for any costs incurred by the Vendor in preparing, submitting or presenting its response to the RFQ.

G. Douglas County Board of Commissioners has a Disadvantage Business Enterprise (DBE) goal of no less than fifteen (15) percent participation.

VII. Scope of Services

The intent of this RFQ is to enable the Douglas County Board of Commissioners to evaluate 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. Municipal Website Design Experience

- A. Municipal clients (please list county/city name and website URL)
- B. If no previous municipal 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

2. Company Profile

- A. Number of years in business
- B. Office location(s) (Include business address)
- C. Demonstrated company financial stability

3. Team Members/Roles (list all personnel to be assigned to this project)

- A. Name, title, role (e.g., project management, programming, graphics)

4. Vendor Service Capabilities (describe all available)

- A. Website development
- B. Software tools (e.g., Content Management System or modules)
- C. Site maintenance
- D. Site hosting
- E. Client training
- F. Availability of robust self-service documentation and technical support
- G. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
- H. Meets U.S. Federal Government ADA requirements
 - I. 24/7 support
- J. Security for both County staff and users

- K. Function across multiple browsers (Internet Explorer, Firefox, Chrome, and Safari)
- L. Compatible design and function on multiple devices, including personal computers, mobile devices, and manufacturers (PCs, Apple iPads, iPhones, etc.)
- M. Other

5. Integrated Content Management System (CMS) Components and Website Tools

The listing below represents functional categories and is not comprehensive; others may be recommended or added. The County's new website Vendor must be able to provide the desired components shown. All items included below should be considered essential, except those designated as "OPTIONAL" under the module "Function" section. Vendors are asked to respond to all module functions. Possible budgetary constraints may require that this project be implemented in phases.

Number/Module Name		Function	Offered by Vendor (Indicate: Yes/No)	Vendor Comment
1	Agenda Management	Upload, manage agendas		
2	Audience based navigation	Intuitive design navigation features-OPTIONAL		
3	Automatic expirations	Expiration dating and dated posting		
4	Breadcrumbs	Or comparable navigation tool		
5	Browser based administration	Update, delete, and create template-based web pages		
6	Calendar-departmental as well as county-wide	Update/publish calendars by both department and county-wide		
7	Calendar subscription	Download ics/web cal file - OPTIONAL		
8	Contact Us	Dynamic content		
9	Cascading Style Sheet (CSS)	Customizable templates		
10	Citizen request tracker	Self-serve request tracking – OPTIONAL		
11	Department home pages	Dynamic content		
12	Directories, listings	Dynamic content		
13	Document repository	Portal to upload, store, and retrieve documents in PDF and Word format		
14	E-subscriptions	User managed electronic subscription for communications		
15	Emergency Notification	Global site notification		
16	Exit Page	Notice of leaving site		

17	Frequently Asked Questions	Dynamic content		
18	Hit Tracking	Analytics and site audit reports		
19	Hyperlink utility	Link function and notification utility		
20	Intranet/Extranet	User restricted pages		
21	Maps	Dynamic location function – OPTIONAL		
22	Multi-lingual/Translator	Dynamic content		
23	News & Announcements	Dynamic content		
24	News Releases	Online publishing		
25	Newsletters	Subscription and online publishing		
26	Online forms	Online fillable forms/publishing/tracking		
27	Photo Gallery	Dynamic content – OPTIONAL		
28	Printable pages	Print friendly function		
29	Public Notices	Dynamic content		
30	Rotating Photos/Banner Ads	Dynamic image display		
31	RSS feeds out	Registration by function		
32	Shortcuts	Web editor ability to redirect truncate URLs		
33	Site search	Internal site search engine with maximized third-party software inclusion		
34	Social media interface	Scalable interface with Facebook, Twitter, and other social media sites.		
35	Survey/polling capability	Poll/question/answer tracking – OPTIONAL		
36	Site Index	Automated index		
37	Third party vendor software interface/integration	Interface with current third party systems		
38	Video hosting	Server storage		

6. Vendor/Municipal Contract Performance Management

(Please provide two examples that include all of the following):

- A. Client name
- B. Contract amount
- C. Contract duration
- D. Project outcome

VIII. Compensation

- A. Upon selection of the most qualified Vendor on the basis of demonstrated competence and qualifications for the type of professional services required,

the County will negotiate a price which it determines is fair and reasonable. If the County is unable to negotiate a satisfactory contract with the Vendor selected, negotiations with that Vendor will terminate and the County may select another Vendor.

- B. Payment by the County for the services will only be made after the services have been performed, an itemized billing statement is submitted in the form specified by the County and approved by the appropriate County representative, which shall specifically set forth the services performed, the name of the person performing such services, and the hourly labor charge rate for such person. Payment shall be made on a monthly basis, thirty (30) days after receipt of such billing statement.