



OKANOGAN COUNTY

Human Resources, Risk Management, Claims Administration, Civil Service

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REQUEST FOR PROPOSAL WEBSITE DESIGN, DEVELOPMENT, AND HOSTING SERVICES

Okanogan County – Risk Management

RESPONSE DUE: March 27, 2020 at 3:00PM

INTRODUCTION

Okanogan County (County) is requesting proposals for services related to the County website to include professional design of the site, migration of current site to the proposed site, implementation of an infrastructure that allows County offices and departments to maintain their specific information within a common framework, the ability to conduct business with the public, and hosting the County website.

Respondents must provide proposals expressing their ability to provide all services mentioned above. The procedures for awarding this project will follow the guidelines outline in RCW 39.04.270 – Competitive Negotiations. The proposals will be evaluated on the basis of price and criteria listed in this RFP.

The goal of the County's website is to provide simple and intuitive electronic access to public services, serve as a public communications tool, reduce transaction costs for the County and citizens, streamline business operations, and conform with federal ADA compliance. Specifically, the County would like the redesigned site to better support e-government transactions such as on-line permits, on-line forms and applications, on-line payments. The current website www.okanogancounty.org is challenging to navigate and cumbersome for staff to maintain. The redesigned site should have a theme that promotes Okanogan County with a welcoming, friendly, and professional feel with a method to allow designated staff to contribute, update or otherwise manage the new site. The County may consider streaming video in the future. The County will be responsible for its content and content management

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during and after the project engagement and will own all content. No web design company indicators will be permitted on the website, or embedded in the underlying code.

Contracting– Representatives of the selected vendor and representatives of Okanogan County will engage in negotiations to settle on terms and include those terms in any agreements needed by both entities. Payment benchmarks or performance periods will be identified in this agreement. Okanogan County will pay half of the cost of the project to get started and the other half once the project is accepted as complete.

OTHER TECHNICAL AND VENDOR REQUIREMENTS

All vendor responses MUST include a sample copy of your company contracts and End User Licensing Agreements for the proposed software and any third-party software required by the application to remain functional that Okanogan County would be required to sign.

All contracts/agreements must include the vendors' response to this RFP as an appendix.

Acceptance of any response to the RFP should not be construed as a contract nor shall it indicate any commitment on the part of Okanogan County for any future action. The awarding of the RFP is not complete until successful contract negotiations have taken place and an agreement is signed by both parties.

The RFP does not commit Okanogan County to pay for any costs incurred in the submission of a response to this RFP or for any cost incurred prior to the execution of a formal agreement.

Okanogan County does not represent that any proposal will be implemented, or that any individual respondent will be the party contracted with. In the event Okanogan County selects a respondent's proposal, implementation of the proposal will be through separate written agreement. Proposals and all ideas contained therein shall not be deemed proprietary to the respondent and may be used by Okanogan County in any manner deemed in its best interest.

CONFIDENTIALITY OF RECORDS

Respondents must identify each portion of their proposals which they deem confidential. Respondents must provide justification of what materials, upon request, should not be

disclosed by Okanogan County. Nonetheless, Okanogan County is a governmental agency, and as such, its records may be subject to disclosure to the public under RCW 42.56.070. Okanogan County will not release proposals to any party until the County has negotiated a contract, or otherwise concluded this selection process.

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 the County. Respondent(s) may use completed sites from other government agencies as part of the demonstration to the extent that what is shown shall become part of the official response to this RFP and will be considered part of the expected deliverables. If the County elects to have a demonstration, the respondent may be required to do so at County 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 multiple groups of County department heads and/or staff. It is understood that any costs for on-site or web/conference call demonstrations shall be the sole responsibility of the respondents.

TECHNICAL INFRASTRUCTURE

One of the areas of consideration for evaluating proposals will be compatibility with the County information technology infrastructure. That infrastructure currently includes the following:

- Onsite Exchange email
- Firefox, and Internet Explorer 11.0 or higher for default browsers
- Microsoft Office 2016 for PC productivity suites
- Microsoft Windows 10 for workstation operating systems

MINIMUM REQUIREMENTS

Proposed application/system must meet the following minimum requirements:

- Respondent currently provides website services to local government entities, specifically counties due to the types of services provided to the public and the structure of the government.
- Public access to all content and features (not development or management) on the website is not dependent on specific browser, that is, the web interface is browser agnostic and works with commonly used browsers found on Windows, Linux and Mac computer systems.
- Website is capable of being organized into multiple departments and divisions within departments with ability for County website administration to add divisions.
- Intuitive and consistent options for navigating the website especially moving from department to department and department to general information/home page.
- Multiple level security, for further development or content management must be completely contained within the website infrastructure, and not reliant on the existing County network security or peer-to-peer connectivity.
- All security options must be fully explained in the response to this proposal.
- Flexibility within the portion of the site assigned to a department or function for designated staff to add, remove and update content using tools and templates that do not require extensive knowledge of web development languages or technical structure.
- Pages and features compatible with limited bandwidth access by the public. Many of our customers are still on dial up speeds and the County is concerned with public access being hindered by a digital divide.
- Web interface options that can accommodate individuals with disabilities in accordance with the Americans with Disabilities Act (ADA). See rules and an example at <https://www.ada.gov/pcatoolkit/chap5toolkit.htm>
- Capability of the general website administration staff to:
 - Control size of individual web pages.
 - Control size and types of images used within the site.
 - Control publishing of links to other websites.

- Report website maintenance activity and statistics on content type: Updates, downloadable documents, web pages, calendars, and broken links.
- Report number of visits to site generally and to each department.
- Provides 128-bit encryption over Secure Socket Layer for displaying specific web pages and for information transmitted to and from the website by County staff.
- E-mail interfaces, if any, are not dependent on a specific e-mail client.
- Respondents proposing to host the County website must not be on any e-mail or website “black lists” as a source of unwanted solicitations or objectionable content.
- The site must be designed for continuous operation 24 hours a day, 7 days a week with express maintenance windows clearly defined. Host must have adequate redundant equipment to minimize down time.
- Technical Support must be inclusive in the contract and available on a 24/7/365 basis. Responses should include other service levels and pricing as an option.
- Website must provide for secure on-line payments, including the ability to specifically designate the amount being transmitted. Host is expected to work with any subcontracted company and ensure that the on-line payment service is available, secure, and reliable for the public.
- Adequate training to maximize the use of the website is mandatory. Training shall include administrator and security level as well as department head and department user level. Training will be provided at a minimum in an interactive Webinar format. On-site training would be ideal. Adequate training manuals must be provided, electronic format is acceptable. Training options must be included in the response to this RFP.
- Annual support and maintenance of the website. Services such as refreshing the design elements, updating of technology in the website design, engineering, search engine optimization, content management and other elements associated with the County’s website.

ADDITIONAL FEATURES AND CAPABILITIES

The following is a list of additional features and capabilities Okanogan County is

seeking in website services. The list is not intended to be all inclusive, nor is it intended to represent a minimum of features and capabilities.

- Capability for easily searching the website for key words or phrases
- Graphic files should be relative to the site and designed to allow for the quickest loading while retaining a resolution that is pleasing to the eye.
- CMS that provides a uniform means of managing web documents whether posted as web pages or downloadable files. Database needs to include items like the document/page title, description, posting information, expiration date.
- Meeting/event calendar system that allows for each department to add content to a department specific calendar that maintains a composite calendar of all County departments. Flexibility in scheduling recurring appointments is desirable. ('2nd Thursday of each month, except if that date falls on a holiday;' e.g., ability to have one or more exceptions to a string of recurring appointments.)
- Contractor/Vendor will provide the ability for county users to create webforms. Forms will be able to contain "required" fields. When submitted, would give the online user the option of saving a copy to their local drive, and sending the completed form to the county Human Resource Manager. The system must have an option for administration of this feature to change the destination email address and the ability to add a CC: to a secondary address.
- The vendor must have a utility that allows for the processing and emailing of webforms using a system that is browser and email agnostic.
- Ability to upload data in preformatted web pages or document locations, for example, daily police logs produced from a records management system.
- Option for creation and maintenance of multiple blogs and/or newsgroups both restricted within a department's portion of the website and made available generally while hosted by a specific department.
- Allow authorized staff that maintains a specific department's web pages to make some pages available only to visitors with user names and passwords supplied by the department.

- Support and restrict users to a consistent design strategy throughout the website and all departments.
- Ability to use current interactive and social networking mediums such as Facebook, Twitter, and RSS feeds, as well as flexibility to add these types of features in the future.
- Master composite calendar should contain a sort feature for both the end user and the updater.

PROPOSAL CONTENT

All proposals are to include the following and with the numerical reference for easier evaluation purposes:

- Contact information for the respondent.
- Location of respondent corporate offices.
- Number of years of experience respondent has in installing and supporting similar systems.
- List of current customers using the proposed service/system that the County can contact. Must include a customer of less than 6 months and one longer than 5 years.
- Description of the proposed process for website design including how you intend to gather all of the required information, format preferred, and assistance expected from the County in order to complete this project.
- Whether or not respondent has graphic design specialists on staff.
- Accessibility features of the proposed website.
- Description of how your company intends to meet the minimum requirements desired as well as the additional requirements outlined above. Specifically detail how you will comply with the public records laws for the State of Washington.
- Description of infrastructure, utilities and tools proposed for web page creation and maintenance.
- Proposed phases or steps in implementation of the website design, infrastructure and hosting.

- Proposal for migration of current website content to the new website.
- Options for training the County staff in creating and maintaining website content.
- Description of ongoing support provisions.
- Specifications and configurations required to support the proposed system, including specifications for all software components required for the system, but not provided as part of the proposal. In other words, hardware and software requirements for County workstations and network configuration.
- Requirements, if any, for County bandwidth to the Internet necessary to support reasonable performance of website maintenance tools.
- Information on hosting site including specifications on security, disaster recovery, historical data preservation, and procedures for handling outages.
- Separation of one time and recurring costs for: Website design; infrastructure; training; hosting, etc. Please note that the County expects this to be a “not to exceed” price.

CONDITIONS OF WORK

Final agreement(s) must be reviewed and approved as to form by the County Prosecuting Attorney's office.

Vendor will be responsible for all licenses, permits, fees and taxes associated with the system installation.

All hardware, network, and software installation and configuration must be performed in cooperation with County Central Services Department. The implementation must be accomplished in a manner that minimizes disruption of County business via the Internet.

CONTRACTUAL OBLIGATIONS

The successful vendor will be required to enter into a written agreement with the County of Okanogan in which the vendor will undertake certain obligations. These obligations include, but are not limited to, the following:

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Inclusion of Proposal - The proposal submitted in response to this RFP will be incorporated as part of the final contract with the selected vendor.

Indemnification and Insurance - The successful vendor shall indemnify and hold the County of Okanogan and its officers, agents, employees and assigns, harmless from any liability imposed for injury whether arising before or after completion of work hereunder, or in any manner directly or indirectly caused, occasioned or contributed to, or claimed to be caused, occasioned or contributed to, in whole or in part, by reason of any act or omission, including strict liability or negligence of vendor, or of anyone acting under vendor's direction or control or on its behalf, in connection with or incident to, or arising out of the performance of this contract. The successful vendor shall maintain and shall require all of its subcontractors to maintain general aggregate insurance with limits of not less than \$1,000,000 per accident.

Costs - All costs are to be stated in exact amounts. All costs must be detailed specifically in the vendor cost summary section of the proposal; no additional charges (e.g. for sales tax, transportation, container packing, installation, training, out-of-pocket expenses, etc.) will be allowed unless so specified in the proposal.

EVALUATIONS OF PROPOSALS

Price will be a significant, but not the only, criteria in evaluating the proposals. Consideration will also be given to the following:

- Ability of the same respondent to provide all aspects of the proposal: design, infrastructure, hosting.
- Compliance of the vendor and proposal with the Minimum Requirements outlined above.
- The extent to which the proposed system provides the Features and Capabilities outlined above.
- Responses to requests for additional information submitted to the respondents.
- Degree to which the proposed system fits the existing information technology infrastructure at the County of Okanogan.

- Degree to which the proposed system is user friendly and easily maintained by County staff.
- References.
- The award will be made to the qualified respondent whose proposal is most advantageous to the County with price and other factors considered. The County may reject any and all proposals.

PROJECT CONTACT

Questions about the project may be directed to:

Tanya Craig – Director of Human Resources / Risk Manager
 County of Okanogan
 123 Fifth Avenue North, #150
 Okanogan, WA 98840
 (509) 422-7104
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DELIVERY OF PROPOSAL

Each proposal must be received by the date and time set for closing receipt of offers. RFP for Web Contracting Services is due no later than 3:00 PM local time on March 13, 2020. The envelope shall be sealed and identified with the RFP name **WEBSITE DESIGN AND DEVELOPMENT**, the name of the vendor, and the date and time of closing. The envelope(s) must include 2 printed copies of the proposal and one electronic copy in a standard searchable PDF format.

Note: Any deviation from this requirement may result in your proposal being considered non-responsive, thus eliminating your company from further consideration. The County cautions vendors to assure actual delivery of mailed or hand-delivered proposals directly to the Board of County Commissioners Office prior to the established deadline. A proposal received after the established deadline will be returned, unopened, to the vendor.

Proposals must be delivered to:

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Okanogan County Commissioners Office
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LATE PROPOSALS WILL NOT BE ACCEPTED

Okanogan County will not accept proposals via electronic mail services. All accepted proposals and accompanying documentation will become the property of Okanogan County and may not be returned. Vendors should be aware that because of Public Records Laws, we may not be able to hold information you provide in your responses as confidential. Language inserted into a response by any vendor attempting to protect information as confidential should be aware that confidentiality will be enforced to the extent allowed by Washington State Public Records laws.

Okanogan County assumes no responsibility for delays caused by any delivery service. Receipt of vendor response by Okanogan County must not exceed the date and time stated above. Postmarking by the due date will not substitute for actual proposal receipt.

PROPOSAL COSTS

Those submitting proposals do so entirely at their expense. There is no expressed or implied obligation by the County to reimburse any individual or firm for any costs incurred in preparing or submitting proposals, providing additional information when requested by the County, or for participating in any selection interviews. Proposals may be modified or withdrawn by an authorized representative of the vendor or by formal written notice prior to the final due date and time specified for proposal submission. Submitted proposals will become the property of the County of Okanogan after the proposal submission deadline.

ACCEPTANCE and TIMELINE

Submission of any proposal indicates acceptance of the conditions contained in the RFP unless clearly and specifically noted otherwise in the proposal.

This is a budgeted project and we do intend to enter a contract as soon as possible. It is our hope to have the new site up and fully operational by August 1, 2020 at the latest.

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