

# Request for Proposal

for

## Park County Government Website Design & Development

Release Date: AUGUST 1, 2019



Park County Government  
1002 Sheridan Ave.  
Cody, WY. 82414

### **Inquiries**

Inquiries about this Request for Proposal must be in writing and directed to:

Michael D. Conners, CIO  
Park County Government  
1002 Sheridan Ave.  
Cody, WY 82414  
[mconners@parkcounty.us](mailto:mconners@parkcounty.us)

All contact with personnel employed by Park County except for the contact person named above with respect to this RFP shall be prohibited. Improper contact may constitute grounds for rejection of your proposal.

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## Overview

Park County Government is considering an update of its website to enhance the user experience, simplify content management and provide better information and customer service to its community, while meeting high standards for design quality and visual appeal.

At present, online content for Park County is centrally managed by the Information Technology (IT) Department, with the assistance of a handful of “power users” in other departments. Park County would like the ability to decentralize content management by empowering our staff to easily create and manage website content in each county department under the oversight of the IT Department.

Park County seeks the assistance of an experienced, U.S. Based company that can accomplish all the functionality identified in this RFP with the flexibility of providing this functionality over time, if needed, due to budgetary constraints. The County also seeks a company that has the capability of integrating additional features and functionality that may be identified in the future. The experienced company should have a team of experts who understand local government to help us achieve our vision – all while providing 24/7/365 support.

This RFP does not obligate Park County Government to award a contract or complete the project. Park County reserves the right to cancel the solicitation if it considers it to be in its best interest.

## Situational Analysis

Park County is considering entry into a professional services agreement with a qualified U.S. vendor to design and implement a new website based on the above strategy. The County’s URL is currently <http://www.parkcounty.us> and will continue to use this URL upon the launch of a new website. The County's emphasis will be on incorporating extensive Content Management System (CMS) tools and database driven architecture while providing a user-friendly, attractive and intuitive site structure that is ADA and WCAG 2.1 compliant. The County would like the vendor to host the website in a secure data center that is located within the United States.

## Background

Established in 1909, Park County lies in northwest Wyoming, south of the Montana State border and east of Yellowstone National Park. The 4th largest county in Wyoming, Park County spans 6,942 square miles making it larger than the states of Rhode Island, Delaware, Connecticut and Hawaii. Incorporated towns in Park County include Cody, Powell, Meeteetse and a portion of Frannie. According to 2017 U.S. Census information, the County is ranked 8th in the state for population with approximately 29,500 residents.

## Vendor Qualifications

Park County will evaluate vendor experience, qualifications and capabilities for developing and implementing a new County website. The desired qualifications are outlined below.

Responders are required to submit a written narrative corresponding to each of the underlined section items:

### Introduction

- Overview and summary of how your company will assist the County in reaching our website goals. The Company MUST be located within the United States.

### Company Profile

- Company overview and history.
  - How long has the company been in business.
  - Number of current employees.
- Capabilities of company - Why should your company be chosen.

### Management Team

- Name, title, role (e.g., project management, training, design).
- Education, years of experience.

### Project Development Approach

- Average timeline.
- Detailed explanation of all project phases including consultation, design, development, training and implementation.
- Statement that website will meet Accessibility Compliance requirements.
- Training options.
- What role the County will play in the project.

### Scope of Work

- Project phase deliverables.
- What will be expected of the County.
- What the County can expect from the company.

### Government Website Design Experience

- References (minimum three references, including all contact information below)
  - Client name.
  - Website URL.
  - Client contact person and title.
  - Phone.
  - Email address.

### Hosting and Security (describe all available)

- Data Center
  - Minimum requirements: reliable data center, managed network infrastructure, on-site power backup and generators, multiple telecom/network providers, redundant network, secure facility, 24/7/365 system monitoring. Data Center must be located within the United States.
- Hosting
  - Minimum requirements: automated software updates, server management and monitoring, multi-tiered software architecture, software updates and security patches, database updates and security patches, antivirus management and updates, server-class

hardware, redundant firewall solutions, high performance SAN with N+2 reliability. All Hosting must be done within the previously described Data Center.

- Bandwidth
  - Minimum requirements: multiple network providers, burst bandwidth of at least 22Gb/s.
- Disaster Recovery
  - Minimum requirements: 24/7 emergency support, on-line status monitor, event notification emails, recovery time objective of 4 days or less, recovery point objective of 24 hours or less, pre-emptive monitoring for disasters, multi geographic region redundant back up data center. Any redundant data centers must be located within the United States.
  - Other Recovery Options: It would be desirable to have Disaster Recovery options that are BETTER than the minimum requirements listed. Any such options available should be described along with any associated cost differences.
- DDoS Mitigation
  - Minimum requirements: defined DDoS attack process including the ability to identify the attack source and type of attack, the ability to monitor the attack for a threshold and a plan once threshold is reached
- Upgradable security packages.
- The ability to scrub all uploaded content of metadata.

Support and Maintenance (describe all available)

- System ownership (Site Content).
- Ongoing training opportunities and availability of robust, self-service documentation and technical support (videos and training manuals, etc.).
- Availability of continued communications post website implementation (with consultants and support staff).
- Support services - emergency and non-emergency situations.

Project Pricing Estimate/Cost for Services Outlined

Specify amounts of items below:

- First Year development fees including:
  - Days/hours of training, number of employees to be trained, on-site or webinar.
  - Amount of content migration (entire website or a specific number of pages).
  - Additional products/functionality.
- Ongoing fees for hosting, maintenance and support for Year 2 and beyond.
- Fees for various disaster recovery options.

Description of Features and Functionality Included with the CMS

- At a minimum, include a list of all features and functionality included in the proposed CMS. Must address all features and functionality listed in Required Features and Optional Features sections of this RFP.

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### Additional Products/Features offered

- Give brief descriptions of other products or features offered by the company.

## Required Features

The information below represents required functional capabilities in the selected CMS. It is not all-inclusive; other functionality may be recommended or added. The County's new website vendor must be able to provide, at a minimum, the components shown.

- **Alerts & Emergency Notification** - alerts posted on website and public notifications sent out through email and/or text messages.
- **Approval Rights** - allow system administrator to establish specific rights and capabilities for internal staff to update content based upon the role they have in updating the website.
- **Archive Center** – ability to store agendas, minutes, newsletters and other documents for later reference or access.
- **Automatic content activation** – the ability to set a date/time for content to automatically activate and be visible on pages within the site.
- **Automatic content expirations** – the ability to set a date/time for content to automatically expire and no longer be visible on pages within the site.
- **Broken Links Finder** – a method within the CMS to identify broken links and for site visitors to report broken links.
- **Browser Based Administration** – ability to administer and manage all functions, features, and content of the site with a web browser, based on assigned user rights/privileges.
- **Calendar** – ability to publish and update calendars by both department and county wide.
- **Departmental Home Pages** – the ability for departments to have dedicated department pages within the site that follow the same or differing design/layout as the other interior pages.
- **Directories, Listing for Staff and Department** – ability to allow citizens to search for staff or department information.
- **Document Center** - ability for staff to upload/download documents, by department, to specific document center areas of the site (public ability restricted to download only). ; back-end ability to search within the document center.
- **Emergency Alerts** – ability for web pages to display emergency alerts to users viewing those pages (on global or department page basis).
- **Frequently Asked Questions** - dynamic content area on a global or departmental page basis to display frequently asked questions.
- **Intranet/Extranet** – ability for specific individuals to access internal/external user restricted pages.
- **Live Edit** – ability to create and edit pages live from the CMS front end.
- **Multiple Browser Support** – ability to support various Web Browsers (Internet Explorer, Microsoft Edge, Firefox, Chrome, Safari, etc.).

- **News & Announcements** – areas within the site for displaying dynamic content related to news or announcements on a global or department level.
- **News Releases** – specific area in the site for news releases with online publishing features.
- **Online Job Postings and Application** – areas on the site where applicants can fill out employment application and attach additional documents (by department or globally).
- **Online Payments** – ability to accept secure online transactions by department.
- **Periodic Site Redesign** – vendor assistance and implementation of any site redesign, on a regular basis, including addition of site services and features.
- **Photo Center** – ability to display community photos in a central location on website.
- **Printable Pages** – ability for all users to have print-friendly functionality.
- **Responsive Design** – fully responsive design for desktop, laptop, tablet, or mobile users - site adjusts to the screen size of all devices its being viewed on, including forms, calendars, etc.
- **RFP/RFQ/Bid Posting** – ability to allow for easy posting of RFPs, RFQs, or bids.
- **Rotating Photos/Banners** – ability for dynamically displaying images or banners.
- **Quick Links** – ability for authorized staff to place links directly on pages.
- **Site Search** - internal site search engine with a site search log.
- **Site Statistics** - analytics and site/page use audit reports.
- **Sitemap & Breadcrumbs** – ability for Sitemap and Breadcrumbs to be dynamically generated.
- **Spotlight** - ability to highlight important text on one or more pages.
- **Template Based Web Page Creation** – ability to create or modify web pages with pre-defined templates.

## Optional Features

The features below are not required by the County at this time; however, please include information on availability of integration in the future.

- **Activities** – ability to create classes or seminars, display schedules, limit the number of persons that can sign up per class, and email those who have registered for specific classes.
- **E-Communication platform** - integrated within the centralized CMS for creating visually rich, fully responsive, non-emergency e-communication. Create unlimited subscriber lists, and communicate over multiple channels – e-mail, text and social media from a single point of access.
- **E-Notifications** – ability for electronic subscriptions to send scheduled notifications by email and SMS.
- **Facility Management** – ability for facility reservations to be requested, made, or listed.
- **HTML Code Editing** – the ability to directly edit HTML code for unusual page circumstances.
- **LDAP Integration** – Lightweight Directory Access Protocol (LDAP) integration.
- **Media Streaming Center** – capability to stream live or stored audio or video.
- **Multi-Lingual Support** – ability for Multi-Lingual support using Google Translate or similar methods.

- **Newsletters** – ability to use on-line publishing features to generate On-Line Newsletter that site visitors can subscribe to.
- **Online Forms** – Ability to generate on-line forms for the purpose of publishing, submission, or tracking, and reporting of information provided by site users.
- **Request Tracking** – ability for citizens or site users to submit requests or questions.
- **Website Visitor Profile** – any ability to review information about site visitors.

## Format for Proposal

The response should be formatted to address all items in the Vendor Qualifications section and applicable items in the Required and Optional Features sections.

## Submittal Requirements

The deadline for RFP responses is September 16, 2019 at 5:00 PM MST. Submit one printed copy of the RFP response either in-person, or by U.S. Mail to:

PARK COUNTY WEB SITE RFP  
Park County I.T. Department  
Attn: Michael Conners  
1002 Sheridan Ave.  
Cody, WY. 82414

Submittals that are not received on or before the specified deadline will not be accepted (no exceptions). The County reserves the right to request follow-up information or clarification from vendors in consideration. Vendor is responsible to ensure delivery by the specified date and time.

Park County reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor which will best serve the interests of the County.

Park County reserves the right to cancel this solicitation, at any time, if it considers it to be in its best interest.

Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against the County for reimbursement will be accepted.

## Evaluation Criteria

Responses to this RFP will help the County identify the most qualified vendor and will be indicative of the level of the firm's commitment. The County will evaluate the qualifications, references, overall fit with Park County, as well as take into consideration the proposed scope and pricing submitted to determine the most appropriate web vendor.

## Selection Process

The selection process will involve the following phases:

- Phase 1:** A County review team 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 adherence to RFP terms and completeness of



submissions.

**Phase 2:** Review team will check references given.

**Phase 3:** Interview of most qualified applicants.

**Phase 4:** The County MAY enter into negotiations leading to a professional services agreement.

## **Schedule**

The approximate RFP schedule is summarized below (dates subject to change):

- Issuance of RFP: Thursday, August 1, 2019.
- Written Questions due: Monday, September 2, 2019 by 5:00 pm MDT.
- Vendor submittals due: Monday, September 16, 2019 by 5:00 pm MDT.
- Vendor reference checks and interviews completed by: Thursday, October 31, 2019
- Vendor approval, negotiations, execute a professional services agreement: To be determined.