

Request for Proposal – January 2017

Fayette County, Tennessee
Government

Website Design & Development

Fayette County Mayor's Office
P.O. Box 218
13095 North Main Street
Somerville, TN 38068

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Overview

Fayette County is seeking to update 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.

Effective websites provide interactive content that keeps users engaged and coming back. Effective websites also must ensure that content sought is easily found and that navigation remains user friendly. In Fayette County, the management of online content is centralized through the County Mayor's Office. The County would like to move to a more decentralized content management to multiple content managers in each County department under the oversight of the County Mayor.

Fayette County seeks the assistance of a company that can accomplish all of the functionality identified in this RFP but has 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 that may be needed in the future.

Situational Analysis

Fayette County is seeking to enter into a professional services agreement with a qualified vendor to design and implement a new County website based on the above strategy. The County's website URL is currently www.FayetteTN.us and will continue to use this URL upon the launch of a new website.

The County is actively seeking a qualified web vendor with extensive municipal experience 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 and intuitive site structure and an interface that is both attractive and ADA compliant.

Background

Fayette County, Tennessee is in the southwest corner of Tennessee, just east of Memphis. The population of the county is approximately 39,000. The largest town in the county is Oakland and the county seat is Somerville. The county has had a long rural and agricultural background. In the 1990's the county started to experience rapid residential growth, and increased its population about 11,000 in ten years. A large percentage of the residents work in neighboring Shelby County. Fayette County Government employs about 250 individuals, with another 50 at Public Works and about 600 in the School System (The county website does not contain nor maintain the school's website.)

Our website is www.FayetteTN.us. The design and site location is about 10 years old. The site is maintained in the County Mayor's Office. The site is hosted by Readyhosting.com, which also handles our email. The County has worked to assemble a quality GIS mapping system for our Development and Planning Department, which would need to be available through the new website.

Vendor Qualifications

The intent of this RFP is to enable Fayette County to evaluate vendor 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. Introduction

- A. Company Overview and Summary

2. Company Profile

- A. Company History
- B. Contact Information
- C. Office location(s) (Include business address)
- D. Demonstrated company financial stability

3. Project Team Roles

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

4. Municipal Website Design Experience

- A. References (minimum three references, including all contact information below)
 - 1. Client name
 - 2. Website URL
 - 3. Contract duration
 - 4. Client contact person and title
 - 5. Phone
 - 6. Email address
- B. Any municipal award winning websites designed by vendor (please list city name and website URL)
- C. Design portfolio (minimum of three screenshots with URLs)
- D. If no previous experience with municipal governments, please explain relevant website experience (please list client URLs)

5. Project Development Approach

- A. Average timeline
- B. Outline all project phases and the County's role
- C. Explain the design process, if not included in the project phases
- D. Meets U.S. Federal Government ADA requirements, if not included in the project phases
- E. Training, if not included in the project phases
- F. Post website go live website communication (award entries, annual website review, etc.)

6. Support and Maintenance (describe all available)

- A. System ownership
- B. Ongoing training opportunities
- C. Availability of robust self-service documentation and technical support (videos and training manuals, etc.)
- D. Continued communication post website go live with consultants and support staff
- E. How the City can share ideas, opinions and sign up for beta testing
- F. Normal support hours and emergency support hours
- G. Software updates and site maintenance
- H. Software licensing (if any)

7. Integrated Content Management System (CMS) Components and Tools

The CMS listing in the Functionality Table 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. Possible budgetary constraints may require that this project be implemented in phases.

Functionality Table

<u>Component/ Module Name</u>	<u>Function</u>	<u>Offered by Vendor (Yes/No)</u>	<u>Vendor Comment</u>
Access GIS, Crime Stats, etc.	Interface to existing systems and databases		
Agenda Management	Upload, create and manage agendas		
Alerts & Emergency Notification	Alerts posted on website and public notifications sent out through email, text message and social media		
Archive Center	Store agendas, minutes, newsletters and other documents		
Automatic expirations	Expiration dating		
Blog	Comments can be moderated by county before being published		
Broken Links Finder	Site visitors can enter comments concerning how they accessed the page		
Browser Based Administration	Update, delete and create template based web pages		
Calendar	Update/publish calendars by both department, county wide		
Citizen Sourcing Tool	Encourages citizen idea submission, engaging discussions, voting, etc.		
Departmental Home Pages	Dynamic content		
Directories, Listing for Staff and Businesses	Dynamic content		

Document Center	Upload/download capability, back-end ability to search within		
E-Notifications	Electronic subscription, scheduled notifications, SMS subscribers		
E-Permitting	Permit/license center		
Event Registration	Online reservation/payment		
Facility Management	Reservations and/or listing		
Forward To a Friend	E-Mail extension		
Frequently Asked Questions	Dynamic content		
Intranet/Extranet	User restricted pages		
LDAP Integration	Optional, not required - Lightweight Directory Access Protocol (LDAP) integration should be an option		
Mobile App	Required - Generic and/or custom		
Mobile Browsing	Website can be accessed from any mobile platform		
Multi-Lingual Support	Dynamic content		
News & Announcements	Dynamic content		
News Releases	Online publishing		
Newsletters/E-Zine	Subscription and online publishing		
Online Forms	Forms/publishing/tracking		
Online Job Postings and Application	Applicants can also create an online profile, fill out application and attach additional documents		
Online Payments	Secure online transaction by department		
Parks & Recreation Activities	Enroll in classes online, ability to create custom enrollment forms, link to e-payment module		
Photo Center	Display community photos in a central location on website		

Postcard	Visitors can email virtual picture postcards		
Printable Pages	Print-friendly function		
Real Estate Management	Properties – commercial or residential – can be organized by and searched		
Request Tracking	Citizens can submit request		
RFP/RFQ/Bid Posting	Dynamic content		
Rotating Photos/Banners	Dynamic image display		
RSS Feeds out	Registration by Department		
Quick Links	Links can be placed directly on the pages		
Site Search	Internal site search engine, site search log		
Site Statistics	Analytics and site audit reports		
Sitemap & Breadcrumbs	Dynamic		
Social Media Interface	Facebook and Twitter feeds		
Spotlight	Ability to highlight important text on one or more pages		
Survey/Polling Capability	Poll/question/answer tracking		
Unique Department Home Page	Optional, not required - ability to for departments, associated organizations to have a unique separate design and URL		
Video Hosting	With live streaming video capabilities		
Website Visitor Profile	Visitors can pick and choose the information that automatically becomes fed to their profile upon site login		
Other			

8. Description of Features and Functionality Included with the Content Management System

At minimum include:

- A. Description of page creation
- B. Page content template information
- C. Content scheduling and versioning information

D. The different back-end user permission levels

9. Project Pricing Estimate/Cost for Services Outlined

Specify amounts of items below:

- A. Days/hours of training, number of employees to be trained, on-site or webinar
- B. Amount of content migration (entire website or a specific number of pages)

Also, list an optional enhancements and consulting packages with deliverables and associated fees.

10. Hosting and Security (describe all available)

- A. Site hosting
- B. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
- C. Other

11. Guarantees/Warranties

List any guarantees or warranties offered the company offers to clients.

12. Conclusion

13. Any additional information (not required)

Deliverables

This section identifies the deliverables associated with this RFP:

1. Under Vendor Qualifications section, complete and return items 1-10.
2. Include any additional information you feel is relevant.

Other Submittal Requirements

The deadline for RFP responses is Friday, January 27, 2017 at 2:00 p.m. CST. Submit one original and one hard copy (if desired, send PDF to rtaylor@fayettetn.us) of the RFP response to the Fayette County Mayor's Office, P.O. Box 218, 13095 North Main Street, Somerville, TN 38068. All responses must be addressed to the attention of Rhea Taylor, Fayette County Mayor and marked on the outside "Fayette County Website Design & Development RFP."

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.

Fayette 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 in the opinion of the County, will best serve the interests of the County.

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. The County, in its sole opinion, will decide if any proposal is approved.

Evaluation Criteria

Responses to this RFP will help the County identify the most qualified web vendor and will be indicative of the level of the firm's commitment. The County will evaluate the qualifications, references, overall fit with the Fayette County Government, as well as the pricing range/cost to determine the most qualified 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 acceptance of RFP terms and completeness of submissions.
- Phase 2: Interview of most qualified applicants.
- Phase 3: Review team will check references given.
- Phase 4: The County will enter into negotiations leading to a professional services agreement.

Schedule

The approximate RFP schedule is summarized below:

- Issuance of RFP: December 28, 2016
- Vendor submittals due: January 27, 2017 by 2:00 pm at Fayette County Mayor's Office via email, mail or personal delivery
- Vendor interviews and reference checks: February 2017
- Vendor approval, enter negotiations, execute a professional services agreement: April 2017

* Dates subject to change

Inquiries

Inquiries about this request for qualifications must be in writing and directed to:

Rhea Taylor
County Mayor
Fayette County Mayor's Office
P.O. Box 218
13095 North Main Street
Somerville, TN 38068
Phone: (901) 465-5202
E-mail: rtaylor@fayettetn.us