



THURSTON COUNTY  
WASHINGTON  
REQUEST FOR PROPOSAL



Website Content  
Management System and  
Hosting

INFORMATION TECHNOLOGY DEPARTMENT  
2000 LAKERIDGE DRIVE SW, OLYMPIA WA 98502

# Website Content Management System and Hosting

## Request for Proposal

### 1. Purpose

Thurston County is seeking to update its website to enhance 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 increase online citizen self-service while reducing staff workload. This will be accomplished by tailoring your solution to meet our specific needs.

Thurston County (hereafter referred to as “the County” or “County”) is seeking a managed service provider to perform all the functions related to the acquisition and ongoing management of a Content Management System (CMS) for hosting Thurston County’s external facing website. The purpose of this Request for Proposal (RFP) is to solicit proposals for the most appropriate vendor at a firm, fixed price, including implementation services.

(For the purposes of this RFP, a “proposer” is a vendor who has submitted a response to this RFP.)

Although the County is requesting proposals for implementation and management of a CMS, including software and services that include any, and all, third-party components, the County, at its sole discretion, may choose to procure third-party components directly, in addition to, or in lieu of, any identified in specific proposals.

The County expects to have a fully accessible and secure internet website through the selected managed service provider on or before July 1, 2020. This schedule is subject to change at the discretion of the County.

The County intends to award a contract to the highest ranked proposer that will assume financial and legal responsibility for the contracted work. Proposals that include multiple vendors must clearly identify one vendor as the “prime contractor” and all others as subcontractors.

The County reserves the right to reject any or all proposers whose proposals do not meet all of the County’s stated mandatory requirements or cost which exceeds the amount that the County determines it is able to afford for this procurement.

## 2. Current Internet Site

The management of online content for the County is currently decentralized with responsibility assigned to various business functions within County elected offices and departments. The County envisions continuing to decentralize editing responsibilities by empowering departmental staff to easily manage website content in each office and department.

The County's current website configuration includes a mix of SharePoint and html sites. The content includes approximately 12,000 pages and 25,000 documents.

## 3. Project Goal and Objectives

### User Experience

The site will include flexible architecture that promotes ease of use through intuitive navigation and streamlined menu systems. Significant reorganization of the current website's information architecture will be required in order to meet the diverse information needs of the residents of the county.

### Compatibility

The site must be accessible and usable with current versions of commonly used browsers including but not limited to, Internet Explorer, Google Chrome, Firefox, and Safari.

### Search Engine Optimization

The site's public content must be optimized for search engines. Responsive proposals will recommend solutions and integrations for efficient searching.

### Accessibility

The designed site must meet Americans with Disabilities Act (ADA) requirements.

### Functionality

The site must include at a minimum the following:

- Easy to use content management system
- Social media integration
- Video embedding
- Interactivity – which should include online form submission
- Global site search capability

### Performance

The site must be optimized for performance with minimal load times. Each page must load in less than 5 seconds on a device connected to a reasonable network speed of 100mbps or greater.

#### 4. Scope

Thurston County is seeking proposals from qualified vendors to provide website redesign and content management services for the County.

The goal of the County website is to provide simple and intuitive electronic access to information about its programs and services and serve as a public communication tool for matters concerning county services. Departmental County staff will be responsible for maintaining and owning all content. Upon completion and acceptance of the project structure and design, the website will become the property of Thurston County.

#### 5. Statement of Work

##### A. Purpose of the Website

The website should provide user-centered access to Thurston County's general information, program information, policies, guidelines, regulations, and other areas found on the existing site at <https://www.thurstoncountywa.gov/>. The website shall be redesigned using a tool which can be easily adapted to changes and advances in technology, be suitable for uncomplicated content management, and be easily employed as a public communications tool.

B. The website will meet the requirements in Appendix B. Appendix B is an Excel Workbook which contains 6 tabs. The proposer will use Appendix B to provide a response that includes approach and information about the following:

- **Tab 1 - Vendor Capability:** This section will include information about the proposer; including the history of the company, the staff that will be assigned to this project, and project planning and management provided. The selected proposer will work with County elected officials and appointed directors, a steering committee, communications staff, Information Technology (IT) application team, and business area stakeholders to develop a high-level project plan and communications plan. The plan will include associated work tasks, requirements definition, assessment of user needs, and prototypes for proposed designs. *Training, coaching and mentoring of County staff:* As a component of doing business with the County, the proposer will share methods, tactics, and techniques as they apply to user centered design (UCD), research, content management, testing and implementation.
- **Tab 2 - Service Levels and Security:** The County requires Service Providers to implement and manage systems and procedures that address the County's security policies and adopt any revised or expanded policies that the County implements during the life of the contract. Activities that must be addressed include user ID creation/deletion, password setting/resetting, creation of limited access shared space on servers, secured installation of assets, secured backup storage, destruction of data on failed hardware

components (for example, data on a server hard drive that fails) and confidential data protection methodologies. The Service Provider will also secure network resources against unauthorized access from internal or external sources. In addition, there are several special service functions that must be addressed on their own. These are: dispute resolution, disaster recovery planning, help desk, and service level agreements. This section shall document the proposer's ability to meet these requirements.

- **Tab 3 - *IT Infrastructure, Information architecture and content strategies***: The proposer will organize and categorize content from the user's perspective to create relationships and effective structure to websites and applications. The proposer will recommend effective procedures and assist in the conversion of data from the existing website to the new one. A report will be prepared that recommends ways for the County to improve the quality of web content. The report must also describe best practices in web writing, the role of "Plain Talk," and how Thurston County can make improvements in these areas.
- **Tab 4 - System Functionality including - *User interface designs***: The proposer will conduct an assessment focused on user behaviors, motivations, and needs through observation and task analysis to understand the impact of design on an audience. Qualitative and quantitative surveys will be performed to discover and assess thoughts and trends and measure number of customer views. The proposer will provide consistent predictable interface designs and elements so users can become familiar with functions and actions for completing tasks efficiently and with a high level of satisfaction. *Responsive Web Design (RWD)*: The proposer will build the new site with a responsive web design approach to maximize the user's access and experience. For example, adapting the website when viewed on mobile devices such as tablets and smart phones.
- **Tab 5 - *Usability testing and analysis***: Thurston County website users include the public, other government agencies, and internal staff. The proposer will test public-facing websites with users to understand thoughts and process, establish benchmarks, identify functionality and guide improvements. The proposer will interpret test results, create reports and present findings to the County.
- **Tab 6 - References**

#### C. Expectations

The selected proposer will work collaboratively with County project team members on the following activities including, but not limited to:

- Conducting research or gathering information with staff
- Developing criteria to assist in decision making

- Receiving feedback on deliverables
- Preparing for and delivering presentations to stakeholders
- Scheduling and participating in meetings
- Sharing knowledge with County employees
- Working with staff and/or other County vendors contributing to this project or responding to related service requests, and
- Conduct usability testing with external users.

## 6. Selection Process

Proposals will be reviewed by a team of County staff knowledgeable of the requirements identified in Appendix B of this RFP. Finalists may be selected for interview, or a visual demonstration of a proposer's solution, as a part of the selection process.

## 7. Evaluation Criteria

In determining the most responsive proposal, the following elements will be given consideration:

- Total cost of the proposed solution and annual maintenance. **(15%)**

*Use Appendix B of this RFP to respond to the following:*

- Qualifications and experience of the proposer. **(10%)**  
This includes:
  - Length, scope and depth of past experience delivering similar solutions for similar customers
  - Financial capability
  - Licenses and certifications of the company and key personnel
  - Partnership levels and benefits with the Cloud Services Provider being proposed
- Compliance with the County's requirements. **(65%)**
- References of government customers **(10%)**

## 8. Information Requested

Please include the following information in your response:

- A description of the firm's background and qualifications to include a brief statement of interest, stating why your firm should be considered for this project.
- Resumes of key personnel who would work directly on the project.
- Proposed project plan, including time lines.

- D. Proposed communication plan, including how you will communicate milestones.
- E. Completed Appendix B.
- F. A complete and itemized cost estimate for the proposed work.

## 9. Submission of Proposals

By **no later than 4:00 p.m. PDT on August 30, 2019**, submit the information requested in Section 8 of this Request for Proposal by electronic mail to:

[websiterfp@co.thurston.wa.us](mailto:websiterfp@co.thurston.wa.us)

Proposers are encouraged to submit proposals far enough in advance of the proposal due date to avoid any hindrances out of the control of the County. County assumes no responsibility for late responses. Responses received after the deadline for submission of proposal shall not be considered for contract award.

All information requested may be submitted as email file attachments (individually or zipped) in the following formats: Portable Document Format (PDF), Microsoft Word (.docx), Microsoft Excel (.xlsx), Microsoft PowerPoint (.pptx).

In addition, the website

<https://www.thurstoncountywa.gov/tchome/Pages/rfprfq.aspx> will be utilized to post the proposer questions and County answers for this RFP. Proposers should refer to the schedule provided in Section 11 of this RFP to obtain the deadline dates for submission of questions and the deadline dates for provision of answers by the County.

## 10. Questions and Answers

Questions shall be submitted by proposers to the County prior to the date and time indicated in Section 11. The County will utilize the website <https://www.thurstoncountywa.gov/tchome/Pages/rfprfq.aspx> to post all proposer questions and answers, changes, additions, deletions and requests for additional information. The County will not be responsible for the authenticity or correctness of information obtained from any person, or in any other manner.

**11. Approximate Schedule**

(the schedule is subject to change at the discretion of the County)

<b>Process</b>	<b>Target Date(s)</b>
Advertisement of RFP	August 8, 2019
Deadline to <u>receive vendor questions</u> , 4:00 P.M., PDT	August 22, 2019
Deadline for posting <u>responses to vendor questions</u>	August 29, 2019
Proposals received no later than 4:00 p.m. PDT	September 6, 2019
Review of Proposals with optional vendor interviews	October 7, 2019
Selection of Finalist	October 22, 2019
Execute Contract (time estimated)	November 22, 2019
Period of Performance (PoP) Begin Date	December 9, 2019
Period of Performance (PoP) End Date	July 31, 2020

**12. Cost of Proposals Presentation**

Cost incurred in preparing and presenting the proposals or included in any other manner by the proposer in responding to this RFP may not be charged to Thurston County.

**13. Fee, Contract, and Negotiation**

**Fee:** Thurston County intends to negotiate a fee with the firm selected for the provision of the requested services. It is Thurston County's intent to establish a fixed limit for the cost of services on this project.

**Contract:** Upon acceptance of a proposal, Thurston County will prepare and submit a contract to the successful proposer for signing. (See sample contract, Appendix A).

Incorporated by reference into the contract, which is to be entered into by Thurston County and the successful proposer pursuant to this Request for Proposal, will be (a) all of the information presented in or with the proposal and the proposer's response thereto, and (b) all written communications between the County and the successful proposer.

**Negotiation:** Negotiation will begin with the proposer scoring the highest combination total based on the criteria detailed in Section 7 of the RFP. If a contract is not successfully negotiated within twenty (20) business days following notification, the County may, at its option, terminate and cancel its action in awarding the contract, the contract shall become null and void and of no effect, and the County may proceed to negotiate with the proposer scoring the second highest combined total.

**14. Nondiscrimination**

Thurston County hereby notifies all proposers that it will affirmatively ensure that all will be afforded full opportunity to submit proposals in response to this Request for Proposal and will not be discriminated against because of race, color, creed, ethnicity, religion, national origin, age, sex, marital status, veteran or military status, sexual orientation or the presence of any disability. Implementation of this policy shall be consistent with RCW 49.60.400.

**15. Release Authorization for Reference Check**

Submit the "Release Authorization for Reference Check" with your proposal, signed by an Authorized Organization Representative (AOR) of the proposer.

**16. Procedures When Only One Proposal Is Received**

In the event only a single responsive proposal is received, the County reserves the right to conduct an analysis of all evaluation criteria submitted in such proposal. The sole proposer shall provide such information, data and other documentation as deemed necessary for such analysis. The County reserves the right to reject such proposal.

**17. Cancellation or Rejection of Proposals**

The Board of County Commissioners retains the right to reject any or all proposals for good cause and, in particular, to reject a proposal not accompanied by any data required by this Request for Proposal or a proposal in any way materially incomplete or irregular. In the event of a cancellation of a competitive solicitation or if all proposals are rejected, all Consultants will be notified by the County via mail, facsimile or electronic means.

**18. Withdrawal or Modification**

The Consultant has no right to withdraw or modify the proposal for any reason whatsoever after the time set for the opening thereof, unless the award of the Contract is delayed for a period exceeding forty-five (45) calendar days from the time set for opening of the proposals.

**19. Award**

A contract will be awarded to the responsive and responsible proposer whose proposal is the most advantageous to the County, taking into consideration the listed criteria. It is the sole responsibility of the County to award or not to award a contract. All proposals and accompanying material will become the property of Thurston County and may be subject to public records requests.

**20. Cooperative Purchasing**

The Washington State Interlocal Cooperation Act, RCW 39.34 provides a means for governmental agencies to cooperatively purchase goods and services. Responders to this Solicitation agree that other Washington State municipalities may acquire the same products and services requested through this Request for Proposals under equivalent terms.

**RELEASE AUTHORIZATION FOR REFERENCE CHECK**

By signing below, the Firm responding to this Request for Proposal authorizes past or present clients to provide information requested by Thurston County regarding work that is within the scope of this Request for Proposal. The Firm authorizes Thurston County to photocopy this signed release to be used in lieu of the original.

Firm Name: \_\_\_\_\_

Signature of Authorized Organization Representative: \_\_\_\_\_

Typed name and title: \_\_\_\_\_