REQUEST FOR PROPOSAL (RFP)

Redesign, Development and Hosting of the
Vermillion County Indiana, Government
Website

Vermillioncounty.in.gov
Vermilliongov.us

Issued by Vermillion County, IN, Government
March 19, 2019

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1 Introduction

1.1 Overview

Vermillion County, IN, Government has issued this Request for Proposal (RFP) in order to select and contract with a company ("vendor") to create and possibly host a new website at Vermillioncounty.in.gov. We want this website to be ADA compliant, modern, functional, highly attractive and responsive. From the administrative perspective the site must be easy to update by users of varied technical expertise from individual departments.

Vermillion County Government is seeking proposals from highly qualified, experienced website development companies to influence, design, develop and implement its public-facing website. The preferred strategic partner should have experience in managing local government website design projects, with expertise in best practices regarding:

successful website redesign
current trends in design
user experience and usability testing
information architecture
website development and deployment
ADA compliance
website hosting
disaster recovery
e-commerce integration
content management by department
maintenance and website integrity tools
social media integration
search engine optimization
mobile readiness

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

1.2 About Vermillion County, IN, Government

Vermillion County, IN, Government is located in west central Indiana. The county seat and primary location is at the Courthouse the town of Newport, Indiana. Vermillion County also maintains offices and conducts business in other locations inside of the county.

Vermillion County was established in 1824. The area of the county is approximately 260 square miles. According to the 2017 U.S. Census the county population is about 15,505.

Vermillion County's organizational structure includes:

Assessor
Zoning
Recorder
Prosecutor
Clerk of Court
Commission
Council

Child Support
Information Technology
Health Dept.
Probation
Sheriff
Jail

Emergency Mgt Agency
Auditor
Treasurer

The current website was developed by in-house in 2009 and is hosted by Networksolutions.com. It can be viewed at http://vermillioncounty.in.gov

1.3 Project Timeline

Project Timeline Dates	
RFP Release Date	03-19-2019
Written Questions Due	04-15-2019
Response to Vendor Questions	04-30-2019
Proposal Deadline	05-28-2019
Completion of Proposal Evaluations	06-25-2019
Presentations by Selected Vendors	TBA
Final Vendor Selection	TBA
Anticipated Website Launch	TBA

1.4 Vermillion County Government Contact Information

This RFP is issued by Vermillion County Government, 255 S. Main St., Newport, IN

47966. Mail: PO Box 190, Newport, IN. 47966-0190.

The points of contact for all questions or requests for additional information are:

Vermillion County Commissioners at the above addresses or email them to the Auditor at: amy.tolbert@vermillioncounty.in.gov

1.5   RFP Inquiries

All inquiries regarding this RFP including requests for additional information or clarification and proposed modifications or amendments to the RFP must be submitted in writing in accordance with 1.4 above. All inquiries must be received no later than **3:30pm on 04/15/2019** and must be labeled "Vermillion County, IN, Government Website Design, Development and Hosting" Each inquiry must include the inquirer's name, firm, telephone number and email address. Each inquiry should begin by referencing the RFP page number and section to which it relates.

Vermillion County will attempt to provide any assistance or additional information of a reasonable nature that may be requested by interested vendors. Telephone calls will not be accepted regarding this RFP.

Inquiries received after **04/15/2019 by 3:30 PM EST** deadline will not be considered. All inquiries received before the deadline will be compiled.

Responses to inquiries will be posted on Vermillion County's current website, located at http://Vermillioncounty.IN.Gov

1.6   Terms of Service

Vermillion County wishes to engage a vendor for the duration of this project and for any needed on-going maintenance services. Specific deliverables related to the scope of work for this project will be included in the final agreement.

2   Goals and Background

2.1   Project Objectives and Goals

Vermillion County Government is not a web design and development company. We wish to partner with an organization that understands our industry and has expertise to take us in the ideal direction. Our preferred partner will identify options, make recommendations and provide explanations that will allow us to make informed decisions that result in positive outcomes for the organization, stakeholders and citizens of Vermillion County.

The primary objectives and goals of the website redesign are as follows:

   2.1.1   **An Effective Website** – We are seeking to redesign our website so it is
            interactive, inviting and engaging. In addition, the website should allow residents,
            visitors and business partners to complete their tasks quickly and easily using
            any smart device.
   2.1.2   **Purpose of our New Website** – Our new website should:
            • Serve the needs of all users by letting them easily find what they are
              seeking, providing them with access to key services on a 24x7 basis,
              allowing them to share information and interact with our staff.

- Represent or brand our community for residents, visitors, businesses and elected officials, and showcase our community in a way that highlights why this is a great place to live, visit and do business.
- Provide a pleasant experience to all users by making it easy for them to complete their tasks or find what they want in a straightforward manner.
- Focus on making content that is useful, interactive and engaging.
- Promote transparency of our local government by making it easy for us to share and post information, and for our users to find and interact with the information.
- Build a foundation that can adapt and evolve as our community's needs change over the near and long-term.

2.1.3 Customer Experience – We take a broad customer-centric view of our community since we view anyone who visits our website or community as a customer. Our website is our digital front door and our goal is to focus on the needs of our customers, and on improving our interactions and engagement with our customer base. We want a partner that can help us:

- Determine and profile who our customers are
- Offer input as to what customers need, how that is determined and how to deliver it to them in a way that will leave them satisfied in their government's efficiency
- Build positive rapport through interactions with us.

2.1.4 Strategic Partnership – We want a vendor partner who understands the local government market, who will help guide us to where we want to be today, and provide ongoing services and support to sustain us into the future.

2.1.5 Research-Based Design – We want a site that meets the unique needs of our community. Our vendor should propose and execute a proven process to gather input, define expectations and design a consistent, user-friendly navigation framework for the website that meets the needs of all users.

2.1.6 Content Strategy – Content strategy is as important to us as a great-looking website. We are looking for a partner who has a strategy for migrating, developing and updating content, and a plan for training our web editors to contribute to and maintain the website. We would also like images to be easily altered to keep the website feeling fresh and new.

2.1.7 Responsive and Customizable Mobile View – Visitors to our site will utilize a wide variety of devices, including computers, tablets and mobile smart phones. Our new website should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen. This will ensure that all users will be able to view our site, no matter what device they are using. In addition, the solution should be able to preview the mobile view across different devices with the ability to design and customize a better user experience for mobile users by allowing us to move, hide and reorder content to create an optimized mobile view of our website.

2.1.8 Accessible Site – Our new website must be ADA compliant to current recognized standards and our chosen vendor must be able to train our users to maintain ADA compliance.

2.1.9 Flexible Solution – The new site should build upon proven and accepted website development standards while maintaining flexibility to easily grow and add new functionality over time and with minimal cost. The solution should also accommodate existing auxiliary department sites to maintain a consistent look and feel that shares overall infrastructure and features.

    2.1.10 Robust Hosting Environment – we are seeking a hosted website solution that should include:

- Guaranteed uptime of 99.9% backed by a Service Level Agreement (SLA)
- Hosting in SSAE 16 Type II compliant data centers with redundancies for ISP providers, power and backups.
- Full disaster recovery to a backup data center with less than 90 minutes site restoration and less than 15 minutes data replication
- Complete Distributed Denial of Service (DDoS) mitigation solution to detect and mitigate malicious cyber-attacks
- Vermillion County will accept proposals from designers with no hosting capability, but would like to leverage their expertise to identify a hosting service and to implement our new website.

    2.1.11 SaaS Solution – Vermillion County will consider an annual subscription fee that supports evolving Software as a Service (SaaS) content management solution (CMS) and improvement of features if it allows us to adapt to an evolving marketplace and continually meet our customers' needs.

    2.1.12 Simplify and Streamline Administration – The solution should:

- Simplify website administration, allowing users of all skill levels to update assigned sections of the website.
- Streamline business operations and reduce the amount of time that IT spends on enhancing and maintaining the site.
- Be easy to maintain for our administrators and content creators

2.2 Target Audiences

Audiences served by the website will include:

2.2.1 Residents and potential residents
2.2.2 Potential visitors to the community
2.2.3 Businesses operating in the community and/or businesses looking to relocate to the community
2.2.4 Federal/State/local government and non-profit agencies that support and complement our community's interests
2.2.5 Elected and appointed officials
2.2.6 Community members and organizations
2.2.7 Local and national media
2.2.8 Local school districts and students
2.2.9 Land owners and developers (resident and non-resident)

2.3 Our Current Environment

This is a summary of our existing website environment:

2.3.1 **Existing Website** – The existing website was launched in approximately 2009.
2.3.2 **Content Management** – The website consists of approximately 60 web pages managed by one individual using Network Solutions internal web building tools. User consensus is that the

current CMS is not particularly user friendly or intuitive. Lack of the ability for each office to be able to edit their own pages is a contributing factor to that sentiment, which results in less-than-timely maintenance efforts.

2.3.3 Content Strategy – We anticipate an increase in the number of pages on the new website and would like vendors to provide best practices, standards and optional training or consulting services for content strategy

2.3.4 Website Documents – The site contains approximately 1000 documents (MS Word, Excel, PowerPoint, jpg and PDF)

2.3.5 Website Platform – The site has been developed with Network Solutions Web hosting tools.

2.3.6 Website Hosting – The site is hosted by Network Solutions.

3 Scope of Work

3.1 Vendor Experience and Development Criteria

Assessment of vendor experience developing local government websites, breadth of experience, references, years of experience and expertise of staff will be a factor.

Additional development criteria include:

3.1.1 Collaborative Effort – The website will be developed through the cooperation of Vermillion County and the vendor, and facilitated under the supervision of a dedicated project management professional in the direct employ of the vendor.

3.1.2 Skilled Team – Vendor will supply a team of user experience, design and development professionals to supplement the development process led by the project manager. This team should include staff members skilled in local government website user experience, navigation and information architecture, local government website design, accessibility, and support and training of the content management system.

3.1.3 Proven Development Process – Vendor should have a proven development process and flexible timeline structure that favors the availability and time commitment of Vermillion County.

3.1.4 Proven Content Management System – The proposed content management software must be a proven platform for website development and local government website architecture. Development that is requested and approved by Vermillion County should be performed by the vendor with collaboration between the developer and Vermillion County.

3.2 User Experience (UX) and Design Process

At Vermillion County's discretion the vendor may employ a data-driven user experience (UX) design process to gather information to complete a comprehensive redesign of our website.

The techniques may include:

3.2.1 **Stakeholder survey** – the vendor may survey key stakeholders – elected officials, managers, content creators, internal users from Vermillion County with the purpose of validating goals and tasks for the new website.

3.2.2 **Online community survey** – the vendor may utilize an online community survey to gather key information about the level of satisfaction and to determine the most common tasks and potential goals of users.

3.2.3 **Homepage heat mapping** – the vendor may use heat mapping to collect information about every action taken on the current site to review functionality and behavior. The heat mapping may include where people have clicked, scrolled and hovered on the page.

3.2.4 **Accessibility validation (WCAG 2.0)** – the vendor should analyze the accessibility of the current site and make recommendations for the new site.

3.2.5 **Site analytics** – the vendor may utilize historical site analytics to understand patterns and information useful to the development of the new site.

3.2.6 **Mobile usability** – the vendor may analyze the current site for mobile usability and review the mobile site statistics to understand the needs of current visitors.

3.2.7 **User usability testing** – usability testing allows vendor to conduct user research with participants in their natural environment to test interaction and identify issues with navigation and layout.

If undertaken, the result of the usability design study should be a written report with design recommendations and a wireframe version of the proposed new website that will be used to develop homepage and interior page design concepts by your design team.

The design of the website should be based on the outcome of the usability report and should be welcoming and attractive, while meeting the needs of our community. The final version of the design should be a collaborative effort between Vermillion County and the vendor, incorporating elements that effectively represent Vermillion County's brand and image through a data-driven and consultative development process.

Specifically, the design guidelines should also include:

3.2.8 **Accessibility Review** – Website design and associated elements should comply with best practice and current ADA standards.

3.2.9 **Consistent Website Design** – Website design must remain functionally consistent throughout all pages to maximize usability. Exceptions where differentiating between departments or sections of the website may be requested by Vermillion County.

3.2.10 **Design Overview** – Website design must be visually appealing, incorporating Vermillion County's colors and logo where appropriate.

3.2.11 **Design Process** – The vendor shall develop an original design for Vermillion County and over a period of time during the development of the website, consult with Vermillion County to make revisions and alterations to the vendor's original design submission.

3.2.12 **Easy Updating** – Design elements should include background images, photographs, logos and buttons that are easily updated or swapped out by our staff at any time and without incurring any additional implementation or update charges.

3.2.13 Website Design and Content Ownership – Ownership of the website design and all content should be transferred to Vermillion County upon completion of the project.

3.3 Content Preparation, Website Development and Go-Live

The vendor should define their process for preparing content, development of the actual website and preparing for the go-live date. It should be clear what will occur in each phase and identify both vendor and client deliverables.

3.4 Responsive Website Expertise

We recognize that there are two ways to build a responsive website – using responsive design and adaptive design. Responsive design provides one layout that fluidly changes depending on the size of the screen. Adaptive design has several distinct layouts for multiple screen sizes that is built for the distinct needs of that device. We are seeking a vendor partner who has experience in both approaches and who will recommend the best solution for our needs.

In addition, the solution be able to preview the mobile view across different devices and the ability to design and customize a better user experience for mobile users by allowing us to move, hide and reorder content to create an optimized mobile view of our website.

The project is expected to include:

3.4.1 Clean visual design incorporating Vermillion County's logo and branding as identified in 3.2.
3.4.2 Responsive site creation that includes, but not limited to:
3.4.3 Creation of responsive templates
3.4.4 Creation of fluid grids
3.4.5 Navigation redesign
3.4.6 Taxonomy and site map
3.4.7 Image adjustments
3.4.8 Mobile page preview for smartphones, tablets and other devices
3.4.9 Ability to adjust or modify responsive views on individual pages or templates

3.5 Robust System Functionality

The vendor's content management system (CMS) should be a web-based application that provides the core of the entire development process, being both the platform for development and the tool by which system administrators and contributors can update the new website. The CMS may feature plug-in applications or modules that enhance the functionality of the website, though core features should center around ease-of-use, flexibility and, for ongoing stability, an established information architecture and hosting environment.

The preferred CMS will allow non-technical content contributors the following abilities:

3.5.1 **Administrative Dashboard** – The administrative portion of the CMS shall be accessible for all content contributors and feature a customizable interface that displays critical shortcuts, on-site items that require attention, recent activity logs and an internal messaging system that displays administrative messages and updated information.

3.5.2 **Automatic Sitemap** – The CMS should automatically create and update a sitemap and on-page breadcrumbs when content is added, edited or removed from the site.

3.5.3 **Content Expiration** – Notification of expiration of site content shall be received by content owners through notifications available via the CMS, including a dashboard administrative display and e-mail notifications. The dashboard should also detail the dates for when specific content was last updated and allow for notifications when certain time periods are reached.

3.5.4 **Content Management** – A way to add, edit and move content directly on an assigned webpage without the need to utilize or be trained on a back-end administrative system (i.e. HTML).

3.5.5 **Content Preview** – Content publishers must have the ability to preview changes prior to publishing on the site.

3.5.6 **Content Scheduling** – Content added to the site, whether as part of page content or additions to plug-in applications or modular elements shall feature delayed posting and automatic expiration abilities.

3.5.7 **Hyperlinking** – Users who wish to add simple links – either internal or external – should be provided with an option to do so through an automatic hyperlinking option.

3.5.8 **Menu Updates** – Content publishers should be able to add and update menu items if assigned the appropriate permission level.

3.5.9 **Online Help and Training Videos** – 24/7 access to support materials including, but not limited to: online training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars (live and archived), request forms, online education courses and support-related updates through common social networking mediums.

3.5.10 **Page Templates**

   3.5.10.1 Content publishers must have the option to use pre-created page templates to assist in the formatting and development of new content.

   3.5.10.2 Content publishers should have the ability to place widgets or content blocks on page templates that serve specific purposes and streamline the template building process. Widgets can represent any key function such as calendars, directory, e-notification, FAQs, search, etc. Widgets should have settings to customize their look and function to meet specific needs.

   3.5.10.3 Content publishers must have the option to share templates with and use templates from a wider community pool which shares consistent page development.

3.5.11 PDF Conversion – Ability to convert documents to PDFs via an included PDF conversion tool.

3.5.12 Spell Check – Editor should include spell-check functionality.

3.5.13 Support Access – Trained content creators of the CMS shall have access to live support via e-mail or phone during vendor's normal business hours.

3.5.14 INSIING Editor – The CMS must have an advanced INSIING rich text editor for content additions and updates that, while allowing flexibility for higher-end content contributors, is simple and straightforward, giving basic content contributors a basic set of fewer options to alter established site styles.

If the above functions are not built into the CMS the vendor must deliver a solution and/or third-party platforms to accomplish the same outcomes.

The system should include the following features for use by administrative users:

3.5.15 **Approval Workflow** – The ability to manage administrative access to the site through a permission system that defines in-system rights and workflows including content approval for both general content and modular applications that are included as a part of the CMS. Administrators should be able to define the workflow, assign the workflow to content groups and content types, and assign users to workflow rules.

3.5.16 **CMS Activity Reporting** – A report detailing all changes and activity taking place on the website through content contributors and administrators, which can be filtered by start and end dates, times, by content type and by action taken, and be exportable.

3.5.17 **Content Categories** – Administrators should have the ability to create content categories within CMS applications and modules and edit the parameters for categories.

3.5.18 **Emergency Live Support** – Designated administrators should have access to live support for emergencies. Please specify the timeframes for emergency support.

3.5.19 **Graphics Administration** – Administration of on-site banners and graphics, with the ability to add new banners and on-site graphical elements and assign those elements to specified areas of the site

3.5.20 **Login History** – A separate history report detailing user login history, including the user type, the date and time of the attempted login, the IP address of the user and whether or not the login attempt was successful.

3.5.21 **Menu Administration** – Administrators should have the ability to add, edit, update and move menu items, affecting overall site structure and organization.

3.5.22 **Permissions** – The permission system shall be divisible into both user administration and group administration, allowing permission levels to be attributed to groups to which users can be added.

3.5.23 **User-friendly URLS** – System should allow for creation of user-friendly URLs

3.6   System Administration

3.6.1 **Broken Link Review** – An administrative center for reviewing quality assurance, including detailing broken links on the website, including the referring page location so that links can be corrected.

3.6.2 **Dynamic Menu Structure** – A dynamic menu structure, with the ability to easily add, edit, move and delete menu items in multiple structural areas of the site.

3.6.3 **Infinite Menu Levels** – An infinite menu level system that allows the addition of an unlimited number of menu levels by Vermillion County.

3.6.4 **Infinite Page Structure** – An infinite page structure system that allows the addition of an unlimited number of pages by Vermillion County.

3.6.5 **SSL Certificate** – If necessary, one or more SSL certificates to encrypt data contained in site transmissions.

3.6.6 **Website Analytics** – An administrative center for reviewing, filtering and exporting overall website statistics, including the ability to view statistics by page or section and presenting the information in a graphical representation.

3.7 Preferable CMS Core Features

3.7.1 Accessibility Add-ons – Accessibility software embedded in the website that offers users access to larger fonts and audible content

3.7.2 Active Directory Integration – An optimal solution would have Active Directory integration for authentication.

3.7.3 Advanced Site Search – Provide an internal site search that:

3.7.3.1 Users able to sort search results by date, content, title or relevance; users able to filter by type of content and easily apply advanced search techniques, such as Boolean, if desired.

3.7.3.2 Administrator able to fine tune the search results by using synonyms for common words or terms, and promote pages through the use of keywords. Search functionality that will search web content as well as the contents of files (PDFs, Word Documents, etc.)

3.7.3.3 Prefer that search is contained within Vermillion County's site and not outsourced to an external page hosted by a search provider such as Google.

3.7.4 APIs, Import and Export – Major components have import and export capabilities to ease in migration and to reduce the amount of data re-entry; APIs defined for key components.

3.7.5 Apply for Permits – Capability for citizens to apply for permits and the ability to electronically track the different stages of the application process. Ability to integrate this process with the CRM managed processes already in place.

3.7.6 Blogging – Allows the creation of multiple blogs to be used by different individuals or departments within our organization. Blogging functionality that includes the ability to tag or categorize posts, include a calendar and commenting functions.

3.7.7 Business Directory – A local business directory that can be used to promote local industry and businesses. A directory with an interactive index which can include name, address, link, photo, etc. Business information that is entered by our staff, submitted by the business (subject to approval), or imported from another source.

3.7.8 Calendar – Quick and easy user access to add, import, export and update calendar listings, with editing methods available through a direct, front-end interface or a robust back- end interface.

3.7.9 Citizen Request Management Tool – A citizen request module that allows citizens to submit requests using quick and easy forms and provides online progress tracking. Administrative side that allows creation of rule-based workflows and automatic deadline notification.

3.7.10 Contact Us Form – Capability for citizens to contact Vermillion County staff through the use of a "contact us" form on the site for each division and department.

3.7.11 Department/Division Pages – A-Z Guide and Department/Division pages for navigating the site will be available, but as a secondary option; primary site organization will be citizen centric and function based.

3.7.12 Document Archive – A document archive for specified categories of documents with built-in filtering abilities and search capabilities.

3.7.13 Document Storage – An on-site document storage application with unlimited levels of folders, providing centralized storage of any type of file.

3.7.14 E-Notifications – A tool that provides a sign-up box allowing users to add their email addresses to receive important notices. Users should be able to set their preferences and should have their sign-up validated via a confirmation email. Functionality should be integrated with calendar, job postings, news, and RFP postings.

3.7.15 E-Newsletter – E-newsletter tool functionality.

3.7.16 Embedded Audio/Video/Media and Social Media – Easy embedding of audio, video, media and social-networking applications with associated embed codes.

3.7.17 Emergency Alert – Easily visible and changeable emergency alert notifications that link to critical on-site information.

3.7.18 Emergency Home Page – Ability to create and easily swap out home page for emergencies, voting results or other short-term purposes.

3.7.19 Event Calendar – An event calendar application that allows an unlimited number of calendar categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category. The following features should also be available:

    3.7.19.1 Capability to set up calendar events as single or recurring events, with options for daily, weekly, monthly or annual recurrences.

    3.7.19.2 Calendar events shall provide space for full descriptions including the ability to post images, tables and video within the description.

    3.7.19.3 The site visitor shall be able to view calendars by a list of events, a week view or a month view.

    3.7.19.4 Calendars shall be filterable by category, a start date and an end date, with the ability to search for keywords.

    3.7.19.5 Ability for site visitors to subscribe to updates from individual calendar categories through e-mail (HTML or plain-text) or SMS text messages.

3.7.20 Event Registration – Capability for citizens to easily register for events, classes and/or make appointments on the website. Registration for appointments must be secure so that registrant information is not publicly available. Ability to pay online for events that have a cost associated with them.

3.7.21 Extranet – The capability to deliver an extranet or password protected area of the website available only to those users approved to access secure content.

3.7.22 Facilities Reservation – An online reservation function to make it convenient for visitors and residents to schedule local facilities.

3.7.23 FAQ Tool – A FAQ application that allows an unlimited number of FAQ categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category.

3.7.24 Form Creator – An online form development tool for Vermillion County to develop interactive forms:

    3.7.24.1 Ability to have unlimited categories of forms, with an unlimited number of forms in each category.

    3.7.24.2 Ability for citizens to complete and submit forms electronically.

    3.7.24.3 Method by which form data is stored in a database and can be exported in a usable format from the CMS.

    3.7.24.4 Capability to merge forms with other applications of the CMS.

    3.7.24.5 Ability to customize forms for other applications of the CMS and tie directly into those tools.

3.7.24.6 Ability to customize forms to accept and process payments through integrated e-commerce functionality with or without the need to connect to a third-party software source.

3.7.25 Ability to import items from forms available via third party sources (state agencies) and replicate on Vermillion County forms.

3.7.26 GIS Mapping – Ability to integrate with Vermillion County's GIS mapping applications.

3.7.27 HTML Code – The capability to view the HTML code of any individual page and directly add or alter the code as necessary.

3.7.28 iFrame Functionality – iFrame functionality to seamlessly embed other documents within any HTML page. Examples of embedded content include videos, third party applications, Slideshare documents, etc.

3.7.29 Image Management – Image management tools for the addition of images to on-site content through web pages and modular elements associated with the CMS.

3.7.29.1 Image editing abilities on uploaded images, including the ability to change opacity, resize images dynamically based on width and height, ability to constrain proportions, flip images, rotate images, crop images, restore images and save altered images as a thumbnail or alteration of the original upload or to replace the original upload with the altered image.

3.7.29.2 Capacity to upload multiple images at one time and associate images with specific pages; the maximum file size should be no less than two (2) megabytes.

3.7.29.3 Ability to preview images prior to association with on-site content.

3.7.29.4 Ability to alter image properties, including image width, image height, capability to associate or disassociate width and height, border color, border width, image alignment, margins and application of CSS classes from overall website styles.

3.7.29.5 Full accessibility options provided in an easy-to-use interface that promotes all image-based aspects relating to Section 508 of the Rehabilitation Act, including specification of alternate text and long descriptions.

3.7.30 Job Posts – A component to simplify the job posting process to reduce overall administrative time and costs. Users should be able to filter available positions by category, type of position, posting date and salary. Administrators should be able to define categories and classification of job posting.

3.7.31 Job Application Manager – A module that helps government hiring managers save time by streamlining and simplifying the creation, customization and management of online job applications. Functionality should include the ability to create application questions, mark questions as sensitive and encrypt answers, email templating to send customized notifications to applicants, personalized login accounts for job seekers to view the status of their application, and filter capabilities to create and view application lists on date, status and other parameters.

3.7.32 Language Translation – Functionality to have multiple language translations.

3.7.33 Mapping – Include image mapping tools to create clickable maps or images with multiple hyperlinked points

3.7.34 Mega Menus – Capability to design and develop fully-customizable mega menus, including options to define the number of levels of navigation, columns and the ability to place widgets (images, content and calendars) on the menu.

3.7.35 Meetings Manager – A module that allows staff to efficiently manage council and commission meeting process including the ability to submit meeting agenda items, build agendas and log minutes. Functionality should include the ability to create different types of meetings and items, customizable approval workflows and an agenda builder with drag-and-drop feature to organize finalize an agenda.

3.7.36 Mobile Design Editor – The ability to preview, design and customize a better user experience for mobile users by allowing us to move, hide and reorder content to create an optimized mobile view of our website.

3.7.37 News Posting – The ability to post press releases, feature stories and "what's new" content on the site. Along with an auto archive function to archive posts after a certain time frame and RSS feeds available if desired by website visitors.

3.7.38 Online Payments – Integrated online payment functionality where transaction information can be directly transmitted securely to a third-part vendor who would then process the credit card or e-check, and remit the funds into a specific bank account. Transactions should be logged into a local database for reconciliation and reporting purposes. For security purposes, credit card and confidential financial information should not be stored on the system. The solution should integrate with online forms.

3.7.39 Online Polling – The ability to create and provide a poll on the website. Depending on the poll settings, the poll will appear on the public website inside a polls widget. The functionality to add, edit, import, export and copy the poll. Admins should be able to define poll categories and capture/display poll results.

3.7.40 Photo Slideshows – Creation of slideshows using multiple images and common tools found in the image management portion of the website CMS. This includes the ability to alter the order, speed, transition type, duration and layout of on- site slideshows.

3.7.41 Remote Login and Update – Secure access for employees to work remotely and/or update the site through the use of a mobile device.

3.7.42 RFP Posts – RFP postings where RFPs can be posted along with amendments and updates. RFPs should be schedulable and should have the capability to automatically expire on a certain date to ensure that the site is always up-to-date.

3.7.43 RSS Feeds – RSS feeds to keep users and subscribers up-to-date on important events, news and announcements from the website with the ability to subscribe from any RSS reader.

3.7.44 Service Directory – A service directory that organizes by functions and allows users to search by keyword and filter by category.

3.7.45 Single Sign-on – A component where registered users can log in, view and update their information from their dashboard. Registered members can be added through the CMS, imported from a spreadsheet or users can add themselves via the frontend user interface.

3.7.46 Social Media Integration – Integrate Twitter and Facebook feeds and other social tools, including the ability to comment on specific pages and/or events through social media.

3.7.47 Social Media Posting – Able to post to Twitter and Facebook directly from the CMS for news, events and blog posts. The functionality should include the ability to customize messages and images in the post, schedule posts for any time, post to multiple accounts and track posts in a calendar or list view.

3.7.48 Staff Directory – A staff directory with unlimited levels of divisions, departments and groups, with options for expanded staff biographies and images; e-mail addresses associated with directory listings shall be automatically obscured from automated e-mail collection methods.

3.7.49 Streaming Video Center – Provide capability for storing video for up to 25 meetings per year with an average of 4 hours per meeting, and 120 hours of specialty content per year.

3.7.50 Tagging – Ability to tag any content and search, sort or view based on those tags.

3.7.51 Third Party Integration – Ability to integrate with existing 3rd party applications

3.7.52 User-centered Content – Organization of the site content will be functional and user-centered for ease of use by citizens and business.

3.8 Ongoing Services

We are interested in understanding ongoing services that you may provide, such as:

3.8.1 Access to On-Demand Training Library – Do you have an on-demand library of training videos and materials?

3.8.2 Annual Consulting Hours or Credits – Do you offer a certain number of consulting hours as part of the base annual fee? What can the consulting hours be used for?

3.8.3 Website Re-Design – Do you offer a free site refresh at any time? What is included?

3.8.4 Training and Best Practice Webinars – Do you offer regular training and best practice webinars? Are these webinars recorded and viewable at a later date?

3.9 Technology/Platform Requirements

3.9.1 Browser Support – Vermillion County is looking for the new website to support mobile and desktop versions of Apple Safari, Google Chrome, Microsoft Internet Explorer and Edge, and Mozilla Firefox. The site should support all versions of the browsers that have been released within the last 5 years.

3.9.2 DDoS Mitigation – The hosted solution should protect the website against Distributed Denial of Service (DDoS) and other cyberattacks, and should be able to detect and mitigate malicious traffic within seconds.

3.9.3 Disaster Recovery – In the event of any outage impacting the primary data center, the hosting solution must have a disaster recovery or backup data center where our website visitors will continue to be able to access our site. In the event of total failure, we would like to know website and data replication recovery times.

3.9.4 System Uptime Guarantee – The hosting platform should have a guaranteed uptime of 99.9% and be backed by a Service Level Agreement (SLA).

3.9.5 Hosting Data Center and Backup Data Center – The hosting platform must be in a certified data center with multiple layers of security access, redundant ISP providers, backup power and redundant generator, and firewall protection.

3.9.6 Page Load Time – Prefer that page's load on an average of 1.5 seconds or less.

3.9.7 Programming Experience – Explain your firm's experience with other programming capabilities that would be useful in developing websites.

3.9.8 Responsive CMS Recommendation – Vermillion County is looking to have the vendor recommend a content management system. Explain your firm's experience utilizing recommended CMS in combination with responsive websites.

3.9.9 Third Party Plugins – Vermillion County will allow the vendor to use third-party products where appropriate as solutions for a requirement.

3.9.10 Web and Database Servers – explain the web server and SQL database server configuration that will be used.

3.10 Maintenance and Support

The vendor's CMS, including all features and modular applications associated with the CMS, must have qualified and available support included as a part of ongoing services. We would like explanation of structures and materials as follows:

3.10.1 Account Reviews – Do you provide regular account reviews of our website, including helping us analyze our website analytics, reviewing our use of graphics and determining the overall health of our website?

3.10.2 Ongoing User Training – Do you provide free training to new and existing users?

3.10.3 Online Training Videos – Do you offer training videos for the purposes of fully training new staff members or retraining existing staff members.

3.10.4 Support – Do you provide access to live support via e-mail or phone during Vermillion County's normal business hours of 8AM-5PM MST/MDT, M-F? Is your support team fluent in the functionality and uses of both the content management system's features and associate applications and modules? Is your technical support unlimited? Do we have an assigned support manager?

3.10.5 Support Materials – Do you provide 24/7 access to support materials such as online training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars (live and archived), request forms, online education courses and support-related updates through common social networking mediums?

3.10.6 Support Service Level Agreement – Explain your Service Level Agreement, how it guarantees customer support and the service escalation process.

3.10.7 Training and Best Practice Webinars – Do you regularly provide free training webinars focusing on functionality, best practice and industry trends?

While website content updates are to be managed by Vermillion County through the CMS, vendor must commit to regular maintenance and updating of the CMS and associated applications. What can we expect in terms of new functionality and applications?

What is the level of commitment to:

3.10.8 CMS Development Process – Regular review of new technologies and implementation of a more robust CMS with additional features and applications.

3.10.9 CMS Improvements – Regular upgrade to the CMS functionality and, when appropriate, take special requests into consideration.

3.10.10 CMS New Features – Explain the process that strengthens and improves the CMS's functionality and associated applications.

3.10.11 Software Service Level Agreement – In all submitted proposals, vendors must be able to produce a Service Level Agreement that details guarantees of upgrades and the dedicated process for improving the software purchased by Vermillion County.

3.11 Optional Services

Although we have identified specific requirements, we are also interested in your ideas for the approach of redesigning the style of our website. We encourage respondents to consider and propose alternative solutions and recommendations. Do you offer services in the following areas:

3.11.1 **Accessibility Consulting** – Assistance with helping us comply with accessibility issues and creating accessible content?

3.11.2 **Advanced Design Options** – Delivery of cutting-edge or unique design patterns, such as video background, anchor scrolling, parallax scrolling or tiles/cards?

3.11.3 **Advanced Website User Experience Analysis** – An in-depth analysis of our user's needs and expectations?

3.11.4 **Additional Training** – Advanced training and an annual refresher training for existing and new users who may have missed the original training?

3.11.5 **Content Strategy** – Assistance to help us with managing our content, working with users to write in the plain language style or review our existing content?

3.11.6 **Customized Mobile Design** – Design that mimics a smartphone application?

3.11.7 **Departmental Branding** – Different design themes or subsites for some of our key departments or related entities with unique presentation, custom widgets, standalone search and separate analytics?

3.11.8 **Health Check Analysis** – Assistance to monitor the health and usefulness of our site?

3.11.9 **Homepage Themes** – The ability to present users with alternative home page options that change by season or time of day?

3.11.10 **Intranet** – A separate option that we could install behind our firewall that will let us leverage our knowledge of your CMS while sharing key data and information with our public website without having to duplicate data? Does it have document storage, news, calendar, forms, staff directory and workflow?

3.11.11 **Monthly Office Hours** – Times when we can call in during a set time to get answers to non-critical issues?

3.11.12 **New User Training Webinars** – Scheduled or periodic training webinars for new users?

3.11.13 **Site Analytics Reporting** – help to analyze our site statistics and recommending changes to make sure our website continues to meet our users' needs?

4 Evaluation of Proposals

4.1 Evaluation of Submitted Proposals

Vermillion County intends to conduct a comprehensive, fair and impartial evaluation of proposals received in response to this RFP. All proposals that are properly submitted will be evaluated using the evaluation criteria listed below. All proposals that are properly submitted will be evaluated by Vermillion County and will make recommendations for the award.

4.2 Evaluation Criteria

This set of criteria will be used to evaluate each vendor's proposal. A contract may be awarded to the vendor that best satisfies the overall requirements of the RFP.

4.2.1 Completeness of proposal and overall solution
4.2.2 Congruence with the goals and objectives of Vermillion County Government
4.2.3 Team qualifications and expertise
4.2.4 Open, knowledge-sharing communication
4.2.5 Results of proposal interviews and client references
4.2.6 Features and function of CMS
4.2.7 Inspection of vendor's production websites
4.2.8 Available CMS training solutions
4.2.9 Project and future costs

4.3 Evaluation

Proposals will be distributed to the members of the Evaluation Committee for evaluation utilizing the criteria set forth above.

4.4 Interviews and Demonstrations

Finalist vendors will be invited to do a face-to-face or web conference interview and demonstration.

4.5 Recommendation for Award

After the interviews have been conducted, Vermillion County will recommend the successful vendor, based on the outcome of the process. Vermillion County reserves the right to make an award, not to make an award or to cancel this RFP either before or after the date of the RFP response deadline. We also reserve the right to re-issue this RFP.

4.6 Contract Discussions

Upon approval by Vermillion County, we shall enter into contract discussions with the successful Vendor. If the terms and conditions of a contract cannot be successfully established within a reasonable amount of time (as determined by Vermillion County), then contract discussions will be terminated and contract discussions with the next highest-ranking Vendor may commence. Negotiations shall continue at the sole option of Vermillion County until a contract is signed and approved or all proposals are rejected and the RFP is withdrawn.

4.7 Notice of Award

All vendors submitting a response to this RFP will be notified in writing of the award of a contract if and when an award is made. If no award is made, all vendors will be notified accordingly. For the purposes of this RFP, an award shall be deemed to have been made upon the completion of contract negotiations.

5 Vendor Qualifications and Obligations

All questions contained in this RFP must be answered. Failure by a vendor to answer all questions may result in the proposal being rejected.

5.1 Documents to Be Submitted

Vendor must submit the following information to be considered (include the corresponding item number with each response):

5.1.1 Executive Summary

5.1.1.1 Summarize on one page or less the key products and services you are proposing. Explain which RFP requirements these products are intended to meet and the benefits if we use these products and services.
5.1.2.2 Summarize your overall strategy and approach for delivering web redesign and development projects.

5.1.2 Corporate Profile

5.1.2.1 Provide a brief overview of your firm's history, philosophy and stability.
5.1.2.2 State the year the vendor started in the business of selling CMS solutions and web design services.
5.1.2.3 Where is the vendor company's headquarters located?
5.1.2.4 Describe the process of how your company works with remote customers
5.1.2.5 Provide the total number of vendor's employees and the number of employees in user experience and web design.
5.1.2.6 List the vendor's sales in the previous four years
5.1.2.7 Specify the number of public sector vs. private sector clients.
5.1.2.8 Indicate whether the business is a parent or subsidiary.

5.1.2.9
What percentage of revenues does this offered product represent to your company versus other products and/or services?

5.1.2.10
Indicate if the company incurred an annual operating loss in the last 5 years.

5.1.2.11
Has the company had a workforce reduction during the past 5 years?

5.1.3   Vendor System Information

5.1.3.1
For hosted solutions, describe your hardware and software configuration as Attachment A.

5.1.3.2
Describe the architecture, languages and tools used to develop your proposed solution.

5.1.3.3
Provide details on the licensing requirements and a copy of software license agreements as Attachment B in your response.

5.1.3.4
Describe your DDoS Mitigation solution.

5.1.3.5
Describe your disaster recovery solution, including Recovery Time Objective (RTO) and Recovery Point Objective (RPO)

5.1.4   Services and Implementation

5.1.4.1
Provide an in-depth list of your firm's capabilities.

5.1.4.2
Explain your firm's experience in developing responsive websites.

5.1.4.3
Describe your organization's experience with implementing multi-lingual websites.

5.1.4.4
Describe your process for website redesign, including how you apply user experience techniques to understand the uniqueness of our community and

5.1.4.5
Identify what uniquely distinguishes your offering from your competitors.

5.1.4.6
Describe your experience in implementing public sector and local government market solutions.

5.1.4.7
Describe your implementation approach, project management tools and methodologies for the proposed solution.

5.1.4.9
Submit a detailed implementation plan which will address requirements, customizations, content migration, implementation schedule, delivery milestones and responsibilities for each party as Attachment C in your response.

5.1.4.10
Describe any optional services that could be included with our solution, such as:
Advanced training
Content strategy
Departmental branded pages
Intranet
Premium disaster recovery
Site health checks
Site analytics reporting
Site improvement credits

5.1.5   Client Examples

5.1.5.1
Provide three examples of websites your firm has developed. Clearly explain the design objectives, the outcome and whether your firm managed the entire site or specific modules or applications within the site

5.1.5.2
Provide three client references in your proposal, including a current contact name, organization name, phone number and email.

5.1.6   Project Team

5.1.6.1
Provide Project Manager credentials, expertise and experience, including the number and examples of successful web design/development projects completed.

5.1.6.2
Define the process, project management and team structure that would execute this type of solution.

5.1.6.3
Define the interim project reviews you will utilize to gain team, management and key stakeholder buy-in and approval to move to the next phase of the project.

5.1.6.4
Define and describe the team members that would execute a project for Vermillion County. Identify their experience, roles and length of time with your organization. Specify the primary point of contact.

5.1.6.5
Define how your process manages or mitigates client changes throughout the life of a project.

5.1.7 Documentation

5.1.7.1   Provide a list of the technical documentation prior to the conclusion of the
5.1.7.2   How often is documentation updated?
5.1.7.3   Is online assistance available?

5.1.8 Training

5.1.8.1   Describe the training that accompanies the system implementation.
5.1.8.2   What types of training materials are provided?
5.1.8.3   Is training on- or off-site? Is it train-the-trainer?
5.1.8.4   Describe your training staff's qualifications and experience.

5.1.9 Software Support and Maintenance

5.1.9.1   Describe the software support/maintenance programs available.
5.1.9.2   Does the maintenance program include all future software upgrades?
5.1.9.3   Describe the hours of support you provide. Where is it located? Is it staffed by your own employees or is it a third-party facility? Briefly discuss technical support staffing numbers, staff experience, etc.
5.1.9.4   Describe your service call escalation policy.
5.1.9.5   What are recommended client staffing requirements for ongoing support of the proposed solution? Discuss in terms of full-time equivalents (FTEs).
5.1.9.6   Do you have a guaranteed uptime? Describe your service level agreement for uptime.

5.1.10 Warranty

Vermillion County requires that a warranty be included with the proposed solution.

5.1.10.1   Describe the warranty offered with your proposed solution.
5.1.10.2   Do the same support commitments apply during the warranty period as during the maintenance contract period?

5.1.11 Costs

Vermillion County prefers a firm quote on the full website redesign, development and hosting. Given that statement, we also want to insure a competitive bid from each potential vendor.

If your firm prefers to provide a firm quotation covering only certain phases of this project, insure that each phase is fully and clearly described and is denoted as a firm or budgetary quotation. At minimum, it is required that each vendor provides a budgetary proposal for the full scope of the work described in this RFP.

Provide detailed pricing information for the proposed solution. Include list prices and discounted prices. Include licenses as required for the different roles of users (administrator, view only, etc.). Break pricing down by project phases if appropriate.

5.1.12 Services and Support Costs

5.1.12.1 Implementation of Web Site Design
5.1.12.2 Implementation Services
5.1.12.3 Training Services
5.1.12.4 Software Support and Maintenance
5.1.12.5 Hourly billing rates for each job classification that will or could be utilized during the project and/or post "go-live".
5.1.12.6 Other Services and Costs (Specify)

5.1.13 Ongoing Costs

5.1.13.1 Annual Hosting or Subscription Fee
5.1.13.2 Hourly Rates for custom development
5.1.13.3 Other ongoing costs

5.1.14 Optional Costs

5.1.14.1 Provide a brief description and cost associated with options provided under Section 3.10.

5.2 Pending Litigation

Vendors must list and summarize all pending or threatened litigation, administrative or regulatory proceedings or similar matters. The Successful Vendor shall have a continuing obligation to disclose any such actions during the period of this RFP process and any contract resulting from this RFP.

6 Submission Format and Delivery Requirements

6.1 Proposal Response Delivery

Proposals must be received in one package via mail or express delivery prior to **3:50 PM EST on 05/28/2019**. Any proposal that has not been received at the above address by 3:50 PM EST on 05/28/2019 shall be disqualified from further consideration.

6.2 Acceptance or Rejection of Submissions

Vermillion County reserves the right to reject any or all proposals, to waive technicalities or irregularities and to accept any proposal determined to be in Vermillion County's best interest. The acceptance of any proposal submission shall not in any way cause Vermillion County to incur any liability or obligation to vendor, financial or otherwise. Vermillion County may cancel the RFP in whole or part without making any award at its sole discretion, without any liability being incurred by Vermillion County to any vendor for any expense, cost, loss or damage incurred or suffered by the vendor as a result of such withdrawal.

6.3 Costs for Document Development

Costs for developing the response to this RFP are entirely the responsibility of the proposing party and shall not be chargeable in any manner to Vermillion County. All Vendors agree to provide all such additional information as, and when, requested at their own expense. No vendor in supplying such information shall be allowed to change the pricing or other cost quotations originally submitted.

6.4 Proposal Validity

A proposal submitted in response to this RFP is irrevocable for 90 days from the date of submission. Vermillion County reserves the right to withdraw a bid acceptance at any time if in the opinion of Vermillion County, the vendor is unwilling or unable to enter into a form of contract satisfactory to Vermillion County. Acceptance will be defined as Vermillion County selecting a vendor as our provider of service for the intent of negotiating a contract for services.

6.5   Contract Evaluation and Award

Vermillion County reserves the right to execute any of the following options:

- Issue no contract award for any of the services described within this RFP.
- Award all services to one vendor.
- Issue contract awards for any combination of services and vendor, either all of part of the business as Vermillion County sees fit.
- Vermillion County is not obligated to accept the lowest price or most technologically advanced proposal.

Vermillion County has no obligation to reveal the basis for contract award or to provide any information to vendors relative to the evaluation or decision-making process. All participating vendors will be notified promptly of bid acceptance or rejection.

7   Contract Negotiation and Execution

It is the intent of Vermillion County that after the successful vendor has been selected, Vermillion County and the selected vendor will enter into contract negotiations containing all terms and conditions of the proposed service. Any acceptance of a proposal is contingent upon the execution of a written contract and Vermillion County shall not be contractually bound to any bidder prior to the execution of such written contractual agreement. The contents of the bid submitted shall become part of the contractual obligation and incorporated by reference into the ensuing contract. The contract with a successful vendor will include penalties for non-performance and failure to meet the proposal implementation schedule.

Contract execution is contingent upon approval by Vermillion County.

7.1   Proposal Submission Certification

By submitting a proposal, vendor certifies that he or she has carefully examined all the documents for the project and has carefully and thoroughly reviewed this RFP, and understands the nature and scope of the work to be done and the terms and conditions thereof. The vendor further agrees that the performance time specified is a reasonable time.

7.2   Insurance Requirements

The acceptance of a bid proposal is contingent on vendor providing satisfactory proof that the vendor has adequate insurance coverage. It is in Vermillion County's sole discretion the amount of insurance coverage required for the period of work under this contract.