



County of Sheridan, WY

Request for Proposal (RFP)
for
Website Redesign & Implementation

Issue Date: January 11, 2022
Proposal Due Date: February 28, 2022

Submit Responses to:
Sheridan County
Attn: IT Manager
224 S Main
Sheridan, WY 82801
webrfp@sheridancounty.com

Overview

Sheridan County is seeking to update its website to enhance the user experience, simplify content management, and provide improved citizen-centric information and customer service to its community, while meeting high standards for design quality and visual appeal. Sheridan County would like to decentralize content management by empowering our staff to easily create and manage website content in each County department under the oversight of the Sheridan County Information Technology staff.

Sheridan County seeks the assistance of an experienced company that can accomplish all the functionality identified in this RFP. Sheridan County also seeks a company that has the capability of integrating additional features and functionality that may be identified in the future. The experienced company should have a team of experts who understand local government, to help us achieve our vision.

Situational Analysis

Sheridan County is seeking to enter into a professional services agreement with a qualified vendor to design and implement a new website based on the above strategy. The County's website URL is currently <https://www.sheridancounty.com>. Sheridan County also retains the rights to domain name www.sheridancountywy.gov and wishes to make this domain the primary domain for our website, while maintaining access through sheridancounty.com. Sheridan County's emphasis is on providing a user-friendly and intuitive site structure and an interface that is both attractive and ADA compliant, while providing a user-friendly interface to allow departmental staff to maintain their relevant content. Sheridan County has existing web hosting that will continue to be utilized going forward.

Background

Sheridan County descends from the spine of the Bighorn Mountains in northern Wyoming eastward over rolling hills, verdant pastures, and on across drier plains. Sheridan County is known for polo ponies, working ranches and farms, spectacular mountains, sparkling streams and vast prairies, a prestigious sanctuary for artists and writers and a history rich in American Indian lore, outlaws, pioneers, miners and Old West dude ranches. The population of Sheridan County is approximately 30,000 citizens and covers 2527 square miles. Our current website is <https://www.sheridancounty.com>.

Format for Proposal

Sheridan County will evaluate vendor experience, qualifications, and capabilities for developing and implementing a new Sheridan County website. The response should be formatted to address all items outlined below. Responders are required to submit a written narrative addressing each of the underlined section items including section bullets:

Executive Summary – 2 page maximum

- Overview of how your company will approach the project for Sheridan County
- Statement that website will meet Accessibility Compliance requirements

Company Profile

- Company overview and history
 - How long has the company been in business
 - Number of current employees
 - Where are support and development staff based?
- Company Vision and Future Plans

Key Personnel

- Name, title, role
- Education, years of experience

One source vendors are preferred. If utilizing subcontractors for any portion of the project including engineering, design, or support, provide key personnel and company information.

Local Government Website Experience

- Public Sector/Municipal References (minimum of three, including information below)
 - Client name
 - Website URL
 - Client contact person and title
 - Phone
 - Email address

Description of Features and Functionality Included with the CMS (Content Management Software)

At minimum:

- Detail availability of all features and functionality listed in Required Features and Optional Features sections of this RFP

Project Development Approach

- Typical timeline/schedule
- Detailed explanation of all project phases including consultation, design, development, content migration, training, implementation
- Training options
- What role Sheridan County will play in the project

Scope of Work

- Project phase deliverables
- What will be expected of Sheridan County
- What Sheridan County can expect from the vendor

Hosting and Security Minimum Requirements - Discuss in detail

- Hosting is currently in place for Sheridan County's website and will be used to host the final product upon project completion.

Support and Maintenance - Describe all available

- Support services (US-based live support staff, hours, emergency availability, contact methods)
- Availability of online training manuals and technical support

Proposed Cost

All-inclusive/Lump Sum pricing is required. Pricing should include:

- Development cost
 - Days/hours of training, number of employees to be trained, on-site or virtual
 - Content migration – number of pages/URLs included
 - All products/functionality included
- Cost for future website redesign

Additional Company Products (if applicable)

- Provide brief descriptions of additional products offered by the company

Submission of Proposal

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

Required Features

- **Agenda Management** - integration with existing systems/other vendors that we may choose for specific modules.
- **Archive Center** - Store agendas, minutes, newsletters and other documents
- **Browser Based Administration** - Update, delete and create content from any device with internet access
- **Calendar** - Update/publish calendars for departments/categories with a main calendar to display all events
- **Content Scheduling** - Set dates for content to automatically publish and expire
- **Directories for Staff and Businesses** - Ability to allow citizens to search for staff or business information
- **Document Center** - Upload/download capability for files up to 1GB, back-end ability to search within published and unpublished documents
- **Frequently Asked Questions** - Ability to categorize FAQs by department or page
- **Levels of Rights/Permissions** - Allow system administrators to establish levels of rights for staff to update/manage/access content based upon roles
- **Live Edit** - Add, edit and move content directly on the front end of the site without the need to utilize or be trained in writing HTML or CSS code
- **News & Announcements** - Post news releases or updates dynamically to relevant pages based on category
- **Printable Pages** - Print-friendly function
- **Responsive Web Design** - Fully mobile responsive design - site adjusts to the screen size of all devices its being view on, includes forms, calendars, etc.
- **RFP/RFQ/Bid Posting** - Allow for easy posting of bids to the site
- **Rotating Photos/Banners** - Slideshow capabilities
- **Secure Login Features** – IP address restrictions and Two Factor Authentication capabilities
- **Sharing Capability** - Links to share content via email and social media on every page
- **Site Search** - Internal site search engine and log of search terms
- **Site Statistics** - Analytics and site audit reports
- **Social Media Interface** - Display social media feeds
- **Spotlight** - Ability to highlight important text on one or more pages
- Search Engine Optimization

Optional Features

The features below are not required by Sheridan County at this time, however, please include information and availability of integration in the future. Sheridan County does not have a need for any of the optional features at this time.

- **Activities** - Create classes, display class schedules, limit the number of persons that can sign up per class, and email those who have registered for specific classes
- **Administrator Mobile App** - Mobile app to access CMS features
- **Alerts & Notifications** - Display alerts prominently on website with notifications sent via email and text messaging to subscribers
- **Custom Mobile App** - Citizen-facing mobile app
- **E-Communication platform** - Create unlimited subscriber lists, and communicate over multiple channels – e-mail, text and social media from a single point of access
- **E-Notifications** - Electronic subscription, scheduled notifications for email and SMS
- **Facility Management** - Listings with maps, filtered search, and reservation capability
- **Multilingual Support** - Using Google Translate or similar
- **Online Forms** - Create unlimited customizable forms, track and export results
- **Online Payments** - Ability to accept secure online transactions
- **Photo Center** - Store photos in a central location on website
- **Sitemap & Breadcrumbs** - Automatically generated and updated sitemap and breadcrumbs
- **Single Sign On Integration** - Authentication through Windows Active Directory or similar
- **Unique Department Home Page** - Ability for departments, associated organizations to have a unique separate design and URL
- **Video Center** - Live streaming video capabilities

Submission of Proposal

RFP submission must be received by February 28, 2022. Submittal will be accepted in electronic or paper formats, as follows:

- As an electronic copy in pdf format, submitted to webrfp@sheridancounty.com, with a subject line "Sheridan County Website Design RFP"
- Mailed or hand-delivered to:
Sheridan County
Attn: IT Manager
224 S Main
Sheridan, WY 82801

Submittals that are not received on or before the specified deadline will not be accepted. Sheridan County reserves the right to request follow-up information or clarification from vendors in consideration. Vendor is responsible to ensure delivery by the date and time included. Any questions regarding the specifications or the process are to be addressed to Sheridan County Information Technology Department at (307) 675-2470.

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

Inquiries and Addenda

All inquiries concerning this project, or the scope of work must be made no later than February 21, 2022, and should be directed to Sheridan County IT. Questions must be submitted in writing, via e-mail to webrfp@sheridancounty.com or mail to 224 S. Main St., Sheridan, WY 82801.

Evaluation of Proposals

Submission of proposals will be evaluated as follows:

- (1) An offeror's technical qualifications and experience will be evaluated; (see criteria below)
- (2) Interviews may be conducted with only the most qualified offerors with the best responsive submissions.

Firm selection will be based on the following weighted criteria:

- | | |
|-----------|--|
| 25 points | Experience and capability of staff available for the project. |
| 30 points | Past record of performance of the design and implementation of a website. Will focus on recent projects, with respect to such factors as quality of work, ability to meet schedules, and strength of references. Cost estimates of the project will be considered. |
| 25 points | Ability to perform work, availability of staff, projects currently in process and services to be provided by outside consultants if any. |
| 15 points | Capacity and capability of the firm to perform the work. |
| 5 points | Experience with county government officials and government projects. |

Selection Process

The selection process will involve the following phases:

- Phase 1: A Sheridan County review team will evaluate vendor submittals. The initial review will determine conformance to submission requirements and whether responses meet minimum criteria established above and determine the top proposals and notify a short-list group of firms to move onto Phase 2.
- Phase 2: In person or remote demonstration of product and Interview of RFP respondents.
- Phase 3: Review team will check references given.
- Phase 4: The selection of the winning proposal and the execution of a contract, while anticipated, is not guaranteed by the County. The County reserves the right to determine which offering is in the County's best interest and to award the contract on that basis, to reject any and all offerings or portions thereof, waive any irregularities of any offering, negotiate with any potential offeror (after proposals are opened) if such is deemed in the best interests of the County.

Schedule

The approximate RFP schedule is summarized below:

- Issuance of RFP: January 11, 2022.
- Vendor submittals due: February 28, 2022.
- Vendor in person interviews and reference checks to be completed by the week of March 14, 2022.
- Execution of a contract/professional services agreement, while anticipated, is not guaranteed is proposed to become effective March 22, 2022.

* Dates subject to change