

DEKALB COUNTY GOVERNMENT
REQUEST FOR PROPOSAL
WEBSITE RE-DESIGN



Release Date: October 18, 2017

Due Date: 2:00 p.m. November 15, 2017

For questions, please contact:

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I. Introduction

The purpose of this Request for Proposal (RFP) is to solicit proposals for the implementation of a website theme design (open source preferable) for the County of DeKalb, Illinois. The objective of this initiative is to improve the accessibility of information on the website through site reorganization, intuitive navigation, enhanced search capability, accuracy of information and newer technology and web standards.

II. Background

The key component of the County's website is to provide easy to use information in a manner that is consistent with the County's image. The website needs to integrate existing information on the County's current website in an easy to use manner. The site should be created in a software that allows County-staff to maintain information on a day-to-day basis.

III. Scope of Work

The Contractor will provide services to DeKalb County Government to design and develop the DeKalb County Government website to provide users access to important County-related information. The Contractor will enable the County to make design changes to the site. The County values communication and desires to develop a responsive website that will work with CPU's, tablets and smartphones.

A. Objectives:

1. Assist DeKalb County Government in providing the users with accurate, up-to-date, easily accessible and actionable information via website and mobile applications.
2. Train the County staff to update the content of the website using the recommended software.

B. Website Design Needs:

1. **The official County of DeKalb site (www.dekalbcounty.org) will be the main design and focus of this RFP.** After a thorough analysis of the current website, the Contract will design a new look and feel for the website, as well as new navigation.
2. Provide a design for the Home Page that is consistent with DeKalb County Government's image and design standards that serves all of its users; including residents, businesses, visitors, etc. using high image and low text layouts (local photos of the County not stock photos) while yet being advanced, creative, and futuristic.
3. Provide two templates to be used for the first and second pages beyond the Home Page. Sixteen completed pages (identified) by the County should be provided as part of the package in addition to the templates.
4. Create a user friendly website that is easy to navigate with large amounts of information available to users.
5. Responsive to various user hardware (CPU's, tablets and smartphones).
6. Consideration for access by users with disabilities (W3C WCAG 2.0 Compatibility, Section 508 Compliance, Mobile/Cell Phone Web Compatible).
7. Fast load times of content by users.
8. Searchable website and searchable documents.
9. Provide the County with access to basic website analytics.
10. Recommend web-design software to use and reasons for the recommendation, but the County retains the final selection decision.
11. Knowing that the County will re-build pages with the newly designed templates, the overall design layout should include a method to utilize the existing "old pages" while the new pages get completed, but allow for interim updates of the new pages.

IV. Proposal Submission

- A. Bidders are urged to submit a proposal for establishing and performing the services described. Proposal must be submitted in accordance with the requirements for the RFP. Failure to furnish any required information with your proposal is grounds for rejection.
- B. Each bidder shall demonstrate in its proposal that the firm and its management and employees are experienced and competent and that it has the background and necessary expertise to perform the required services.
- C. Proposals in one original and three copies will be received from each bidder in sealed packages with the RFP name and company name on the outside of each package. The original should be signed and dated by an authorized official to bind the firm. Unsigned proposals will not be considered.
- D. All proposals must be received 2:00 p.m. on Wednesday, November 15, 2017. If materials arrive after the due date, the materials will not be accepted but kept in the file unopened and may be returned to the bidder unopened. In fairness to all bidders, submission times will be strictly adhered to. Sealed materials must arrive at The Administration Office, 200 N. Main Street, Sycamore, IL 60178 address by the submission deadline.
- E. Proposals shall be publicly opened at 2:00 p.m. on November 15, 2017 in the Legislative Center's Freedom Room, 200 N. Main Street, Sycamore, IL 60178. Interested agencies and businesses may attend the bid opening. Submitted materials will be opened and noted with the name of each bidder announced publicly.
- F. Upon review of the written presentations, chosen bidders may be invited to make an oral presentation. Qualified presenters will be notified of date and time. DeKalb County Government reserves the right to request discussion with any or all bidders for purpose of clarification of the materials presented in any part of the proposal. After completion of the oral presentations, final evaluations will be made and presented to the County Board for approval.
- G. Bidders will not be compensated any costs related to their responses, or any other costs incurred by participation in the process. There is no expressed or implied obligation for DeKalb County Government to reimburse responding firms for any expenses incurred in preparing proposals in response to this request.
- H. The bidder must disclose any pending litigation against the firm or its principals, if it would hinder the firm's ability to perform to the County's expectations.
- I. Bid price shall include all labor materials needed to cover the scope of work, development of the site, training and launching the site.
- J. DeKalb County Government maintains the right to use any materials generated by the vendor and may do so without vendor consent or approval. The County would retain the sole right to use any materials created.

V. Written Presentation

A bidder's proposal must be made up of the following sections, and be labeled as such:

A. General Information:

1. This section must include, in narrative or outline form, the bidder's approach to accomplishing the scope of the RFP.
2. Clear and concise descriptions of tasks and deliverable schedules are expected.
3. Illustration of the agency's past work on two websites designed for client, or clients within the last four years. For each include:
 - a. Goals and objectives of campaign
 - b. Research and methodology used to develop the website
 - c. Website analytics
 - d. Website budget

B. Project Staff and Organization:

This section should include background information on the agency and should give details of experience with similar projects.

1. Account Manager: Identify the individual who will manage the work and be the primary contact for the agency. Document overall experience in website design and demonstrate a minimum of two years of service in this area.
2. Account Team: Identify by name, title and role, each proposed member with their relevant experience.
3. A brief statement of how long the bidder has been performing the type of services requested by the RFP.
4. Location of office and contact information.
5. Identify any potential conflicts of interest.

C. Cost/Compensation

1. Cost proposal must be clearly defined and articulated in detail. Open ended cost proposals will considered non-responsive to this RFP.
2. At a minimum the proposal should detail the following based upon your website design
 - a. Expected costs for in-house creative development.
 - b. Estimated out-of-house creative production costs.
 - c. Total estimated project cost.

D. Additional Examples

1. Relevant creative examples may be requested by evaluation team for consideration.

VII. Schedule- (Subject to change)

Oct. 18, 2017	RFP Available
Oct. 27, 2017	Questions due by
Nov. 3, 2017	Responses to questions
Nov. 15, 2017	RFP due by
Nov. 30, 2017	Oral Presentations (<i>During period of Nov. 20 – Nov 30</i>)
Dec. 20, 2017	Consideration and Award by County Board

IX. Right to Reject Proposals

A. Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposal unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the County and the firm selected.

B. The County reserves the right to reject any and all proposals, either in part or in its entirety, to waive technicalities or informalities, and to accept any proposal deemed to be in the best interest of DeKalb County Government.

X. Disclosure

The content of all proposals, correspondence and any other medium which disclosed any aspect of the request for proposals will be considered public information when the award decision is announced.

THIS PAGE SHOULD BE SUBMITTED WITH BID PROPOSAL

SIGNATURE PAGE

By signature(s) below, Respondent(s) agrees to the following:

1. If awarded a contract in response to this RFP, Respondent will be able and willing to comply with all representations made by the Respondent in the Respondent's proposal during Proposal process.
2. Respondent has fully and truthfully submitted this form with the understanding that failure to disclose the required information may result in disqualification of proposal from consideration.
3. Respondent agrees to fully and truthfully submit a Respondent Questionnaire and understands that failure to fully disclose requested information may result in disqualification of proposal from consideration or termination of contract, once awarded.

The undersigned certifies that (s)he is authorized to submit this proposal on behalf of the entity named below:

Respondent Entity Name

Signature: _____

Date: _____

Printed Name: _____

Title: _____