

**County of El Dorado
Chief Administrative Office
Procurement and Contracts Division**
solicitation on behalf of the
Health and Human Services Agency



**Request for Proposals (RFP)
#22-915-037**

for

Website Redesign and Site Management Services

Submittal Deadline:

March 18, 2022 not later than 3:00:00 PM (Pacific)

Table of Contents

1.0	INTRODUCTION	1
2.0	SCOPE OF SERVICES	6
3.0	ELIGIBILITY.....	11
4.0	REQUIRED PROPOSAL COMPONENTS	12
5.0	PROPOSER QUESTIONS	17
6.0	PROPOSAL SUBMITTAL INSTRUCTIONS	18
7.0	EVALUATION PROCESS	19
8.0	SELECTION PROCEDURE.....	20
9.0	AWARD	21
10.0	CONFLICT OF INTEREST.....	21
11.0	COUNTY RIGHTS	21
12.0	EL DORADO COUNTY WEBSITE REQUIREMENTS	22
13.0	VALID OFFER.....	22
14.0	PUBLIC RECORDS ACT	23
15.0	BUSINESS LICENSE REQUIREMENT	23
16.0	PUBLIC AGENCY	23

Attachment A – Sample Agreement for Services*

Attachment B – Proposer Budget Template

Attachment C – Reference Worksheet

*The attached Sample Agreement for Services is for reference only. Other terms and conditions may apply based on the types of services and funding involved.

1.0 INTRODUCTION

The County of El Dorado (County) is located in Northern California and is bordered by Sacramento, Placer, Amador and Alpine counties in California, and Douglas County, Nevada. The two (2) incorporated cities in the County are Placerville and South Lake Tahoe. The United States (US) Census estimates that, as of 2020, the population of the County is 194,940. The largest city in the County is South Lake Tahoe, a resort city located in the Sierra Nevada Mountains, with a reported US Census 2020 population of 22,487.

The County's Procurement and Contracts Division, on behalf of the Health and Human Services Agency (hereinafter referred to as "HHS"), is soliciting proposals from experienced website development firms (also referred to as Contractor, Proposer, or firm) to conceptualize, develop and implement a redesigned El Dorado County website homepage and the County's Health and Human Services Agency, Public Health Division's (hereinafter referred to as "HHS-PH") public-facing website and provide ongoing management of the redesigned website, including maintaining or interfacing with the County's current owned online platform of SharePoint.

Firms may offer a hosted solution, but it is not required. Security requirements must be included if hosting is the proposed solution and ongoing costs considerations (hosting and services) must be included in the proposed budget.

The County is an equal opportunity employer (EOE). All individuals are encouraged to participate. The County will not discriminate against any individual because of race, religion, color, national origin, ancestry, physical handicap, mental disability, medical condition, genetic information, military or veteran status, marital status, age, gender, gender identity, gender expression, or sexual orientation.

This Request for Proposals (RFP) includes a description of the evaluation and selection process, scope of services, and RFP requirements. In the event that it becomes necessary to revise any part of this RFP, written addenda will be issued. Any amendment to this RFP is valid only if in writing and issued by the Chief Administrative Office, Procurement and Contracts Division. Verbal conversations or agreements with any officer, agent, or employee of the County that modify any terms or obligations of this RFP are invalid.

1.1 About El Dorado County

El Dorado County is the heart of the most diversified recreational area in California with approximately one (1) million acres of national forest. With the County's western border touching California's Central Valley, and its eastern boundary in the Sierra Nevada mountains overlooking Lake Tahoe, the County stretches across ninety (90) miles of foothills, valleys and mountain peaks, which provides beautiful scenery spanning across more

than eighteen-hundred (1800) square miles with elevations ranging from just a few feet to more than ten-thousand (10,000) feet above sea level.

In 1848, the discovery of gold in Coloma touched off the largest gold rush in history and helped pioneer the County's rich history. Today, the County is well known for its rustic mining roots and historic sites, and proudly serves as a year-round vacation destination overflowing with outdoor adventure, a welcoming wine and agricultural scene, enriching family activities, and a proud Gold Rush history.

While steeped in valuable assets, from water and natural resources to natural beauty, cultural capital, deep knowledge of place and people with talent and resourcefulness, access to the most basic resources can be scarce, especially for the most vulnerable.

1.2 Project Details

A. Project Description

The County currently operates an on-premises content management system and site hosting for the purpose of providing website access to the public, which has been in operation since June 23, 2017. The site has had minor design updates since its inception.

The County would ultimately like to redesign its entire website to enhance the user experience, simplify content management and provide better information and customer service to its community, while meeting high standards for design quality and visual appeal. However, given the magnitude of such a project, the County has decided to complete this objective in phases.

In the current phase covered under this RFP, the County seeks to redesign its homepage, as it sets the tone and drives navigation to the various resources and departments, including its HHSA-PH website.

B. About Public Health

The County's HHSA Public Health (PH) Division provides health and medical monitoring to clients and the public in the community to ensure public safety. Public Health offers a variety of public services including but not limited to the following:

- 1) Children and Families: PH offers services designed to promote healthy families such as the Women, Infants and Children (WIC) nutrition program, oral health, family planning services, mental health services, tobacco use prevention, and immunizations.
- 2) Healthy Living: PH promotes healthy living through a variety of services including but not limited to providing maternal child and

adolescent health classes, child safety and injury prevention, and tobacco and smoking prevention.

- 3) Communicable Disease Education and Outbreak Investigation: PH reports and identifies the treatment of infectious diseases, toxin exposure such as lead, human exposure to vector diseases such as rabies, West Nile virus and plague as well as any general public health event.
- 4) Immunizations: PH administers vaccines to help prevent the spread of communicable diseases among County residents. HHSA-PH pediatric vaccines are provided through the federally funded Vaccines for Children program which enables the division to offer vaccines at low or no cost to people without health insurance or are underinsured.

In the delivery of these services, HHSA-PH partners with local physicians, hospital representatives, other County departments, community businesses, law enforcement agencies, and State and Federal agencies to provide direct care and treatment to County residents.

HHSA-PH has developed a strong public health system that supports healthy communities and advances the County towards preventing illness, disease and injury. Public Health staff is highly trained and fully committed to providing the highest quality service to all residents. However, since the emergence of the novel coronavirus (COVID-19) pandemic, HHSA-PH staff experienced challenges with providing timely updates through their website which resulted in delays in publishing current and meaningful online information to County residents.

C. Desired Solutions

The intent of this RFP is to solicit proposals for the redesign and reformat of the County's homepage and PH website from highly qualified firms with website development expertise in the public sector. The successful Proposer will assist in the evaluation, branding, development, and deployment of the County's homepage and HHSA-PH website, in addition to performing ongoing website maintenance. Hosting of the HHSA-PH website is an optional service in which solutions can be proposed.

The URL to the County homepage is

<https://www.edcgov.us/>.

The URL to the PH website is

<https://www.edcgov.us/Government/PublicHealth>.

HHSA-PH wishes to have a system that is easy for departmental users to update without relying on County's Information Technology Division ("IT") or vendor support to make the necessary changes. The website must be easy for the public to navigate and find important information and services. The ideal solution will include professional services to evaluate, redesign, optimize, and migrate current content to the new system/platform or leverage the existing SharePoint investment to minimize costs.

Proposers should offer web-based options which focus on delivering the following solutions:

- 1) Develop a new, easily navigable homepage for El Dorado County that provides enhanced images, increased accessibility for mobile devices, and increased utility and navigation by site visitors to department and division web pages as they are developed;
- 2) Develop a rebranded HHSA-PH responsive website which ensures effectiveness by meeting the following solutions:
 - a) The redesigned site is interactive, inviting and engaging, and provides County residents, visitors and business partners easy and reliable access to public health information on any browser-based platform (mobile device optimized);
 - b) Provides quick and reliable information to clients with an intuitive and functional website;
 - c) Promotes local government transparency; and
 - d) Provides a showcase for HHSA-PH information, resources and services.
- 3) Provide optional security driven hosting service solutions.
- 4) Provide ongoing system management and web maintenance solutions.
- 5) Full compliance with the Americans Disability Act (ADA) guidelines and Federal/State government compliance to current recognized standards.

D. Target Audience

Audiences served by the County and HHSA-PH are County residents, potential residents, healthcare providers, community business organizations, non-profits, researchers, other county public health departments and state and local governments.

1.3 Funding

Website redesign, system hosting and site maintenance services are reimbursable costs, which will be funded by State grant funding that has been awarded to HHSA-PH. Proposers will provide a detailed budget identifying all projected costs for performing the activities and services proposed, to be included in their response to this RFP for evaluation. The

cost for services proposed should be formatted consistent with Attachment B – Proposer Budget Template.

1.4 RFP Process/Schedule/ Addendums

Proposers are required to provide a summary of their expertise, background, and qualifications that reflect their capacity and experience in website design, highlighting their background working on government/public sector website design projects in response to this RFP. Proposers will also justify their proposed costs within their budget narratives for providing all required services identified in this RFP. Proposals should outline various options for ongoing management of the redesigned website including interfacing and/or maintaining content within County's existing SharePoint online environment.

Section 3.0 of this RFP outlines the County's requirements that must be met by Proposers interested in providing website design, development, web hosting (if applicable) and maintenance services. Proposers shall carefully examine the entire RFP and any addenda thereto, and all related materials and data referenced in the RFP or otherwise available, and shall become fully aware of the nature and the conditions to be encountered in performing the services described herein.

Proposers are advised to read all sections of this RFP prior to responding. All information provided in response to this RFP is subject to verification. Misleading and/or inaccurate information shall be grounds for disqualification at any stage in the procurement process.

All contracts resulting from this RFP process are subject to successful negotiations resulting in mutually agreeable terms, including cost considerations.

The County anticipates awarding two (2) Agreements for Services ("contracts") to the successful Proposer as the result of this competitive RFP with an anticipated one (1) year term for the website development and redesign project, and a three (3)-year term for ongoing hosting, system management and site maintenance, effective upon execution of the Agreement(s). During the terms, the selected Proposer(s) will be limited to the funding available for services as described in the resulting Agreement(s), from which actual costs may be billed. The resulting Agreement(s) may be extended, based upon successful project outcomes, and/or budget availability. Conversely, the Agreement(s) may be terminated, if project outcomes do not reflect successful implementation, and/or budgeted funds become unavailable.

The following schedule is for reference purposes and is subject to change:

RFP Issuance	February 17, 2022
Deadline for Questions	March 2, 2022
Answers Posted on or About	March 9, 2022
Due Date for Submissions	March 18, 2022

In the event that it becomes necessary to revise any part of this RFP, written addenda will be issued and posted at:

<https://pbsystem.planetbids.com/portal/48157/portal-home> (“PlanetBids”).

Any amendment to this RFP is valid only if in writing and issued by the Chief Administrative Office, Procurement and Contracts Division. Verbal conversations or agreements with any officer, agent, or employee of the County that modify any terms or obligations of this RFP are invalid.

All interpretation or corrections, as well as any additional RFP provisions that the County may decide to include, will be made only as an official addendum that will be posted to PlanetBids and it shall be the Proposer’s responsibility to ensure they have received all addendums before submitting a response. Any addendum issued by the County shall become part of the RFP and will be incorporated into the response.

The County will not be bound by oral responses or inquires or written responses other than written addenda.

2.0 SCOPE OF SERVICES

The selected Proposer will redesign the County’s homepage and HHSA-PH website, to include a rebranded website structure and options for ongoing maintenance, optional hosting, and external content management upgrades. A final scope of work will be developed by the County and the Proposer, and included in the resulting contracts. The following serves only as a preliminary scope to generally communicate the County’s goals and expectations. Proposals for redesign of the website, hosting and ongoing maintenance should include or account for, but not be limited to, the following scope of work:

2.1 Website Redesign Requirements

The Contractor will be expected to work with County staff to develop the “look and feel” of the site to convey the HHSA-PH Division’s unique brand. This shall include a cohesive graphic design incorporating the County’s brand, colors, logo, and culture, in which the Contractor shall develop a branding guide. The County will provide the Contractor with all necessary

County logos, color schemes, programmatic information and forms necessary for the project.

The Contractor will ensure existing content is consolidated and migrated to the redesigned County homepage and HHSA-PH site. In addition, all County homepage and HHSA-PH website modifications shall ensure full compliance with the Americans Disability Act (ADA) guidelines and Federal/State government compliance to current recognized standards.

The rebranded PH website shall meet the following visual and technical improvements:

- Rebranded site design which reflects the unique geography and culture of the County and HHSA-PH, that showcases healthy communities and community partnerships;
- Simplified and responsive design, scalable to any mobile device, comprised of low text designs with simple navigation, easy to find and use tabs, drop down boxes and intuitive search functionality;
- Increased site access to ensure information, resources and forms are accessible twenty-four (24) hours per day, seven (7) days per week, three-hundred sixty-five (365) days per year;
- Upgraded web content that is useful, interactive and engaging and provides a positive user experience that drives utilization and frequent visitation;
- Enhanced performance and reliability, expanded mobile accessibility with portable technology devices, and search engine and web crawler optimized with the major browsers and operating systems on personal computer (PC) and Macintosh (Mac);
- Expanded marketing capabilities for HHSA-PH, designed to deliver users current news about County projects and events, HHSA-PH information, resources and services, and deliver high-quality customer service;
- Increased public self-service options for visitors to access, download and securely submit PH forms online;
- Integrated multichannel communications to streamline messaging;
- Automated and asynchronous updates to website software and plug-ins as required as new threats and vulnerabilities are discovered; and
- Train County staff on upgraded systems/technologies, to ensure HHSA-PH staff have the ability to provide real-time and scheduled content changes and easily adjust or modify individual web pages or templates.

Due to the rural location of many communities in the County, it is important to note that a significant portion of the County's residents do not have high-speed/broadband internet access and have slow download speeds as a result. Thus, fast download content in a less than optimal internet access area is a critical consideration for this project.

2.2 Website Redesign Project Outline

The following project phase outline is provided to demonstrate what the County anticipates the project will involve. This outline shall be further discussed and modified with the awarded Proposer, in conjunction with the proposed timeline and as needed during the project.

A. Concept

- 1) Determine Content
 - a. Evaluate HHSA-PH website and County homepage web content for inclusion on the new site
 - b. Interview key stakeholders for needs assessment
 - c. Brainstorm to identify potential new content
 - d. Document all content for new site
 - e. Document relationships between content for use during site layout
- 2) Identify Navigation Structure
 - a. Determine the functional top level navigation tabs
 - b. Determine the sub-level navigation tabs
- 3) Undergo Presentation and Concept Acceptance
 - a. Develop concept to report findings and provide recommendations
 - b. Present to HHSA-PH, IT and stakeholders for concept approval
 - c. Obtain and implement suggestions

B. Design

- 1) Design Site Layout
 - a. Organize site structure
 - b. Determine all templates needed for various functions
 - c. Determine a look and feel for the site, including color schemes, graphic elements and navigation tools
- 2) Design Presentation and Design Acceptance
 - a. Present to HHSA-PH, IT and key stakeholders
 - b. Obtain and implement suggestions
 - c. Ensure final design acceptance and approval

C. Development

- 1) Develop Web Templates
 - a. Create visual models of how the user interfaces will operate
 - b. Create user interface templates for staff to add, change or delete
 - c. Create website wireframes
 - d. Create website mockup templates
 - e. Develop website prototype

- 2) Testing
 - a. Develop user testing
 - b. Perform Usability testing
- 3) Development Presentation and Development Acceptance
 - a. Present to HHSA-PH, IT and key stakeholders
 - b. Obtain and implement suggestions
 - c. Ensure final development acceptance and approval
- 3) Document Conversion – Convert current site pages and modify for new layout

D. Implementation

- 1) Install web applications
- 2) Install objects and components developed
- 3) Perform site, usability and stress testing
- 4) Project Implementation Acceptance
 - a. Present to HHSA-PH, IT and key stakeholders
 - b. Obtain and implement suggestions
 - c. Ensure final acceptance and approval of final project
- 5) Go Live – Replace current site with new site

E. Training and Support/Maintenance

- 1) Train staff
 - a. Provide training to applicable staff personnel
 - b. Provide documentation that outlines maintenance process
- 2) Provide Support Options
 - a. Provide support documentation
 - b. Provide Contract designated contact(s), phone number and hours of operation for support/technical assistance
 - c. Process for obtaining and installing updates

2.3 Browser/Device Compatibility

Any new website design for this project should be easily viewable from a desktop, tablet or mobile device of any manufacture. Compatibility with mobile devices is crucial to ensure that users without access to a computer can obtain immediate access to services and important alerts. The user experience should be similar across all devices, allowing for differences in device layouts or requirements, with the major browsers and operating systems on PC and Mac.

The website must be easy to use by viewers and content managers with all major mobile devices, including but not limited to:

- Tablets – iPad, Samsung Tablet, MS Surface
- Smart Phones – iPhone, Blackberry, Android and Windows Mobile phones

2.4 Website Reporting

Website reporting and analytics must be integrated in the site to provide performance and utilization information that allows the County to understand who is using the information and services and how they are connecting (i.e., to allow for website visitor tracking, page tracking, etc.) The Contractor will be required to report on broken link review. Reporting and analytics guidance and solutions should provide continuous improvements to adjust the website design and performance over time.

2.5 Optional Website Hosting Solution

Website Hosting is an optional solution, which if proposed, must include options for secure hosting of the new Public Health website. If this optional service is awarded, the selected Proposer will provide hosting of the HHSA-PH website and intranet. The proposed solution must include options for ongoing system management and maintenance. Upon award of the RFP, those solutions will be included in the final scope of work in the resulting contract.

2.6 Web Content Management System Requirements

A web content management system (CMS) is a computer application specifically designed to help manage an organization's digital assets, including web content. Common web content updates to the HHSA-PH site include, community updates related to PH program information, community press releases, and health emergency notifications. Contractor shall provide content management tools that allow content managers to easily create and manage web content. Web CMS requirements must include the below features to ensure that tools are accessible to create, control and publish online content:

- User permissions;
- Approval workflows;
- Staging areas for review prior to going live;
- Retention requirements, where documents can have expiration dates and automatically removed to prevent stale information;
- Search capabilities; and
- Form options.

2.7 Web Compliance

County updated websites must comply with Americans with Disabilities Act (ADA) Section 508¹, Web Content Accessibility Guidelines (WCAG), and Federal/State government compliance to current recognized standards. The County sites should be accessible to those with disabilities. ADA 508 compliance provides accessibility for digitally published material within government agencies and entities.

2.8 Data Migration

Data and file migration from the County and HHSA-PH existing sites require integration into the new sites. This RFP provides the County and HHSA-PH with the opportunity to restructure and update its content, however, the County has a significant investment in the existing content and files which must be a consideration in each response. Proposals should include the necessary process for migrating the data and files from the existing site into any new or upgraded website. This includes indexing and integrating existing content into the new design and navigation structure.

2.9 Skills Training

HHSA-PH will serve as the primary administrative point of contact and take the lead in content creation and updates. County IT will function as a trusted adviser to the division. The Contractor shall provide education and guidance on best practices for selecting and managing the division's content.

The County expects the Contractor to work closely with HHSA-PH and other key staff members to answer questions and give demonstrations on the new site features, and ensure they are adequately trained on the appropriate methods to adjust or modify responsive views on individual pages or templates. In addition, the Contractor shall provide a branding guide upon project completion, as the newly designed website will bring new technologies to the County and new ways to use existing technologies.

3.0 ELIGIBILITY

Proposers must meet the following eligibility requirements to be considered responsive to this RFP:

1. Demonstrate that they are an established organization with the experience and capacity to provide the website development, redesign, and maintenance services outlined in this RFP, with a minimum of three (3) years performing a similar scope of work. To establish that the responding organization meets this requirement, the Proposer will indicate the number of years the

¹ <https://www.section508.gov/manage/laws-and-policies/>

organization has been providing related services, with a brief summary of the services performed, in the Cover Letter (refer to Section 4.1 of this RFP).

2. Provide a minimum of three (3) client references, preferably local governments, municipalities, or service districts in California, of organizations with whom the Proposer currently has contracts with and/or previously had contracts with for the provision of services of similar type and scope, by submitting a completed Attachment C – Reference Worksheet. (Each reference shall include company or organization name, contact person, title, email address, telephone number, length of business relationship, and summary of services performed. Verify that all reference information is current and accurate especially that of the contacts and contact information prior to submitting a response.).
3. Certify that the Proposer’s organization understands that if selected, they will be required to ensure that the County websites modified by the organization will comply with all required ADA, Federal, State and WCAG, regulations and guidance regarding published online content requirements.
4. Certify that the Proposer’s organization understands that if selected, they will be required to negotiate an Agreement for Services with the County substantively similar to Attachment A - Sample Agreement for Services and must be able to obtain required certifications of insurances.

The certifications indicated above (items numbered 3, and 4) should be included in the “Cover Letter” specified in Section 4.1. All required documentation must be attached in response to this RFP.

Proposals received that fail to meet the requirements identified above will be rejected as nonresponsive and will not be evaluated.

4.0 REQUIRED PROPOSAL COMPONENTS

Each response to this RFP shall include the information described in this section. Failure to include all of the elements specified may be cause for rejection. Additional information may be provided, but should be succinct and relevant to the goals of this RFP. Excessive information will not be considered favorably. The document shall be 8-1/2 inches by 11 inches in size. Unnecessarily elaborate responses, enclosures, and specialized binding are not desired, and may be construed as an indication of Proposer’s lack of cost consciousness.

All proposals shall contain the following elements, and in the order given:

4.1 Cover Letter must at least contain the following information:

- Title of this RFP.

- Name and Mailing Address of firm (include physical location if mailing address is a P.O. Box).
- Type of organization of firm (partnership, corporation, etc.).
- Contact person including telephone number, fax number, e-mail address, and physical mailing address.
- A statement indicating the number of years the proposing organization has been providing website development, web hosting and website maintenance services, with a brief summary of related experience.
- A statement certifying the Proposer's organization, if selected, ensures that any County websites modified by the organization will comply with all required ADA, Federal, State and WCAG regulations and guidance regarding published online content requirements.
- A statement certifying the Proposer's organization, if selected, agrees to negotiate an Agreement for Services with the County substantively similar to Attachment A - Sample Agreement for Services and agrees to obtain required certifications of insurances.
- The cover letter should also include a statement either requesting protection of specific sections of their proposal that contains proprietary information (if necessary) or an acknowledgement that the proposal and its contents are not considered proprietary. All proposals may be considered public information. Subsequent to award of this RFP, all or part of any proposal may be released to any person or firm who may request it. Therefore, Proposers may request in their cover letter if any portion of their proposal should be treated as proprietary and not released as public information (refer to Section 14, Public Records Act, below for additional information).

Signatory Requirements: In order to receive consideration, the Cover Letter must be signed by an officer empowered by the Proposer to sign such material and thereby commit the Proposer to the obligations contained in the RFP response. **Further, the signing and submission of a response shall indicate the intention of the Proposer to adhere to the provisions described in this RFP and a commitment to enter into a binding contract.** Submittals shall be signed by one of the following representatives:

- If the Proposer is a **partnership**, submittal shall be signed in the firm name by a partner or the Attorney-In-Fact. If signed by the Attorney-In-Fact, there shall be attached to the proposal a Power-

Of-Attorney evidencing authority to sign proposals, dated the same date as the proposal and executed by all partners of the firm.

- If the Proposer is a **corporation**, the submittal shall have the correct corporate name thereon and the actual signature of the authorized officer of the corporation written (not typed) below the corporate name. The title of the office held by the person signing for the corporation shall appear below the signature of the officer.
- If the Proposer is an **individual** doing business under a firm name, the submittal shall be signed in the name of the individual doing business under the proper firm name and style.
- If the Proposer is a **non-profit organization** (i.e. 501[c]3), the submittal shall be signed by the Executive Director of the organization with additional evidence submitted to demonstrate the Executive Director has been delegated to have signature authority by the organization's governing body.

4.2 Required Eligibility Document for Proposal Submission

In addition to the Cover Letter, Proposers must provide the following documentation (as specified in Section 3.0 Eligibility) in their RFP submission:

- Proposers must submit and attach a fully completed Attachment B, titled "Proposer Budget Template."
- Proposers must submit and attach a fully completed Attachment C, titled "Reference Worksheet".

4.3 Proposal Narrative

A. Plan for Services

The plan for services should address the Proposer's plan, including any optional and/or additional service components unique to the approach for providing these services. All descriptions of plans should be detailed and include measurable outcomes, defined timelines, and the activities/steps that will be taken to achieve the outcomes identified.

At a minimum, the plan for services should clearly:

- 1) Describe the proposing organization's overall intent, ability, and capacity for meeting the services solicited in this RFP, including the

- organization's creative design strategy, solutions, and plan for services;
- 2) Provide an overall timeline, detailing the projected time required for each major step or phase of the project for the website redesign project from start to estimated implementation;
 - 3) Describe the organization's proposed process for evaluating and migrating the data and files from the existing County and HHSA-PH sites into any new or upgraded website, including indexing and integrating existing content into the new design and navigation structure;
 - 4) Describe the Proposer's process for collaborating and coordinating with HHSA-PH staff, IT and key stakeholders involved in the project, throughout all phases of the project from inception, approval, and implementation leading up to project completion; and
 - 5) Describe the proposing organization's high level recommendations and best practices for managing the content for the County websites over time;
 - 6) Describe the organization's plan to provide training to ensure that designated County staff is successful in learning and utilizing any new technology or systems implemented, and are trained in their supporting role in administration, management, maintenance and on-going operations of the upgraded websites.

If a Proposer is proposing optional web hosting solutions, the Proposer must respond to the below question in order to have this additional service component considered. (No additional points will be included in the RFP evaluation for responses to this question.)

- Describe the organization's proposed solutions for secure hosting of the new Public Health website and intranet, which include options for ongoing system management and maintenance, including maintaining or interfacing with the County's current platform of SharePoint.

B. Qualifications and Experience

The Qualifications and Experience section should provide an overview of the organizations history and experience providing similar services, highlighting local government project experiences, in areas related to the scope of this RFP. At a minimum it should also address the following:

- 1) Describe the proposed organization's overall experience performing website development services with a similar scope, including all work performed on development, web hosting and maintenance on municipal government websites;

- 2) Describe the Proposer's expertise and background, analyzing corporate and government websites for visual/technical improvements and upgrades, including the organization's demonstrable successes with similar projects; and
- 3) Describe the proposed project staffing, including providing team member's background and experiences, their specific contributions to past similar projects, and the responsibilities of the proposed contributing staff, as related to this project.
- 4) Describe what the County can expect from the Proposer in terms of an implementation branding guide, including any required components and additional features the Proposer believes will make their work product the best possible solution for the County;
- 5) Describe the Proposer's overall capacity to assist the County in achieving the stated project objectives, including any demonstrable successes in other local government jurisdictions; and
- 6) Describe the Proposer's organization process for tracking and documenting project status.

C. Budget and Budget Narrative

All Proposers must complete and submit a proposed budget using Attachment B – Proposer Budget Template, outlining the expected cost of the services, broken down by major cost categories. Important considerations are as follows:

- The completed budget should include all Direct Costs necessary to perform the services identified in this RFP for an anticipated one (1) year term for website development (identified as Worksheet A) and a three (3) year term for optional web hosting and website maintenance services (identified as Worksheet B). (All Proposers will complete Worksheet A and Worksheet B is to be completed by Proposers who are bidding optional service components. (Attachment B – Proposer Budget Template has sample tabs completed with instructions to serve as a reference.)
- Proposers should identify all personnel/position costs inclusive of salary and benefits, any contract or subcontract costs that will be incurred (whether for goods or services), any operational costs, as well as Indirect Costs (Facilities & Administrative [F&A] costs).
- Indirect Costs (F&A costs) can only be reimbursed as a percentage of actual costs billed on a monthly basis. As a result, Proposers must factor these costs as a percentage of the total direct costs proposed. Indirect cost rates in excess of ten percent (10%) of the total direct costs proposed will not be evaluated favorably.
- Proposed Direct Costs are those costs directly related to the services solicited. They may include staff time for beneficiary treatment, or performing other activities directly related to the

- All proposed costs should include a description or formula indicating how the total cost amount was determined. Attachment B provides a sample for creating a consistent format.

In addition to completing Attachment B, all Proposers must submit a Budget Narrative. At a minimum, the detailed budget narrative should address:

- 1) All factors of cost included in the rate for each personnel/position proposed, including the types of benefits offered, the full time equivalency (FTE) of the position, and the qualifications of the position.
- 2) A description of how the positions proposed will be sufficient to provide the services solicited in the RFP.
- 3) A description of all non-personnel costs and how these costs are necessary and reasonable for the delivery of services solicited in the RFP.
- 4) A description of what costs are included in the proposed indirect cost (F&A) rate.

5.0 PROPOSER QUESTIONS

- 5.1 Questions regarding this RFP must be submitted in writing by email to: matthew.potter@edcgov.us, U.S. mail to the Procurement and Contracts Office, or using the PlanetBids website, and must be received no later than 5:00:00 p.m. (Pacific) on **March 2, 2022** (refer to Section 1.4 for additional information and clarification regarding Proposer questions).
- 5.2 All emails must have "RFP #22-915-037 – QUESTION" as their subject, and all envelopes or containers must be clearly marked "RFP #22-915-037 – QUESTION" for clarity. Emails, envelopes, and/or containers not clearly labeled may be overlooked and not responded to.
- 5.3 Questions will **not** be accepted by telephone, facsimile (fax), or orally.
- 5.4 The County reserves the right to decline to respond to any question if, in County's assessment, the information cannot be obtained and shared with all potential organizations in a timely manner.
- 5.5 A summary of the questions submitted, including responses deemed relevant and appropriate by County, will be posted to the PlanetBids website on or about **March 9, 2022** (refer to Section 1.4 for additional information and clarification regarding responses to questions).
- 5.6 All inquiries regarding this RFP shall be submitted by email to: matthew.potter@edcgov.us or by U.S. Mail to:

County of El Dorado
Procurement and Contracts
330 Fair Lane
Placerville, California 95667
RFP #22-915-037 – Question

- 5.7** Proposers are cautioned that they are not to rely upon any oral statements that they may have obtained. Proposers shall direct all inquiries to the contact above and shall not contact the requesting department or other County staff directly regarding any matter related to this RFP. Information provided by other than Procurement and Contracts staff may be invalid and proposals which are submitted in accordance with such information may be declared non-responsive. Any addenda to this RFP is valid only if in writing and issued by the County’s Procurement and Contracts Division.

6.0 PROPOSAL SUBMITTAL INSTRUCTIONS

- 6.1** Proposers are strongly encouraged to submit their responses online to assure a complete and timely response. To respond online firms must register with the County’s online bidding system, PlanetBids, at <https://pbsystem.planetbids.com/portal/48157/portal-home>. Proposers are cautioned that the timing of their online submission is based on when the submittal is RECEIVED by PlanetBids, not when a submittal is initiated by a Proposer. Online submittal transmissions can be delayed in an “Internet Traffic Jam” due to file transfer size, transmission speed, etc. For these reasons the County recommends that Proposers allow sufficient time to upload their response and attachment(s) (if applicable) and to resolve any issues that may arise. The closing date and time shall be governed by the PlanetBids web clock, which does not allow submittals after the closing date and time. PlanetBids will send a confirmation email to the Proposer advising that their online submission (eBid) was submitted. If you do not receive a confirmation email you are advised to contact the PlanetBids Support team by phone (818-992-1771 Monday through Friday between 7 a.m. and 5 p.m. Pacific, excluding statutory U.S. holidays) or by submitting a Support Ticket (visit <https://solutions.planetbids.com/support/> to complete and submit the ticket form).
- 6.2** Proposers that decide to submit a hard-copy response do so at their own risk. All hard-copy submittals must include all of the same information required for online submittals. Incomplete submittals will be rejected as non-responsive. Proposers shall submit one (1) original hard-copy and one (1) electronic copy of their proposal in PDF format on a flash/USB drive. All hard-copy submittals shall be submitted in a sealed envelope or container and clearly marked “RFP #22-915-037 – Website Redesign and Site Management Services– DO NOT OPEN” on the outside of the parcel.

- 6.3** All responses must be submitted not later than the date and time posted on PlanetBids. Hard-copy proposals shall be submitted ONLY to:

County of El Dorado
Procurement and Contracts Division
330 Fair Lane
Placerville, CA 95667

- 6.4** The County shall not be responsible for proposals delivered to a person or location other than specified herein. Proposals submitted to a location other than the above will not be considered duly delivered or timely. The County shall not be responsible for rerouting proposals delivered to a person or location other than that specified above.
- 6.5** Faxed or emailed proposals shall not be accepted.
- 6.6** Late proposals will not be accepted or considered.
- 6.7** All proposals, whether selected or rejected, shall become the property of the County and shall not be returned.
- 6.8** The County reserves the right to waive minor defects and/or irregularities in proposals, and shall be the sole judge of the materiality of any such defect or irregularity.
- 6.9** All costs associated with proposal preparation shall be borne by the offeror.
- 6.10** It is the responsibility of the Proposer to ensure that the proposal is received in the Procurement & Contracts Division prior to the proposal opening deadline date and time.
- 6.11** Any hard-copy submittal received prior to the date and time specified for receipt of submittals may be withdrawn or modified by written request of the Proposer. Requests for modification must be received in writing, and in the same number of copies as the original submittal, prior to the date and time specified above for receipt of submittals.

7.0 EVALUATION PROCESS

Proposals will be evaluated by a selection committee and the firm/Proposer submitting the most highly rated proposals may be invited for interviews. The following evaluation criteria and rating schedule will be used to determine the firm that provides the best value:

	Evaluation Criteria	Maximum Points
A.	Plan for Services	66
B.	Qualifications and Experience	78
C.	Budget and Budget Narrative	56
	TOTAL POSSIBLE POINTS	200

8.0 SELECTION PROCEDURE

- 8.1** County staff will open and review proposals for responsiveness following the submittal deadline. The names of the Proposers that submitted proposals will be made available after the RFP deadline has passed. The contents of all proposals, or any other medium which discloses any aspect of the RFP, shall be held in strictest confidence until the County releases a Notice of Award or Notice of Intent to Award.
- 8.2** The County reserves the right to reject any or all proposals, to waive minor irregularities in said proposals, or to negotiate minor deviations with the successful Proposer. The County shall be the sole judge of the materiality of any such defect or irregularity.
- 8.3** A Selection Committee appointed by the County will evaluate the proposals. It is anticipated that representatives from the County and other local government entities, if necessary, will conduct the evaluations. The Selection Committee may interview Proposer firms during the selection process if it is determined to be necessary.
- 8.4** When evaluation of the proposals has been completed, one (1) or more Proposers will be selected and negotiations will be initiated. If for any reason a contract cannot be negotiated, the County reserves the right to select the next highest ranked Proposer. The County will then make recommendations for selection to the Purchasing Agent or County Board of Supervisors based on the criteria outlined in the preceding sections.
- 8.5** The County reserves the right to award a contract to the Proposer who, in the sole judgment of the County, presents the most favorable response to this RFP pursuant to the evaluation criteria indicated above. The County reserves the right to make an award without further discussion of the submittal with the Proposer. Therefore, the proposal should be submitted initially on the most favorable terms that the firm or individual may propose.
- 8.6** In the case of differences between written words and figures in a proposal, the amount stated in written words shall govern. In the case of a difference in unit price versus the extended figure, the unit price shall govern.

- 8.7** The Procurement and Contracts Division does not mail out hard copy letters advising participating Proposers of RFP results. For RFP results, please visit the PlanetBids website at:

<https://pbsystem.planetbids.com/portal/48157/portal-home>

RFP results are also available at:

<https://edcapps.edcgov.us/contracts/bidresults.asp>

- 8.8** The results of this RFP will be posted on the PlanetBids and County website listed in Section 8.7 above at the earliest possible opportunity in accordance with County policy. The timeline for posting RFP results may vary depending on the nature and complexity of the RFP.
- 8.9** The selected Proposer will receive written notification of the award. Response and selection of a proposal will not necessarily result in the award of a contract with the County of El Dorado. Proposal opening does not constitute awarding of a contract. Contract award is by action of the Purchasing Agent or Board of Supervisors and is not in force until fully executed.

9.0 AWARD

Response to this RFP will not necessarily result in an agreement with the County. Proposal opening and evaluation does not constitute award of an agreement. The County Board of Supervisors will determine the final award of any resulting agreement. The agreement is not in force until it is signed and executed by the County Board of Supervisors or Purchasing Agent.

10.0 CONFLICT OF INTEREST

Proposers warrant and covenant that no official or employee of the County, or any business entity in which an official of the County has an interest, has been employed or retained to solicit or aid in the procuring of any resulting agreement(s), nor that any such person will be employed in the performance of such agreement without immediate divulgence of such fact to the County. Proposer's proposal shall contain a statement to the effect that the Proposer is not currently committed to another project that would constitute a conflicting interest with the project defined in this RFP.

11.0 COUNTY RIGHTS

Proposers interested in being considered must submit a proposal in compliance with this RFP. Failure to meet the minimum requirements of the RFP shall be cause for rejection of the proposal. The County reserves the right to reject any or all proposals.

The County may reject a proposal if it is conditional, incomplete, contains irregularities, or reflects inordinately high cost rates. County may waive immaterial deviation in a proposal at the sole determination of the County. Waiver of an immaterial deviation shall in no way modify the RFP documents or excuse the Proposer from full compliance with the contract requirements if the Proposer is awarded the contract.

Additionally the County reserves the right to:

1. Request clarification of any submitted information.
2. Not enter into any agreement.
3. Not select any Proposer.
4. Cancel this process at any time.
5. Amend this process at any time.
6. To award more than one (1) contract if it is in the best interest of the County.
7. Interview Proposers prior to award.
8. To request additional information during an interview.

12.0 EL DORADO COUNTY WEBSITE REQUIREMENTS

It is the Proposer's responsibility to monitor the PlanetBids website for possible addenda to this RFP to inform him/herself of the most current specifications, terms, and conditions, and to submit his/her proposal in accordance with original RFP requirements and all required addenda. All available RFPs and related addenda can be found at:

<https://pbsystem.planetbids.com/portal/48157/portal-home>

Failure of Proposer to obtain this information shall not relieve him/her of the requirements contained therein.

13.0 VALID OFFER

Proposals shall remain valid for one hundred twenty (120) days from the due date. The County reserves the right to negotiate with the successful Proposer any additional terms or conditions not contained in their proposal which are in the best interest of the County or to otherwise revise the scope of this RFP. This RFP does not constitute a contract or an offer of employment.

14.0 PUBLIC RECORDS ACT

All proposals and materials submitted shall become property of the County and will not be returned. All responses, including the accepted proposal and any subsequent contract, become public records in accordance with the requirements of the California Government Code, Sections 6250 - 6270, "California Public Records Act". Proprietary material must be clearly marked as such. Pricing and service elements of the successful proposal are not considered proprietary information. Proposers which indiscriminately identify all or most of their proposal as confidential or proprietary without justification may be deemed unresponsive.

The County will treat all information submitted in a proposal as available for public inspection once the County has selected a successful Proposer. If you believe that you have a legally justifiable basis under the California Public Records Act (Government Section 6250 et. seq.) for protecting the confidentiality of any information contained within your proposal, you must identify any such information, together with the legal basis of your claim in your proposal, and present such information **separately** as part of your response package.

Upon receipt of a request for disclosure pursuant to the California Public Records Act for information that is set apart and marked as proprietary, County will notify you of the request for disclosure. You shall have sole responsibility for the defense of the proprietary designation of such information. Failure to respond to the notice and enter into an agreement with County providing for the defense of and complete indemnification and reimbursement for all costs incurred by the County in any legal action to compel the disclosure of such information, shall constitute a complete waiver of any rights regarding the information designated proprietary and such information will be disclosed by County pursuant to applicable procedures under the California Public Records Act.

15.0 BUSINESS LICENSE REQUIREMENT

It is unlawful for any person to furnish supplies or services, or transact any kind of business in the unincorporated territory of El Dorado County without possessing a County business license unless exempt under County Code Section 5.08.070. Contact the Tax Collector's Office at 360 Fair Lane, Placerville, CA 95667, or phone (530) 621-5800, for further information.

It is not a requirement to possess a County business license at the time of proposal submittal. Selected Proposers may be required to possess a County business license to award contract.

16.0 PUBLIC AGENCY

It is intended that other public agencies (i.e., city, special district, public authority, public agency, and other political subdivisions of the State of California) shall

have the option to participate in any agreement created as a result of this RFP with the same terms and conditions specified therein, including pricing. The County shall incur no financial responsibility in connection with any agreement from another public agency. The public agency shall accept sole responsibility for contracting for services and making payment to the vendor.