



GEAUGA COUNTY BOARD OF COMMISSIONERS

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DEPARTMENT OF JOB AND FAMILY SERVICES
12480 Ravenwood Drive, P.O. Box 309, Chardon, Ohio 44024

Craig A. Swenson,
Executive Director

REQUEST FOR PROPOSAL

Website Redesign, Development, Implementation and Management Services

The Geauga County Department of Job & Family Services (GCJFS) is soliciting proposals from qualified website design firms to modernize and redesign the GCJFS website <http://geaugajfs.org/>. Proposals are sought from qualified firms with proven expertise and preferably experience working with local government entities or developing functionality similar to the needs of local governments.

RFP Procurement Schedule

Date / Time	Schedule of Events
July 20, 2017	Release of RFP for "Website Redesign, Development, Implementation and Management Services"
August 4, 2017 / 4:30 PM	Deadline for questions
August 28, 2017 / 3:00 PM	Deadline for proposals
September 2017	RFP review committee meeting
September 2017	Top proposal review and interviews
September 2017	Complete follow-up reference checks and finalize vendor selection
September 2017	Committee recommendation to GCJFS Executive Director
September - October 2017	Negotiation of agreement
September - October 2017	Contract execution
October 16, 2017	Projected start date

The Geauga County Department of Job & Family Services reserves the right to modify this schedule. Changes will be posted on the GCJFS website at <http://geaugajfs.org/>.

Table of Contents

Section	Section Title	Page
I.	Overview	2
II.	Terms and Conditions	5
III.	GCJFS's Responsibility	6
IV.	Project Guidelines	6
V.	Evaluation Process and Award Criteria	7
VI.	Requested Information, Proposal Format and Submission	9

I. OVERVIEW

A. Agency Description:

Geauga County Job and Family Services (GCJFS) is a county social service agency providing child protective services, work and family assistance programs, child support enforcement, employment and training services, and emergency services to the residents of Geauga County.

Our mission is to promote self-sufficiency and family stability in Geauga County by providing child and adult protective services, child support services, public assistance and employment services with respect, dignity and compassion.

GCJFS places an emphasis on improving communication to residents, customers and community stakeholders. Our website <http://geaugajfs.org/> is an important communication tool for GCJFS. The current site was redesigned in-house in 2015 with the help of design templates. While the site is functional, there are opportunities for improved design and functionality.

B. Scope of Services:

GCJFS is seeking a modern, interactive website to enhance the user experience, simplify content management, and provide up-to-date information and customer service for county residents, while meeting high standards for design quality and visual appeal. GCJFS seeks the assistance of a company that can accomplish all of the functionality identified in this RFP – as well as migrating current content on our website – but also has the capability of integrating additional features that may be needed in the future, and providing recommendations for hosting the revised website.

GCJFS's existing website (approximately 25 pages) contains the majority of the general information that needs to be maintained with improved access and interaction for users running the most common browsers on a variety of devices including desktops, tablets, and smart phones.

GCJFS wants full editing access granted to the GCJFS IT staff to be able to create, update and publish all website content as well as having the option to delegate any or all of those tasks to the vendor at an agreed upon service rate. Work assigned to the vendor should include a completion time estimate.

GCJFS seeks the most cost-effective way to achieve the project's goals. We are interested in the respondents' ideas for content and approach in achieving these goals. (See section I.D. – "Project Goals")

C. Project Benefits

A redesigned GCJFS website should have a modern, consistent and pleasing look and feel with an intuitive flow for the user. The site should highlight our programs and focus on the services GCJFS provides to Geauga County residents. The re-design will serve as a catalyst to help GCJFS departments make their services easier to access and improve communication for the public which it serves. The website should become the hub of information for residents, customers and stakeholders. A redesigned website will make it easier for those who need our services to get the information or the help they need from GCJFS.

The redesign will benefit residents by being the "go to" place to find the answers to questions about GCJFS services. Our hope is that it will reduce phone calls and unnecessary travel to the Agency for our customers by providing up-to-date information

on programs, a calendar of events, and news of critical changes and issues. It will provide residents access to forms which can be completed, submitted and confirmed securely online, as well as links to other resources and State of Ohio program websites. The ability for customers to submit electronic documents securely through a simple upload utility is also a functionality we would like the site to offer.

The redesign will also benefit GCJFS employees by relieving them of time-consuming, redundant requests for information. Instead, employees will be able to direct people to details on our website or to online applications and forms. The design of new website needs to enable changes and updates to be easily and quickly posted either by the GCJFS IT staff or by the vendor if given the task.

D. Project Goals

1. Develop a highly beneficial, cost-effective, easy-to-use, interactive and architecturally sound and flexible website that supports GCJFS's needs.
2. Create a standardized format and enhanced user experience for all pages, thereby establishing a unified theme but allowing some level of individuality and/or functionality between GCJFS functions and departments.
3. Create a website that allows either GCJFS IT staff or the contracted vendor to have responsibility in managing website information and flexibility to File Transfer Protocol (FTP) posting as well as potential of future Content Management Systems (CMS).
4. Incorporate design elements that make the website ADA Section 508 accessible, easy to navigate, appealing, functional and searchable.
5. Provide a framework and architecture that will permit adaptability, future expansion and the addition of new online services as the GCJFS's budget, technology needs and demand dictate.
6. Provide a secure site that meets emerging industry standard guidelines on privacy and accessibility.

E. Qualification of Responders

The intent of this RFP is to enable GCJFS to evaluate responder experience, qualifications and capabilities for developing and implementing a new GCJFS website. The desired qualifications are outlined below. Responders are asked to submit a written narrative corresponding to each of the numbered items in section VI. – “Requested Information, and Proposal Format and Submission”.

F. Contractual Relationship

It will be of paramount importance to guard against any conflict of interest on the part of the selected website provider. Consequently, an actual or potential conflict of interest occurs when an employee is in a position to influence a decision that may result in a personal gain for that employee or for a relative as a result of business dealings with GCJFS. By alerting us to the existence of any actual or even potential conflict of interest, we can establish safeguards to protect all parties.

G. Ownership of Website Content and Intellectual Property

All screens, graphics, domain names, content and the “look and feel” displayed on <http://geaugajfs.org/> – both current and future – will be the property of GCJFS, as well as all layered Photoshop files and any other type of source files, which would be necessary for GCJFS to update or change the design of the site.

All intellectual property developed in connection with the website will be owned solely by GCJFS.

In developing the website, the contractor will not infringe or violate the copyright and other intellectual property rights of third parties. All applicable copyright notices will be displayed on the redesigned GCJFS website.

- H. **Warranties**
Complete warranties applying to any system purchased as a result of this RFP must be clearly specified. The location or agent responsible for servicing this account must be clearly stated. In addition, the responder must provide complete information and pricing on maintenance agreements available and recommended for this system after the warranty period. The responder's policy on software upgrades, enhancements, and on-going software support shall also be addressed. Warranty and maintenance terms and costs will be taken into consideration in the award.

- I. **Presentations**
After the proposals have been received and studied, one or more potential responders may be requested to make a formal presentation/demonstration to GCJFS. All information supplied by the responder in such a presentation, either as general information or in response to a specific question by GCJFS shall be considered binding on the responder and will be summarized in writing and made part of the responder's proposal and any resultant contract. GCJFS will not be responsible for any costs incurred by the responder in making such a presentation. Responder will be required to demonstrate existing product functionality.

- J. **Submission Process:**
Pricing shall include all costs to implement the system as well as ongoing maintenance costs, and shall include separate detailed pricing information for "remote hosting" and/or "local client server hosting". The proposal must include complete information and pricing on maintenance agreements available and recommended for this system after the warranty period

Please note: Geauga County JFS is tax exempt

- 1. **Submission Due Date:**
All proposals must be received no later than **Monday, August 28, 2017 at 3:00 PM**. Late submissions may not be accepted.

 - 2. **Submission Location:**
All proposals may be e-mailed to Paul.Reiman@jfs.ohio.gov, or either mailed or delivered to, Attn: Paul Reiman
Gauga County Job & Family Services
P.O. Box 309
12480 Ravenwood Drive
Chardon, Ohio 44024
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- K. **Incurred Costs:**
GCJFS assumes no obligation, responsibility or liability for costs incurred by the respondent prior to the issuance of a contract.

II. TERMS AND CONDITIONS

- A. Questions regarding this RFP must be received no later than **Friday, August 04, 2017 at 4:30 PM.** via e-mail to Paul.Reiman@jfs.ohio.gov (*subject line: "RFP Question – Website Redesign"*) or by letter to Geauga County Job and Family Services, P.O. Box 309, Chardon, Ohio, 44024, attention Paul Reiman. GCJFS will not accept questions received other than by these methods.
- B. GCJFS reserves the right to reject any proposal in which the respondent takes exception to the terms and conditions of the request for proposals; fails to meet the terms and conditions of the request for proposals, including but not limited to, the standards, specifications, and requirements specified in the request for proposals; or submits prices that GCJFS considers to be excessive, compared to existing market conditions, or determines exceed the available funds of GCJFS.
- C. That GCJFS reserves the right to reject, in whole or in part, any proposal that GCJFS has determined, using the factors and criteria GCJFS developed pursuant to ORC 307.862, would not be in the best interest of the county.
- D. That GCJFS may conduct discussions with respondents who submit proposals for the purpose of clarifications or corrections regarding a proposal to ensure full understanding of, and responsiveness to, the requirements specified in the request for proposals.
- E. GCJFS reserves the right to negotiate with the respondent who submits the proposal that GCJFS determines is the most advantageous to the county based on the rankings performed by GCJFS pursuant to ORC 307.862 (A)(6) and including any adjustment to those rankings based on discussions conducted pursuant ORC 307.862(A)(7).
- F. Proposals will be opened but not publicly read pursuant to ORC 307.862. In order to ensure fair and impartial evaluation, proposals and any documents or other records related to a subsequent negotiation for a final contract that would otherwise be available for public inspection and copying under section 149.43 of the Revised Code shall not be available until after the award of the contract.
- G. A respondent may withdraw the respondent's proposal at any time prior to the award of a contract. GCJFS may terminate negotiations with a respondent at any time during the negotiation process if the respondent fails to provide the necessary information for negotiations in a timely manner or fails to negotiate in good faith. If GCJFS terminates negotiations with a respondent, GCJFS shall negotiate with the respondent whose proposal is ranked the next most advantageous to the county according to the factors and criteria developed pursuant ORC 307.862(A) (1).
- H. GCJFS may award a contract to the respondent whose proposal is determined to be the most advantageous to the county, taking into consideration the evaluation factors and criteria developed pursuant ORC 307.862(A)(1) and set forth in the request for proposals. GCJFS may award a contract in whole or in part to one or more respondents. GCJFS shall include a written statement in the contract file stating the basis on which the award is made.
- I. GCJFS shall send a written notice to the respondent to whom it wishes to award the contract and shall make that notice available to the public. Within a reasonable time period after the award is made, GCJFS shall notify all other respondents that the contract has been awarded to another respondent.

- J. Upon approval, a purchasing agreement or contract must be negotiated and signed before the provision of services may begin or financial obligation is incurred. This RFP is not a contract and does not obligate GCJFS to pay for costs incurred prior to execution of a written contract.
- K. GCJFS reserves the right to accept or reject any or all proposals submitted in response to this RFP.

III. GCJFS'S RESPONSIBILITY

A GCJFS representative will be designated as a project lead for the website redesign project as a liaison with the contractor to monitor all technical aspects and assist in administering the contract.

- A. GCJFS will be responsible for providing the contractor with the specific information on the content of the website.
- B. GCJFS will furnish acceptable use images with associated intellectual property rights which are cleared for the purpose of the website or pay for additional 3rd party services to secure such photos, or request this service in the contract specifically as an additional line item in the bid.
- C. The GCJFS IT staff as well as GCJFS management staff will be available as necessary to answer questions and provide resources.

IV. PROJECT GUIDELINES

In preparing their proposals, respondents should consider the following criteria:

- A. User Criteria
 - 1. Visually appealing: Design of this site is extremely important. The redesigned website should focus on getting site visitors connected to the information they need with ease.
 - 2. Common theme: Each section of the site should have a unified look and feel that reinforces GCJFS's image. Each section of the site should be visually relate, yet retain some degree of individuality that reflects the service, department or audience being served.
 - 3. Easily updated: Once the site has been completed and accepted by GCJFS, the site should be easy to maintain by members of the GCJFS IT staff. Flexibility must be given to allow the current IT staff to update via FTP and .html edits while offering a CMS for some departments to modify permissions, approvals and roles, including creating and publishing as well as version control as determined by the IT staff.
 - 4. Fast loading pages: The website must be designed with a balance of text and graphics so that the average page loads in an acceptable amount of time on the average computer with moderate Internet speeds.
 - 5. Easy to navigate: The site should be easy to navigate, with information grouped and presented in a logical manner. During the initial phase of the project, the successful contractor will be required to develop a comprehensive site map, which shows the strategy for information architecture decisions.
 - 6. Search engine: The site should provide a rapid search capability of the entire site, generating results of high relevance to users. It should also be designed with the latest search engine optimization (SEO) standards to enable natural search results from search engines.

7. Future flexibility and cost effective: The site should include a flexible design template that can easily accommodate the addition of new functionality at a later date, at a reasonable cost. The site must be able to be handed off in .html format to GCJFS if they determine the designers services are no longer needed and be able to use, modify, and update the site themselves.

B. System Operations and Technical Features

1. The website must provide for high-speed upload/download response times for low-end to high-end computers that are used by the average citizen.
2. The site must provide the same level of service to individuals with visual, hearing, motor or cognitive disability as to the general public, pursuant to the Americans with Disabilities Act. All proposals must be Sec 508 ADA compliant and include the utilization of W3C Content Accessibility Guidelines with the website development.
3. The site must be accessible and usable with current versions of commonly used browsers including Internet Explorer, Safari, Chrome and Fire Fox, across most widely used operating environments including Windows and Mac OS.
4. The site must be designed to be manageable from the existing client infrastructure at GCJFS.
5. All documents should be in HTML, Portable Document Format (PDF) or appropriate image format provided by the GCJFS to the service provider.
6. Email feedback/contact forms should be offered on the home page as well as on departmental pages.
7. The site should support the functional use of GCJFS's existing computing resources and its ODJFS sites which must be communicated by GCJFS to those responding to the RFP.

C. Security

1. The contractor must consider the appropriate and secure use of interactive forms for confidential information such as personnel applications and records.
2. The site must be secured from email harvesters and any mailing list modules must be secure in compliance with the stated privacy policies of GCJFS.

D. Other Minimum Requirements and Features:

1. Cross-referenced information should be hyperlinked from page to page within the website, with the home page link always visible.
2. Graphic files should be relative to the site and provide for quickest loading.
3. It must have capability to maintain an archive of existing and past records, such as forms, calendar events, etc., with version control.
4. The vendor shall assist GCJFS with information design.
5. GCJFS will be responsible to provide content for each page or direct the contractors to the appropriate information to fulfill their obligations.
6. GCJFS wishes to have the option to have either the vendor or GCJFS IT staff maintain the information on the site. A system needs to be in place with capabilities for updating information by GCJFS IT staff.

V. EVALUATION PROCESS AND AWARD CRITERIA

The GCJFS website redesign, development, implementation and management services project award will be based on a "lowest and best" value solution approach, using a two-phase evaluation including both solution and price considerations.

The process for evaluating proposals includes:

- A. Upon receiving responder proposals, GCJFS will review the proposals using the evaluation criteria listed below in addition to prices submitted with the solution proposal. In this initial evaluation the RFP review committee will select the top responders for further evaluation. All other proposals will be eliminated from consideration.
- B. Top respondents may be engaged for further information which may, at the discretion of GCJFS, include a request for proposal presentation or interviews via communications technology or face to face. Top respondents may be asked to provide additional information for clarification in written form.
- C. At the completion of the presentation phase, GCJFS will select a “lowest and best” value solution proposal in order of preference based on ranking. The recommendation will be presented to the GCJFS Executive Director for approval.
- D. All decisions of GCJFS regarding the awarding of the contract shall be final. GCJFS reserves the right to accept or reject any and all proposals, waive any irregularities in the proposal process, and award a contract as a whole or part, as may be in GCJFS’s best overall interests. GCJFS will be the sole judge of the suitability of products, services and system designs offered.
- E. GCJFS reserves the right to reject a proposal for any reason. GCJFS shall not be bound to accept the lowest unit cost or lowest overall bid.
- F. Proposals meeting the minimum requirements will be evaluated using the following award criteria. Responses will be evaluated and ranked or scored.

Criteria	Definition	Points
Demonstration of experience	GCJFS will consider the respondents’ experience in designing websites, and overall understanding of site architecture, navigation, search capabilities and other components of website sign.	20
Background and references	GCJFS will review the firm’s list of comparable websites, including those of governmental agencies that have been designed by the firm. References will be verified.	20
Value to users	GCJFS will evaluate the respondents’ proposal to add value to users including recommendations on visual appeal, design consistency, features offered, and technical support.	10
Maintenance and upgrades	GCJFS will consider how easy the site is to maintain by various users, including non-technical staff, and the ease with which additional features may be added later.	20
Cost proposal	GCJFS will consider the ‘total cost of ownership’ of each proposal, including any annual support, license fees, and the effort required to maintain the site. Total cost of ownership will also include GCJFS staff time requirements to complete the project.	20
Project management/ plan	GCJFS will evaluate the team and the methodology proposed for carrying out the project.	10
Total points		100

VI. REQUESTED INFORMATION, AND PROPOSAL FORMAT AND SUBMISSION

The proposal will be prepared and submitted at the respondent's sole expense. Proposals will become the property of GCJFS and will not be returned. Respondents must submit either one (1) hard copy of the proposal or one (1) electronic copy.

Prepare your proposal submittal by including all seven (7) of the proposal components listed below. Failure to provide all information below, in the order requested, may cause GCJFS to reject your proposal.

Respondents' proposals shall include the following components:

A. **Respondent questionnaire**

Submit the mandatory "Geauga County Job & Family Services Respondent Questionnaire" which can be found at <http://geaugajfs.org/downloads/RFP>

1. The questionnaire must be signed by an individual who is authorized to bind the organization contractually. The questionnaire must include the title or position the individual holds in the organization
2. The questionnaire should also include the organization's contact person's name, title, phone number, fax number and e-mail address.

B. **Cost**

Proposals submitted should include the costs of:

1. The base bid, which must include:
Designing and building a responsive site for desktop, tablet, and smart phone. Migrating content for top-level pages for all departments. Custom form platform for online application and submission of documents. Events calendar, site search ability, hand off of .html sites to the IT department.
2. Additional costs which may include:
Cost of hosting the website, annual maintenance cost, custom forms, (price per form), migrating content for all existing pages beyond the top-level departmental home pages, archiving (with version control capability), emergency notifications, citizen request/complaint tracking, etc.
3. The proposal should specify the necessary software and hardware, additional communication requirements, integration needs and potential costs necessary to host and maintain the website (e.g., hardware, software, installation, licensing, training, conversion and testing).

C. **Experience**

The proposal should include details on the firm's years of experience related to website design, the names of all principals and the key personnel who would be involved in the project, as well as their roles and responsibilities for the project.

D. **Background and references**

The respondent should provide a list of comparable websites, including those of governmental agencies that have been designed by the firm. Each site listed should include the website address, company/agency contact, emailing address and telephone number. These companies/agencies will be contacted for references.

E. **Timeline for project**

The proposal should include the approach and timeline for completion of the project with a delineation of tasks/activities required of GCJFS staff.

- F. **Training**
The proposal should include basic training for a minimum of 2 GCJFS employees, a training plan, and a training timeline.

- G. **Submittal deadline**
Respondents must submit either one (1) hard copy of the proposal or one (1) electronic copy no later than **Monday, August 28, 2017 at 3:00 PM**. Late submissions may not be accepted.