

Skagit County Public Health
Request for Qualifications (RFQ)
Website Design and Development



Proposal Due: April 13th, 2020 by 5:00pm PST

Skagit County Public Health
700 South 2nd Street, Room 301
Mount Vernon, WA 98273-1071

Table of Contents

- I. Purpose.....3
- II. Overview.....3
- III. Time Schedule.....3
- IV. Instructions to Respondents.....4
- V. Selection Criteria.....4
- VI. Terms and Conditions.....5
- VII. Scope of Services.....5
 - 1. Website Design Experience.....5
 - 2. Company Profile.....5
 - 3. Team Members/Roles.....5
 - 4. Vendor Service Capabilities.....5
 - 5. Integrated Content Management System (CMS) Components and Website Tools.....6
 - 6. Vendor Contract Performance.....7
- VIII. Compensation.....7

I. Purpose

Skagit County Public Health (“Public Health”) is soliciting statements of qualifications and performance data for website design and development services for an Opioid Resource website (website could be expanded to incorporate other substances). Public Health is seeking a qualified website development vendor to design and develop this website. Public Health’s needs are outlined in the following Request for Qualifications (“RFQ”).

Public Health’s emphasis is on incorporating extensive content management tools and database driven architecture while providing a user-friendly, widely accessible (devices and browsers), intuitive site structure, and an interface that is both attractive and ADA compliant.

II. Overview

- A. Public Health is seeking an Opioid Resource website. The goal of this website is to enhance community member’s knowledge of available services and support in Skagit County. This website will engage more users by allowing Public Health to provide better, more accessible information to Skagit County residents, businesses, and more. This website will meet high standards for design quality and visual appeal.
- B. Effective websites provide dynamic content that keeps users engaged and informed. Public Health seeks to expand channels of communication to streamline messaging regarding the opioid crisis through online tools/interactivity. Content sought by users must be easily found, and navigation should be user-friendly.
- C. Public Health seeks the assistance of a web design and development vendor (“Vendor”) that can accomplish all of the functionality identified in this RFQ. Public Health also seeks a Vendor that has the capability of integrating additional features that may be needed in the future.

III. Time Schedule

The following sequence of events represents Public Health’s best estimate of the schedule that will be followed. Unless otherwise specified, the time of day will be between the hours of 8AM and 5PM PST. We reserve the right to adjust the schedule as we deem necessary.

- Issue RFQ: 03/30/2020
- Vendor questions regarding RFQ submitted to Public Health by: 04/03/2020
- Public Health responses to Vendor questions posted by: 04/06/2020
- Deadline for submittal of responses: 04/13/2020
- Web vendor interviews, if applicable: 04/14/2020-04/21/2020
- Vendor Selected and Notified: 04/27/2020
- Contracting to follow

IV. Instructions to Respondents

- A. To be considered, interested Vendors must submit a complete response to this RFQ using the following format. Proposals must be signed to bind the proposer to its provisions in order for the proposal to be considered valid. Unsigned offers will not be considered.
- B. Format of RFQ
 - 1. Under section VII. Scope of Services, complete and return responses to items 1-6;
 - 2. Include a project approach summary for building the website;
 - 3. Include a sample project schedule for building the website, with an estimated build time;
 - 4. List qualifications and past experience (examples of previously completed websites are a plus);
 - 5. Cost proposal – including pricing range/cost for services outlined
- C. The items listed above must be submitted on or before 5:00pm PST on April 13th, 2020. All materials should be submitted via email to Kristen Ekstran at kekstran@co.skagit.wa.us
- D. A list of respondents will be available at that time. Late submittals will not be considered. Proposals must be signed by the person authorized to bind the Proposer to its provision. Electronic signatures will be accepted.
- E. Responses should be prepared simply and economically, providing a straight forward, concise description of provider capabilities to satisfy the requirements of the request. Special bindings, colored displays, promotional materials, etc. are not desired. Emphasis should be on completeness and clarity of content.
- F. Any questions concerning Public Health’s specifications or RFQ process shall be directed to Kristen Ekstran at kekstran@co.skagit.wa.us
- G. Kristen Ekstran or other Public Health representative will notify the Vendor selected by April 27th, 2020.

V. Selection Criteria

Your response will be evaluated as follows:

Criteria	Weight Given
a. Qualification based on purpose and scope of services	40%
b. Ability and history of successfully completing contracts of this type, meeting projected deadlines, experience in similar work	30%
c. References, key personnel and performance	30%
Total Criteria Weight	100%

*Each response will be independently evaluated on factors a through c.

VI. Terms and Conditions

- A. Public Health reserves the right to reject any and all RFQ responses.
- B. Public Health reserves the right to request clarification of information submitted, and to request additional information from any Vendor.
- C. The professional services contract resulting from acceptance of a response by Public Health shall be in a form supplied by Public Health and shall reflect the specifications in this RFQ.
- D. Public Health shall not be responsible for any costs incurred by the Vendor in preparing, submitting or presenting its response to the RFQ.

VII. Scope of Services

The intent of this RFQ is to enable Public Health to evaluate experience, qualifications and capabilities for developing and implementing a new Public Health website. The desired qualifications are outlined below. Responders are to submit a written narrative corresponding to each of the numbered items:

- 1. Website Design Experience**
 - a. Washington municipal clients (please list city name and website URL)
 - b. Other Washington clients (please list city name and website URL)
 - c. References (minimum of three references, including all contact information)
 - i. Client Name
 - ii. Client Contact Person
 - iii. Phone and Fax
 - iv. Client Address
 - v. Website Address
- 2. Company Profile**
 - a. Number of years in business
 - b. Office location(s) (include business address)
- 3. Team Members/Roles** (list all personnel to be assigned to this project)
 - a. Name, title, role (e.g., project management, programming, graphics)
- 4. Vendor Service Capabilities** (describe all available)
 - a. Website development
 - b. Software tools (e.g., Content Management System or modules)
 - c. Site maintenance
 - d. Site hosting
 - e. Client training

- f. Availability of robust self-service documentation and technical support
- g. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
- h. Meets U.S. Federal Government and ADA requirements
- i. Support response time must be reasonable
- j. Security for both Public Health staff and users
- k. Function across multiple browsers (Internet Explorer, Firefox, Chrome, and Safari)
- l. Compatible design and function on multiple devices, including personal computers, mobile devices, and manufacturers (PCs, Apple, iPads, iPhones, Androids, etc.)
- m. Other

5. Integrated Content Management System (CMS) Components and Website Tools

The listing below represents functional categories and is not comprehensive; others may be recommended or added. Public Health’s new website Vendor must be able to provide the desired components shown. All items included below should be considered essential, expect those designated as “OPTIONAL” under the module “Function” section. Vendors are asked to respond to all module functions.

Number/Module Name		Function	Offered by Vendor (Indicate: Yes/No)	Comments
1	Agenda Management	Upload, manage agendas		
2	Audience based navigation	Intuitive design navigation features-OPTIONAL		
3	Automatic expirations	Expiration dating and dated posting		
4	Breadcrumbs	Or comparable navigation tool		
5	Browser based administration	Update, delete, and create template-based web pages		
6	Contact Us	Dynamic content		
7	Cascading Style Sheets (CSS)	Customizable templates		
8	Directories, listings	Dynamic content		
9	Document repository	Portal to upload, store, and retrieve documents in PDF and Word format (for internal use only)-OPTIONAL		
10	E-subscriptions	User managed electronic subscription for communications		
11	Site map submitted to Google and updated as needed			
12	Site search capabilities			
13	Home Page	Dynamic content		
14	Frequently Asked Questions	Dynamic content		
15	Sitewide Google Analytics	Analytics and site audit reports		
16	News & Announcements	Dynamic content?		
17	News Releases	Online publishing		

18	Online forms	Online fillable forms/publishing		
19	On-site search engine optimization	Descriptions, tags, alt-tags and other techniques		
20	Ongoing Website Maintenance	Professional high-speed website hosting, site security updates and configuration, site technical updates (e.g., WordPress plugins, themes, other site architecture kept up), access control and sharing, redundant, daily site backups, ensure site functionality, site insurance in the event the site was destroyed, hacked, etc.		
21	Dynamic Photo Gallery	Dynamic content, rotating photos/banners, etc.		
22	Printable Pages	Print friendly function		
23	RSS feeds out	Registration by function - OPTIONAL		
24	Shortcuts	Web editor ability to redirect truncated URLs – OPTIONAL		
25	Site search	Internal site search engine with maximized third-party software inclusion		
26	Social media interface	Scalable interface with Facebook, Twitter, and other social media sites		
27	Site Index	Automated index		
28	Third party vendor software interface/integration	Interface with current third-party systems such as Washington Recovery Helpline-OPTIONAL		
29	Upload and embed videos			

6. Vendor Contract Performance Management (Please provide two examples that include all of the following):

- a. Client name
- b. Contract amount
- c. Contract duration
- d. Project outcome

VIII. Compensation

- A. Upon selection of the most qualified Vendor on the basis of demonstrated competence and qualifications for the type of professional services required, Public Health will negotiate a price which is determined fair and reasonable. If Public Health is unable to negotiate a satisfactory contract with the Vendor selected, negotiations with that Vendor will terminate and Public Health may select another Vendor.
- B. Payment by Public Health for the services will only be made after the services have been performed, an itemized billing statement is submitted in the form specified by Public Health and approved by the appropriate Public Health representative, which shall specifically set forth the services performed, and the name of the person performing such services.