REQUEST FOR PROPOSAL WEBSITE DESIGN, DEVELOPMENT, AND HOSTING SERVICES

RESPONSE DUE: <mark>April 3rd, 2025, at 3:30PM PST</mark>

INTRODUCTION

Skagit County (County) is requesting proposals for five (5) services related to the County website: (1) Professional design of the site; (2) Migration of current site to the proposed site; (3) Implementation of an infrastructure that allows County offices and departments to maintain their specific information within a common framework; (4) Ability to conduct business with the public; (5) Hosting of the County websites.

Vendors must provide proposals expressing their ability to provide all five website services mentioned above. Item (2) above may be quoted with consideration of various levels of content identified for migration. The procedures for awarding this project will follow the guidelines outlined in RCW 39.04.270 - Competitive Negotiations. The proposals will be evaluated according to the criteria listed in this RFP. The County in its sole discretion may reject all proposals.

All records and information submitted as part of a proposal shall be deemed the property of Skagit County and a public record and will be subject to disclosure. Do not submit any information or documents that you deem to be confidential or proprietary.

Vendor will not receive any payment for costs associated with submitting a Proposal in response to this request.

The goal of the County's website is to provide simple and intuitive electronic access to public services, serve as a public communications tool, reduce transaction costs for the County and citizens, and streamline business operations. Specifically, the County would like the redesigned site to better support e-government transactions such as online forms and applications, social media interconnectivity, hosting videos, and providing a more streamlined experience for the community and visitors to the site. The current website www.skagitcounty.net is challenging to navigate and cumbersome for the public to access. The redesigned site should have a theme that promotes Skagit County with a welcoming, friendly, and professional feel with a method to allow designated staff to contribute, or update or otherwise manage the new site. The County is looking to stream videos in the future. The County will be responsible for its content and content management during and after the project engagement and will own all content. No web design company indicators will be permitted on the website or embedded in the underlying code.

Skagit County intends to enter a contract for the selected product/solution for a short initial term with the option to extend multiple one-year extensions at Skagit County's sole discretion thereafter for a term not to exceed ten (10) years in total.

Contracting – Representatives of the selected vendor and representatives of Skagit County will engage in negotiations to settle on terms and include those terms in any agreements needed by both entities.

Acceptance of any response to the RFP should not be construed as a contract nor shall it indicate any commitment on the part of Skagit County for any future action. The vendor shall not be entitled to any compensation for submitting a proposal in response to this RFP or for participation in the RFP process.

Skagit County does not represent that any proposal will be implemented, or that any individual vendor will be the party contracted with. In the event Skagit County selects a vendor's proposal, implementation of the proposal will be through separate written agreement. Proposals and all ideas contained therein shall not be deemed proprietary to the vendor and may be used by Skagit County in any manner deemed in its best interest.

The minimum requirements outlined in this proposal serve as the foundation and roadmap for the successful execution of this project. Proposals not meeting the listed minimum requirements may not be considered. The listed Additional Features are functionality that the County would like, but is not a mandatory minimum requirement

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A. PROPOSAL CONTENT

All proposals are to include the following and with the numerical reference for easier evaluation purposes:

1. Contact information for the vendor.

2. Location of vendor's corporate offices.

3. Number of years of experience the vendor has in installing and supporting similar systems for municipal or other public agencies.

4. List of current customers using the proposed service/system including dates of service that the County can contact.

5. Description of the proposed process for website design including how you intend to gather all required information, format preferred in receiving required information, and assistance required from the County to complete the Project. Specify whether the vendor has graphic design specialists on staff that can be used on the Project.

6. Description of infrastructure, utilities and tools proposed for web page creation and maintenance. This should include backroom content organization, link finders, etc.

7. Proposed phases or steps in implementation of the website design, infrastructure and hosting.

8. Specifications and configurations required to support the proposed system, including specifications for all software components required for the system. Additionally, please specify any software components required, but not provided as part of your submitted proposal. For example, hardware and software requirements for County workstations and network configuration.

9. Description of hosting site requirements, including specifications on security, disaster recovery, historical data preservation, and procedures for handling outages.

    o Vendor will be required to complete the Cybersecurity Questionnaire (see Appendix A)

        • Note: the County requires meeting SOC 2 level of security.

10. Breakdown of startup and implementation costs and a separate breakdown of yearly recurring costs.

    o Include cost for migration of pages from existing site.

    o Include cost of file storage (PDFs, images, PPTs, MP3s).

11. All vendor responses MUST include a sample copy of your company contracts. This includes any required End User Licensing Agreements for the proposed software, any third-party software agreements required by the application to remain functional that Skagit County would be required to sign, and any items referenced in your Master Service Agreement and/or Licensing Agreements (examples include privacy policy, cookies policy, etc.).

12. How vendor meets the Minimum Requirements listed in Section C below.

13. How the vendor meets any of the Additional Features listed in Section D below.

B. SKAGIT COUNTY TECHNICAL INFRASTRUCTURE

For information purposes in responding to this RFP, below is a detailing of Skagit County's current technical infrastructure:

- Microsoft hosted O-365 for Exchange and email
- Chrome, Firefox, and Internet Explorer 11.0 or higher for default browsers
- Microsoft Office 365
- Microsoft Windows 10/11 for workstation operating systems
- Mobile Device Operating systems (Apple iOS, Android)

C. MINIMUM REQUIREMENTS

Proposed application/system must meet the following minimum requirements:

- Public access to all content and features (not development or management) on the website is not dependent on specific browser, that is, the web interface is browser agnostic and works with commonly used browsers found on Windows, Linux and Mac computer systems.

- Vendor can provide both an internal website for government employees only and an external website for the public.
- Website is capable of being organized into multiple departments and divisions within departments with ability for County website administration to add divisions.
- Must have the flexibility within department specific portion of the website that allows designated staff to add, remove and update content using tools and templates that do not require extensive knowledge of web development languages or technical structure.
- Moderation abilities. Multi-step approval/publishing process.
- Intuitive and consistent options for navigating the website especially moving from department to department and department to general information/home page.
- Must have multiple level security, for further development or content management must be completely contained within the website infrastructure, and not reliant on the existing County network security or peer-to-peer connectivity.
- Must have a mobile device friendly design. Content should be easily viewed and easily navigated through mobile devices.
- Web interface options that can accommodate individuals with disabilities in accordance with the Americans with Disabilities Act (ADA). See rules and an example at https://www.ada.gov/law-and-regs/regulations/title-ii-2010-regulations/#top
- Capability of the general website administration staff to:
  - Control size of individual web pages.
  - Control size and types of images used within the site.
  - Control publishing of links to other websites.
  - Report website maintenance activity and statistics on content type: Updates, downloadable documents, web pages, calendars, and broken links.
  - Report number of visits to site generally and to each department.
- Provides 256-bit encryption over Secure Socket Layer for displaying specific web pages and for information transmitted to and from the website by County staff.
- Vendors proposing to host the County website must not be on any e-mail or website "blacklists" as a source of unwanted solicitations or objectionable content.

- The site must be designed for continuous operation 24 hours a day, 7 days a week with express maintenance windows clearly defined. Hosts must have adequate redundant equipment to minimize down time to less than 1%.

- Technical Support must be inclusive in the contract and available on a 24/7/365 basis.

    o Responses should include other service levels and pricing as an option if available.

- Annual support and maintenance of the website.

- Adequate training to maximize the use of the website is mandatory. Training shall include at a minimum global administrator, department administrator, and content managers:

    o Training will be provided at a minimum in an interactive Webinar format. Onsite training is optional.

    o See section "Training Plan" for more details

- Services such as refreshing the design elements, updating of technology in the website design, engineering, search engine optimization, content management and other elements associated with the County's website.

- Versioning and/or Change Management of content

- Proposals shall include a sample of contract terms as part of the proposal submission.

D. ADDITIONAL FEATURES

The following is a list of additional features and capabilities the Skagit County is seeking in website services. The list is not intended to be all-inclusive:

- Capability for easily searching the website for key words or phrases.
- Capability to implement a live chat/virtual assistant feature (either native or 3rd party).
- Graphic files should be relative to the site and designed to allow for the quickest loading while retaining a resolution that is pleasing to the eye.
- Content Management System (CMS) that provides a uniform means of managing web documents whether posted as web pages or downloadable files. Database needs to include items like the document/page title, description, posting information, expiration date.
- Meeting/event calendar system that allows each department to add content to a department

specific calendar that maintains a composite calendar of all County departments. Flexibility in scheduling recurring appointments is desirable (for example: 2nd Thursday of each month, except if that date falls on a holiday;' e.g., ability to have one or more exceptions to a string of recurring appointments).

- Utility that allows for the processing and emailing of web forms using a system that is browser and email agnostic.

- Allow authorized staff that maintain a specific department's web pages to make some pages available only to visitors with usernames and passwords supplied by the department.

- Support and restrict internal content users to a consistent design strategy throughout the website including all department specific pages.

- The ability to use current interactive and social networking mediums such as Facebook, Instagram, X, as well as flexibility to add these types of features at a later date in the future.

- Master composite calendar should contain a sorting feature for both the end user and the updater.

- Any provision for payment mechanisms on the site will require collaboration with third party vended solutions. The host is expected to work with any subcontracted company and ensure that the online payment service is available, secure, and reliable for the public.
  o Able to integrate with County merchant accounts.

- Ability to integrate Skagit County owned applications into the website:
  o Please provide capabilities/options for integration including the following:
    - Embed content from an outside domain including vended applications (Granicus video or Power BI) as well as county hosted applications (iMap or other web apps). This can be using iFrames or similar tools.
    - Make cross-domain requests to access county data as needed.

- Ability to set or request changes to header security policies.

E. TIMELINE AND PROJECT SCHEDULE

This is a budgeted project, and we do intend to enter a contract as soon as possible. It is our hope to have the new site up and fully operational by December 1, 2026, at the latest.

The vendor shall provide a projected schedule and implementation plan. The plan is to include:

➢ A Gantt chart showing beginning and end dates of all project tasks and deliverables (the actual project start date will be determined during contract negotiations)

➢ A description of each proposed deliverable

➢ A description of tasks (with estimates of anticipated time to complete) needed to be complete by Skagit County.

F. TRAINING PLAN

Vendor shall provide a sample proposed training plan that covers onsite and/or remote training. A final plan will be created with the winning vendor and incorporated into a contract. Skagit County plans to use a Train the Trainer approach, so that County staff will have the skills to train others in use of the system.

The required plan shall identify:

➢ Training Skagit County Web Administrator on how to use and configure system

➢ Scope and Objectives for each training session

➢ The number of hours/days for staff training

➢ Estimated duration of each session

➢ Additional training available and cost of such additional training.

G. CONDITIONS OF WORK

Final agreement(s) must be reviewed and approved as to form by the County Attorney's office. Vendor will be responsible for all licenses, permits, fees and taxes associated with the system installation.

All hardware, network, and software installation and configuration must be performed in cooperation

with the County Central Services Department.

The implementation must be accomplished in a manner that minimizes the disruption of County business via the Internet.

H. CONTRACTUAL OBLIGATIONS

The successful vendor will be required to enter into a written agreement with the Skagit County in which the vendor will undertake certain obligations. These obligations include, but are not limited to, the following:

Inclusion of Proposal - The proposal submitted in response to this RFP will be incorporated as part of the final contract with the selected vendor.

Indemnification and Insurance - The successful vendor shall indemnify and hold the Skagit County and its officers, agents, employees and assigns, harmless from any liability imposed for injury whether arising before or after completion of work hereunder, or in any manner directly or indirectly caused, occasioned or contributed to, or claimed to be caused, occasioned or contributed to, in whole or in part, by reason of any act or omission, including strict liability or negligence of vendor, or of anyone acting under vendor's direction or control or on its behalf, in connection with or incident to, or arising out of the performance of this contract. The successful vendor shall maintain and shall require all of its subcontractors to maintain commercial general liability insurance with limits of not less than $1,000,000 per occurrence and cyber liability insurance with limits not less than $1,000,000 per occurrence/claim. Cyber liability coverage must include technology/professional liability including breach of contract, privacy and security liability, privacy regulatory defense and payment of civil fines, and breach response costs.

Proof of Commercial General Liability insurance must name County as additional insured: Skagit County, its elected officials, officers and employees are named as additional insured.

Proof of insurance shall be in a form acceptable and approved by the County.

Costs - All costs are to be stated in exact amounts. All costs must be detailed specifically in the vendor cost summary section of the proposal; no additional charges (e.g. for sales tax, transportation,

container packing, installation, training, out-of-pocket expenses, etc.) will be allowed unless so specified in the proposal.

When using pricing from Washington State purchasing contracts, please include the contract ID in the response.

I. EVALUATION OF PROPOSALS

Submitted proposals will be evaluated based on the following Evaluation Criteria listed below. Further, Skagit County retains the option to request additional information regarding any of the submitted proposals or components of a submitted proposal and may request demonstrations from all or some of the vendors. The award will be given to the qualified vendor whose proposal is most advantageous to the County evaluated based in the following criteria, with price and other factors considered.

Evaluation Criteria:
- Overall meeting of Minimum Requirements.
- Overall evaluation of Additional Features
- Responses to requests for additional information including any requested product demonstrations.
- Degree to which the overall proposal meets the five (5) listed goals in the "Introductory" paragraph on page 1.
- Cost of solution / payment structure
- Cybersecurity Initial Questionnaire – see appendix A

Evaluation of all categories will be rated by the following:
- o Exceeds Expectations
- o Meets Expectations
- o Does Not Meet Expectations

J. PROJECT CONTACT

Questions about the project may be directed to:

Greg Camp
Central Services Procurement & Contract Coordinator
1700 East College Way
Mount Vernon, WA 98232
rfp@co.skagit.wa.us

Answers to all questions will be posted to the RFP Website and available to all vendors and alerted via email. You may request to receive these updates via email by registering with the above contact. The deadline for submission of questions is March 24th, 2025, at 12:00pm PST.

K. DELIVERY OF PROPOSAL

Each proposal must be received by no later than 3:30pm PST April 3rd, 2025, electronically to rfpproposal@co.skagit.wa.us with the email subject line "Website Design, Development, and Hosting Services Proposal"

LATE PROPOSALS WILL NOT BE ACCEPTED.

All accepted proposals and accompanying documentation will become the property of the Skagit County and may not be returned.

Skagit County assumes no responsibility for delays caused by any delivery service. Receipt of vendor response by Skagit County must not exceed the date and time stated above.

L. PROPOSAL COSTS

Proposals may be modified or withdrawn by an authorized representative of the vendor or by formal written notice prior to the final due date and time specified for proposal submission. Submitted proposals will become the property of the Skagit County after the proposal submission deadline.

M. ACCEPTANCE

Submission of any proposal indicates acceptance of the conditions contained in the RFP.

APPENDIX A: CYBERSECURITY QUESTIONNAIRE

Any proprietary information submitter does not wish to disclose must schedule a follow up Cybersecurity Discovery Session with the County's Cybersecurity Analyst and mark their answer "request meeting"

Domain	Question	Vendor's Answer
Breach Notification	Has your company had a breach of customer data within the past three years?	
Cloud Configuration	If you are a service provider, please share your Responsibility Matrix.	
Cloud Configuration	Is the proposed system a Cloud-based system that utilizes the following:	
Cloud Configuration	• Multiple-tenant, multiple database structure:	
Cloud Configuration	• Multiple tenant with shared database, multiple schema per tenant:	
Cloud Configuration	• Multiple-tenant with Shared database & shared schema:	
Cloud Configuration	Is the proposed system setup to be a:	
Cloud Configuration	• single-tenant applications with isolated databases, running in their own application instance:	
Cloud Configuration	• multitenant, completely web-based application:	
Cloud Configuration	Does the proposed Cloud system provide all customers with self-service applications?	
Cloud Configuration	Does the proposed system offer all customers instant upgrades that are installed automatically when they are released?	
Cloud Configuration	Does the proposed system provide a set of connectors to other cloud services in a secure environment?	
Cloud Configuration	Will the proposing vendor guarantee that the County is always running on the latest version of the software?	
Cloud Configuration	Where will the data be stored and who has access to this data?	

Cloud Configuration	Does Skagit County retain complete ownership of all the data entered in this system?	
Cloud Configuration	What format is the data stored and can it be exported by Skagit County?	
Cloud Configuration	Will the data be encrypted at rest? If yes describe the encryption type.	
Cloud Configuration	Will the data be encrypted in transit? If yes describe the encryption type.	
Cloud Configuration	Are backups encrypted? If yes describe the encryption type.	
Cloud Configuration	How are encryption keys managed and who has access to them?	
Cloud Configuration	How is the system backed up and how is it recovered in the event of an IT infrastructure incident?	
Cloud Configuration	In the proposed system, will customizations be upgraded automatically?	
Risk Reduction	What Cybersecurity Framework has your company adopted? (NIST, ISO27001, CIS Controls, etc.)	
Risk Reduction	Has your organization conducted an assessment to determine compliance with the framework within the past year?	
Risk Reduction	Does your company have a third party assessment on file? (SOCII, CMMC, ISO 27001, etc.)	
Risk Reduction	Would you be able to share this third party assessment with appropriate personnel with Skagit County?	
Secure Development	Does your product undergo processes under Secure Dev Ops?	
Data Sovereignty	Does your company rely on third party processors (AKA Subprocesses) that are based outside of the United States?	
Data Sovereignty	Does customer data ever leave the United States?	
Risk Reduction	Has your organization implemented Zero Trust Principles?	

Access Management	If your product/service allows for user account creation, can the customer set appropriate access controls based on their needs?	
Breach Notification	Do the policies and procedures include appropriate safeguards to ensure compliance with applicable privacy laws, including cross-border transfers of targeted privacy data?	
Breach Notification	Does the organization control or own the delivery of Privacy Notices to customers?	
Breach Notification	Are there documented policies or procedures to ensure targeted privacy data is only collected, stored and used for the purposes for which it was collected?	
Breach Notification	Are there documented procedures to notify customers (County included) whose sensitive or personal information has been breached, as required by policy, practice or applicable privacy laws?	
Incident Response	Does your company have an Incident Response Plan?	
Business Continuity	Does your company have an Emergency Operations plan, or Business Continuity Plan in place to support customers in the event of a significant impact on normal operations?	
Access Management	Does your system support SSO or SAML2.0?	
Access Management	Does your system support device based MFA?	
Data Classification	Does your system store, transmit, or modify Electronic Protected Health Information? A definition is available here: https://www.ecfr.gov/current/title-45/subtitle-A/subchapter-C/part-160	
ePHI	Does your system allow for suitable features and controls to enable Skagit County to maintain HIPAA Compliance?	
Data Classification	Does your system store, transmit, or modify Criminal Justice Information (CJI)? More information is available in Section 4.1 of the following: https://le.fbi.gov/cjis-division/cjis-security-policy-resource-center	

CJI	Does your system allow for suitable features and controls to enable Skagit County to maintain CJIS Compliance?		