Burke County, NC
Website Redesign Project

200 Avery Ave.
Morganton, NC 28655

Table of Contents

Overview

A final scope of work will be developed by Burke County, in coordination with the respondent submitting the selected proposal, after the final selection. The following acts only as a preliminary scope to generally communicate the County's expectations. Burke County wants to completely redesign its online communication systems so that residents, businesses, and visitors, both current and potential, can easily navigate and access information, communicate with the County through site interaction, and download any necessary County forms.

Effective websites provide interactive content that keeps users engaged and coming back. Effective websites also must ensure that content sought is easily found and that navigation remains user friendly across all browsing platforms evolving with technology advances. Currently Burke County uses an on-premise hosted and customized version of Microsoft's SharePoint 2013 Enterprise Content Management System with a mature and extensive site structure. Burke County would like to move away from this platform to a hosted CMS solution such as Drupal, Joomla or Django. Burke County will oversee content management on the redesigned website and will own all content. Bids will be accepted for proprietary CMS solutions, however, the vendor will need to provide a solution in which a copy of Burke County's data can be exported.

Burke County seeks the assistance of an individual or firm that can accomplish all the functionality identified in this RFP. Burke County also seeks a company that has the capability of integrating additional features that may be needed in the future.

Burke County reserves the right to waive any and all informalities, to reject any and all responses to this RFP, which in its opinion may not be in the best interest of the County. M/WBE's are encouraged to participate in the process.

Situational Analysis

Burke County is seeking to enter into a professional services agreement with a qualified vendor with extensive government experience to design and implement a new County website based on the above strategy. The emphasis is on incorporating extensive content management tools and database driven architecture while providing a user-friendly and intuitive site structure and an interface that is both attractive and ADA compliant. Burke County's primary and official website URL is http://www.burkenc.org. Our website functionality is highly dependent on linkage and integration with the following list of 3rd party service providers that provide for a full array on citizen services. Any site design should also include both the County Seal and the County Logo (See the header of this document for examples of each).

Instructions and Time Frames:

Respondents are to submit sealed proposals, which will be evaluated by Burke County to determine its correctness/completeness. The sealed proposal must be clearly labeled on the outside of the envelope or package **"Website Redesign Project"** in order to be considered. Submit one marked original, two (2) complete copies of the

proposal and one electronic copy in pdf format on a flash drive, DVD, or CD (emailed copies will not be accepted as an official submission).

Project Timetable:

Request for Proposal:	Monday, July 16, 2018
Proposal Packages Due:	Tuesday, July 24, 2018 10 AM
Firm Interviews:	July 24 – 27, 2018
Anticipated Award of Bid:	Tuesday, August 7, 2018

Submission Location: Burke County Finance Department
Attn: BobbieJo Bollinger, Purchasing Agent
200 Avery Ave.
Morganton, NC 28655

Submission Deadline: Tuesday, July 24, 2018 10 AM

Contact/Questions: Inquiries about this request for proposals must be in writing and directed to:

Steve Bennett, Information Technology Director
110 N. Green St.
Morganton, NC 28655
Steve.Bennett@BurkeNC.org or 828-764-9417

*Note: Bidders must contact Steve Bennett and/or BobbieJo Bollinger to indicate that they will be offering a qualifications package to receive addendum and/or changes to the RFP. No contact with any Burke County employee is allowed during this process without first submitting the written question/inquiry to Steve Bennett (Steve.Bennett@BurkeNC.org) or BobbieJo Bollinger (BobbieJo.Bollinger@BurkeNC.org).

Vendor Qualifications

The intent of this RFP is to enable Burke County to evaluate vendor experience, qualifications, and capabilities for developing and implementing a new County website. The desired qualifications are outlined below. Responders are to submit a written narrative corresponding to each of the numbered items. Failure to properly respond and address to qualification requirements are grounds for dismal.

1. **Introduction**

   a. Company Overview and Summary
   b. Company Profile
   c. Company History
   d. Contact Information

e. Office location(s) (Include business address)
f. Demonstrated company financial stability

2. Team members and roles assigned

a. List all personnel to be assigned to this project – their title, role (e.g., project management, programming, and graphics)

3. Governmental website design experience

a. Vendor's government clients (please list city/county name and website URL)
b. If no previous county government experience, please explain relevant government website experience (please list other government clients/URLs)
c. References (minimum three references, including all contact information below)

    i. Client Name
    ii. Client Contact Person
    iii. Phone and Fax
    iv. Client Address
    v. Website Address

4. Technical, support and hosting services (describe available services)

a. Maintenance of CMS and data backup schedule
b. System for software updates
c. Site hosting features
d. Client training during implementation of project
e. Availability of self-service training, documentation, and technical support
f. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
g. Adherence to U.S. Federal Government ADA requirements
h. 24/7 support
i. Security for both County staff and users
j. Other

5. Project development approach

a. Outline all project phases and deliverables
b. Include detailed requirements for County staff involvement
c. Estimated timeline

6. Vendor/governmental contract performance (Please provide two examples that include all of the following)

a. Client name
b. Contract duration
c. Project outcome

7. **Project pricing range/cost for services outlined**

8. **Description of modules and features included with the Content Management System**

9. **Any additional relevant information**

Vendor Selection Process

The selection process will involve the following phases:

Phase 1: The Web Redesign Working Group will evaluate vendor submittals. The initial review will determine conformance to submission requirements and whether responses meet minimum criteria established. Review will include the vendor's acceptance of RFP terms and completeness of submissions. The evaluation criteria will be based on the following structure:

a) Proposed fees
b) Vendor's prior experience, capabilities and proven record of expertise in providing similar services
c) The technical approach to the County's presented challenges
d) The capacity and comprehensive nature of training during implementation, ongoing training / retraining
e) References, including current and former clients

Phase 2: Interview of chosen qualified vendor(s).

Phase 3: Web Redesign Working Group will check references given.

Phase 4: Burke County will enter into negotiations leading to a professional services agreement.

Services to be Provided

Demonstration of Products

At the option of the County, and as a condition prior to selection, respondents may be required to demonstrate the functionality of the proposed system. The demonstration must be conducted with the products proposed and must be able to demonstrate the functionality as it would be implemented for Burke County. If the County elects to have a demonstration, the respondent may be required to do so at the Burke County Information Systems facilities. Failure to agree to the demonstration will disqualify the responder. A minimum expectation of respondents to this RFP will be web/conference call presentations to our Web Redesign Working Group. It is understood that any costs for on-site or web/conference call demonstrations shall be the sole responsibility of the respondents.

Project Initiation

Responses must indicate the approximate length of time required after the contract award date, before the new Website can be implemented. Responses must also provide a sample time-phased project plan for initial implementation including tasks and responsible parties as part of its response.

Integration with Back-End Systems

Integration with back-end systems and existing databases and information systems is critical to the Website. Response must indicate how the vendor would approach the problem of interfacing with existing back-end databases, systems and services currently provided on the site. Current integrations include Active Directory authentication for employee logins and Live queries to dataset contained in relational database (ArcGIS, Tyler Munis, and Farragut NCPTS & Denali).

Existing Content Migration

Much of the current sites content (1500+ Documents with associated metadata) will need to be exported from SharePoint 2013 to the new CMS system. The vendor will need to provide a detailed plan for how they will migrate this data. Page content can be taken on an individual department basis. Failure to do will constitute the rejection of the vendors bid.

Burke County developed its own custom job search engine. A successful bid will include how to handle migration of the content from a SharePoint list that contains all information pertaining to open position in Burke County into the CMS solution being bid.

Current Vendors for E-Services

Vendor should be able to work with current e-services providers, integrate those e-services or provide a replacement solution into the design of individual department's sites.

Tax Record Search – https://burkenctax.com

GIS – http://gis.burkenc.org

Munis Citizen Access Portal - http://css.burkenc.org/ (Not online yet)

Library Catalog - http://burke.ipac.sirsidynix.net

Online Meeting Video Archive - https://www.youtube.com/user/BurkeCountyNC

OSSI P2C - http://www.morgantonps.org/p2c/main.aspx

Register of Deeds Document Search - http://72.15.246.181/BurkeNCNW/application.asp

Vital Records Requests - https://www.getcertificatenow.com:8443/Burke

Marriage Application - http://107.20.174.44/BurkeNCNW/MarriageEntry.asp

Handgun Permit Purchase - https://burkeso.permitium.com/

Mobile App - IOS & Android app Developed by Buildfire - https://buildfire.com/

Function/Modules and CMS Capabilities

The redesigned website will be expected to support the following functions. This list is not meant to be all inclusive. Additional items may be determined as the new website is created and any exceptions to this list should be noted in your response.

Component/Module Name	Function
Audience-based navigation	Intuitive design navigational features
Automatic expirations	Expiration dating and dated posting
Breadcrumbs	Navigation Tool for Site Hierarchy
Browser-based administration	Update, delete and create template-based Web pages
Mobile-friendly browser-based administration	Update, delete and create template-based Web pages from Mobile devices
Calendar – departmental as well as agency-wide	Update/publish calendars by both department and agency-wide
Calendar subscription management	Download or subscribe to .ICS/Web CAL file
Contact us - departmental pages	Dynamic Content with simplified contact listing for email, phone, address
Cascading Style Sheet (CSS) / Modern Web Frameworks	Customizable templates based on County branding efforts using mobile friendly frameworks such as Bootstrap.
Department home pages	Dynamic landing page with content specific to each individual department yet consistent with the overall theme of the Website.
Department home pages as sub-sites	Dynamic Content with unique attributes tied in with main CMS
Directories and Listings	Dynamic Content
Document / File Repository	Portal to upload, store and retrieve document in their native formats
E-subscriptions	User-managed subscription for communication
Alerts Center & Emergency Alert Notification	Prominent global site notification when visiting the site
Exit page	Notice of leaving site as needed for external web links
Frequently Asked Questions (FAQs)	Dynamic Content
Website Analytics integration	Site analytics with Google Analytics support
Real-User Monitoring Support	Support for monitoring website availability
Maps	Ability to display maps on the site page based on department or event location dynamically
Maps with Location Awareness, mobile support	Content sensitive pages based on current visitor location on mobile devices with "Open in" native app option

Component/Module Name	Function
Multi-lingual translator	Dynamic text translator for all non-graphic content
News and Announcements - departmental and agency-wide	Dynamic content with expiration options
Blog Post	Online blog publishing agency wide & department wide
Rich online forms management	Online fillable forms, publishing, tracking and database export
Photo gallery	Dynamically generated photo boxes from gallery content
Printable pages	Print-friendly function
Short link, static URL creation	Ability to have fixed page links with internal or external support short links
Public Notices	Dynamic Content
Rotating Photos/Banners	Dynamic image display
RSS Feeds	Individual RSS feeds for news, announcements, lists and podcasts.
Site Search	Internal site search engine with keyword support
Focused Search Bar	Focused search based on website context or quick selection button
Document Search indexing	Ability to return results from document/file libraries in search results for PDF, Office documents and keyword metadata in files
Social Media interface	Integration with Facebook, Twitter, YouTube and other social media sites during content creation
Per page social media status	Social media counter integration for "liked" or "tweeted" pages
Survey/Polling capability	Poll/questions with answer tracking
Site index	Automated site index page for ease of navigation
Iframe integration for 3rd party content	Support for IFRAME content
Large media storage	Support for media storage and content serving
Integration with ESRI ArcGIS for mapping content	Potential to use ArcGIS layers for mapping
Mega Menu - How Do I… support	Support to reduce multiple clicks to reach key content with Mouse-over Menu Structure
Mobile device compatibility	Ability to generate a responsive design page for various browser and device types
Real Estate Listing	Ability to list and expire real estate locations with text and graphics
Content Management System Training and Online Help	Training materials for Content Authors that is available through training and online help
User & Group Administration Rights	Ability to allow granular hierarchy-based content authoring across multiple departments
Secure site browsing by default	Support for HTTPS Everywhere: https://www.eff.org/https-everywhere
Calendar Event Registration	Event registration with tie in to existing calendar system
Facility Registration	Facilities registration module for Park space and/or rooms

Component/Module Name	Function
Customizable side widgets	Ability to adjust which modules exist on subpages from a design perspective (not user-based)
Job Search	A managed listing of currently open positions with information about the position and how to apply. See example: http://www.burkenc.org/departments/human-resources/job-postings