

SOLANO COUNTY WATER AGENCY



September 4, 2018

REQUEST FOR PROPOSALS FOR WEBSITE MANAGEMENT & DESIGN

Multiple Website Platform, Re-Design, Development,
Implementation, and Management for Agency Website and Sub-Sites

Proposal Due Date: OCTOBER 1, 2018 at 10 A.M. (PST)

I. Purpose

The Solano County Water Agency (Agency) is requesting proposals (RFPs) from qualified firms or vendors (hereinafter referred to as "Vendor") interested in providing website re-design, development and implementation services for the Agency's website (www.scwa2.com) and Agency sub-sites: Westside Sac IRWMP, Northern California Conservation Planning Partners, and Solano Groundwater Sustainability Agency (GSA). The Vendor chosen will produce a professional, and user-friendly platform for the Agency website and sub-sites; providing sophisticated built-in features such as editable layouts, calendars, e-newsletters, on-line forms, surveys, press release portal, automated notification features, agenda and minute postings, mapping capabilities and much more.

Websites to be maintained on the platform:

Solano County Water Agency: <http://www.scwa2.com/>

Westside Sac IRWMP: <http://www.westsideirwm.com/>

Northern California Conservation Planning Partners: <http://www.conservationplanning.info/>

Solano GSA: To be designed and published

The Agency reserves the right to modify anticipated timelines set forth below. The Agency reserves the right to reject any and all submittals, cancel all or part of this RFP, waive any minor irregularities, and to request additional information from proposing Vendors.

The RFP does not obligate the Agency to award a contract.

II. Background

The Solano County Water Agency is a small government agency that was formed in 1951 by an Act of the State Legislature. The Agency is a wholesale water supply agency providing untreated water to cities and agricultural Agency's in Solano County from the Federal Solano Project and the North Bay Aqueduct of the State Water Project. Moreover, the Agency performs management actions in flood, stream, groundwater, water conservation, and habitat conservation county-wide. Due to the Agency's wide range of activities, staff are tasked with managing projects in all different areas of water and land in Solano County.

810 Vaca Valley Parkway, Suite 203
Vacaville, California 95688
Phone (707) 451-6090 • FAX (707) 451-6099
www.scwa2.com



The Agency launched its main website in 2008 with Adobe Dreamweaver. The website was redesigned by [Vision Internet](#) (now [Granicus](#)) in 2014. Over the years Agency staff have been given the responsibility of two other websites: Westside Sac IRWMP and the Northern California Conservation Planning Partners. Both of these websites are maintained using Dreamweaver by Agency staff. Lastly, and most recently, the Agency has been tasked in managing and creating the Solano Groundwater Sustainability Agency (Solano GSA) website. The Solano GSA website needs to be built and launched by January 1, 2019.

III. Nature of Services Required

The Agency seeks a Vendor to complete a multi-phase website re-design and editing platform for all four (4) Agency maintained websites. The goal is to have easy access to all four websites so that they are maintained and edited using the same software and techniques (non-proprietary). Once the correct platform/vendor is chosen the following phases will commence:

Phase 1: Set up all the websites with the same website hosting company. Hosting and domain names must continue to be owned by Solano County Water Agency.

Phase 2: Design and build the Solano GSA website. This website does not need all of its content complete, but it must be built and launched by January 1, 2019.

Phase 3: Add existing Westside Sac IRWMP and Northern California Conservation Planning Partners to the platform. This may require the websites to be completely redesigned. Currently, both are built, maintained, and updated with Adobe Dreamweaver.

Phase 4: Design and Build a new SCWA2.com website. This new website would not launch until it is turnkey.

Phase 5: Vendor will continue to provide services as needed to the Agency for the platform and websites, including but not limited to: training, updates, and advancements.

All four websites must permit Agency staff to easily manipulate the layout and content in order to allow for frequent changes to the site; an example of this would be adding an additional item to the navigation. Each web site design and layout should be aesthetically pleasing and simple for users to navigate.

IV. Schedule

The Agency has made every effort to include sufficient information within this Request for Proposals for a Vendor to prepare a responsive, comprehensive proposal. The timing of the proposal process is subject to change, depending on the needs of the Agency, but is anticipated as follows:

	Activity	Date
a)	RFP Issued	September 4, 2018
b)	Proposal Submittal Deadline	October 1, 2018 by 10 A.M. (PST)
c)	Interviews Scheduled	October 9, 2018
d)	Selection of Top Firm (Informal Selection)	October 15, 2018
e)	Contract Approval by Board of Directors	November 8, 2018
f)	Commence Phase 1 and 2	November 12, 2018

g)	Phase 1 and 2 Complete	December 31, 2018
h)	Commence Phase 3	January 1, 2019
i)	Phase 4 and 5	TBD

The intent of this proposal is for an ongoing contract to continue between the Agency and Vendor, unless one or both parties eventually terminate the contract.

V. Roles and Responsibilities

The roles and responsibilities of this project includes all design, development, and coding of the Agency's four websites. All four websites need to be hosted by the same provider. All four websites need to be built and maintained on the same platform.

The following criteria must be met to achieve a successful project

EACH site must:

- Have an esthetically pleasing design which is intuitive to navigate, and employs a consistent look and feel across the entire site including prominent display of logo on every page.
- Have the capability to: host photographs and videos and provide an easy way for Agency staff to upload documents such as Word files and PDFs.
- Have an integrated, site-specific search bar.
- Be optimized for all Search Engines, including updating information on common listing services including Google+, Yelp, and others.
- New website implementation should be turnkey
- All software and licensing requirements should be included as part of this project.
- The home page should have an easily updateable "Hot Topics" section showing popular features.
- Site should be compatible with all current web browsing technology and the platform should be easily upgradeable as new technologies or internet threats emerge.
- Site should be optimized for mobile technology users. Links and navigation need to be able to reroute to outside source/webpages.

The Vendor Must:

- Have experience working collaboratively and respectfully with non-IT staff on coordination of project tasks and resources.
- Be able to migrate current web content to new web site.
- Set up Google Analytics account for all sites.
- Plan and perform a complete testing process on all web site features in order to ensure functionality.
- Provide both a written manual and at least four hours of in-person training for Agency staff on the utilization of the new site and access to Google Analytics account.
- Be available on a paid, hourly basis post-implementation for trouble-shooting, additional training, and upgrades to the site or security when needed.

If the Vendor submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work.

Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

VI. Proposal Format

There is no page limit for the proposal; however, it should be focused and concise, without extraneous material. The proposal should be divided into sections as outlined below:

A. Letter of Interest and Description of Services

- A statement regarding the Vendor's availability to dedicate time, personnel, and resources to the re-design and implementation of the Agency's websites and platform.
- A commitment to the availability of the Vendor and all key project staff during the contract period.
- A description of the approach to successfully fulfill the requirements within the estimated budget and schedule.

B. Proposed Scope of Work:

Provide a Proposed Scope of Work and discuss any ideas for modifying, clarifying, or improving the Agency's proposed website management. Within the Proposed Scope of Work please answer the following questions:

- Please describe the platform that will be used to manage all four (4) of the Agency's websites.
- Please describe the overall approach to website design and website management.
- Describe the process for ensuring that the website follows an intuitive based design.
- Give a detailed timeline schedule for the project.
- Explain the company's communication approach with your clients.
- Please explain how the business would develop each website in order to ensure functionality for future website maintenance and updates.
- How does the company ensure that the website would be fully functioning on devices and displays of various resolutions and sizes?
- How would the company ensure that there is the least amount of disruption to the users of our website during the migration from the current website to the redesigning website?

C. Company and Project Team

- Length of time in business.
- Location of headquarters and any field offices.
- Description of services that the company specializes in.
- Brief biography of proposed Product Manager and the Principal-in-charge (if that person is different from the Project Manager) and all other applicable staff. A project manager must be designated and must be the principal contact for the Agency.

D. Budget, including hourly rate for site patches and additional training after site launch

Provide estimated fees per phase and website, including materials, professional services, travel, and all other costs and expenses for the project. The Agency will be interested in

at least a three (3) year maintenance contract, please include a separate price and description of what is included in the maintenance services in your proposal.

E. References

At a minimum, the Vendor should provide a list of the most recent projects (at least 3) for which the Vendor has performed similar services of similar size, scope, and complexity. This list shall include the company name, contact person, address, phone number and/or e-mail of each party for whom the service was provided, as well as a description of the service performed, the dollar amount of the contract, and the date of performance.

The Agency shall not be liable for any costs incurred in response to this Request for Proposals. All costs shall be borne by the person or organization responding to the request. The person or organization responding to the request shall hold the Agency harmless from any and all liability, claim or expense whatsoever incurred by or on behalf of that person or organization. All submitted material becomes the property of the Agency and public records and, as such, may be subject to public review.

VII. Evaluation Criteria

Proposals will be evaluated based on the criteria outlined below.

- Responsiveness to the RFP
- Project approach and technical understanding
- Scope of work that meets the Agency's needs
- Ease of which the finished product will be updateable by Agency staff
- Ability to complete tasks on schedule and budget
- Experience and qualifications of project team in preparing similar projects
- Commitment of firm with staff and resources to complete project

VIII. Selection Process

The Agency will inform responders of the process for selection. Interviews may be conducted by phone or through an in person or web interface. All responders will be notified of the process.

The firm with the highest rating from the RFP and interview process will be selected by the Agency to negotiate an agreement. Selection of the firm will follow within one week of interviews. Attached is a sample form of Professional Services Agreement that will be used for this project. Note insurance requirements.

VIII. Time Considerations and Requirements

RFP submittal deadline: October 1, 2018 by 10 A.M. Pacific Standard Time.

Submittal options:

- A. E-mail an electronic copy (Microsoft Word or Adobe PDF formats acceptable) to sandra@scwa2.com. If attachment is over 3 MB you may need to divide up the attachment and send multiple emails.

- B. Sent through [Dropbox](#) to Sandra Willingmyre, sandra@scwa2.com.
- C. Mailed to the address below to the attention of Sandra Willingmyre.

If you have any questions, please contact:

Sandra Willingmyre
Accountant
sandra@scwa2.com
(707) 455-1101

Solano County Water Agency
810 Vaca Valley Parkway
Suite 203
Vacaville, CA 95688