



REQUEST FOR QUALIFICATIONS

Website Development, Design, Maintenance & Hosting Services for
Woodbury County, Iowa

Issue Date: September 6, 2022

Due Date: September 20, 2022

Notice and Instructions to Responders

1. Responses must be received at the location described below no later than September 20, 2022, or they will be considered late and will be rejected.
2. Submit ten (10) complete printed copies, and one (1) electronic copy (PDF format) of your response.
3. Deliver responses to:

Woodbury County Community & Economic Development
Attn: Dan Priestley
620 Douglas Street, 6th Floor
Sioux City, Iowa 51101
Phone: 712-279-6609
Email: dpriestley@woodburycountyiowa.gov

4. Late and / or faxed responses will be rejected.

Introduction

Woodbury County, Iowa invites the submission of qualifications from experienced and qualified consultants for website development, design, maintenance, and hosting services for the county's website.

Background

Woodbury County, Iowa, population, 105,607, is located in northwest Iowa, and includes 878 square miles of total area making it the third-largest county by area in Iowa. The county seat is Sioux City with population of 85,797. A significant portion of the county includes the world-famous Loess Hills which are a unique formation of wind-deposited soil that can be found in Western Iowa, Missouri and the eastern parts of Nebraska and Kansas. The county abuts the Missouri River, and the area is a regional hub for business, retail trade, medical care, educational opportunities, and tourism in the region.

The entertainment venues, annual art and music festivals, sporting events and rich history draw thousands of visitors to the county annually. It is important to provide an attractive, accessible, and easily navigable website to effectively engage with residents while appealing to the prospective businesses, visitors, and young professionals.

Woodbury County's website, www.woodburycountyiowa.gov, is the digital front door to our county. Our focus is to make content easier to locate and provide more effective and engaging ways to meet the needs of our constituents. The site is currently hosted by the joint City/County Information Technology Department. County staff from each department has administrative access to maintain and modify the website using the Joomla content management system. With the existing website offers some opportunities to connect with citizens, it lacks responsive design, a cutting edge design, and the functionality needed to an ideal user experience.

Project Goals and Requirements

- To create a modern, highly attractive, and responsive web design for www.woodburycountyiowa.gov that will appeal to residents, businesses, media, developers, and visitors.
- Site will be easy for county departments/staff to maintain with training opportunities available and allow users to access key services on a 24x7 basis to complete tasks quickly and easily.
- Site will include secure administrative access user controls and monitoring.
- A cutting edge, original design representing our county's image should be incorporated with a strong visual appeal to the user.
- New site must detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen.
- Meet accessibility standards as it pertains to Section 508 of the Rehabilitation Act of 1973 and the Telecommunications Act.
- Consistently enhanced hosting services including:

- Guaranteed uptime of 99.9% backed by a Service Level Agreement (SLA)
- Full disaster recovery to a backup data center with less than 60 minutes site restoration and less than 15 minutes data replication.
- Complete Distributed Denial of Services (DDoS) mitigation solution to detect and mitigate malicious cyber-attacks.
- A web application firewall to prevent common exploits such as XSS and SQL injection, with frequent signature updates (pro-active protection from zero-day exploits are a huge plus).
- Focus on making content organized, useful, interactive, and engaging.
- Continued maintenance and security of the site and underlying platform (e.g., CMS updates, web server updates and OS updates – some of which may be provided by the hosting company if different than the designing firm) – does not include site content.
- Consultants with experience in managing government agency website design products are preferred.

Response Requirements

The document may be prepared using the template beginning on Page 7 of this document. The RFQ shall include a title page; 1-inch margins; Running header with the name of the Firm and page number; Calibri Font – Size 12; Single-spaced; Block format. The document shall not exceed 50 pages in length excluding the appendix.

The response to this RFQ must include the following.

Experience of the Firm(s)

Discuss the experience and qualifications of the firm(s) in providing the services on successful projects similar in size and scope. For each project listed, please provide:

- Description of the project including size and scope (provide website URL)
- Role of the firm(s)
- Any sub-consultants utilized
- Project start and completion dates (planned and actual)
- Reference information for each project that includes: Name, phone number and e-mail address
- Initial project budget and final completion costs

Include hosting capability for large scale government websites, examples of sites developed for mobile platform (e.g., tablets and smartphones), sites that function as a hub for social media activities, and social apps that provide additional value for residents, where applicable.

Experience and Qualifications of Key Personnel and Sub-consultants

Discuss the experience and qualifications of the specific project team members in providing the services outlined in this RFQ (particularly the Project Manager, and the managers of the key disciplines) including any sub-consultant experience. Describe your approach to overall team formation and coordination of team members.

For each key person identified, list their length of time with the firm and provide lists of projects that demonstrate experience in providing the types of services for projects of the same size and

scope as outlined in this RFQ. If a project selected for a key person is the same as one selected for the firm, provide just the project name and the role of the key person. For other projects provide the following:

- Description of the project and web URL
- Role of the person
- Project start and completion dates
- Reference information for each project that includes: Name, phone number and e-mail address
- Initial project budget and final completion costs

Project Approach

- Describe your firm's project management approach and team organization for the provision of the services outlined in this RFQ.
- Describe your firm's plan for accomplishing the objectives listed above for this project and provide a proposed timeline.
- Detail the current capacity of key team individuals and the firm's capabilities to complete the services outlined herein.

The chosen consultant will work closely with Woodbury County staff to develop a new website that meets the project goals listed previously. A detailed *Scope of Work and Contract Amount* for this project will be further defined and negotiated with the selected firm.

Evaluation and Selection

Responses will be evaluated on the following criteria:

- Team qualifications and previous related work experience from similar projects.
- Demonstrated knowledge of and familiarity with this type of project by key personnel to be assigned to the project, including sub-consultants.
- Quality and creativity of sample deliverables from similar projects.
- References from recent related projects of similar size and scope.
- Commitment to complete work on a timely basis.
- Responsiveness to RFQ.

A Selection Committee comprised of County Elected Officials and Supporting Staff may interview any or all consultants submitting response: however, the County reserves the right to reject any or all response or to request additional information, waive any conditions or criteria set forth in this RFQ and accept any responses that it may deem to be in the best interest of the County.

By submitting a response, the consultation hereby authorizes the County to contact references and make such further investigation as deemed appropriate. The County shall not be liable for any costs associated with submittal of any response or expenses incurred to attend an interview.

Schedule

Qualified firms selected by the County Website Task Force will be asked to present via online demonstration in early **October**. Once a consultant is selected, a scope of work will be developed for the contract.

Responses are due **September 20, 2022**. Proposals (ten printed and one electronic copy) should be mailed to the address above or hand delivered to the 6th Floor of the Woodbury County Courthouse. Listed below are estimated dates and times of actions related to this Request for Qualifications (RFQ).

DATE	EVENT
September 6, 2022	RFQ Issue Date
September 20, 2022	RFQ Due
October 4, 2022	Demonstrations by Selected Firms
October 11, 2022	Final Consultant Selection
October 18, 2022	Scope of Work/Contract Negotiation
December 20, 2022	Anticipated Website Launch

Please Note: These dates are for planning purposes only. They represent the County's desired timeline for implementing this project. The timeline may be adjusted, however, as needs and circumstances dictate.

Inquiries and Clarification of Request

Interested firms are asked to submit their questions either via email or regular mail to the following staff contact:

Dan Priestley
712-279-6609
dpriestley@woodburycountyiowa.gov

Acceptance / Rejection of Responses

The County reserves the right to accept or reject any or all responses submitted, in whole or in part, and to waive any informalities or technicalities which at the County's discretion are determined to be in the best interests of the County. Further, the County makes no representations that a contract will be awarded to any responder. The County expressly reserves the right to reject any and all responses without indicating any reasons for such rejection(s). The County reserves the right to negotiate with any responder it deems suitable to carry out this project. The County reserves the right to postpone due dates for its own convenience and to withdraw this solicitation at any time without prior notice.

Miscellaneous Provisions

All documents, graphics, maps, and exhibits produced by the successful proposer as part of this planning project shall be provided to the County, become the property of the County, and are to be available for use by the County in any manner the County deems appropriate. This RFQ does not commit the County to award a contract, pay any costs incurred in preparation of these applications, or to procure or contract for any services.

Consultant and sub-consultants shall identify any group, individual or organization that they may have worked for, or currently work for, that has had ownership, lease, development, related or similar interest in Woodbury County. The County reserves the right to reject any response or responder who it feels has a conflict of interest.

Woodbury County Iowa
Website Development, Design, Maintenance & Hosting Project
Request for Qualifications

Submitted by:

Firm Name
Applicant Name & Title
Address
Website
Email
Phone

Date of Submission

Applicant Authorized Signature

Date

Description of the Firm(s)

Website URL:

Description of the project including size and scope:

Role of the firm(s):

Any sub-consultants utilized:

Project start and completion dates (planned and actual):

Include hosting capability for large scale government websites, examples of sites developed for mobile platform (e.g., tablets and smartphones), sites that function as a hub for social media activities, and social apps that provide additional value for residents, where applicable:

Reference information 1:

Name:

Phone Number:

Email:

Website:

Reference information 2:

Name:

Phone Number:

Email:

Website:

Reference information 3:

Name:

Phone Number:

Email:

Website:

Experience and Qualifications of Key Personnel and Sub-consultants

Describe your approach to overall team formation and coordination of team members. Discuss the experience and qualifications of the specific project team members in providing the services outlined in this RFQ (particularly the Project Manager, and the managers of the key disciplines) including any sub-consultant experience:

--

Team member:

--

Experience and qualifications (Length of Time with the Firm):

--

Projects:

Website URL:

--

Description of the project:

--

Role of the person:

--

Project start and completion dates:

--

Initial project budget and final completion costs:

--

Project References:

Reference information 1:

Name:
Phone Number:
Email:
Website:

--

Reference information 2:

Name:
Phone Number:
Email:
Website:

--

Reference information 3

Name:
Phone Number:
Email:
Website:

--

Project Approach

Describe your firm's project management approach and team organization for the provision of the services outlined in this RFQ.

Describe your firm's plan for accomplishing the objectives listed above for this project and provide a proposed timeline.

Detail the current capacity of key team individuals and the firm's capabilities to complete the services outlined herein.

Appendix