WOODBURY COUNTY BOARD OF SUPERVISORS AGENDA ITEM(S) REQUEST FORM

Date: 8/25/22 Weekly Agenda Date: 8/30/22
ELECTED OFFICIAL / DEPARTMENT HEAD / CITIZEN: Daniel Priestley and John Malloy WORDING FOR AGENDA ITEM: [Approve of County Website Migration Project Request for Qualifications (REQ) process
Approve of County Website Migration Project Request for Qualifications (RFQ) process.
ACTION REQUIRED:
Approve Ordinance □ Approve Resolution □ Approve Motion ☑
Public Hearing ☐ Other: Informational ☑ Attachments ☑
EXECUTIVE SUMMARY:
This project is for the migration of the in-house legacy County Website (CWS) to a next-generation third-party hosted site.
BACKGROUND:
A proposed Request for Qualifications (RFQ) has been established after consultation with elected officials and county staff to support the selection process of a third-party website vendor to host the Woodbury County website.
FINANCIAL IMPACT:
IF THERE IS A CONTRACT INVOLVED IN THE AGENDA ITEM, HAS THE CONTRACT BEEN SUBMITTED AT LEAST ONE WEEK PRIOR AND ANSWERED WITH A REVIEW BY THE COUNTY ATTORNEY'S OFFICE?
Yes □ No □
RECOMMENDATION:
Motion to approve "Request for Qualifications" process for website development, design, maintenance, & hosting services for Woodbury County, Iowa.
ACTION REQUIRED / PROPOSED MOTION:
Motion to approve "Request for Qualifications" process for website development, design, maintenance, & hosting services for Woodbury County, Iowa.

Website Selection Committee:

Matthew Ung, Board of Supervisors Patrick Gill, County Auditor and Recorder Tina Bertrand, County Treasurer Patrick Jennings, County Attorney Chad Sheehan, County Sheriff Melissa Thomas, Human Resources Director

County Staff: Dan Priestley Michelle Brown Doug Bock John Malloy

Proposed Tentative Schedule:

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



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 signification 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 <u>www.woodburycountyiowa.gov</u> 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:

- o 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 section	
Description of the project:	
Dala of the negroup.	
Role of the person:	
Project start and completion dates:	
Project start and completion dates:	
Initial project budget and final completion	costs:
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Project References:	
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Reference information 1:	
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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





WOODBURY COUNTY COMMUNITY & ECONOMIC DEVELOPMENT

620 DOUGLAS STREET - SIOUX CITY, IA 51101

Dan Priestley · Zoning Coordinator · dpriestley@woodburycountyiowa.gov

Dawn Norton · Sr. Clerk · dnorton@woodburycountyiowa.gov

Telephone (712) 279-6609 Fax (712) 279-6530

COUNTY WEBSITES IN IOWA

Summary

Included below is a listing of the 99 counties in lowa along with their websites and platforms/service providers. The table to the right includes a count of the counties using a particular platform. Using the 99 counties in lowa as the unit of analysis, the websites were examined based on design, content, and service provider.

It appears that the majority or 96% of county websites in lowa use modern day platforms with visual effects including prominent scenes and aesthetic features. The homepages typically include frequently used services. For example, Benton County lowa (bentoncountyia.gov), places an emphasis on "Meetings & Agendas," "Driver's Licenses," "Employment," "Property Tax Payment," "Renewing Vehicle Tags," and "Contact Information." Linn County, like various others, uses an "I Want To" link that guides residents to particular services such as registering to vote, applying for permits, paying registrations and fines, etc. The consistent element among all the websites in lowa is that each present information about the government including the Board of Supervisors, Services, Departments, Committees, Public Meetings, etc.

In examining the service providers for each of the counties several themes were identified. First, there were 18 websites with unidentified providers that likely used a content management system (CMS) such as Wordpress, Joomla, Drupal, etc. These websites may either be ran in-house by an IT Department or by a third-party provider. Second, there are 20 service providers that have one to two relationships with lowa counties. This suggests that some of the counties have selected their provider from a local community web hosting business as Hancock County uses Coloff Digital, based in Forest City, IA. Lastly, 57 lowa counties have relationships with the following providers: CivicPlus (13), Solutions (11), Revize (11), Neapolitan Labs (10), Municipal One (5), Blue Lake Websites (4), and Granicus (3).

PLATFORM / SERVICE PROVIDER	County Count
Unknown	18
civicplus.com	13
gmdsolutions.com	11
revize.com	11
neapolitanlabs.com	10
bluelakewebsites.com	4
municipalone.com	5
granicus.com	3
corephp.com	2
gradient9.com	2
IT Department	2
webspec.com	2
bluespacecreative.com	1
bigimprint.com	1
coloffdigital.com	1
communityintegrator.com	1
emaginemore.com	1
filamentservices.org/websites/	1
fiveq.com	1
generatepress.com	1
hillproductionsandmediagroup.com	1
hostgator.com	1
irocwebs.com	1
j3redmarketing.com	1
solventweb.com	1
spireworks.pro/services-2	1
tsts.com	1
Wordpress	1
Total	99

COUNTY	WEBSITE	PLATFORM / SERVICE PROVIDER	HOMEPAGE SCREENSHOT
Adair	adaircounty.iowa.gov	neapolitanlabs.com	Addir Control Control Service State for house foreign for house for house for house for house for house for house
Adams	adamscounty.iowa.gov	Unknown	Adding County, Iowa Adding County, Iowa Adding County County County County (September 1985) Adding County County County County (September 1985) Adding County (

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Appanoose	appanoosecounty.iowa.gov	gradient9.com	APPANOOSE Upsoming Events Upsoming Events
Audubon	auduboncountyia.gov	Unknown	TAKE FUCHTS PROMOTES THE STATE OF THE STA
Benton	bentoncountyia.gov	neapolitanlabs.com	BENTON BENTON
Black Hawk	blackhawkcounty.iowa.gov	civicplus.com	Black Hawk County Out A The state of the s
Boone	boonecounty.iowa.gov	granicus.com	BOONE COUNTY (ARC
Bremer	bremercounty.iowa.gov	revize.com	BREMER SALE SALE SALE

Buchanan	buchanancounty.iowa.gov	revize.com	BUCHANN COUNTY
Buena Vista	buenavistacounty.iowa.gov	j3redmarketing.com	Can afficial control of the Particular Contr
Butler	butlercounty.iowa.gov	corephp.com	For Information about making EMS an Essential service Latest News Price N
Calhoun	calhouncounty.iowa.gov	revize.com	Callinin County on the man from the law of
Carroll	carrollcountyiowa.gov	municipalone.com	CARROLL OPTIMISTS SOCIOIS STOCK LOVES WOULD SEE SOCIAL STOCK LOVES WOUND SEE SOCIAL STOCK LOVES WOULD SEE SOCIAL STOCK LOVES WOUND SEE SOCIAL STOCK LOVES WOUND S
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Cerro Gordo	cgcounty.org/	granicus.com	Cotto Cotto County become superseen sancisi itset to.
Cherokee	cherokeecounty.iowa.gov	revize.com	In the SPOTLIGHT CALENDAR CHEROKEE COUNTY
			Agendas Millioutes County Forms Description Description
Chickasaw	chickasawcounty.iowa.gov	neapolitanlabs.com	CONTRACAM CONTRA
Clarke	clarkecounty.iowa.gov	solventweb.com	CLARKE COUNTY The state of the
Clay	claycounty.iowa.gov	gmdsolutions.com	
Clayton	claytoncountyia.gov	civicplus.com	Clayton Covering the Covering to the State of St
Clinton	clintoncounty-ia.gov	tsts.com	CLINTON CONTINUES CO

Crawford	crawfordcounty.iowa.gov	neapolitanlabs.com	Crawford The state of the stat
Dallas	dallascountyiowa.gov	granicus.com	Principles Crest William State of Control Control Principles Crest William State of Control
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Delaware	delawarecounty.iowa.gov	gmdsolutions.com	THE STATE OF THE S
Des Moines	desmoinescounty.iowa.gov	civicplus.com	County Handlines
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Floyd	floydco.iowa.gov	civicplus.com	ROYS COUNTY
Franklin	franklincountyia.gov	revize.com	Provide Course, IA
Fremont	filamentservices.org/websites/	filamentservices.org/websites/	FRONCE CALLS THE PROPERTY
Greene	co.greene.ia.us/	municipalone.com	Greene County January

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Harrison	harrisoncounty.iowa.gov	gmdsolutions.com	
Henry	henrycounty.iowa.gov	gmdsolutions.com	WELCOME TO HIGHER HORSE AND REAL PROPERTY COUNTY COUNTY.

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Keokuk	keokukcounty.iowa.gov	communityintegrator.com	WELCOME TO KEOKUK GOUNTY, IOWA The Keduki Caurity Cauriflicous is upon to the public.
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Montgomery	montgomerycountyia.gov	Unknown	MCSTICORES COURT COURT HOUSE
Muscatine	muscatinecountyiowa.gov	civicplus.com	SECOND SE
O'Brien	obriencounty.iowa.gov	bluelakewebsites.com	ORIENCOUNTY THE PROPERTY OF T
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Scott	scottcountyiowa.gov	Unknown	CONTINUENCE STRUCTURE
Shelby	shelbycounty.iowa.gov	bluespacecreative.com	Section County Section
Sioux	siouxcountyia.gov	generatepress.com	CONTRACTOR OF A STATE
Story	storycountyiowa.gov	civicplus.com	Glory County
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Taylor	taylorcounty.iowa.govindex.html	hostgator.com	MELCONE TO TATION COUNTY NAMA
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Van Buren	vanburencounty.iowa.gov	revize.com	Welcome to Van Buren County, Iowa
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Webster	webstercountyia.gov	revize.com	WEBSTER COUNTY IOWA
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Winnebago	winnebagocountyiowa.gov	webspec.comservices/web-design	WINNERAGO COUNTY YOWA WINNERAGO TO WINNERAGO COUNTY WINNERAGO TO WINNERAGO TO WINNERAGO COUNTY WINNERAGO TO WI
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Wright	wrightcounty.iowa.gov	revize.com	WRIGHT COUNTY

STRUCTURE OF WOODBURY COUNTY WEBSITE

The Woodbury County website is organized into four prominent categories including the Board of Supervisors, Government, Departments, and Contact Information. Additional categories include information about the 100th Anniversary, Elections, GIS Map, Properties, and the Law Enforcement Center Authority. Within each of these categories, it is projected that the site is composed of 41 parent pages, 139 subpages, and a significant count of supporting files.

1	sed of 41 parent pages, 100 subpages, and a significant count of supporting files.	
CATEGORY	FEATURES	PAGES
Board of	About	7 Parent Pages
Supervisors	Board Meetings	6 Sub Pages
	Weekly Agendas	
	Agenda Archives	
	Minutes	
	Bylaws	
	A/P Claims Paid	
	Contact a Supervisor	
	District Maps	
	Committee Information	
	lowa Code	
	 911 Service Board 	
	 Board of Adjustment 	
	 Conservation Board 	
	 DECAT Board 	
	 Emergency Management Commission 	
	 Soil and Water Conservation District 	
	 Third Judicial Department of Corrections 	
	 Veteran Affairs Commission 	
	 Zoning Commission 	
	Agreement	
	 Community Action Agency of Siouxland Board of 	
	Directors	
	 Highway 20 Association 	
	 Law Enforcement Authority 	
	 Siouxland Economic Development Corporation 	
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