

REQUEST FOR PROPOSAL (RFP)

OUTSOURCED WEBSITE CREATION

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Introduction

The Treasure Coast Regional Planning Council (TCRPC) invites web designers to respond to this Request for Proposal (RFP). The focus of this RFP is to select a single organization to provide the creation and launch of a new TCRPC website, as well as training of TCRPC personnel on maintenance of the website.

Agency Overview

TCRPC is a not-for-profit organization created by and for local governments to provide planning and technical assistance services and assist in carrying out Florida's growth management programs. It was established in 1976 through an interlocal agreement between Indian River, St. Lucie, Martin, and Palm Beach counties. The TCRPC Board is made up of elected officials representing the four counties and 52 municipalities, as well as 9 gubernatorial appointees.

Regional Planning Councils are recognized as Florida's only multipurpose regional entity in a position to plan for and coordinate intergovernmental solutions to growth-related problems on greater-than-local issues, provide technical assistance to local governments, and meet other needs of its communities. TCRPC offers many programs and services in the areas of:

- Local and Regional Comprehensive Planning Assistance
- Urban Design, Town Planning and Redevelopment Initiatives
- Emergency Preparedness
- Economic Development Initiatives
- Dispute Resolution
- Public Event Planning and Facilitation Services
- Visioning and Community Preference Surveys
- Land Use and Transportation Planning
- Natural Resource and Energy Planning
- Brownfields Redevelopment Assistance

Audience

The audience of the TCRPC website includes federal, state, regional, and local municipalities, agencies, and the public.

New Website Objective

As a quasi- governmental agency, TCRPC must be accessible, provide information and timely feedback, and comply with all Florida Statutes related to government records retention and public access. TCRPC must also be compliant with the Americans with Disabilities Act (ADA) guidelines and ensure content is fully accessible to individuals with disabilities.

Current Website

TCRPC's current website is obsolete and outdated. It is cumbersome and difficult to update and edit, and it is not visually appealing or easy to access from mobile devices. The goal is to not only have a compliant website, but one that is easy to navigate; contains relevant, useful, and current information; and can be easily updated by TCRPC staff.

Hosting

TCRPC's website is currently hosted by an outside vendor and maintained with the assistance of an IT consultant and this is expected to continue. The domain name is www.tcrpc.org.

New Website Functionality Requirements

Vendor must be able to provide:

- Design and creation of a new, relevant, functional, and attractive website for TCRPC and all of its programs
- Transition/migration from current website to new website
- Architecture that ensures future expandability to easily add programs/pages, and other components by TCRPC staff
- Security of data and compliance with State of Florida Records Retention requirements, including archiving and accessibility of page freezes upon public request
- Provision of training to staff regarding basic internal updates and maintenance
- Provision of information, fee schedule, and plan for ongoing maintenance of the new site

Features of importance:

- Intuitive navigation, including direct links to the individual programs' pages
- Backend access and authoring capabilities by TCRPC staff
- Press release integration
- Public notice area
- Newsletter integration
- Program directories
- Staff directories
- Event calendar
- Scrolling announcement capability
- Static announcement field
- Photo galleries
- ADA compliant
- Easy updating of photos

- Use of web-based programming software that is user-friendly and does not require the users to write code (preferably Wordpress)
- Storage and retrieval of various drafts of many public documents; all must be designed with formats appropriate for mobile devices in addition to desktop and laptop viewing
- Architecture that includes some of the current pages with ability to add pages (TCRPC.org)
- Minimum required compatibility for browsers is Internet Explorer 11, Chrome 55, Firefox 54
- Minimum required portable device compatibility is IOS 6 and Android 4.0. Must be Safari capable
- Web designer, in conjunction with TCRPC's IT support agency will be responsible for setting up user accounts for ongoing maintenance purposes prior to website transfer
- Generic author and admin accounts will be set up by consultant for testing and demonstration purposes
- Creation of a system/procedure for materials past their useful life to be archived in conjunction with TCRPC's IT consultant
- At this time, TCRPC does not intend to develop or use social media; provide input on future integration

Additionally, basic home page and/or program page features. TCRPC will look for creativity or suggestions for improvements on the following basic page features:

- Links and Main Navigation (with search bar/icon) at top
- Home
- About Us
- Council Members: including names and contact info/municipality etc. with their website link
- Staff
- Programs/Services
 - Brownfields
 - Comprehensive Planning
 - Dispute Resolution
 - Developments of Regional Impact
 - Economic Development
 - Emergency Management
 - Energy Planning
 - GIS Mapping
 - Intergovernmental Coordination and Review
 - Natural Resources
 - Regional School Planning
 - Transportation and Land Use Planning
 - Urban Design and Town Planning
- Calendar (with ability to create links for agendas, minutes)

- Contact (in footer)
- Header
- Logo
- Footer summary of main navigation along with Title VI statement, and other required disclaimers, etc.

Proposal Requirements

Vendors are encouraged to succinctly provide as much detail as possible in the RFP regarding their capability and expertise, creativity, scope of services, and approach to implementing a new website, effectively transitioning from the current site to the new site, while protecting and securing the data of TCRPC and complying with Florida Records Retention requirements. This RFP requests specific information and, when responding, vendors are encouraged to provide any additional information they believe is relevant. Examples of previous work must be included and the full RFP must be submitted by the deadline listed below. Finalists will be scored and selected based on the samples of work and responses within the RFP, including proposed cost. Consultants who are Minority, Women, Small Businesses, and/or Small Businesses in Rural Areas are strongly encouraged to apply.

The vendor must perform an initial assessment and provide TCRPC with a recommendation of hardware, software, and employee training that will be implemented as part of an overall website replacement. Additionally, the proposal must include provision of ability to manage, support, and track all necessary updates to the website as well as provide recommendations, installation and support for archiving in compliance with Florida Records Retention requirements. Remote support must be available during business hours as requested.

Preliminary RFP Timeline

Issue RFP	April 16, 2019
Responses due	May 15, 2019
Deadline for Questions	May 1, 2019
Answers Posted to TCRPC Website	May 3, 2019
Proposal evaluation, Scoring, and necessary interviews	May 20 – June 6, 2019
Staff Presentation to Council Board	June 21, 2019
Proposed Contract effective date	July 1, 2019

General RFP Instructions

This solicitation is for the purchase of services to create and implement a new website. The contract shall be awarded to the vendor that submits the best overall proposal. Proposals will be received by TCRPC at the time and place so stated in this document. At that point, TCRPC will close the receipt of proposals and begin the evaluation process.

Vendors must specifically identify portions, if any, of their submittals deemed to contain confidential and proprietary information or trade secrets. The vendors may be required to justify why TCRPC should not, upon request, disclose such materials.

Once the RFP has been advertised, Respondents are specifically directed not to contact TCRPC personnel for meetings, conferences, or technical discussions related to this RFP. Failure to adhere to this policy may result in disqualification of the Respondent. All questions regarding this RFP should be emailed to Stephanie Heidt at sheidt@tcrpc.org. Respondents will not receive specific responses to their questions in real time. Rather, responses to specific questions received prior to the deadline for submittal of questions to this RFP will be posted to the TCRPC website the following day or as soon thereafter as can reasonably be done. TCRPC reserves the right to issue addenda to this RFP to make amendments to its provisions, or change the timelines related to this RFP. Any addenda will be posted to the TCRPC web site on or before May 1, 2019. All Respondents will be bound by all such addenda that have been so posted to TCRPC's web site.

TCRPC shall have the right to reject or accept any or all Proposals or offers, or any part thereof for any reason whatsoever, at its sole discretion, and to waive any informalities as may be permitted by law. TCRPC reserves the right to request oral interviews or request additional written information from any or all vendors. TCRPC also reserves the right to award a contract based on proposals received without further discussion or negotiation. Vendors should not rely upon the opportunity to alter their qualifications during any presentation or discussion. TCRPC reserves the right to accept or reject any or all responses to this RFP; to waive any or all informalities and/or irregularities; to re-advertise with either an identical or revised scope of services; or to cancel RFP in its entirety.

Submittals should be organized and bound in the same order that the information is requested in this RFP. Submittals should be concise and should not contain any unnecessary attachments, enclosures or exhibits. Response text and graphics must be printed duplex (two-sided).

Delivery of RFP packets may be done digitally via email; hand delivery; or by U.S. Mail, or overnight delivery service; however, TCRPC shall not be responsible for delays in delivery by any delivery service or postal service. The contact information below should be used for submittal of RFPs:

Treasure Coast Regional Planning Council
Attn: Stephanie Heidt, AICP,
Economic Development and Intergovernmental Programs Director
421 SW Camden Avenue Stuart, FL 34994
sheidt@tcrpc.org

Proposals will be opened by TCRPC staff and will not be made public until after award. This RFP and any resulting contract shall be governed by and construed according to the laws of the State of Florida.

Successful bidder must be prepared to begin providing service upon execution of a contract.

Vendor warrants that his proposal is genuine and not collusive nor sham and that he has not conspired nor agreed in any manner to fix any bid or any element of such bid price, payment or agreement for commission percentage, brokerage, or any other compensation for the procurement of this contract.

Either party may cancel this contract by providing the other party a thirty (30) day written notice of cancellation.

All proposals shall be signed by an authorized officer or employee of the submitting organization. The name of the company, contact person, telephone number, fax number, and address shall be included.

The RFP does not commit TCRPC to award a contract, nor does it commit TCRPC to pay any cost incurred in the submission of the Proposal, or in making necessary studies or designs for the preparation thereof, nor procure or contract for services or supplies. Further, no reimbursable cost may be incurred in anticipation of a contract award. TCRPC reserves the right to terminate this RFP at any time prior to contract execution.

No prior, current, or post award verbal conversation or agreement(s) with any officer, agent, or employee of TCRPC shall affect or modify any terms or obligations of this RFP, or any contract resulting from this procurement.

Proposal Format

The proposal shall be organized as outlined below. Responses should be complete and unequivocal. In instances where a response is not required, or is not applicable or material to the Proposal, a response such as “no response is required” or “not applicable” is acceptable.

A. Letter of Intent

The Letter of Intent is to be signed by an officer of the company authorized to bind the vendor to the proposal. It should also contain the following information:

1. Company name, address, telephone number(s), and website.
2. Name, title, email address, and telephone number of proposal contact person(s) who are authorized to represent the firm and to whom correspondence should be directed.

3. Federal and State taxpayer identification numbers of the firm.
4. A brief statement of your understanding of the services to be performed, and an understanding that the terms of this RFP will be incorporated in the final contract.

B. Vendor's Statement of Organization and Experience

A vendor must demonstrate considerable relevant experience with this type of work, and should emphasize their experience, technical qualifications, working knowledge of both building a website and training agency staff to maintain normal operations of it, describing the capability of the particular principal and personnel who will actually be assigned to these tasks.

A vendor must include a brief profile of the firm, including, at a minimum:

1. Length of time in business.
2. Length of time in providing proposed services.
3. Number of clients
4. Number of full-time employees and area of involvement
5. Location of office
6. Relevant technical certifications and/or partnerships
7. Information indicating name, title and experience level of individuals employed in a full-time or part-time capacity who shall provide services sought in this RFP.
8. A vendor shall demonstrate that it has at least three (3) local government or public-sector clients that have contracted with it for the same or similar services within the last three years, and shall provide TCRPC with contact information for those clients to allow TCRPC to obtain their recommendations as to the services rendered by the vendor.
9. A vendor must be able to provide proof its employees have undergone criminal background checks if requested by TCRPC.

C. Timeline/Budget

Proposers should provide a timeline that includes major tasks and milestones and a project budget by task.

D. Litigation History

Proposers shall provide a summary of any litigation or arbitration that the Proposer, its parent company or its subsidiaries, have been engaged in during the past three (3) years against or involving (1) any public entity for any amount, or (2) any private entity for an amount greater than One Hundred Thousand Dollars (\$100,000.00). The summary shall state the nature of the litigation or arbitration, a brief description of the case, the outcome or projected outcome, and the monetary amounts involved.

Selection Criteria

The evaluation of Proposals and the determination of conformity and acceptability shall be the responsibility of TCRPC staff. Such determination shall be based on information furnished by the Proposer, as well as other information reasonably available to TCRPC. A contract may be awarded to the vendor that submits the best overall proposal.

Proposals shall be evaluated and ranked based on, among additional factors, the following:

1. **Technical Expertise/Qualifications**
2. **Service Approach and Methodology**
3. **Project Staffing/Experience**
4. **Satisfaction of clients/end users**
5. **Competitive Pricing**
6. **Overall aesthetics and functionality of end product**

The highest ranked RFP will be recommended to the TCRPC board for award. If TCRPC is unable to negotiate a satisfactory Agreement with the highest ranked proposer, negotiations with that Proposer shall be terminated and TCRPC shall attempt to negotiate an Agreement with the next highest ranked qualified proposer and so on. If no Agreement can be reached, TCRPC may reject all proposals and may re-advertise for new proposals.

The award date is subject to change at the discretion of TCRPC. The effective date of the contract is tentative and is dependent upon the length of time required for contract negotiation.

Oral Interviews

TCRPC reserves the right to request oral interviews from top ranked firms. If oral interviews are conducted, they will be in accordance with the anticipated schedule.

Additional Information

TCRPC reserves the right to request additional written information or clarification of the proposals from top ranked firms.

Indemnification and Hold Harmless

It is contemplated that in the contract to be executed with the Consultant, the Consultant shall agree to indemnify, defend, save and hold harmless the Treasure Coast Regional Planning Council, its board members and employees, from all claims, damages, demands, liabilities and suits of any nature (and including but not limited to reasonable attorney's fees incurred by the indemnified parties before litigation, in litigation, in trial and appellate proceedings and post judgment proceedings in arbitration, bankruptcy and other administrative and judicial proceedings and whether suit be brought or not) arising out of, because of, or due, to the extent caused by, any negligent act, error, omission, default under

the contract with TCRPC, or negligence or other wrongdoing or other wrongful conduct, of the Consultant, its subcontractors, agents or employees. The specific indemnification shall be set forth in the contract with TCRPC and may differ from the foregoing.

Non-Discrimination

Selected Consultants and TCRPC agree that there shall be no discrimination against or in favor of employees or applicants for employment because of race, color, creed, religion, sex, national origin, political affiliation, age, marital status, family status, pregnancy, disability that allows performance of essential duties, sexual orientation, gender identify, or any other category provided by law. All personnel actions and employment practices are to be based solely on the requirements of the position and the qualifications of the applicant.