



## NOTICE TO SEEK QUALIFIED BIDS

The Gulf County Board of County Commissioners will receive proposals from any company or corporation interested in providing the following:

### **Services to Design, Manage, and Maintain the County website: [www.gulfcounty-fl.com](http://www.gulfcounty-fl.com).**

#### **Overview**

Gulf County is a beautiful county in Northwest Florida consisting of pristine coastline from St. Joe Beach, Indian Pass and Cape San Blas and Port St. Joe and stretches north through Wewahitchka, home of the Dead Lakes.

- Gulf County Board of County Commissioners (GCBOCC) is interested in acquiring a firm to create, manage and maintain the county website using standard procedures and creativity.

#### **Project**

Proposals are now being accepted from organizations with proven website design and development of county or municipal governments to illustrate their qualifications for web design, build, and hosting of [www.gulfcounty-fl.gov](http://www.gulfcounty-fl.gov). Qualified firms should also have experience with developing fully functional and user-friendly backend databases that will create and integrate with each county's social media network and other informational elements.

The completed website will be a multi-level site anchored by a state-of-the-art database. In more detail the web family will be comprised of the following:

- Content Management System (backend)
- Responsive Website (front end)

Providing information directly to constituents is one of the most important objectives of the website. The audiences of these components include visitors, general public, employees and other counties and/or municipalities.

The desired look and feel for the site must showcase a collective brand and provide a user experience that engages and encourages the end users to feel informed, appreciated and in touch with the County government officials and staff.

The information that is made available on this website may change frequently to provide the most up-to-date and relevant information so a user-friendly CMS is critical. The website will also incorporate a

variety of electronic formats including, but not limited to images, static and dynamic content, PDF and Word documents, audio and video files.

An integrated database cataloging partner and consumer information is of extreme importance and needs to work for several different purposes, including email blasts, newsletters and media. Social media is an important component of all communications plans so seamless content integration with the county's social network is paramount.

### **Statement of Qualifications**

Firms may submit a Statement of Qualifications that demonstrates your company's ability to provide the services that will be required from the Contractor. Services include, but are not limited to the following:

#### ***Technical Requirements***

Hosting - The Contractor will be responsible for hosting the website which includes all hardware, software and telecommunications associated with maintaining a website. A physical environment necessary to keep the server(s) up and running twenty-four hours a day, seven days a week. This includes a fully un-interrupted power supply, daily back up of the site and full-time monitoring of the network connection. Interstate offsite back up with the ability to maintain consistent, uninterrupted service in the event of an emergency or natural disaster.

Website Management and Maintenance - the Contractor will be responsible for routine maintenance of the website and an integrated database. The Contractor will work with the GCBOCC team to update art, information and editorial content and ensure consistent integration of all digital elements when appropriate. The Contractor will maintain hardware and software, fix any functionality issues within a 24 hour notification, respond to user technical support questions, proactively research and integrate new functionality, and use best practices for organic and search engine optimization.

#### ***Design and Development Requirements***

Contractor will be required to produce a comprehensive plan detailing how the website and database will be redesigned and developed and the cost of each phase of the plan. Design elements will include the look and feel of the website, navigation architecture, graphics, content display and all visual aspects of the site and digital components.

Aspects included in the redesign may include, but are not limited to:

- Individual pages for each of the county departments:
  - BOCC
  - Administration
  - HR/RM
  - Grants
  - Planning
  - Building Department
  - Code Enforcement
  - Public Works
  - Mosquito Control

- Emergency Management
  - E-911
  - GIS
  - Fire Coordinator
  - IT
  - EDC
- Ability to Link to other associated websites, (TDC, Tax Collector, Sheriff, Property Appraiser, Clerk's Office)
  - Ability to Link to other State and Federal websites, as needed. (NACo, FAC, SCC, NOAA, FDEP, FDOT, etc.)
  - Interactive maps
  - Events calendar anchored by an API feed and searchable by date, activity and location
  - Media room
  - Analytics dashboard
  - Database integration for various purposes
  - Email program for bids, public notification, etc.
  - Integration to county social media network
  - Ability to create forms
  - Ability to run online polls
  - Ability to live stream all board meetings
  - Other functions not listed (TBD at a later date)

***Other Services***

Management of website program and other digital marketing services as agreed upon by the GCBOCC and the Contractor. Contractor may be required to attend BOCC meetings, or meetings as directed by client. Reporting and other presentations will be required as necessary.

**Response Format**

In response to this RFP, qualified firms are invited to submit proposals that:

- Details an overall approach and strategy to developing and implementing a responsive website utilizing today's technology with clear explanation as to how the strategies will benefit the future growth of Gulf County.
- Includes no less than 2 case studies/examples of successful website developments completed by your firm which you feel parallels the GCBOCC's needs. Case histories should detail the recent designing, developing, hosting management and maintenance of a professional website, preferably with county or municipal governments, and other digital components such as mobile site, smart phone and tablet applications, database integration for website and outgoing communications and social media.
- Describes your understanding and knowledge of backend content management systems and databases.

In addition to the above, your proposal should include:

- Biography/professional experience of your firm and the qualifications of the team to be assigned to this project.
  - Provide an organizational chart of the organization, including contact points between the organization and Gulf County BOCC.
  - Disclose the name(s) of the person(s) in the organization management who will work on the account and how much of his or her time will be spent on the account.
- Assurance that your firm is familiar with Gulf County, Florida and Florida state government.
- List of county/city or state clients who have retained your firm to develop, implement and maintain websites of similar scope.
  - Name the two most recent past clients. Have any of these terminations been due to agency non-performance? If so, explain.
  - Provide a list of at least three current accounts that the (GCBOCC) may contact as a reference.

Each proposal must include a formal letter on official business letterhead of the organization proposing to become the Contractor. The letter is to transmit the Statements of Qualifications and shall identify all material and enclosures being forwarded. Letter should include:

*Organization Ownership and Management:*

1. Provide the name, address and telephone number of the legal entity with whom the contract will be written and all trade names used.
2. Provide the name, address and telephone numbers of the organization's principal officers and other owners.
3. Disclose the organization's total number of employees, both full and part time. Include employee information to be employed on the project.
4. Provide a short history of the organization and your history working in the government industry.
5. Provide hours of operation and staffing availability.

*Budget and Timeline*

The total cost for development of a new [www.gulfcountry-fl.gov](http://www.gulfcountry-fl.gov) website. Items included in this budgeted figure shall be identified as follows:

1. Site design, programming and development of all components listed above
2. Routine site maintenance through December 31, 2017
3. Hosting through December 2017
4. Communications with the (GCBOCC) through December 31, 2017
5. Travel to Gulf County, Florida through December 31, 2017

Along with an estimated cost breakdown, submittals should include an estimated timeline for site development and proposed site launch date of July 1, 2016.

The selection process will consist of the following steps:

1. Submission of written response to the RFP by 4:30PM ET April 15, 2016. Late submissions will not be considered and will be returned unopened.
2. Proposals will be opened at 10:00 a.m., E.T. at the location below on April 18, 2016.

3. Review of responses to determine preliminary rankings completed by April 25, 2016.
4. Award to Contractor April 26, 2016.

Finalist will be chosen based on overall proposals and experience with development of successful websites in the governmental industry. Direct all questions concerning this RFP to Lynn Lanier in writing at [llanier@gulfcounty-fl.gov](mailto:llanier@gulfcounty-fl.gov).

Contractors must submit (1) original and (5) copies of their response to the RFP to:

Gulf County Clerk of Court  
Attn: Leanna Roberts  
1000 Cecil G. Costin, Sr., Blvd., Room 149  
Port St. Joe, FL 32456.

The Contractor will assume responsibility for the performance of all required services. All materials, ideas, designs, and layouts developed for the GCBOCC under this contract are the property of the Board and may not be used for any other purpose without prior written consent. Items will remain the sole property of the GCBOCC regardless of termination of services for any reason.