



## **Request for Proposals for Grayson County Website Refresh**

Notice is hereby given that the County of Grayson, VA will be accepting requests for proposals from qualified contractors to redesign both the Grayson County and the Grayson County Tourism websites, making them more user friendly to residents, businesses, and visitors, both current and potential. Bids will be received until **November 25, 2020 at 12:00 noon**, at the **Grayson County Administrator's Office**, Attn: Carl Caudill II, Director of IT, P.O. Box 217, 129 Davis Street, Independence, VA 24348. Proposals received after 5:00 P.M. will not be considered. Submittal information can be obtained online at the Grayson County Government website ([www.graysoncountyva.gov](http://www.graysoncountyva.gov)) or in the Grayson County Administration Office.

Direct questions/inquiries about this request for proposals to:

**Grayson County Administration Office**

**Attn: Carl Caudill II, Director of IT**

**P.O. Box 217**

**129 Davis Street**

**Independence, VA 24348**

**[ccaudill@graysoncountyva.gov](mailto:ccaudill@graysoncountyva.gov)**

**Re: Website Redesign Project** (\*note this on the outside lower left corner of the submittal envelope)

\*Note: Bidders must contact Linda Osborne by email or telephone ([losborne@graysoncountyva.gov](mailto:losborne@graysoncountyva.gov) or 276-773-2471 to indicate that they will be offering a qualifications package to receive addendum and/or changes to the RFP. No contact with any Grayson County employee is allowed during this process without first submitting the written question/inquiry to Carl Caudill II ([ccaudill@graysoncountyva.gov](mailto:ccaudill@graysoncountyva.gov)) or Linda Osborne ([losborne@graysoncountyva.gov](mailto:losborne@graysoncountyva.gov)).

## **Vendor Qualifications and Requirements**

The intent of this RFP is to enable Grayson County to evaluate vendor experience, qualifications and capabilities for developing and implementing a new County website and Tourism website. The desired qualifications are outlined below. Responders are to submit a written narrative corresponding to each of the listed items. Failure to properly respond and to address these qualification requirements are grounds for rejection of the proposal.

Candidates must:

- provide sufficient detailed information that demonstrates successful completion of comparable work on similarly complex projects.
- have performed such work for a minimum of eight years, either as a company or as the length of experience of primary team members assigned to the work if candidate company has existed for less than eight years.
- have experience designing websites published through the WordPress platform OR a comparable WordPress product.
- have experience developing web sites that utilize current design best practices (including flexible designs for desktop, mobile, tablet).
- have experience developing web sites that comply with WC3 Priority 1 Accessibility Guideline and Section 508 of the US Rehabilitation Act to provide optimal accessibility to users.
- provide examples of your work with organizations whose customers represent the full spectrum of a community with Grayson County's demographic diversity.
- provide examples of your clear, data- and research-driven methodology for web development and design.

Prior to the final selection, proposers may be required to submit additional information that Grayson County deems necessary to further evaluate the proposer's qualifications.

## **Overview**

A final scope of work will be developed by Grayson County, in coordination with the respondent submitting the selected proposal, after the final selection. The following acts only as a preliminary scope to generally communicate the County's expectations. Grayson County wants to completely redesign both the County and Tourism websites that residents, businesses, and visitors, both current and potential, can easily navigate and access information, communicate with the County through site interaction, and download any necessary County forms. Grayson County Tourism will also need a redesigned brochure that will be available to the public from their website and accessible via QR code.

Effective websites provide interactive content that keeps users engaged and coming back. Effective websites also must ensure that content sought is easily found and that navigation

remains user friendly across all browsing platforms, evolving with technology advances. Currently Grayson County uses a hosted service using WordPress and would prefer to continue to do so. Grayson County Tourism uses Wix for hosting and would prefer to move towards WordPress. Grayson County will oversee content management on the redesigned website and will own all content.

Grayson County seeks the assistance of an individual or firm that can accomplish all the functionality identified in this RFP.

Grayson County also seeks a company that has the capability of integrating additional features that may be needed in the future.

Grayson County reserves the right to waive any and all informalities, to reject any and all responses to this RFP, which in its opinion, may not be in the best interest of the County.

### **Scope of Work**

- Use existing website information and data to transition into new design.
- Work with Grayson County and related departments to conduct a website audit which will be used to identify the core content, prioritize content, eliminate duplicative and outdated content.
- Design the Grayson County Tourism brochure with access via QR code.
- Include education and training for Grayson County staff to update and maintain information on both websites and Tourism brochure.
- Develop a detailed project schedule.

### **Situational Analysis**

Grayson County is seeking to enter into a services agreement with a qualified vendor with extensive government experience to design and implement a new County website and Tourism website based on the above strategy. The emphasis is on incorporating extensive content management tools and database driven architecture while providing a user-friendly and intuitive site structure and an interface that is both attractive and ADA compliant. Grayson County's primary and official website URL is <http://www.graysoncountyva.gov> and Grayson County Tourism's official website URL is <http://www.graysoncountyva.com>. Any site design should also include both the County Seal and the County Logo which will be provided.

**Instructions and Time Frames:**

Respondents are to submit sealed proposals, which will be evaluated by Grayson County to determine their correctness/completeness. The sealed proposal must be clearly labeled on the outside of the envelope or package "Website Redesign Project" in order to be considered. Submit one marked original, two (2) complete copies of the proposal, and one electronic copy in pdf format on a flash drive, DVD, or CD (emailed copies will not be accepted as an official submission).

**Project Timetable:**

<b>Schedule of Events</b>	<b>Date/Time</b>
RFP Release	10/30/2020
Deadline for Questions	11/20/2020
Proposals Due to Grayson County	11/25/2020 by 12:00 noon
Bid Interviews/Presentations	12/04/2020 & 12/07/2020
Announcement of Award	12/16/2020
Project Completion	02/26/2021

**Preservations of Rights**

It is the intent of Grayson County to award this contract based upon the best proposal that is in the best interest of Grayson County. The County reserves the right to reject any and/or all proposals and waive all minor technicalities, informalities, and irregularities. In accordance with Va. Code Section 2.2-4302.2, 1950, as amended, the County shall select two or more offerors deemed by the County to be fully qualified and best suited among those submitting proposals, on the basis of the factors involved in the Request for Proposal, including price, however price shall not be the sole determining factor. After negotiations have been conducted with each offeror so selected, the County shall select the offeror which, in its opinion, has made the best proposal, and shall award the contract to that offeror. Should the County determine in writing and in its sole discretion that only one offeror is fully qualified, or that one offeror is clearly more highly qualified than the others under consideration, a contract may be negotiated and awarded to that offeror.

The County reserves the right to request clarification of information submitted, and to request additional information from any proposer.

The County reserves the right to award any contract to the next most qualified firm, if the successful firm does not execute a contract within 30 days of being notified of selection.

Any proposal may be withdrawn up until the date and time set above for opening the proposals. Any proposal not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to provide the County the services described in the attached specifications, or until one or more of the proposals have been approved by the County, whichever occurs later.

Any and all contracts resulting from acceptance of a proposal by the County shall be in a form supplied or approved by the County and shall reflect the specifications in this RFP. The County reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP and which is not approved by the County Attorney.

The County shall not be responsible for any costs incurred by any bidder in preparing, submitting, or presenting its response to the RFP.

The successful offeror will be bound by the representations made in its response to the RFP.

### **Codes & Regulations**

Proposer must comply with all applicable State and Federal Laws. All work is to be performed per current code, law, and regulation. Proposer shall comply with all the required codes for safety. In the case of conflicting codes, regulations, or standards, the more stringent shall be the rule to follow.

### **Basis of Award**

In accordance with Va. Code Section 2.2-4302.2, proposals will be evaluated according to the following criteria:

- Award of the contract will be made to the Proposer who is deemed by the County to be fully qualified and best able to provide the services stated herein, and whose proposal is deemed to be in the best interests of the County, and responsive in all respects to the requirements of this Request for Proposals.
- Proposers shall be required to provide a statement of Proposer's qualifications/experience with similar projects within the last 5 years.
- Proposers shall provide customer and industry references, including a description of any past projects undertaken for the County or any of the County's affiliated entities, such as the public schools, Economic Development Authority, or related entities.

- Proposer will be evaluated upon Proposer's ability to mobilize and complete the project in a timely manner

### **Right to Reject Lowest Fee Proposal**

Grayson County is under no obligation to award this project to the bidder offering the lowest fee if such offeror is not deemed fully qualified or if the Bid does not conform to the bidding criteria so as to be fully responsive.

### **Right of Negotiation**

Grayson County reserves the right to negotiate, where permitted by the Virginia Public Procurement Act, with the lowest and/or best proposer after proposal opening and establishment of the lowest and/or best proposal, before the contract is awarded and/or after contract award. Grayson County reserves the right to negotiate the exact terms and conditions of the contract with the selected proposer. Negotiations will not be made to increase the initial contract price.

### **Rights to Submitted Materials**

All responses, inquires, and correspondence in reference to this RFP submitted by proposers shall become property of Grayson County when received. All proposals submitted become property of Grayson County, VA.

### **Governing Law**

The laws of the Commonwealth of Virginia and any and all applicable federal laws shall govern the contractual agreement with the proposer awarded the contract.

### **Non-Discrimination Policy**

It is the policy of Grayson County government not to discriminate based on race, color, religion sex, gender identity, sexual orientation, age, national origin, disability, status as a service-disabled veteran, or any other status prohibited by state law. Grayson County government encourages the consideration of DBE's (Disadvantaged Business Enterprises).

### **General Terms and Conditions**

The successful Proposer will be expected to enter into a contract incorporating or generally conforming to the General Terms and Conditions attached hereto.

## Attachment A

### STATEMENT OF QUALIFICATIONS AND EXPERIENCE

Expressions of interest for Website Refresh Services shall be made by submitting a statement of qualifications, including background and experience of staff members who would be assigned to the work and a summary listing of similar projects conducted by the firm. The firm must have a proven record of experience in providing similar services. Offeror should address the following criteria:

1. Provide a description of successful completion of comparable work on similarly complex projects.
2. Provide a description of your firm's experience in similar work. (must demonstrate a minimum of eight years, either as a company or as the length of experience of primary team members assigned to the work, if candidate company has existed for less than eight years).
3. Provide a description of your firm's experience designing websites published through the WordPress platform OR a comparable WordPress product.
4. Describe your experience developing web sites that utilize current design best practices (including flexible designs for desktop, mobile, tablet).
5. Describe your experience developing web sites that comply with WC3 Priority 1 Accessibility Guideline and Section 508 of the US Rehabilitation Act to provide optimal accessibility to users.
6. Provide examples of your work with organizations whose customers represent the full spectrum of a community with Grayson County's demographic diversity.
7. Provide examples of your clear, data- and research-driven methodology for web development and design.

Each firm submitting a proposal for items included in this RFP shall prepare and submit the following information, in addition to addressing the qualifications stated above:

1. Name of Firm or Business
2. Business Address
3. Business Phone; Fax No.
4. E-mail address
5. How many years have you been in business in Virginia and under what names?
6. General Character of services provided by your firm:

7. Commonwealth of Virginia Sales Tax Registration No., if applicable:
8. Federal I.R.S. Identification No.:
9. List the firm's places of operation:
10. Provide a clear statement of your experience and qualifications relevant to services proposed to be provided.
11. Execute and return this Statement of Qualifications, Attachment B and Attachment C.
12. I certify that I:
  - am capable of providing the services as outlined in this proposal,
  - will comply with the rules and regulations outlined by the U.S. Code, the Code of Virginia, the County of Carroll, and all rules and regulations of the Authority, the Virginia State Corporation Commission, and other applicable laws and regulations.
  - Have received Attachment D, Contract Terms, and agree to be bound thereby unless exceptions thereto are specifically noted in the proposal. I recognize that exceptions to any terms included in the RFP may constitute grounds for the Authority to declare my proposal non-responsive, in the discretion of the Authority.

\_\_\_\_\_  
 Authorized Signature

COMMONWEALTH OF VIRGINIA,

CITY/COUNTY of \_\_\_\_\_, to-wit:

The foregoing Statement of Vendor Qualifications was acknowledged before me this \_\_\_\_\_ day of \_\_\_\_\_, 2020, by \_\_\_\_\_.

My Commission expires:    /    /

\_\_\_\_\_  
 Notary Public



## Attachment B

### NON-COLLUSION CERTIFICATION

The following certifications are made:

1. The bid or offer (1) is made without prior participation, understanding, agreement, or connection with any corporation, firm, or person submitting a bid/offer for the same materials, supplies, equipment, or services with respect to the allocation of the business afforded by or resulting from the acceptance of the bid or proposal, (2) is in all respects fair and without collusion or fraud, and (3) is or is intended to be competitive and free from any collusion with any person, firm, or corporation.
2. The offeror has not offered or received any kickback from any other offeror or Contractor, supplier, manufacturer, or subcontractor in connection with the bid/offer on this solicitation. A kickback is defined as an inducement for the award of a contract, subcontracts, or order, in the form of any payment, loan, subscription, advance, deposit of money, services, or anything, present or promised, unless consideration of substantially equal or greater value is exchanged. Further, no person shall demand or receive any payment, loan, subscription, advance, and deposit of money, services, or anything of value in return for an agreement not to compete on a public contract.
3. The offeror is not a party to nor has he participated in nor is obligated or otherwise bound by agreement, arrangement, or other understanding with any person, firm, or corporation relating to the exchange of information concerning bids, prices, terms, or condition upon which the contract resulting from the acceptance of his bid or proposal is to be performed.
4. The offeror understands that collusive bidding is a violation of the Virginia Governmental Frauds Act and federal Law, and can result in fines, prison sentences, and civil damage awards and agrees to abide by all conditions of this proposal.
5. The offeror or subcontractor has not and will not confer on any public employee having official responsibility for a procurement transaction any payment, loan, subscription, advance, deposit of money, services, or anything of more than nominal value, present or promised, unless consideration of substantially equal or greater value is exchanged.

**The Remainder of This Page Intentionally Left Blank**

\_\_\_\_\_  
Offeror

By: \_\_\_\_\_

COMMONWEALTH OF VIRGINIA,

CITY/COUNTY of \_\_\_\_\_, to-wit:

The foregoing Non Collusion Certification was acknowledged before me this \_\_\_\_\_ day of \_\_\_\_\_, 2020, by \_\_\_\_\_.

My Commission expires:    /    /

\_\_\_\_\_  
Notary Public

**Attachment C**

The undersigned submits the following proposal desiring to provide Website Refresh Services for the County of Grayson.

**Authorization:**

Firm Name: \_\_\_\_\_ Date: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

By: \_\_\_\_\_

Signature:

Title: \_\_\_\_\_