

The Clerk of the Circuit Court, BRADFORD COUNTY FLORIDA

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REQUEST FOR QUALIFICATIONS – WEBSITE DESIGN AND REPLACEMENT

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The Clerk of the Circuit Court, BRADFORD COUNTY FLORIDA, is seeking proposals from a qualified vendor, interested in providing website design and replacement and other related services to Bradford County.

Section 1.            Description of Services.

Update the county's website with a new design and website content management system (CMS). The Bradford County Clerk is specifically seeking vendors able to provide a new website that includes an updated aesthetic and navigation design as well as a website that support features such as mobile device compatibility, dynamic content, online services, e-commerce, service requests, citizen engagement, social media tools, third party web service integration, and user-friendly administration. The desired website needs to contain information from all agencies and departments in the County, arranged in a manner that is easy for County residents and customers to use. In addition, the content management system needs to be available for staff to maintain and update the website, utilizing a system at their hosting facilities. The proposed costs will reflect a county population base of less than 30,000. The selected firm will work with all staff as coordinated through the IT Department to ensure that the website contains appropriate and quality information, including all existing content.

Section 2.            Project Goals.

- A.            Redesign the website with a new look and feel.
- B.            Make [bradfordcountyfl.gov](http://bradfordcountyfl.gov) compatible and easy to view on mobile devices.
- C.            Improve the tools that support updating the website (i.e. content management system (CMS)).
- D.            Improve the information architecture that supports easy navigation of the site to key County agencies and department's services.
- E.            Encouraging citizen's engagement.
- F.            Make content publishing fast and simple.
- G.            Expand the services the County offers to citizens on the website.
- H.            Enable updating the look and feel of the website on an as-needed basis.

Section 3.            Project Objectives.

- A.            Implement electronic workflow for all proposed web postings for approval and promotion.
- B.            Update and implement website technology management policy and best practices. Identify and formalize content contributors from each department who will ensure that all content is accurate and up to date.
  - i.            Identify and formalize the possible use of web social networking tools.

- ii. Identify and formalize acceptable website content and links to outside resources.
- C. Provide for full integration with existing e-government applications currently in use and provide for easy integration with future e-government applications.
- D. Provide features such as, but not limited to the following:
- i. Dynamic content that is easy to update.
  - ii. Current best practices for simple and easy navigation.
  - iii. Effective search engine.
  - iv. Events calendar.
  - v. Service request system.
  - vi. Workflow system with approval process for publishing.
  - vii. Secure and user-friendly e-commerce.
  - viii. Responsive or mobile-friendly design.

Section 4.            Proposed Schedule.

<u>Date</u>	<u>Event</u>
August 29th, 2016	Release of Request for Qualifications
September 26th, 2016	Submission deadline – 10:00A.M.
September 27th-October 10th, 2016	Review and evaluation of responses
October 20th, 2016	Enter into contract negotiations

Section 5.                    Instructions to Respondents.

- A.                    Responses to this *Request for Qualifications* must be delivered to the Office of the Clerk of Court, Bradford County Courthouse, 945 North Temple Avenue, Starke, Florida, according to the schedule set forth above.
- B.                    Late responses will not be accepted and will not be considered for award recommendation.
- C.                    The complete original proposal, and two (2) copies, must be submitted in a sealed package marked “Response to Request for Qualifications – Website Design and Replacement”.
- D.                    Inquiries and questions should be directed to the Office of Information Technology by telephone at (904) 966-6377 or by electronic mail at [cthurow@bradfordcountyfl.gov](mailto:cthurow@bradfordcountyfl.gov).
- E.                    Respondents will be notified by Bradford County in writing via electronic mail of any clarification or changes in or to this *Request for Qualifications*.
- F.                    No other verbal, written or other communication shall be binding upon Bradford County.
- G.                    Prior to the final selection, Respondents may be required to submit additional information which Bradford County deems necessary to further evaluate the Respondent’s proposal.

- H. Award recommendation will be made to the Clerk of the Circuit Court, BRADFORD COUNTY FLORIDA according to the schedule set forth above.

Section 6. Requirements for Submittals.

- A. Any response to this *Request for Qualifications* must be made in accordance with the requirements set forth in this section. Failure to adhere to these requirements may be cause for rejection of the response.

- B. All responses shall:

- i. Contain a letter of interest;
- ii. Provide the name of each vendor proposed to provide services to Bradford County and the name of the lead contact that will have the main contact with Bradford County. This individual is expected to remain the responsible contact throughout the engagement. A firm must have a demonstrable minimum of five (5) years' experience in producing websites and content management for county and state government agencies.
- iii. Provide information about the Respondent's experience in providing website design services to a minimum of six Florida local governments;
- iv. Provide at least three references from these organizations including names, contact persons, and phone numbers;

- v. Provide a list of all other local governments currently being represented by the Respondent;
- vi. Provide information about the Respondent's capacity and capability to perform outlined project objectives (sec. 3).
- vii. Provide a description of design services offered.
- viii. Provide examples of previous Florida local government designs.
- ix. Provide proposed content management system (CMS) software features and functions.
- x. Provide options for training.
- xi. Describe any conflicts of interest or ethical considerations related to representation or affiliation with any boards, organizations, committees, or clients, including, but not limited to, other municipalities, governmental, and/or quasi-governmental entities.
- xii. Provide a list and explanation of any ethics complaints filed against the Respondent(s), and a list of any other, similar claims against the Respondent(s), in the last five (5) years;
- xiii. The location of staffing and firm resources expected to be made available to serve Bradford County;
- xiv. The basis on which compensation will be determined (but not dollar amounts), and the method by which payment for services rendered is to be made.

Section 7.

Selection Process.

- A. The Clerk, IT Manager or his designee(s) may create a list of Respondents who may be invited to make presentations and/or be interviewed.
- B. These “short-listed” Respondents will be ranked based upon the evaluation criteria set forth herein.
- C. The top-ranked Respondent will be requested to negotiate a contract price with the Clerk of the Circuit Court, BRADFORD COUNTY FLORIDA or their designee(s).
- D. If a contract cannot be successfully negotiated between Bradford County and the highest-ranked Respondent at any time throughout this process, then negotiations will be formally terminated with that Respondent.
- E. No financial compensation will be paid to any Respondent during the qualification proceedings of the selection process.
- F. Bradford County reserves the right to reject any and all responses or to waive any informality in such submissions.
- G. Bradford County may determine in its sole discretion, that it is not in the public interest to continue solicitation and/or its review of the submissions. In the event of rejection of a submission, Bradford County shall not be liable for any costs incurred in connection with the preparation and submittal of the statement.
- H. The evaluation criteria and weights shall be as follows:

<u>Criteria</u>	<u>Weight</u>	<u>Item Score</u>	<u>Subtotal</u>
Experience and qualifications	20%		
Approach to providing services	20%		
Past performance and references	20%		
Knowledge and understanding of relevant issues and projects	20%		
Ability to meet time and budget	10%		
Location of firm/applicant	10%		
TOTAL	100%		

Section 8. Other General Provisions.

A. Challenge of Intent to Award Contract.

If a Respondent intends to protest Bradford County’s intent to award a contract, the notice of intent to protest must be filed in writing within seventy-two (72) hours after the decision of the Clerk of the Circuit Court, a contract, and the Respondent shall file a formal written protest within ten (10) days after filing of notice of intent to protest. Failure to file a notice of intent to protest or failure to file a formal written protest within the time prescribed shall constitute a waiver of rights to protest the award.

B. Application of Americans with Disabilities Act.

Bradford County does not discriminate upon the basis of any individual’s disability status. This policy involves every aspect of Bradford County’s functions including access to participation, employment, or treatment in its programs or activities. Anyone requiring

reasonable accommodation as provided for in the *Americans with Disabilities Act* should make the request to the contact person set forth herein.

C. Prohibition against Discrimination.

Bradford County recognizes fair and open competition as a basic tenet of public procurement. Respondents doing business with Bradford County are prohibited from discriminating on the basis of race, color, creed, national origin, handicap, age, marital status, or sex.

D. Promotion of Local Vendors.

Bradford County is desirous of allowing as many vendors as possible, the opportunity to participate, including local vendors. If the Respondent is not a local vendor, efforts to contract with vendors who do fall into these categories are appreciated.

E. Application of Drug Free Workplace Act.

All Respondents shall represent that they have established drug free workplaces.

F. Public Entity Crime.

Section 287.133(2)(a), *Florida Statutes*, states “A person or affiliate who has been placed on the convicted vendor list, following a conviction for a public entity crime, may not submit a bid, proposal, or reply on a contract to provide any goods or services to a public entity; may not submit a bid, proposal, or reply on a contract with a public entity for the construction or repair of a public building or public work; may not submit bids, proposals, or replies on leases of real property to a public entity; may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the

threshold amount, provided in s.287.017 for CATEGORY TWO, for a period of 36 months following the date of being placed on the convicted vendor list.”

G. Costs for Submittals.

The Clerk of the Circuit Court, BRADFORD COUNTY FLORIDA will not reimburse for any costs associated with the preparation and submittal of any proposal, for any travel and/or per diem costs.

H. Ownership of Submittals.

All materials submitted regarding this proposal becomes the property of The Clerk of the Circuit Court, BRADFORD COUNTY FLORIDA. Responses may be reviewed by any person after the public opening. Proposers should take special note of this as it relates to any proprietary information that might be included in their offer. Any resulting contract may be reviewed by any person after the contract has been executed by Bradford County. Bradford County has the right to use any or all information or material submitted in response to this bid and/or any resulting contract from same. Disqualification of a proposer does not eliminate this right.

I. Rejection of Responses.

Bradford County reserves the right to reject any and all proposals submitted in response to this *Request for Qualifications*, and the right to waive any technical irregularities or immaterial defects in bid proposal that do not affect the fairness of the bid competition.