



RAPPAHANNOCK-RAPIDAN REGIONAL COMMISSION
REQUEST FOR PROPOSALS | RFP # RRRC-2019-001

Project

RRRC Website Redesign

Summary

The Rappahannock-Rapidan Regional Commission (RRRC) is seeking to enter into a contractual agreement with a qualified vendor to design, develop, and implement a new website for the organization. The intent of this RFP is to solicit statements of qualifications from interested, experienced firms to replace the current website, www.rrregion.org, with a well-designed, engaging, and intuitive website that simplifies content management and improves the end-user experience.

RRRC seeks to collaborate with a firm who can implement all of the functionality identified in this document in a timely manner and within budgetary constraints. It is the intention of RRRC to select a single vendor to provide all of the identified design, development, and implementation services specified. RRRC will rely upon the expertise of the selected vendor to design how the new website will best fit the needs of the organization and its end-users.

Date Issued

April 11, 2019

Grant Period

Resultant contract is expected to begin on July 1, 2019 with all contractual items to be completed no later than June 30, 2020.

Due Date

Proposals must be received at the address below no later than 3:00 p.m., May 10, 2019.

Proposal Submission

One (1) copy of a completed proposal in Adobe Acrobat .pdf format shall be delivered via email to planinfo@rrregion.org with subject line RFP # RRRC-2019-001.

Questions related to this RFP should be submitted by email by 1:00 p.m. on April 22, 2019 to planinfo@rrregion.org. Addendum with questions and answers will be posted to the RRRC website and to the posting on the eVA procurement portal by 5:00 p.m. on April 26, 2019.

INTRODUCTION

The Rappahannock-Rapidan Regional Commission (RRRC) is seeking to enter into a contractual agreement with a qualified vendor to design, develop, and implement a new website for the organization. The intent of this RFP is to solicit statements of qualifications from interested, experienced firms to replace the current website, www.rrregion.org, with a well-designed, engaging, and intuitive website that simplifies content management and improves the end-user experience.

RRRC seeks to collaborate with a firm who can implement all of the functionality identified in this document in a timely manner and within budgetary constraints. It is the intention of RRRC to select a single vendor to provide all of the identified design, development, and implementation services specified. RRRC will rely upon the expertise of the selected vendor to design how the new website will best fit the needs of the organization and its end-users.

PROJECT INFORMATION/SCOPE

The current RRRC website was designed and developed in 2004, and is now difficult for staff to manage and update, has too many outdated or not up to date pages, and is hard for users to navigate. In addition, the design and layout are not visually appealing and do not render well for mobile or tablet users. RRRC seeks to work collaboratively with a firm who can design, develop, and implement a website that provides relevant information in a clear and easy to navigate format.

It is expected that much of the content from the existing website will need to be migrated to the new website. RRRC staff will assist with this process and provide guidance as much as possible, however the selected firm should guide the process and determine the manner in which the content is organized and presented. RRRC expects that many current pages may be consolidated or removed and new pages may be added where appropriate.

CORE FUNCTIONALITY AND ATTRIBUTES

RRRC seeks a website design that incorporates the following functionalities and/or attributes as a result of this RFP and subsequent contract. RRRC will collaborate with the selected offeror to refine this list, as applicable, during design and implementation.

ATTRIBUTES

- ADA-Compliant – Site is compliant with Title II of the Americans with Disabilities Act
- Archive Center/Document Library – Agendas, minutes, newsletters, plans, RFPs, and other documents can easily be posted and accessed on the site, and can be stored in a searchable format.
- Calendars – RRRC currently utilizes an embedded Google Calendar for the public-facing calendar on the existing website.
- Email – Vendor should be able to consult and assist RRRC staff in ensuring rrregion.org email functionality remains unaffected if moving website to a new hosting platform
- Page Templates – RRRC staff can easily update, delete, and create template-based web pages.
- Printable Pages – End-users can easily print web pages.
- Quick Links – Shortcut navigation options are available throughout the site for easy access to the most important information.

- Social Media Interface – Offer consultation, direction, and training to staff for integration of social media feeds, including Facebook and Twitter.
- Responsive Design – Site adjusts to the end-user’s viewing screen size.
- Rotating Photos/Videos/Banners – Dynamic image display available on the home page and other main pages as needed.
- Site Translation – RRRC currently utilizes Google Translate to provide webpage translation to languages other than English. New site will require same functionality for end-users.
- Site Search – Internal site search engine and search box enhance end-user ability to locate information.
- Site Statistics –Google Analytics tracking code, accessible via RRRC’s existing Analytics tracking account, should be installed on all pages so internal users can view data and perform site audit reports.
- Sitemap & Breadcrumbs – An XML sitemap, an HTML sitemap, and breadcrumbs are implemented to improve search engines’ ability to crawl and index the site.
- SSL Certificate – Website has a valid SSL certificate.
- Provides necessary software and licenses to maintain site internally by RRRC.
- Maximizes Search Engine Optimization (SEO).

FUNCTIONALITY

- Migrates existing information / data and participates collaboratively with the RRRC to create additional new content and/or pages
- Is easy to use for both RRRC staff and end-user –
 - Provides ease of use for non-technical staff to update
 - Selection of a content management system, or other technical solution, that shall permit non-technical staff members to quickly update website content from any location with internet access
 - Easily updatable once the site has been completed, providing an audit trail with the ability to revert changes
 - Ability to share frequently updated pages, such as news and/or committee pages
- Is appealing and engaging –
 - Consistent and fresh layout / theme throughout each web page using the RRRC logo and color scheme, relative imagery and graphics. Use of other program logos associated with RRRC is also encouraged.
 - Eye-catching alert section to alert users to ongoing programs and projects and other important news.
 - Incorporates an attractive mix of text and graphics.
 - Operates in a reliable manner and is free from bugs, defective links or navigational tools, or other defects.
- Is informative and navigable –
 - Customer satisfaction through an organized, uncluttered web experience.
 - Technically and non-technically inclined customers can easily locate desired information and find resolution.
 - Quick load pages so that users with slower connections are not disadvantaged.
 - Information shall be grouped and presented in a logical manner and accommodate the proposed navigation scheme.

SUBMITTAL REQUIREMENTS

Qualified firms are invited to submit qualification packages on or before _____ at 3:00pm. There is no requirement for the format of the qualification package except that it includes, at a minimum, the following and any other information the offeror believes pertinent for RRRC as it reviews the offeror's proposal:

- Letter of Transmittal
 - Authorized signature
 - Brief summary of project approach
- Firm Profile/Qualifications
 - Name and contact information
 - Firm overview (years in business, number of employees, etc.)
 - Project team
 - Experience with and examples of public sector projects
- Project Development Approach
 - Brief description of website development process
 - Proposed timeline
- References
 - Contact information for three clients
- Price
 - Offeror's price for completing scope of services
 - Hourly rate sheet for cooperative services (use of contract by other political subdivisions, non-guaranteed)

Offerors should submit such reasonable documentation to support all the elements listed as evaluation criteria. This should include qualifications, examples of successful past work of a similar nature, a work plan for this project, a pricing method with not to exceed amount. Concise information should be submitted to allow RRRC a clear understanding of the qualifications of the Offeror. In addition, the pricing methods to be used for the design, as well as annual fees that may apply shall be provided. The Offeror will provide references, including email addresses, of customers currently using sites they have designed with a focus on municipal or county government related sites.

RRRC desires to be made aware of any annual or recurring fees, charges, or software upgrade requirements related to the website. The offeror will include any such cost estimates as part of its submittal.

Submittals that are not received on or before the specified deadline will not be accepted. RRRC reserves the right to request follow-up information or clarification from firms under consideration, reject any or all submittals, compare the relative merits of the submittals, and choose the vendor which will best serve the interests of the organization.

Each response to this RFP shall be done at the sole expense of the proposing firm and with the express understanding that no claims against RRRC for reimbursement will be accepted.

EVALUATION CRITERIA

Responses to this RFP will help RRRC identify the best value. The table below illustrates the evaluation criteria weighting:

- Completeness & Quality of Proposal – 20%
- Previous Experience & References – 15%
- Price – 25%
- Project Approach & Timeline – 30%
- Project Team Credentials – 10%

SELECTION PROCESS

RRRC will oversee the selection process, including review, selection, and contract award. The selection process may include interviews with one or more qualified offerors. When a final selection and decision to award a contract, RRRC will notify all respondents and post such information on the RRRC website and eVA procurement portal.

COOPERATIVE PROCUREMENT

This solicitation is being conducted on behalf of other public bodies pursuant to Section 2.2-4304 of the Virginia Public Procurement Act (Va. Code § 2.2-4300 et seq.). The resultant contract and hourly rate sheet may be extended to other public bodies at the stated contract prices, in accordance with the contract terms. Any other public body “riding” the resultant contract may enter into its own contract with the successful offeror. Contracts entered into with another public body may contain general terms and conditions unique to that jurisdiction. RRRC will not be held liable for any contract between a contracting firm and another public body.

SCHEDULE

The approximate RFP schedule is summarized below, but may be subject to change:

Issuance of RFP:	April 12, 2019
Firm Submittals Due:	May 10, 2019
Interviews (if necessary):	Week of June 3, 2019
Firm Selection:	On or before June 26, 2019

INQUIRIES

All inquiries regarding this RFP may be directed to:

Patrick Mauney
Rappahannock-Rapidan Regional Commission
420 Southridge Parkway, Suite 106
Culpeper, VA 22701
(540) 829.7450 ext. 11
planinfo@rrregion.org

OTHER TERMS AND CONDITIONS

- A. All proposals must be submitted in accordance with this RFP. All information received shall become part of the proposal.
- B. The Offeror certifies that it knows of nothing that could raise the issue of conflict of interest with regard to this RFP.
- C. The award of a contract shall be at the sole discretion of RRRC. The award shall be based upon the evaluation of all information made available to the Commission. RRRC reserves the right to enter into any contract deemed to be in its best interest. RRRC shall not be obligated to furnish a statement of the reason why a proposal was not deemed to be the most advantageous.
- D. An officer of the proposing Offeror must sign the proposal and all issued addenda. Such signature shall bind the Offeror to all obligations under this RFP.
- E. The Offeror agrees that their proposal shall be good and may not be withdrawn for a period of ninety (90) days.
- F. RRRC shall not be responsible for any expense incurred by any Offeror in preparing and submitting a proposal or participating in the interview and negotiation processes.
- G. All proposals shall become the property of the RRRC. In accordance with the Virginia Public Procurement Act, they will not be open for public inspection prior to final selection.
- H. RRRC reserves the right to cancel this RFP, to accept or reject any or all proposals in whole or in part and to waive any informality in the RFP.
- I. This RFP, any subsequent contract and the work performed there under shall be governed in all respects by the laws of the Commonwealth of Virginia. The Offeror shall comply with applicable federal, state, and local laws and regulations.
- J. The Offeror shall not assign, transfer, convey, sublet, or otherwise dispose of any award, or any or all of its rights, obligations, or interests under this contract, without the prior written consent of the RRRC.
- K. The Offeror shall indemnify and save harmless the RRRC, its supervisors, officers, agents, and employees from and against any and all liability, claims, losses, suits, legal proceedings, and costs occurring from any cause whatsoever in any work required by this RFP.
- L. By submitting its proposals, the offeror certifies that their proposals are made without collusion or fraud and that it has not offered or received any kickbacks or inducements from any other offeror, supplier, manufacturer, or subcontractor in connection with its proposal, and that it has not conferred on any public employee having official responsibility for this procurement transaction any payment, loan, subscription, advance, deposit of money, service, or anything of more than nominal value, present or promised, unless consideration of substantially equal or greater value was exchanged.

- M. The Offeror shall agree to the nondiscrimination provisions set out in § 2.2-4311, Code of Virginia.
- N. The Offeror shall agree to the drug-free workplace provisions set out in § 2.2-4312, Code of Virginia.
- O. The Offeror shall agree to comply with all federal immigration laws. Offeror shall not knowingly employ an unauthorized alien as defined in the Federal Immigration Reform and Control Act of 1986.
- P. In accordance with § 2.2-4311.2, Code of Virginia, Offerors organized or authorized to transact business in the Commonwealth pursuant to Title 13.1 or Title 50 shall include the identification number issued to it by the State Corporation Commission. Any Offeror not required to be authorized to transact business in the Commonwealth as a foreign business entity under Title 13.1 or Title 50 or as otherwise required by law shall include a statement describing why they are not required to be so authorized.