



Kent County
Information Technology

Request for Proposals
Number RFP 22-IT-01

Website Redesign & Development Upgrade

Kent County Levy Court
Information Technology
555 Bay Rd
Dover, DE 19901

Original Published Date: **04/04/2022**
Mandatory-Notice of Intent to Submit Proposal Form: **04/18/2022 03:00 pm EST.**
Mandatory Pre-proposal Meeting Date: **05/02/2022 10:00 am EST.**
Proposal Deadline: 06/03/2022 03:00 pm EST.

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1. Introduction and Schedule of Events

1.1. Purpose of the Request for Proposal (RFP)

The Kent County Information Technology Office (County) is requesting proposals from qualified vendors to **design, upgrade, and deploy** our website and **provide ongoing support and maintenance** post deployment.

1.2. Scope of the RFP

This Request for Proposal (RFP) contains the instructions governing the requirements for a proposal to be submitted by interested vendors; the format in which proposal information is to be submitted; the material to be included therein; the requirements which must be met; and the vendor's responsibilities.

1.3. Right to Issue RFP's

The County reserves the right, at its sole discretion, to issue RFP's for similar work, for other disciplines or types of work, and for other work orders as the need may occur. The County also reserves the right to issue work orders to other information technology firms under term contracts at its sole discretion, based on the County's evaluation of each firm's qualifications, expertise, current workload, capabilities, performance record, location or distance to the work, and other factors as may be pertinent to the particular work order.

1.4. Issuing Office and Proposal Contact

**Kent County Levy Court
Information Technology Office**

Attn: Mark Kennedy
555 Bay Rd - Room A235
Dover, DE 19901
Email contact - it.rfp@co.kent.de.us
Phone Contact - 302.744.2355

1.5. Schedule of Events

Actions	Complete by Date/Time <i>*All times are EST</i>
Advertisement in local newspapers	04/04/22
Initial Posting of RFP on the County website; distribution to all vendors who have expressed interest or are on a specific vendor mailing list	04/04/22
Mandatory - Notice of Intent to Submit Proposal Form due date:	04/18/22 03:00 pm
Mandatory - Vendor Pre-proposal meeting	05/02/22 10:00 am
Deadline to submit questions via E-Mail	05/13/22 05:00 pm
Answers to questions posted on website and acknowledgment sent via e-mail	05/20/22 05:00 pm
Proposal submission deadline	06/03/22 03:00 pm
Proposal Openings	06/03/22 03:00 pm
Proposal reviews, verification of references, vendor interviews, discussions, negotiations, demonstrations, and evaluations.	07/01/22 03:00 pm *Anticipated*
Projected vendor selection	08/09/22 03:00 pm *Anticipated*

1.6. Intent to Submit a Proposal

All vendors must complete the Notice of Intent to Submit a Proposal Form that is attached in the appendix 8.1 if they intend to participate in the RFP process. The completed, signed and dated form must be submitted by one of the three methods on or before **3pm EST on April 18, 2022 (4/18/22)**.

- Hand delivered to issuing office in section 1.4
- Sent via certified mail to the address referenced in section 1.4 post marked no later than **3pm EST on April 18, 2022 (4/18/22)**.
- Email a scanned image of the signed form to email address referenced in section 1.4

Kent County will issue a confirmation e-mail to each respondent vendor stating the Notice of Intent form was received. **Vendors are responsible** for ensuring their Notice of Intent to Submit a Proposal Form is received and the confirmation email was sent no later than the Notice of Intent to Submit Proposal Form due date.

1.7. Submission Checklist

A submission checklist is provided in appendix 8.2. This document lists all required information and documents that must be submitted with a proposal.

1.8. Non-Collusion Clause

By signing and submitting this proposal, proposer states that the proposal is genuine and not collusive or sham; such proposer has not colluded, conspired, connived, or agreed, directly or indirectly, with any proposer or person, to put in a sham bid, or that such other person will refrain from proposing and has not in any manner, directly or indirectly, colluded, conspired, connived, or agreed, with any person, to fix the price of affiant or any other proposer, or to fix any overhead, profit or cost element of said proposal price.

1.9. Non-Discrimination Clause

By signing and submitting this proposal for consideration of an award by Kent County Levy Court, the proposer covenants not to discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions, or privileges of employment or a matter directly or indirectly related to employment, because of race, color, religion, national origin, age, sex, orientation, height, weight, marital status or a disability that is unrelated to the individual's ability to perform the duties of a particular job or position. Breach of this covenant may be regarded as a material breach of the contract.

1.10 Communications Notice

Except for communications specifically authorized herein pertaining to the preparation and submittal of a Proposal, Respondents to this Request for Proposal or their representatives shall not separately or independently of their own accord discuss, negotiate, promote, market, lobby or solicit with any County Employee or any County Official, verbally or in writing, during the Request for Proposal advertisement period and Proposal Review and Selection Process as indicated in this Request for Proposal. Failure of a Respondent to adhere to this provision may result in the Respondents disqualification from further consideration.

2. About Kent County

Established in 1655, Kent County is a county located in the central part of the U.S. State of Delaware. The County seat is Dover, the state capital of Delaware. Kent County's governing body is Kent County Levy Court, consisting of seven members, six of whom are elected by district and the seventh elected at large.

The Levy Court is the highest executive power that exists in Kent County, Delaware. The Department of Administration is headed by the County Administrator, who is the chief appointed executive officer of the County. The Department of Administration consists of the County Administrator's Office, Economic Development Office, Information Technology Office, Personnel Office, and Facilities Management Division. These offices support the seven elected Levy Court Commissioners, other County departments and elected County officials by administering all County functions relating to employees and infrastructure.

List of information and services the County provides to its residents includes:

- Marriages & Civil Unions
- Permits (Building and Sewer)
- Garbage & Recycling
- Street Lights
- Deed Documents
- Wills & Estate Processing
- Property Information
- Building Inspections
- Code Enforcement
- Adopted Codes
- Tax Office
- Sewer
- Online payments (Tax & Sewer)
- Boards and Committees
- Comprehensive Plan
- Employee Portal
- Stormwater Maintenance
- Home Owners Associations
- Mapping - GIS
- Manufactured Housing
- Planning & Zoning
- Sheriff Sales (Motions/Taxes, Foreclosures)
- Property Assessment
- Recreational Programs
- County Parks
- 911 Emergency Call Center
- Emergency Paramedic Services
- Library Services
- Bids & RFPs
- Press Releases
- Annual Budgets & Audits

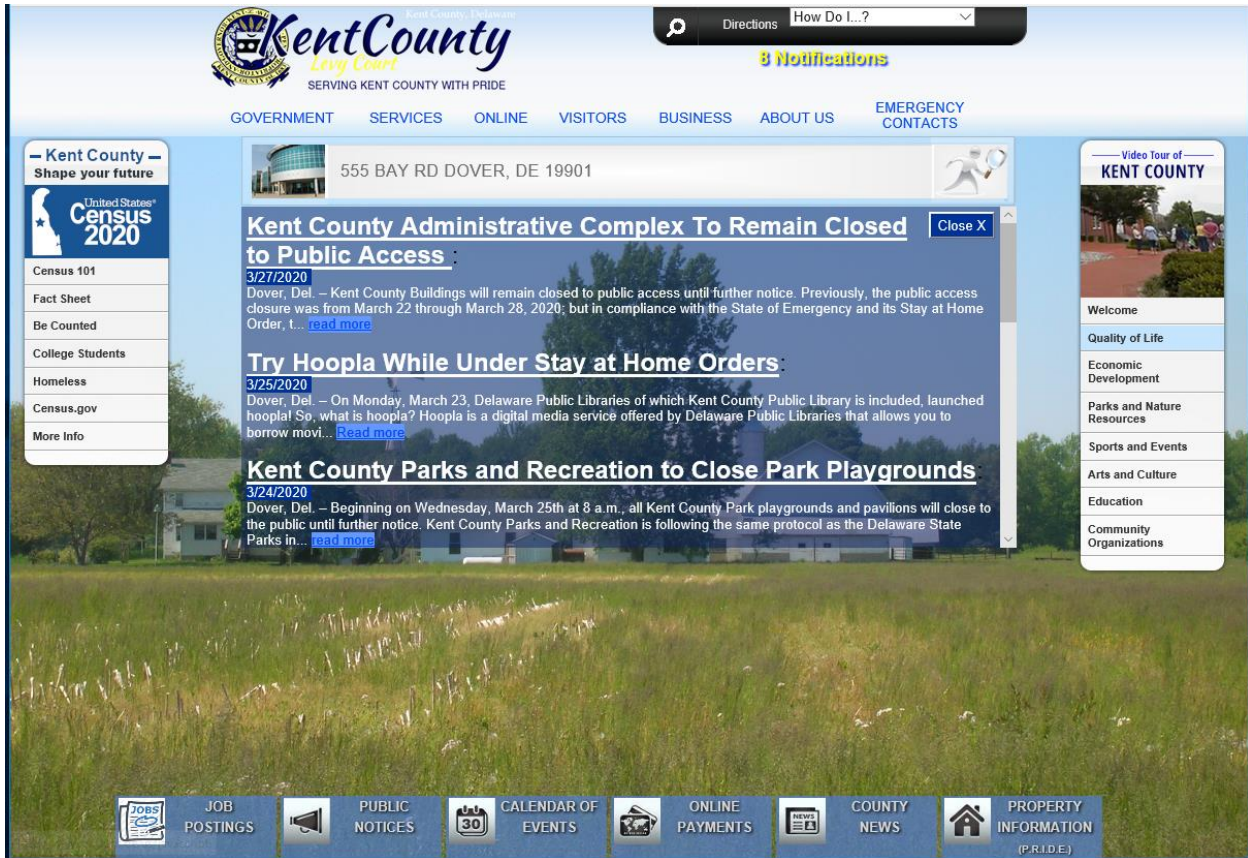
2.1. Existing Website

The Kent County Levy Court website (www.co.kent.de.us) operates on a custom-built; Umbraco-based content management system and is hosted onsite by Kent County. The County is currently using Umbraco, but we are also interested in alternative solutions and best practices for content management.

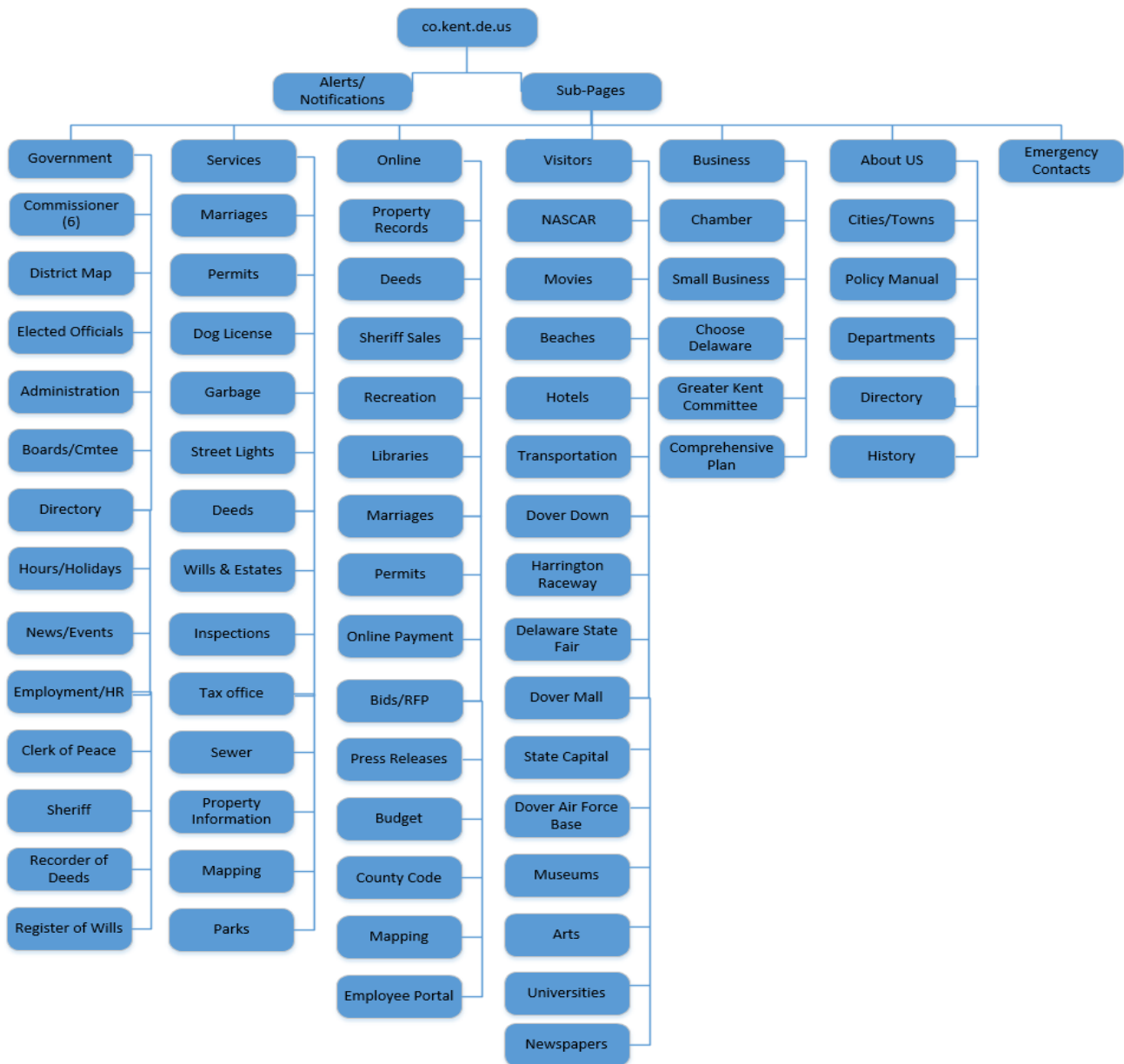
Our in-house staff manages our existing website. All changes to the front end of the website (non-e-commerce) are executed through a single point of contact in the Information Technology department.

The current website relies heavily on its integration with custom user controls written in Visual Basic and C#. The website is a multi-faceted system also acting as our primary in-house intranet, hosting our online mapping, employee portal, property information portal, and our online payment interface.

2.1.1 Screen Shot of Existing Website



2.2. Existing Website Diagram



3. Proposed Site

Kent County Levy Court seeks proposals for a comprehensive replacement of our current website, (<https://www.co.kent.de.us>) to include design, development, programming and deployment; as well as integration with current information systems and software as needed.

This redesign aims to be an informative and state-of-the-art website that functions across desktop and mobile platforms as well as engages users through multimedia content created and curated by departmental staff of Kent County.

Vendor must be able to provide a complete website solution as well as offer cloud based hosting options as described in the following sections.

Deployment and staff instruction to adequately train key personnel must be incorporated within the proposal. Warranty information shall be included in proposal.

3.1. Redesign Goals

Our priority objectives for a redesign of the website include:

1. Creation of a high-quality online experience using dynamic design and organization that will allow users to easily navigate and find information.
2. Convey a sense of place and organizational culture consistent with the County's brand.
3. Demonstrate the County's commitment to transparency and high-quality customer service by increasing measurable public self-service options.
4. Act as a marketing tool for the County, providing users with news about County projects, opportunities, and events.
5. Delivering e-government services to provide 24-hour access to County information, fillable forms, and addressing inquiries so as to minimize phone calls, in-person visits and outgoing mail that would otherwise occur.
6. To the extent possible, consolidate and migrate existing content to the new website.
7. Incorporate various specific needs of each department and the community as a whole into the overall design.
8. Be intuitive, user friendly and require only novice level training to update and maintain.

Vendors should evaluate the County's total web presence and be able to offer recommendations for improvement.

3.2. Scope of Work

This project will seek to replace the County's current website and content management system (CMS). The Vendor will propose a redesign of the County's website, including a new look and feel, a new website structure and the options for **an intranet site**, a new CMS, or external content management system provided by the contractor. A final scope of work will be developed by agreement with the County and the Proposer.

The following acts only as a preliminary scope to generally communicate the County's expectations. Proposals for redesign of the website and CMS should include or account for, but not be limited to, the following:

1. Responsive design that will enable seamless browsing regardless of device being used so as to provide users with an optimal experience that is uniform across displays and devices.
2. The website should follow the World Wide Web Consortium's (W3C) Accessibility Initiative to conform with the Americans with Disability Act (ADA) to provide an online experience accessible to everyone, including people with disabilities. The site should accommodate visually impaired users, converting content suitable for screen-readers, using descriptive links, and making website actions easily accessible via a keyboard.
3. A photo slideshow header on the home and section/departmental pages, with ability to easily change out photos as needed.
4. Clear presentation of Kent County programming information from various departments to all audiences in a structured topology. e.g. (Recreation Center Scheduling, Library Events Listing, blogs, County Meeting Schedules, agendas, etc.)
5. Simplify navigation to constituent services for users visiting the website (Online Payment, Services Available, How do I, etc.) and enable visitors to search for content via a site search engine.
6. A website look and feel that aligns with the adopted brand standards of Kent County Levy Court.
7. The site should display social networking profile links and content feeds from the County's primary social networks and provide integration of multimedia content into programming pages to enhance the overall user experience.
8. Easy to use, permissions assignable, content management user interface for updates that by all staff regardless of website design skill or technical savvy.
9. Provide website analytics tools to quantify traffic and usage.
10. Emergency Notification features– display emergency messages as a scroll, crawl or static pop-up across the website. When activated, the emergency notice should appear on each screen viewed by visitors.
11. Video & Audio – the website should be designed to accommodate embedded and streaming video and audio.
12. Notifications – the website must provide a user-friendly way for residents to sign-up and receive email and text notifications.
13. Clear methodology for adding/programming future functionalities.
14. Multiple redundant backups for transparent downtime recovery.
15. Fully functional (both viewing and editing) with the major supported browsers and operating systems (*Apple OS, Windows, Android, Chrome, Edge, etc.*) and mobile devices.

Proposals shall provide separate pricing for; cloud based and/or on-premise hosting; maintenance and support as a term-contract option, and a labor option.

Service after the sale is very important, the Vendor must be able to provide service within 24-48 hours for service calls with resolution within four business days.

3.3 Priority Development Objectives

The County would like a customer-focused website using intuitive navigation controls that will allow for easy access to information by site visitors. The County would like to redesign the current website utilizing the latest technology.

Governmental Look and Feel: Government sites are informative in nature and the design should cleanly portray that purpose on this website without appearing cluttered or visually busy. The site should also portray a unique web presence that is attractive as well as functional to fulfill the model of online government services. The vendor will be expected to work with County staff to develop the “look and feel” of the site and to convey the County’s unique brand. This shall include a cohesive graphic design incorporating the County’s brand, colors, logo, tag line, etc.

Site Navigation and Organization: The site navigation should use modern tools/techniques to help guide visitors to their desired information. The site should incorporate, but not be limited to these strategies:

- User-centric design and organization
- Robust, Google-like, intuitive search functionality and menu system as the primary navigation tools
- Each department will have its own main page to guide visitors to department specific news and services

Content Management System (CMS): The vendor shall provide a comprehensive, widely used, CMS solution as an option of the proposal. The CMS software proposed should not be a beta release candidate, early adopter technology, or easily susceptible to hacking. The CMS shall be accessible via the internet. The vendor will provide a search engine solution to support indexing of all contents within the CMS.

Browser and Device Compatibility: The new website design for this project should be easily viewable from a desktop, tablet or mobile device of any manufacturer. The user experience should be similar across all devices, allowing for differences in device layouts or requirements. It should be fully functional, for both viewing and editing, with the major browsers and operating systems on PC and Mac (*Microsoft Windows, Apple OS, Android, etc.*). It should ensure implementation is functional with the current versions and one version back of major browsers and operating systems.

- The site will be required to support browser versions that are more than 3 years old where the older version still accounts for 10% of site Web traffic
- The site will not be required to support any browser no longer available for download from the manufacturer’s website or whose manufacturer has ceased development
- The site will not support browsers for operating systems not currently supported by the OS’ manufacturing company, or whose manufacturer has ceased development
- Functional viewing and editing with all major mobile devices. The website will be easy to use by viewers and content managers with all major mobile devices, including but not limited to:
 - Tablets – iPad, Samsung Tablet, MS Surface
 - Smart Phones – iPhone, Blackberry, Android and Windows Mobile phones
- The development of mobile applications is excluded from this project scope but site compatibility with mobile devices is within the scope. While outside of this project’s scope, mobile application development is a desired feature and capability for future consideration.

Site Calendar: The County is requiring a flexible calendar program. Desired features include the ability to view the calendar in either day, month or year format. In addition, the ability to add to hyperlinked events on specific days that lead to a web page or a document (such as a PDF) is required. It is preferable that the calendar maintains the look and feel of the new website but retain the standard calendar appearance.

Third-Party Payment Integration: The new website must interface with our third-party payment processors for online payment software in a seamless fashion. With the website's primary objective being to allow for a more manageable payment experience for our users, the new website's online payment or e-commerce features must be given top priority in its integration.

Third-Party Sites and Services Integration: Third party links, clients, features and data display should have the same look and feel as the website design. Links to the third-party websites should be integrated into the site's navigation, such as the County's YouTube Channel.

Online News and Events Room: Ability to post news to a page or pages on the site. News should have the ability to be automatically posted and removed at scheduled dates and times. Posts should be archived in an easily retrievable manner after publishing and scheduled to be republished at a future date and time. News headlines should have the option to be displayed on the homepage in an order defined by staff.

Integrated Social Media & RSS Feeds: Integration with social networking applications, including, but not limited to, Facebook and Twitter, so users can share County information with their social media contacts. The ability to integrate with future social media tools should also be provided.

- RSS Feed Reader: Ability for staff to set up feed readers for important County information
- RSS Feeds: Ability for users to sign up to receive RSS feeds

Subscriptions: Ability for visitors to sign up to a mailing list for various communications such as e-notifications, text messages and subscription-based newsletters. This needs to be CAN-SPAM compliant. The website must provide or easily integrate email marketing capabilities that are seamless with the website and/or have the ability to integrate with current email marketing software. The subscription feature must provide a template that is consistent with the website design.

Website Analytics: Analytics tracking and reporting must be integrated on the site to allow for visitor information tracking, page visit tracking, etc.

Search Engine Accessibility: Search engine optimization (SEO) and site search functionality. The site should provide for search engine optimization to allow for the highest possible ranking of the individual pages within the site from all major search providers, including but not limited to Bing, Google, MSN Search and Yahoo.

- The site should be accessible by search crawlers for the purpose of indexing the site.
- The site should be structured in a manner that can be easily searched by search engines.
- The site should provide meta-title and meta-description tags that can be maintained by County staff.
- The site should provide robust and prominent smart search functionality allowing users to type in a word or phrase to find information on the site.

- The search feature should provide results for a single word, combination of words, or the exact phrase searching using quotation marks.
- The search feature should auto populate and/or provide results that best match misspelled words or phrases.
- The search feature should enable search of both HTML pages and documents, such as PDF files.
- Results will be returned in order of relevance based on the frequency of the search words in the page content or metadata, and results can be browsed by category.
- Users should be able to browse search results within different content types, such as documents, event calendar and news.

ADA Compliance: Comply with Americans with Disabilities Act Section 508 and World Wide Web Consortium standards.

- Site should be accessible to those with disabilities. The final design must comply with all requirements of Web Content Accessibility Guidelines, WCAG 2.0 (Minimum Level AA).
- Site should have the ability to scale fonts on each page.
- Cascading style sheets will be utilized to ensure consistency and separation of content and design as needed.
- The site will support W3C standards as much as technology will allow, so long as it does not reduce the active functionality of the site to our supported users.
- Ensure the site is HTML5, and CSS3 compliant.

Data Migration: Data and file migration from existing site and integration into new site: Understanding that this RFP provides the County with the opportunity to restructure and update its content, the County has a significant investment in the existing content and files. Proposals should include the necessary process for migrating the data and files from the existing site into any new or upgraded CMS. This includes indexing and integrating existing content into the new design and navigation structure.

Knowledge Transfer and Skills Training: The newly designed website will bring new technologies to the County and new ways to use existing technologies. The County expects the vendor to work closely with the County's Information Technology Office and other key staff members to answer questions and give demonstrations on the new site features. Describe how your company will provide initial training for the County's appointed content users, should the County select an internal CMS. In addition, describe how you will provide on-going support by job title, including project management, development, help desk support and training as separate items. Preference will be given to vendors who provide support as an unlimited part of ongoing services, within reason, rather than a pay-per-use system that discourages customer questions and interaction.

Long-Term Management: Include a strategy for the long-term management of the website's architecture and Content Management System including:

- Review site usage statistics and provide the County with suggestions for improvements on a bi-annual basis
- Maintenance of website architecture
- Technical support of CMS
- Assistance with implementation of third party software on the website

Hosting: There should be redundant server back-up to ensure 100% up time. Downtimes must be transparent to the user with processes and procedures to preclude data loss and file corruption.

4. Rules Governing Competition

4.1. Questions Regarding the RFP

Vendors requiring clarification of the intent or content of this RFP or on procedural matters regarding the proposal process may request clarification by submitting questions in writing via email to the issuing office as identified in **Section 1.4** of this RFP. Questions can be submitted up until the **Deadline to Submit Questions via Email** as identified in **Section 1.5 Schedule of Events**. Questions and answers will be posted on the County's website: <https://co.kent.de.us/levy-court/public-notices.aspx>, - Under Public Notices, select Requests for Proposals/Quotes the RFP's & RFQ'S section.

4.2. Mandatory Vendor Pre-Proposal Meeting

A vendor's pre-proposal meeting is **mandatory** and will be held as specified in **Section 1.5 Schedule of Events**. Vendor attendance is **mandatory** for all proposal submissions. Submissions will not be accepted from non-attendees. The meeting will be held virtually and in-person at:

Kent County Administrative Complex
Conference Room 221
555 Bay Rd
Dover, DE 19901

*Virtual attendance credentials will be provided to all vendors for who submit an **Notice of Intent to Submit Proposal Form** was received as identified in **Section 1.5 Schedule of Events**.
(Virtual attendees will be required to clearly state the vendor they are representing when joining the meeting.)

4.3. Addenda to the RFP

The County may modify this RFP by issuance of one or more addenda to all parties known to have been furnished the RFP no later than two weeks prior to submission deadline. Addenda will be published on www.co.kent.de.us and an email will be sent to all vendors who timely submitted their Notice of Intent to Submit Proposal Form in accordance with the requirements of this RFP.

4.4. Submission of Proposals

Proposals should be prepared and written in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of this RFP. Expensive binding, colored displays, promotional materials, etc., are not necessary and should not be a part of your formal response. Marketing materials can, however, be sent separately along with proposals. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, and on completeness and clarity of the content. Detailed instructions for the format and content of submitted proposals are outlined in **Section 7, Proposal Response Format**.

4.4.1. Alternate Proposals

Vendors may submit alternate proposals in addition to their main proposal. Alternate proposals must be clearly marked "ALTERNATE" and must be prefaced with a brief explanation of the vendor's purpose for submitting an alternate proposal. The alternate proposal may be in abbreviated form following the same format but providing only those sections that differ from the original proposals. The same number of copies must be furnished for alternate proposal as it was for the original proposal as specified in the RFP.

The inclusion of different price/cost options for a given configuration does not constitute an alternate proposal.

4.4.2. Incurred Expenses

Costs incurred by the vendor for developing proposals and/or travel to any proposal meetings are entirely the responsibility of the vendor and shall not be chargeable for reimbursement by the County.

4.4.3. Completion of the Proposal

Vendor proposals shall be completed in all respects as required in the Proposal Response Format, **Section 7**, of this RFP. The proposal shall contain all required cost information.

4.4.4. Vendor Representative's Signature

The proposal shall be signed and dated by an individual who is authorized to bind the vending firm contractually. The signature must indicate the title or position the individual holds in the firm. Vendors who sign their contracts with the name of the firm must provide the name of the corporate officer for signature validation by the County.

4.4.5. Delivery to the County

Vendor must submit **one (1) original**, **three (3) copies**, and **one (1) electronic copy** on Flash Drive / CD-ROM in PDF format. The original must contain an original signature and must be clearly marked, "Master Copy." The other three (3) paper copies shall each be marked "Copy." Mail or deliver written proposals to the address referenced in **Section 1.4**.

Proposals must be sealed and clearly marked with the vendor's company name, address and the following: **Proposal #22-IT-01 Website Redesign & Development Upgrade**.

Proposal will be date and time stamped as it is received by the County. Proposals must be received no later than **June 03, 2022** at **3pm EST** (6/03/2022).

Vendors are responsible for ensuring their proposals are received on time. No e-mail, telegraphic, telephone, or facsimile proposals will be accepted.

4.4.6. Withdrawal, Resubmission or Modification of Proposal

A proposal may be withdrawn by a vendor's authorized representative any time prior to the proposal submission deadline, as specified in **Section 1.5 Schedule of Events**. Requests for withdrawal must be in writing, signed by the vendor's authorized representative, and submitted to the address in **Section 1.4** of this RFP. The vendor may thereafter submit a new or modified proposal prior to the deadline for submission date and time specified in **Section 1.5 Schedule of Events**. Modification offers after the due date in any other manner, oral or written, will not be considered. No proposal may be withdrawn after the deadline for submission date and time.

4.5. Acceptance and Rejection of Proposals

Kent County Levy Court reserves the right to: reject any or all proposals or any part thereof; and/or waive any irregularities; and/or accept the proposal that is in the best interests of the County. The County may reject any or all proposals or parts of proposals, when in the County's reasoned judgment the public interest will be served thereby.

4.5.1. Default

No proposal or bid shall be accepted from any party who is in default on the payment of taxes, fees or other monies due to Kent County Levy Court.

4.6. Proposal Evaluation and Selection

Proposals will be evaluated in accordance with the process described in **Section 6 Evaluation and Award of Contract** of this RFP. The successful vendor may or may not be the lowest cost proposal submitted. The proposal awarded the contract will be posted on the County's website after selection has been made.

4.7. Ownership of RFP Materials

All materials submitted in response to this RFP will become the property of Kent County Levy Court. The Master Copy shall be retained for official files and will become a public record after award of the contract.

5. Terms and Conditions

5.1. Contract Type

The evaluation of proposals submitted in response to this RFP may result in the issuance of a contract, or contracts, for goods and services.

5.2. Governing Laws and Venue

The laws of the State of Delaware will govern any contract entered into between the County and the selected vendor. Venue for any action under such contract shall be in Kent County, Delaware.

5.3. Acceptance of RFP Content

The contents of this RFP, and of the successful vendor's proposal, will become contractual obligations if a contract ensues. Failure to accept these obligations may result in cancellation of the award.

5.4. Insurance

The selected vendor shall obtain and maintain continuously, at its own expense, general liability insurance with limits of liability not less than \$1,000,000 for each occurrence. Insurance company of Vendor shall issue a certificate to the County as proof of insurance, and name Kent County Levy Court as an additional insured.

5.5. Performance Guarantee

At the option of the County, any Contractors awarded contracts may be required to furnish a 100% Performance Bond to Kent County Levy Court with surety in the amount of 100% of the specific award. Said bonds shall be conditioned upon the faithful performance of the contract. This guarantee shall be submitted in the form of good and sufficient bond drawn upon an Insurance or Bonding Company authorized to do business in the State of Delaware. If the County's bond form is not utilized, the substituted bond form must reflect the minimum conditions specified in **(Appendix 8.3)**.

Vendor is required to state the cost of the 100% performance bond to be included in the cost proposal summary.

5.6. Price Availability

Vendor must guarantee that all **prices and conditions presented in their proposals are valid for a minimum of 180 days.**

5.7. Confidentiality

Any vendor engaging in any service for the County requiring them to come into contact with confidential information, as defined under Delaware law, will be required to hold confidential such confidential data made available to them. A confidentiality agreement will be incorporated into any resultant contract. Vendor and/or maintenance personnel who require periodic access to secured areas in accordance with the contract resulting from this RFP will be required to comply with County security measures.

5.8. Payment Schedule

Payment will be made as agreed upon in the contract with the vendor.

5.9. Use of Subcontractors

Vendor must state whether they intend to use subcontractors to deliver the services requested in the RFP. If any part of the work is to be subcontracted, the vendor shall fully identify the subcontractor and describe the subcontracting organization with the same level of information as needed for the vendor. All subcontractors will be subject to approval by the County. The selected vendor shall also furnish the corporate or company name and the names of officers or principals of the company or companies proposed as subcontractors. Subcontractors may not be assigned after vendor selection without expressed written consent of the County. Preference may be given to those vendors who do not subcontract portions of the work. Vendors will be completely responsible for any work performed and costs incurred by the subcontractor.

6. Evaluation and Award of Contract

6.1. Proposal Introduction

All proposals received in response to this RFP will be evaluated by a proposal evaluation team. Each proposal will be evaluated and ranked to determine the vendor's responsiveness to the County's needs and the vendor's qualifications for providing the services requested in the RFP. During the evaluation, validation, and selection process, the County may require an interview with the vendor's representative for answering specific questions. The evaluators may obtain and consider additional information from any available source including but not limited to specified references, and present and former clients. **The contract will be awarded to the responsible, responsive firm whose proposal, conforming to this solicitation, will be most advantageous to Kent County Levy Court with all evaluation criteria considered as outlined in Section 6.3.**

Kent County Levy Court reserves the right to accept or reject any or all proposals, in part or whole, and to waive informalities and minor irregularities in proposals received.

6.2. Proposal Opening

Proposals will be opened and the vendors' names announced in a public meeting to be held in Room 221 of the Kent County Administrative Complex in accordance to the **Schedule of Events, Section 1.5**. Proposals will not become public records until after the contract is awarded.

All communications concerning this RFP shall be directed to the County's designated contact person at the email addresses as set forth in **Section 1.4**.

6.3. Evaluation Criteria

Please read through all sections of the RFP carefully and provide the information requested. The criteria that will be used to evaluate your proposal are set forth below. Proposals will be evaluated based upon several factors, including but not limited to the following:

1. The firm’s track record and capability to perform the required services, including knowledge of and experience in building governmental websites, expert understanding of Umbraco or equivalent CMS systems, and quality and timeliness of work.
2. Training, education, and relevant experience of the individuals to be assigned.
3. Financial capacity to execute the proposal.
4. The County may take into consideration any other information, including information not requested in this RFP.
5. Upon receipt by the County of the responses to the RFP, all such responses shall be deemed the property of the County, and as such, the information contained therein may be subject to public disclosure.

Kent County will assemble an RFP Review Team which shall review the vendor’s proposals. This team shall rank and select the top three vendors, conduct candidate interviews and make a recommendation to the County Administrator for further review and consideration. Final selection and contract(s) award shall be at the direction of Kent County Levy Court.

Evaluation Criteria	Weight
Vendor Qualification and Experience	30%
Expertise, experience, and qualifications of the vendor in each discipline relevant to the RFP. Including designing; developing; deploying; providing ongoing maintenance, support, training; and hosting, of websites and content management systems.	
Expertise and past experience of the vendor providing web services for state or local government on projects of similar size, scope, and features as those required for the scope of services on this RFP.	
Length of time in business generally; and company’s financial stability.	
Design Proposal	30%
Degree that the Vendor demonstrates an understanding of the project objectives and proposes a solution to accomplish those objectives and is able to meet these objectives.	
Reasonableness of proposed implementation timeline.	
Examples and references of similar projects designing, developing, deploying, and supporting websites and content management systems.	
Pricing	30%
Reasonableness of implementation costs	
• Design & Development	
• Hosting	
• Support & Maintenance	
Proposed payment structure	
Serviceability	10%
Vendor’s ability to work during the hours conducive to County resources.	
Vendor’s availability to provide 24 hour maintenance and support service.	

6.4. Correction of Errors

If errors are found in a proposal, The County may reject the proposal. The County, at its sole option, may correct typographic, arithmetic, or transposition errors on the basis that the lowest level of detail will prevail in any discrepancy. In case of conflict, unit price prevails.

6.5 Vendor Presentations

The County may require a formal presentation or demonstration of the vendor's proposed solution during or following the initial RFP evaluation process.

7. Proposal Response Format

7.1. Introduction

These instructions prescribe the mandatory proposal format and the approach for the development and presentation of proposal data. Proposal format instructions must be adhered to, all questions must be answered and all requested data must be supplied. All required information shall be included in the submission document as specified in **Submission of Proposals in Section 4.4**. The complete proposal must include the items indicated on the **Submission Checklist in Appendix 8.2**.

7.2. Proposal Content

7.2.1. Cover Sheet

7.2.2. Letter of Transmittal

A letter of transmittal must accompany the vendor's proposal. The letter must be on vendor letterhead and include:

- name
- street address
- mailing address if different
- email address
- telephone number
- fax number
- web site address (if any) of the vendor submitting the proposal
- the title and number of the RFP as set forth on the title page of the RFP
- a brief description of the proposed solution

The letter must be signed by a duly authorized officer or agent of the vendor's company who has the power to bind the company to the requirements, terms, and conditions contained in this RFP. Proposals submitted without such signature may, at the County's discretion, be rejected without further consideration. Submission of the signed letter with the proposal constitutes the vendor's acceptance of all terms, conditions, and requirements of the RFP and further binds the vendor to all terms of the submitted proposal.

7.2.3. Table of Contents

7.2.4. Executive Summary

Provide the following information relative to your company. If a joint venture similar information must be provided for each member of the joint venture.

- Full legal name of your company, business address, including telephone number, fax number and web site if any.
- Year business established (include former firm names and year established if applicable).
- Type of ownership and parent company, if any.

- Project contact name, mailing address and telephone number if different than previously stated.
- Description of the major facts or features of the proposed solution, including any conclusions, assumptions, or recommendations the vendor desires to make.

(The executive summary should be written specifically for review by individuals who may not possess a technical background.)

7.2.5. Design Approach

Provide a website design approach that includes:

- Aesthetically pleasing layout, type treatment, color coordination, use of graphic assets and best practices implementation.
- Development and programming solutions.
- Hosting and software solutions.
- Support strategy.

7.2.6. Project Schedule

Provide an overall project plan for requested solution(s). The plan must include all tasks required by both the County and Vendor covering the period from notification of contract award through plan implementation. The plan must include beginning and completion dates associated with each task. The vendor must also identify all tasks that involve joint County and Vendor participation. The schedule of tasks will be mutually agreed upon after the vendor is selected.

7.2.7. Vendor Qualifications and Experience

Vendor should present their firms accomplishments, staffing expertise and relevant examples that demonstrate its ability to deliver the project requirements as described in the RFP.

1. Describe your firm; give reference to its capabilities in providing web services for state or local government on projects of similar size, scope and features as those required for this RFP.
2. Summarize your experience building a CMS (or government content management system) that manages a government organization's creation and storage of digital content.
3. Summarize your experience creating Umbraco or similar CMS-based websites.
4. Summarize your experience designing websites that comply with Title III of the Americans with Disabilities Act (ADA) related to Web Content Accessibility Guidelines (WCAG) 2.2.
5. Provide the names, qualifications and experience for the associated staff that will be assigned to the project indicating the role each would have. *(Proposed personnel will be scored according to **Section 6.3.**)*
6. Provide copies of audited financial statements for the past two years and an annual report. State whether you have included your financial statements and annual report in the appendix (as noted above) or under a separate cover.
7. Outline the relationship between your company and any 3rd party vendors used in conjunction with your services.
8. Describe any existing or potential conflicts of interest your firm might have, or which reasonably might arise, due to your involvement in the project. Provide a statement that

if a conflict arises, after being designated as a Qualified Respondent, that such Qualified Respondent will notify the County in writing of such conflict.

7.2.7.1. References

Provide a minimum of 5 references where your services have been provided (*for a new/modified website design*) to other government agencies and is still in use. The proposal evaluation team may contact any number of the references provided. The references must include:

- Contact Name
- Contact Title
- Company Name
- Address
- Contact Email
- Brief description of services provided
- Date of service
- Web address of new/redesigned sites referenced

7.2.8. Cost Proposal Summary

Vendors are required to submit detailed time-and-materials cost proposals for all aspects of service and products needed to produce the desired results including other costs the vendor will charge or pass through to the County. These costs will constitute contractual amounts and will be incorporated into a time-and-materials contract(s), (*with a 'not to exceed amount' unless further authorized by the County*) between the County and the successful vendor.

Cost Proposal shall state itemized cost including all options and an hourly rate schedule. Pricing structure and strategy shall include designing, programming, software, cloud and/or on-premise hosting, deployment, labor, surcharges, training, support & maintenance, and all other personnel positions to be utilized in this engagement.

The County reserves the right to ask for revised pricing from vendor based on modifications requested by the County. After review of the proposals, the County reserves the right to negotiate final contract terms with the selected vendor. If the County decides to not enter into contract with selected vendor, then all vendors who submitted a Notice of Intent to Submit a Proposal Form will be notified.

The County is also requesting that all work and costs associated with the project be listed separately in the proposal.

The selected vendor shall furnish all expertise, labor and resources to provide complete services necessary for the work issued during the contract.

Any special discounts offered by the vendor should be included in the prices quoted.

Prices quoted in vendor proposals shall be valid for at least 180 days following the proposal submission deadline.

7.2.9. Sample Contract

Vendor must provide a sample contract with their response.

7.2.10. Other Supporting Documents

The submitted proposal shall contain any other documents not requested in this RFP and/or deemed necessary to demonstrate the Vendors ability to meet the County's requirements for this project.

7.2.11. Other Information

Please discuss any other factors not mentioned above that you believe are relevant to the County's selection of your firm.

Appendix 8.1 Notice of Intent to Submit Proposal Form

Kent County Information Technology

Website Redesign & Upgrade

Please return this form, via one of the methods listed in **section 1.6**, no later than the completion date and time as indicated in **1.5 schedules** of events.

Deliver To:

Kent County Levy Court
Information Technology Office, Room A235
Attn: Mark Kennedy
555 Bay Rd
Dover, DE 19901

OR Email Copy to: IT.RFP@co.kent.de.us

Fax is not acceptable

NOTE: YOU MUST RETURN THIS FORM IF YOU INTEND TO PARTICIPATE.

Vendor: _____

Contact Name: _____

Contact Title: _____

Address: _____

Contact Email: _____

Contact Phone: _____

Website: _____

Please note, by sending this completed, signed and dated form to Kent County Levy Court, your company is stating its intention to submit a proposal for RFP # 22-IT-01. We will send a confirmation email upon receipt. It is the company's responsibility to verify that this form was received and the County confirmation email was sent by the deadline date specified in Section 1.5 of the RFP.

Signature: _____

Title: _____

Date: _____

This section used by Kent County Levy Court

Date/Time Received:

Date/Time Confirmation

Initials:

Email Sent to Vendor:

Appendix 8.2 Submission Checklist

Item No.	Item to be Submitted	<input type="checkbox"/>
1.	Cover Sheet	
2.	Letter of Transmittal	
3.	Table of Contents	
4.	Executive Summary	
5.	Design Approach	
6.	Project Schedule	
7.	Vendor Qualifications and Experience	
8.	Cost Proposal Summary	
9.	Vendor History and References	
11.	Other Information and Documents	
11.	Financial Statements and Annual Report	
12	3 rd Party Vendor Relationships/Partnerships	
13	Sample Contract	
14.	References	
*	Any additional supporting documents deemed necessary by the vendor	

Appendix 8.3 Performance Bond Form

KENT COUNTY, DELAWARE PERFORMANCE BOND FORM

Bond Number: _____

KNOW ALL PERSONS BY THESE PRESENTS, that we, _____, as principal ("**Principal**"), and _____, a _____ corporation, legally authorized to do business in the State of Delaware, as surety ("**Surety**"), are held and firmly bound unto the _____ ("**Owner**"), in the amount of _____ (\$ _____), to be paid to **Owner**, for which payment well and truly to be made, we do bind ourselves, our and each and every of our heirs, executors, administrations, successors and assigns, jointly and severally, for and in the whole, firmly by these presents.

Sealed with our seals and dated this _____ day of _____, 20__.

NOW THE CONDITION OF THIS OBLIGATION IS SUCH, that if **Principal**, who has been awarded by **Owner** that certain contract known as Contract No. _____ dated the _____ day of _____, 20__ (the "Contract"), which Contract is incorporated herein by reference, shall well and truly provide and furnish all materials, appliances and tools and perform all the work required under and pursuant to the terms and conditions of the Contract and the Contract Documents (as defined in the Contract) or any changes or modifications thereto made as therein provided, shall make good and reimburse **Owner** sufficient funds to pay the costs of completing the Contract that **Owner** may sustain by reason of any failure or default on the part of **Principal**, and shall also indemnify and save harmless **Owner** from all costs, damages and expenses arising out of or by reason of the performance of the Contract and for as long as provided by the Contract; then this obligation shall be void, otherwise to be and remain in full force and effect.

Surety, for value received, hereby stipulates and agrees, if requested to do so by **Owner**, to fully perform and complete the work to be performed under the Contract pursuant to the terms, conditions and covenants thereof, if for any cause **Principal** fails or neglects to so fully perform and complete such work.

Surety, for value received, for itself and its successors and assigns, hereby stipulates and agrees that the obligation of **Surety** and its bond shall be in no way impaired or affected by any extension of time, modification, omission, addition or change in or to the Contract or the work to be performed thereunder, or by any payment thereunder before the time required therein, or by any waiver of any provisions thereof, or by any assignment, subletting or other transfer thereof or of any work to be performed or any monies due or to become due thereunder; and **Surety** hereby waives notice of any and all such extensions, modifications, omissions, additions, changes, payments, waivers, assignments, subcontracts and transfers and hereby expressly stipulates and agrees that any and all things done and omitted to be done by and in relation to assignees, subcontractors, and other transferees shall have the same effect as to **Surety** as though done or omitted to be done by or in relation to **Principal**.

Surety hereby stipulates and agrees that no modifications, omissions or additions in or to the terms of the Contract shall in any way whatsoever affect the obligation of **Surety** and its bond.

Any proceeding, legal or equitable, under this Bond may be brought in any court of competent jurisdiction in the State of Delaware. Notices to **Surety** or Contractor may be mailed or delivered to them at their respective addresses shown below.

IN WITNESS WHEREOF, **Principal** and **Surety** have hereunto set their hand and seals, and such of them as are corporations have caused their corporate seal to be hereto affixed and these presents to be signed by their duly authorized officers, the day and year first above written.

PRINCIPAL

Principal Name: _____

Address: _____

Signature: _____

Name: _____

Title: _____
(Corporate Seal)

Witness or Attest:

By: _____

Name: _____

SURETY

Surety Name: _____

Address: _____

Signature: _____

Name: _____

Title: _____
(Corporate Seal)

Witness or Attest:

By: _____

Name: _____