

**Mason County
Michigan**

Request for Proposal

**Website Redesign
Services**

Issued Date: April 22, 2024

Submission Date: May 31, 2024

**RFP Coordinator:
Diane Englebrecht
Mason County Director of
Information Technology
304 E. Ludington Ave.
Ludington, MI 49431
networkadmin@masoncounty.net**

Request for Proposal (RFP)

Mason County invites firms to respond to this Request for Proposal (RFP). The focus of the RFP is to select a single organization to redesign the county's current website with a focus on constituent services with an emphasis on mobile device compatibility as well as ADA Website Requirements.

Introduction to Mason County

Mason County, Michigan, having over 25 miles of Lake Michigan shoreline, covers an area of approximately 540 square miles with its county seat located in the City of Ludington. The County operates under a seven-member elected Board of Commissioners and provides services to its more than 29,000 residents in areas including law enforcement, administration of justice, community enrichment and development, and human services.

Overview of Current Mason County Website

Mason County's current website consists of multiple pages outlining each individual department. Each department is responsible for creating and updating that department's pages. Two onsite website administrators oversee usernames and passwords as well as has access to assist departments as needed.

Website Redesign Requirements

As part of this RFP, the following are the current priority items for Mason County:

- *Content Quality*
 - Site to deliver relevant, high quality content
 - Attractive use of media
 - Appropriate amount of information
 - Timely and current information
 - Consistent themes
 - Provide ongoing ADA website compliance and recommendations to staff how to achieve
- *Ease of Use*
 - Prioritize content
 - Clear structure
 - Navigation
 - Mobile device capabilities
 - Search capabilities
- *General Enhancements*
 - Proper use of graphics
 - Proper links within and outside of web page
 - Advanced capabilities such as the ability download and submit applications, forms; contact appropriate departments and a well labeled telephone and email directory.

Scope of Work

The County is looking for a professional consultant to work with Mason County Computer Network Advisory Board to:

Design and interactivity

Integrative Calendaring System

- Main calendar visible on homepage.
- List of upcoming events to the side.
- Events can be linked to a specific page in addition to being on the calendar.
 - Example: A parks and recreation meeting is visible both on the calendar and on the Parks & Recreation page as an upcoming event.
- Ability to link documents to events.
 - Example: Board of Commissioners packet can be added to event details.
- Calendar event approval: events can be generated by different departments, must be approved by point-person (IT/Administrator).
- Ability to add calendar event items to external calendars (Outlook, Google, Etc) effortlessly.

Searchable Website

- Ability to search web pages, content, and information on uploaded documents.

Document Hosting

- Document center where all uploaded documents have OCR capabilities.
- Documents can be searched with the general website search function.

General Directory Page

- Directory of departments and relevant staff.
- When citizens use an outside search entity, they can easily find the department contact information that they are looking for.

Announcements:

- Ability to have staff generate announcements that will be approved by department head, then website point-person (IT/Administrator).
 - Option for the public to sign up for notifications on announcements. Including emergency notifications through Code Red.

Forms

- Have the ability to generate forms, applications or registrations for County Business.
- Have the option to upload fillable county/state/federal forms for the public to fill out and submit to the relevant department.

Employee Resource Portal

- Using Microsoft login or other if this is not an option, have a resource page where employees can access:
 - Handbook
 - Corrections/Clerical Union Contract
 - Act 312 Eligible Employee Union Contract
 - Link to benefits portal
 - Other information and notices

Selection Process

Selection of semi-finalists and finalists will be at the sole discretion of the Mason County Computer Network Advisory Board and the Mason County Board of Commissioners. Candidate firms should submit an application packet, not to exceed 25 pages, including:

- Qualifications of consultant.
- Approach to the project, specifically addressing the working relationship with County staff.
 - Proposed scope of services and proposed costs (including incidental rates) to achieve deliverables outlined in scope of work.
 - Identification of principals of firm and staff assigned to the project.
 - Previous experience in internet and intranet web page design

Selection Criteria

Mason County will use multiple criteria to select the most appropriate consultant. The following list summarizes the major areas that will be evaluated.

- a) Industry expertise
- b) Demonstrated customer service quality and support
- c) Previous relevant experience
- d) Vendor strength and stability
- e) Account management
- f) Cost of service

Response Contents and Format

Please complete all sections of the RFP. If additional material is required for one or more questions, please label attachments clearly and reference them in your response. Your response to this RFP will serve as the basis for the consideration of your potential as the selected website consultant.

Information Requirements

For the purposes of understanding more about your company and your ability to successfully fulfill this important Mason County requirement, please provide the information below as a part of your response.

Corporate Information

1. Give a brief overview of your organization's involvement in providing website design and constituent functionality for government organizations.
2. Indicate the number of employees in your organization. How many of those employees will be dedicated to account management and/or technical support?
3. Please provide a support and development organizational flow chart.
3. Please describe your organization's experience in transitioning clients to public facing website from the current website.
4. Outline the firm's experience working with the various departments to streamline the website.

Proposed Approach and Solution

1. Please provide a proposed work plan for migration of your organization as a Mason County vendor. Specifically, provide the following information:
 - i. Key activities
 - ii. Timing
 - iii. Information/resource requirements from Mason County
 - iv. Key milestones, checkpoints and other decision points
 - v. Response time for website issues
2. Please describe your solution to provide the following value-added services:
 - a) Emergency Response to Website Issues
 - b) Periodic Website Updates
 - c) Regular Website Maintenance
 - g) Technical support, including remote user support
 - h) Training
 - i) Reporting and communication
3. Please describe your experience in providing website technology and service for your customers, focusing on planning, implementation, and ongoing support.

Support

1. Describe fully your technical support option including the assistance request process, escalation process, support hours, response times, staffing levels, staff expertise, and physical location of the help desk.
2. Please provide details on your standard reporting capabilities.

References

Please provide three (3) references for clients whom you provided services similar to those required by Mason County with preference for other municipalities. Additionally, please provide site addresses.

Communications and Response

Diane Englebrecht is the designated Mason County representative for this initiative. Please direct all inquiries, by email only, to her for any information relative to this RFP. Her contact information is as follows:

Diane L Englebrecht
Mason County Director of Information Technology
304 E Ludington Avenue
Ludington, MI 49431
networkadmin@masoncounty.net

Response Delivery Instructions

Please submit an electronic copy of your proposal to the email address indicated in the Communications and Response section above. All responses must be received by 4:00 pm (Eastern Time) on May 31, 2024. Please put "Mason County Website RFP" in the subject box.

No Obligation

The submission of a proposal shall not in any manner oblige Mason County to enter into a contract or to be responsible for the costs incurred by your organization in responding to this request.

MASON COUNTY WEBSITE PROJECT

The services required for all phases of the Mason County Website Project are as follows:

<u>Tasks</u>	<u>Bid</u>
1. Plan the site (new design/re-design)	\$ _____
2. Graphics and content	_____
3. Publishing the site	_____
4. Training Administrators & Departmental Page Managers	_____
Total not to exceed bid including expenses and travel	_____
Hourly rates for additional services	_____

Print Name	\$ _____

Signature	

Firm Name	