



**LEGAL NOTICE**

**REQUEST FOR Proposal  
SEALED PROPOSAL 13-142**

**For**

**WEB SITE REDESIGN**

**For**

**ST. CHARLES COUNTY GOVERNMENT  
ST. CHARLES, MISSOURI**

St. Charles County is seeking proposals for **Web Site Redesign**. The County reserves the right to terminate the contract for reasons of violations by the successful proposer of any term or condition of the contract by giving thirty (30) days written notice stating the reasons therefore and giving the party ample time to remedy the deficiencies.

## INSTRUCTIONS

One original and five (5) signed copies of the submittals must be received in a sealed envelope plainly marked “**13-142 WEB SITE REDESIGN**” with the due date and time in the lower left corner of the envelope.

An authorized representative of the company/person submitting the proposals must sign it in blue ink.

Proposals must be submitted to the St. Charles County Finance Department, 201 North Second Street, Room 541, St. Charles, MO 63301 prior to **Friday, August 30, 2013 at 2:00 PM**.

St. Charles County reserves the right to accept and/or reject any and all proposals.

## INQUIRIES

Any questions or clarifications concerning this Request for Proposal must be submitted in writing via E-mail (preferred), mail or fax to:

Inquiries about the specifications and requirements should be made to:

Cory Conway, Business Analyst  
Information Systems Department  
201 North Second Street Suite 313  
St. Charles, Missouri 63301  
Phone: (636) 949-7900  
[cconway@sccmo.org](mailto:cconway@sccmo.org)

Kurt Mandernach, Purchasing Manager  
Finance Department  
201 North Second St  
St. Charles, Missouri 63301  
Fax: (636)949-7589  
[kmandernach@sccmo.org](mailto:kmandernach@sccmo.org)

- The RFP number and title shall be referenced on all correspondence.
- All questions must be received no later than **5:00 PM** on **08/21/2013**
- Any question received after this deadline may not be answered.

Responses to questions/clarifications will be placed on the County's website <http://finance.sccmo.org/finance>. Check this website frequently for updates and any addendum that are issued.

## Prohibited Communication

*Contact with any representative, other than through the procedure outlined in the section titled “Proposal Inquiries”, concerning this request is prohibited PRIOR TO PROPOSAL OPENING. Representative shall include, but not be limited to, all elected and appointed officials, and employees of St. Charles County and their Agents within St. Charles County.*

*Any Offeror engaging in such prohibited communications prior to Proposal Opening may be disqualified at the sole discretion of St. Charles County.*

## TERMS AND CONDITIONS

- No additions, deletions, corrections, or adjustments will be accepted after submissions are opened.
- All delivery costs or charges must be included in the F.O.B. destination proposal price.
- The electronic version of this proposal/RFQ is available upon request. The document was entered into WORD for Microsoft Windows. The Purchasing Office does not guarantee the completeness and accuracy of any information provided on the electronic version. Therefore, respondents are cautioned that the hard copy of this proposal on file in the Purchasing Office governs in the event of a discrepancy between the information contained in or on the electronic version and that which is on the hard copy.
- An authorized officer of the company submitting the response must sign all copies, in blue ink.
- Vendors must submit six (6) signed copies of their statement of qualifications; one is to be an original and so marked.
- The budget narrative for services is to be included in a separate sealed envelope separate and apart from the submitted responses
- St. Charles County will not award any proposal to an individual or business having any outstanding amounts due from a prior Contract or business relationship with the County or who owes any amount(s) for delinquent taxes, fees or licenses.
- Sealed submissions received after the designated time of the receipt of the sealed statements will be considered as “No Proposal” and “Void” and will not be opened.
- The successful firm is specifically denied the right of using in any form or medium the names of St. Charles County or any other public entity within the St. Charles County for public advertising unless express written permission is granted.
- All firms must possess the necessary and appropriate business and/or professional licenses in their field.
- Award will be made to the firm best qualified and capable of performing the desired work, subject to successful contract negotiations.

### **Employment of Unauthorized Aliens Prohibited (Missouri Revised Statutes Section 285.530)**

As a condition for the award of any contract or grant in excess of five thousand dollars by St. Charles County to a business entity, the business entity shall, by sworn affidavit and provision of documentation\*\*, affirm its enrollment and participation in a federal work authorization program (**E-Verify**) with respect to the employees working in connection with the contracted services. Every such business entity shall sign an affidavit affirming that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services. [RSMO 285.530 (2)]

An employer may enroll and participate in a federal work authorization program (**E-Verify**) and shall verify the employment eligibility of every employee in the employer's hire whose employment

commences after the employer enrolls in a federal work authorization program. The employer shall retain a copy of the dated verification report received from the federal government. Any business entity that participates in such program shall have an affirmative defense that such business entity has not violated subsection 1 of this section. [RSMO 285.530 (4)]

Any entity contracting with St. Charles County shall only be required to provide the referenced affidavit on an annual basis. A copy of the affidavit is included in this proposal request. Vendors may choose to send the required documentation using one of the following options:

- Send the notarized affidavit and E-Verify MOU signature page to: St. Charles County, Attn: Purchasing Manager, 201 N Second Street, Room 541, St. Charles, MO 63301 prior to responding to any solicitations; **OR**
- Send the notarized affidavit and E-Verify MOU signature page along with a proposal solicitation response.

These documents will be kept on file. The notarized affidavit and E-Verify MOU signature page will remain current for **one year** from the date of the notarized affidavit.

**\*\* PLEASE NOTE:**

***Acceptable enrollment and participation documentation consists of a valid copy of the signature page of the E-Verify Memorandum of Understanding, completed and signed by the Contractor, and the Department of Homeland Security - Verification Division***

***The online address to enroll in the E-verify program is:***

<https://e-verify.uscis.gov/enroll/StartPage.aspx?JS=YES>

**OPEN RECORDS**

Any and all information contained in or submitted with the proposal becomes a public record subject to the Missouri Sunshine Law when a negotiated contract based on the proposal is entered or all proposals are rejected. If the proposer believes that any information contained in or submitted with the proposal is protected from disclosure by the Missouri Sunshine Law, the proposer must clearly identify what information the proposer believes is so protected and must also clearly identify the legal basis therefor.

# St. Charles County Missouri - Request for Proposal 13-142

## Web Site Redesign

### INTRODUCTION

St. Charles County Government is committed to providing exceptional public service to over 368,000 citizens through principles of character, professionalism, and conscience. The County's departments and offices include: Assessor, Auditor, Circuit Court, Collector of Revenue, Community Health and the Environment, Corrections, Council, Counselor, Dispatch and Alarm, Election Authority, Facility Management, Finance, Highway, Human Resources, Information Systems, Juvenile Justice, Municipal Court, Parks, Prosecuting Attorney, Public Administrator, Recorder of Deeds, Sheriff, Transportation and Workforce Development. Over 1,400 employees and seven Council members serve the community.

St. Charles County is a leader in the Midwest, boasting the third largest economy in the state as well as a variety of unique features and assets:

- Business-friendly atmosphere with some of the Midwest's lowest taxes, central location at the confluence of two rivers, and easy access to airports
- Dynamic, educated workforce and one of the lowest unemployment rates in Missouri
- Top employers such as Citi, MasterCard Worldwide, Boeing, General Motors and Enterprise Holdings
- Affordable fees-of-living and competitive operating expenses compared to other parts of the U.S. and bi-state region
- Award-winning communities that are routinely in national rankings by Money magazine, BusinessWeek, and Relocate America
- Nationally-recognized hospitals and library district along with award-winning public and private educational institutions at all levels
- 561 square miles of diverse terrain that includes riverbanks, bluffs, forests and planned development, including more than 23,000 acres of public parkland and an abundance of cultural, entertainment, sports, and shopping facilities

### 1.0 Purpose

St. Charles County is requesting proposals from entities interested in designing a website that provides users ready access to information on a site that is contemporary, easy to navigate and visually interesting. The RFP process provides interested vendors the opportunity to propose solutions properly scaled to the County's needs. St. Charles County desires to identify a vendor whose solution best meets the County's web presence goals in a manner that is stable, secure and able to grow with the County's needs.

## **2.0 Project Description**

### **2.1 Current Website**

<http://www.sccmo.org> is the current home site for St. Charles County Government. The site is organized with 35 separate domains for each department. Having separate domains has challenged the IT Operation in terms of comprehensive site usage analytics and updating CMS components across 35 platforms in our current Joomla CMS. We do know that in 2010 the home site alone had an approximate monthly average of 20964 unique visits. More recently we were able to calculate the bandwidth of all sites at 1.2Tb avg monthly usage. The site currently resides on an Apache Web server using PHP. (See Appendix B. for further information). Content Management is primarily done by one resident Content Manager, technical support is provided by our Network Engineering team.

### **2.2 Target Audience**

St. Charles County would like to leverage our web presence to provide better government services and increase engagement with its citizens. We are looking for citizen friendly features such as notifications, online form submission, and alerts. Also we would like to facilitate doing business with the County Government. In addition, the County website is also a site where visitors or future residents should get a positive impression of the County and easily find information about the County and links to helpful resources not hosted or provided by the County.

### **2.3 Project Goals**

St. Charles County has identified goals we would like to achieve with the proposed solution. While the County is interested in improving the functionality of our website, we are flexible in how this is achieved. Consequently, we are looking for a partner to suggest the most appropriate solution given our requirements.

#### **Project Goals include but not limited to the following:**

- Improved information architecture with integrated Dept. Sites into one Domain,
- Graphic Design and implementation of a new County brand,
- Mobile or Multi Channel considerations,
- Online Government Services
- Integrated Multimedia,
- Social Media integration and management,
- Notifications signup for alerts via text or email
- Section 508 compliance and robust global site search engine.

#### **Potential Project Goals based on Estimated Fees and review of Qualifications:**

- Workflow tracking of citizen requests and interaction,
- Universal payments gateway,
- Site hosting services with disaster recovery and security standards,
- CMS management module or cloud based CMS Services.

## **3.0 Statement of Qualification**

The applicant will be selected through a qualification-based selection process. Firms interested in providing product or services must submit a Statement of Qualification (SOQ) that addresses the following evaluation criteria. Submission should be organized to follow the general evaluation criteria listed below. Information

included within the SOQ may be used to evaluate your firm as part of any criteria regardless of where that information is found within the SOQ. Information obtained from the SOQ and from any other relevant source may be used in the evaluation and selection process.

The statement of qualifications should include the following:

### **3.1 General Company Information**

- Company History
- Number of years in Industry
- Number of Full Time Employees (Domestic/International)

### **3.2 Relevant Experience**

- Description of Products and Services provided by the firm that would meet project goals.
- Provide the number of customer solutions you have developed in the Web Solution category. Provide 3 Customer Testimonials of Implementations that met similar goals with a positive outcome.
- 5 portfolio or URL references to review quality of product.

### **3.3 Team Experience and Qualifications**

- The industry experience and roles of company personnel involved in the project.
- Describe each team members technical experience in terms of technology used for this project, certifications, number of years in that tool set.
- Identify any consultants or offshore teams that may be used in the implementation cycle (PM, DEV, QA, Support etc.).

### **3.4 Project Understanding and Solution Approach**

- Describe your understanding of the **Project Goals (Section 2.3)** and **General Specifications (Section 7 and Appendix A)**, and explain or present proposed solutions that will meet those goals and specifications (technology skill sets, development suites etc.).
- Describe any necessary information or actions that will be required of the County for example: Dept. interviews, co-development and configuration effort, or training in technology skill sets etc.

### **3.5 Approach to Implementation and Project Management**

- Briefly describe the methodology used, deliverables and milestones to be met during the Project Life Cycle.
- Include a rough project schedule to give some idea of timeline of proposed project
- Describe proposed approach to Quality Assurance and Issue Resolution.

### **3.6 Budget Narrative**

- Submit a completed Budget Narrative (referencing Section 8.0) in a sealed envelope separate from SOQ.

## **4.0 Minimum Qualifications**

The County will only consider Statements of Qualifications that meet these minimum requirements:

5+ Years of Company History

10+ Customers in the Web Solution category

10+ Full Time Employees

## **5.0 Proposal Contents**

**Responses to this request should include the following:**

- Cover Letter: Company Name and Address, Contact Information, Name and position of person(s) submitting the request.
- Statement of Qualification (SOQ) - a response to this request in the format identified in section 3 of this request.
- Project Budget Narrative of Project Fees, and completed Pricing and Fees (per Section 8). Placed together in a sealed envelope **separate** from the Cover Letter and SOQ.

## **6.0 Selection Process and Schedule**

The County will evaluate each Statement of Qualification (SOQ) according to the above contents and criteria. Three finalists will be selected to meet with the County for onsite interviews and demonstration. Those applicants selected as finalist will be notified and provided additional instruction. Those applicants not selected for further consideration will also be notified.

Following the finalist interviews, the County will determine a ranking for each finalist based on the criteria in section 3.0 of this RFQ. Consideration will be given to both the written response and presentation during the interview process. No other factors will be used in the qualification ranking process.

The highest ranked applicant will be recommended to the Finance Director and Director of Administration for contract award.

St. Charles County Government will enter into negotiations with the selected applicant and execute a contract upon completion of negotiation for products and services for County Executive and County Council Approval.

If the county is unsuccessful in negotiating a contract with the highest ranked team, St. Charles County Government may then negotiate with the second or third ranked finalists until a contract is executed, or may decide to terminate the selection process.

### **Schedule:**

**8/7 - Advertised Date**

**8/21- Proposal Questions Deadline**

**8/23- Proposal Addendum: Q & A response posted by the County**

**8/30- Proposal Response Deadline**



**7.0 General Specifications and Exceptions**

Please briefly explain how your product or service’s solution meets the requirements listed in (Appendix A.). You may also wish to provide references or prototypes as specific examples to help communicate any visual references. Also please declare any requirements that are presented in Appendix A, that cannot be met by your firm’s qualifications at this time.

**8.0 PROJECT BUDGET NARRATIVE**

In order for the County to differentiate proposals of a similar quality and capability some reference to pricing information is needed. Responses should be prepared with a completed Project Budget Narrative, placed in a sealed envelope with company name on outside and returned with the SOQ response. Be sure to include all estimated fee ranges on an itemized basis for anything the County will incur charges for during the Solution Development and Implementation process. Please also include any pricing information specifically in regards to Future Customization, Migration of Existing site, CMS Licensing (if applicable), Hosting, Ongoing Maintenance, Ongoing Technical Support, CMS Upgrades, Training and Travel Expenses All approximate pricing information should include the possible range of variance given our approximate requirements, and reflect an outlay of year by year fees over a three (3) years. Any fees associated with other products required to develop, migrate or implement and efficiently operate the new site should be included and noted separately in the budget narrative as exceptions. SOQ shall provide pricing for both on-premise and hosted solutions when available. Any discounts for multi-year contracts must be provided in the exception narrative.

Estimated lead time after receipt of order to begin project: \_\_\_\_\_

## Appendix A. General Specification Line Items

Need	Description
<b>Improved Information Architecture</b>	Site is currently segmented into many domains causing redundant effort in IT operations and possibly content. In addition, linking back to home page, dept. home page, and dept. sub-pages can be very cumbersome and confusing for the user. Need an improved site flow and design that guides residents and visitors to easily find what they are looking for and helps complete desired actions on the site.
<b>Content Management System</b>	In combination with a new site design the County is considering upgrading to any Content Management System that includes distributed content creation and user rights based access. CMS features that are of interest include: Template based page and menu creation, automatic security patch updates to modules or components as available, ability to preview pages before publication, site mapping, WYSIWYG editor, multimedia and social media integration, Form creation and ODBC Database Connections.
<b>Responsive Web Design for Touch screen, Tablet and Mobile devices.</b>	Need a solution that considers responsive web design to the users. In our implementation the site must maintain maximum functionality across various device types.
<b>Standards and Security</b>	Qualifications for site design should adhere to modern W3C standards. Any payments solution presented must use https/SSL and meet PCI standards. Hosted solutions should be proven as SAS70 data center compliant. Site content accessibility should be U.S. Section 508, WCAG 2.0 compliant.
<b>Graphic Design</b>	Site templates and sub-site templates that tie together the County web presence with a unique and attractive brand perspective are needed. Templates should allow for site expansion and customization while keeping a general organized theme. Please explain your approach and submit references or prototypes.
<b>Multimedia Integration</b>	Site should use integrated multimedia wherever possible to engage the user and explain the intended use of the site, dept. site or sub site. For instance, Directors and Elected officials and in some cases staff will be pictured, County parks will need photo galleries unique to each park. Embedded 2min video segments may also be used to communicate a necessary message to the user on the County or Departments behalf.
<b>Social Media Integration</b>	The County is using Facebook and Twitter as a way to keep in touch with its citizens. The new site design should consider integrating these features when new content is available. We are also seeking the ability to use friendly URLs for distribution in print and social media to drive site traffic.
<b>Search Engine Functionality, Optimization and Analytics</b>	Search functionality should work across all content on the site (filters, if available, can be used to limit scope). In addition, we would like to increase the visibility of site usage statistics both for the end user to be informed of top documents, and searches, as well as having information available from an IT operations and management standpoint. A transition plan for maintaining search engine page rankings of current pages should be considered prior to the site implementation.

<b>Site Communication Features</b>	To keep citizens engaged and up to date on County Government services we will require site features such as Notifications dedicated to communicating upcoming events to parties who may have specifically subscribed via email or text to various interest categories. In addition, we must constantly communicate information concerning County Council Meetings, Open to the Public Activities and so forth through a Visual Calendar module.
<b>Workflow for Citizen Action Items</b>	The County may have need to present an option for a citizen to make a request or complaint via an online form. Ideally tracking of the form and updates may be made that are visible to the citizen and inform them of any progress or decision made regarding their requests.
<b>On Line Payments</b>	Minimally the new County site would at least organize various links of different service providers to online payments at a single portal for the site user. Potentially the County may wish to consolidate into one Payments Gateway system.
<b>Hosting</b>	The County may consider hosting the site at a vendor location -- any information in regards to hosting should provide uptime and security considerations. Please also describe any facilities available for standing up an emergency communications website that could see heavy traffic for short durations. Statistics regarding time to Go Live upon publishing and peak bandwidth are of interest in evaluating a hosted solution and will need to be provided. In addition, please include backup or exit strategy for County content.
<b>Content Migration</b>	Information regarding scope, planning or fees associated with the migration of any existing content. Additionally, we currently have some database lookup functionality that needs to be supported or linked to the existing pages in some way.

**Appendix A. Exceptions:**

(List any exceptions here to meeting the requirements above given your current qualifications)

## **Appendix B. Current Site Footprint-**

Webserver Directory info -files (pages, images, thumbnails etc.) and disk space- (\*\* indicates mostly video which may or may not be hosted)

<b>Website</b>	<b>Files &amp; Folders</b>	<b>Size</b>
Assessor	431,859	5.2 GB
Auditor	13,570	79.9 MB
Cd	13,944	472.5 MB
Collector	13,961	109.1 MB
Corrections	12,770	41.8 MB
Council	14,040	3.1 GB
Counselor	13,132	100.5 MB
Courts	12,956	46.4 MB
Dispatch	13,752	51.1 MB
Election	13,019	64.9 MB
Executive	12,694	71.7 MB
Facilities	13,095	40.1 MB
Finance	33,283	1.8 GB
Health	28,324	1.3 GB
Highway	14,596	68.8 MB
Hr	13,067	40.9 MB
Information**	15,646	106.3 GB
Is	13,032	320.6 MB
Juvenile	13,053	46.6 MB
Municipal court	14,963	145.5 MB
Parks	20,920	623.6 MB
Prosecutingattorney	12,896	44.1 MB
Publicadministrator	13,039	46.6 MB
Recorder	13,082	43.4 MB
Scc	201,699	8.6 GB
scc-intranet	68,429	2.9 GB
Sheriff	41,308	144.8 MB
Transportation	13,124	47.8 MB
Work	13,286	100.8 MB
www	72,810	660.7 MB

**(B. cont.) CMS directory info of Published Pages per site.**

(\*\* indicates mostly video which may or may not be hosted)

Site	published pages	Site	published pages
Assessor	15	Residents	18
assessor(a)	30	Sheriff	28
Auditor	32	Transportation	37
boards_commissions	92	Visitors	11
Business	11	Workforce	22
Circuitclerk	3		
Collector	20		
com_health	2		
Commdev	99		
aCorrections	20		
Council	26		
Counselor	4		
Courts	1		
Departments	5		
Dev	16		
Dispatch	14		
Election	45		
Ema	3		
Executive	59		
Familyarena	1		
Finance	32		
Health	3		
Healthenvironment	187		
Highway	48		
Home	9		
Hr	14		
Information**	298		
information(tmp)**	216		
Intranet	67		
intranetnew_	79		
Is	16		
Juvenile	1		
municipal_court	6		
Parks	146		
parks_new	51		
Parksnew	100		
pros_atty	22		
public_health	2		
Publicadmin	1		
Recorder	21		

**THIS FORM MUST BE COMPLETED AND ENCLOSED WITH THE PROPOSAL**

**Audit Clause for Contracts**

Examination of Records

The Contractor's records must include, but not be limited to, accounting records (hard copy, as well as computer readable data), written policies and procedures, subcontractor files, indirect cost records, overhead allocation records, correspondence, instructions, drawings, receipts, vouchers, memoranda, and any other data relating to this contract shall be open to inspection and subject to audit and/or reproduction by the County Auditor, or a duly authorized representative from the County, at the County's expense. The contractor must preserve all such records for a period of three years, unless permission to destroy them is granted by the County, or for such longer period as may be required by law, after the final payment. Since the Contractor is not subject to the Missouri Sunshine Law (Chapter 610, RSMo), information regarding the Contractor's operations, obtained during audits, will be kept confidential.

The Contractor will require all subcontractors under this contract to comply with the provisions of this article by including the requirements listed above in written contracts with the subcontractors.

Vendor Information

Company Name: \_\_\_\_\_

Business Address: \_\_\_\_\_  
\_\_\_\_\_

Business Hours: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Contact Person: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_  
(Indicates acceptance of all RFP terms and conditions)

Date: \_\_\_\_\_

**AFFIDAVIT OF WORK AUTHORIZATION**

The proposer/contractor who meets the section 285.525, RSMo definition of a business entity must complete and return the following Affidavit of Work Authorization.

Comes now \_\_\_\_\_ (Name of Business Entity Authorized Representative) as \_\_\_\_\_ (Position/Title) first being duly sworn on my oath, affirm \_\_\_\_\_ (Business Entity Name) is enrolled and will continue to participate in the E-Verify federal work authorization program with respect to employees hired after enrollment in the program who are proposed to work in connection with the services related to contract(s) with the County for the duration of the contract(s), if awarded in accordance with subsection 2 of section 285.530, RSMo. I also affirm that \_\_\_\_\_ (Business Entity Name) does not and will not knowingly employ a person who is an unauthorized alien in connection with the contracted services provided to the contract(s) for the duration of the contract(s), if awarded.

In Affirmation thereof, the facts stated above are true and correct. (The undersigned understands that false statements made in this filing are subject to the penalties provided under section 575.040, RSMo.)

\_\_\_\_\_  
**Authorized Representative's Signature**

\_\_\_\_\_  
**Printed Name**

**Title**

**Date**

\_\_\_\_\_  
**E-Mail Address**

Subscribed and sworn to before me this \_\_\_\_\_ of \_\_\_\_\_. I am  
(DAY) (MONTH, YEAR)

commissioned as a notary public within the County of \_\_\_\_\_, State of  
(NAME OF COUNTY)

\_\_\_\_\_, and my commission expires on \_\_\_\_\_.  
(NAME OF STATE) (DATE)

\_\_\_\_\_  
**Signature of Notary**

\_\_\_\_\_  
**Date**