



Purchasing Department
140 Stonewall Avenue West, Ste 204
Fayetteville, GA 30214
Phone: 770-305-5420
www.fayettecountyga.gov

April 11, 2024

Subject: Request for Qualifications 2399-Q: Fayette County Website Redesign

Gentlemen/Ladies:

Fayette County, Georgia invites you to submit a proposal for Website Redesign, in accordance with the information contained herein.

Questions concerning this Request for Qualifications should be addressed to the Fayette County Purchasing Department at PurchasingGroup@fayettecountyga.gov. Questions will be accepted until **3:00 p.m., Thursday, May 2, 2024.**

Purchasing Department office hours are Monday through Friday 8:00 a.m. to 5:00 p.m. The office telephone number is (770) 305-5420.

Please return your response to the following address:

Fayette County Government
Purchasing Department
140 Stonewall Avenue West, Suite 204
Fayetteville, GA 30214

Request for Qualifications **2399-Q**
Request for Qualifications: **Fayette County Website Redesign**

Your envelope *must* be sealed and should show your company's name and address.

Qualifications will be received at the above address until 3:00 p.m., Tuesday, May 14, 2024, in the Purchasing Department, Suite 204. The qualifications will be opened at this time. Qualifications must be signed to be considered. Late responses cannot be considered. Faxed or emailed responses cannot be considered.

If you download this Request for Qualifications from the County's website, it will be your responsibility to check the web site for any addenda that might be issued for this solicitation. The County cannot not be responsible for a vendor not receiving information provided in any addendum.

Sincerely,



Ted L. Burgess
Chief Procurement Officer

**RFQ #2399-Q: Fayette County Website Redesign
GENERAL TERMS AND CONDITIONS**

1. **Definitions:**

- a. **RFQ:** Request for Qualifications.
- b. **SOW:** Statement of Qualifications
- c. **Offeror:** A company or individual who submits a Statement of Qualifications or Proposal.
- d. **Successful Offeror:** The offeror that is awarded a contract.
- e. **Contractor:** The Successful Offeror, upon execution of the contract.
- f. **County:** Fayette County, Georgia.

2. **Preparation of Offers:** It shall be the responsibility of the Offeror to examine specifications, scope of work, schedule and all instructions that are part of this RFQ. Failure to observe any of the instructions or conditions in this RFQ may result in rejection of the SOQ.

3. **Submission of SOQ:** Responders must submit their SOQ, along with any amendments issued by the County, in a sealed opaque envelope. Mail or deliver one (1) original, unbound SOQ, signed in ink by a company official, one (1) bound paper copy, and a copy on a flash drive to:

Fayette County Government
Purchasing Department
140 Stonewall Avenue West, Suite 204
Fayetteville, GA 30214

RFQ Number: 2399-Q
RFQ Name: *Fayette County Website Redesign*

4. **Timely Receipt:** Responses not received in the Purchasing Department by the time and date of the scheduled opening will not be considered.

5. **Trade Secrets – Confidentiality:** If any person or entity submits an SOQ (or proposal from a short-listed firm) that contains trade secrets, an affidavit shall be included. The affidavit shall declare the specific included information which constitutes trade secrets. Any trade secrets must be either (1) placed in a separate envelope, clearly identified and marked as such, or (2) at a minimum, marked in the affidavit or an attached document explaining exactly where such information is, and otherwise marked, highlighted, or made plainly visible. See Georgia law at O.C.G.A. § 50-18-72 (A)(34).

TERMS AND CONDITIONS SPECIFIC TO SHORT-LISTED FIRMS & SUCCESSFUL OFFEROR

6. **Open Offer:** To allow sufficient time for a contract to be awarded, ANY offer, once submitted and opened, shall remain open for acceptance for a period of at least ninety (90) days from the date of the opening to the date of award.

7. **Ethics – Disclosure of Relationships:** Before a proposed contract in excess of \$10,000.00 is recommended for award to the Board of Commissioners or the County Administrator, or before the County renews, extends, or otherwise modifies a contract after it has been awarded, the Contractor

must disclose certain relationships with any County Commissioner or County Official, or their spouse, mother, father, grandparent, brother, sister, son or daughter related by blood, adoption, or marriage (including in-laws). A relationship that must be reported exists if any of these individuals is a director, officer, partner, or employee, or has a substantial financial interest in the business, as described in Fayette County Ordinance Chapter 2, Article IV, Division 3 (Code of Ethics).

If such relationship exists between your company and any individual mentioned above, relevant information must be presented in the form of a written letter to the Director of Purchasing. You must include the letter with any bid, proposal, or price quote you submit to the Purchasing Department.

In the event that a Contractor fails to comply with this requirement, the County will take action as appropriate to the situation, which may include actions up to and including rejection of the bid or offer, cancellation of the contract in question, or debarment or suspension from award of a County contract for a period of up to three years.

8. **Evaluation of Offers:** The evaluation of offers and the determination as to acceptability of services offered shall be the responsibility of the County. Accordingly, to insure that sufficient information is available, the Offeror may be required to submit literature, samples, or other information prior to award. The County reserves the right to obtain clarification or additional information from any firm regarding its proposal. The County reserves the right to select a responsive, responsible firm on the basis of best value that is deemed to be most advantageous to the County. The County further reserves the right to reject any proposal, or all proposals, and to re-release the RFQ.
9. **Non-Collusion:** By submitting a proposal, the Offeror shall be deemed to have represented and warranted that the proposal is not made in connection with any other Offeror submitting a separate response to this request for proposals, and is in all respects fair and without collusion or fraud.
10. **Ability To Perform:** The Offeror may be required, upon request, to provide to the satisfaction of the County that he/she has the skill, experience and the necessary facilities, as well as sufficient financial and human resources, to perform the contract in a satisfactory manner and within the required time. If the available evidence is not satisfactory to the County, the County may reject the offer.
11. **Notice to Proceed:** The County shall not be liable for payment of any work done or any costs incurred by any Offeror prior to the County issuing a written Notice to Proceed.
12. **Unavailability of Funds:** This contract will terminate immediately and absolutely at such time as appropriated and otherwise unobligated funds are no longer available to satisfy the obligations of the County under the contract.
13. **Payment Terms:** The County's standard payment terms are Net 30. Any deviation from standard payment terms must be specified in the awarded contract, and both parties must agree on such deviation.
14. **Severability:** The invalidity of one or more of the phrases, sentences, clauses or sections contained in the contract shall not affect the validity of the remaining portion of the contract. If any provision of the contract is held to be unenforceable, then both parties shall be relieved of all obligations arising under such provision to the extent that the provision is unenforceable. In such case, the contract shall be deemed amended to the extent necessary to make it enforceable while preserving

its intent.

15. **Indemnification:** The Contractor shall indemnify and save the County and all its officer, agents and employees harmless from all suits, actions, or other claims of any character, name and description brought for or on account of any damages, losses, or expenses to the extent caused by or resulting from the negligence, recklessness, or intentionally wrongful conduct of the Contractor or other persons employed by or utilized by the Contractor in the performance of the contract. The Contractor shall pay any judgment with cost which may be obtained against the County growing out of such damages, losses, or expenses, but only to the extent such damages, costs and expenses are adjudicated to have been caused by or resulted from the negligence, recklessness, or intentionally wrongful conduct of the Contractor or other persons employed or utilized by the Contractor in the performance of the contract.
16. **Non-Assignment:** Assignment of any contract resulting from this request for proposals will not be authorized, except with express written authorization from the County.
17. **Insurance:** Successful Offeror shall procure and maintain the following insurance, to be in effect throughout the term of the contract, in at least the amounts and limits set forth as follows:
 - **General Liability Insurance:** \$1,000,000 combined single limit per occurrence, including bodily and personal injury, destruction of property, and contractual liability.
 - **Automobile Liability Insurance:** \$1,000,000 combined single limit each occurrence, including bodily injury and property damage liability.
 - **Worker's Compensation:** Workers Compensation as required by Georgia statute.

Before a contract is executed with the Successful Offeror, the Successful Offeror shall provide Certificates of Insurance for all required coverage. The Successful Offeror can provide the Certificate of Insurance after award of the contract, but must be provided prior to execution of the contract document by both parties. Certificates shall list an additional insured as follows:

Fayette County, Georgia
140 Stonewall Avenue West
Fayetteville, GA 30214

18. **Termination for Cause:** The County may terminate the contract for cause by sending written notice to the Contractor of the Contractor's default in the performance of any term of this agreement. Termination shall be without prejudice to any of the County's rights or remedies by law.
19. **Termination for Convenience:** The County may terminate the contract for its convenience at any time with 10 days' written notice to the Contractor. In the event of termination for convenience, the County will pay the Contractor for services performed. The County will compensate partially completed performance based upon a signed statement of completion submitted by the Contractor, which shall itemize each element of performance completed.
20. **Force Majeure:** Neither party shall be deemed to be in breach of the contract to the extent that performance of its obligations is delayed, restricted, or prevented by reason of any act of God, natural

disaster, act of government, or any other act or condition beyond the reasonable control of the party in question.

21. **Governing Law:** This agreement shall be governed in accordance with the laws of the State of Georgia. The parties agree to submit to the jurisdiction in Georgia, and further agree that any cause of action arising under this agreement shall be required to be brought in the appropriate venue in Fayette County, Georgia.

Contractor Affidavit under O.C.G.A. § 13-10-91(b)(I)

The undersigned contractor ("Contractor") executes this Affidavit to comply with O.C.G.A § 13-10-91 related to any contract to which Contractor is a party that is subject to O.C.G.A. § 13-10-91 and hereby verifies its compliance with O.C.G.A. § 13-10-91, attesting as follows:

- a) The Contractor has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program;
- b) The Contractor will continue to use the federal work authorization program throughout the contract period, including any renewal or extension thereof;
- c) The Contractor will notify the public employer in the event the Contractor ceases to utilize the federal work authorization program during the contract period, including renewals or extensions thereof;
- d) The Contractor understands that ceasing to utilize the federal work authorization program constitutes a material breach of Contract;
- e) The Contractor will contract for the performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the Contractor with the information required by O.C.G.A. § 13-10-91(a), (b), and (c);
- f) The Contractor acknowledges and agrees that this Affidavit shall be incorporated into any contract(s) subject to the provisions of O.C.G.A. § 13-10-91 for the project listed below to which Contractor is a party after the date hereof without further action or consent by Contractor; and
- g) Contractor acknowledges its responsibility to submit copies of any affidavits, drivers' licenses, and identification cards required pursuant to O.C.G.A. § 13-10-91 to the public employer within five business days of receipt.

Federal Work Authorization User Identification Number

Date of Authorization

Name of Contractor

2399-Q Fayette Co Website Redesign
Name of Project

Fayette County, Georgia
Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on _____, _____, 20____ in _____ (city), _____ (state).

Signature of Authorized Officer or Agent

Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME
ON THIS THE _____ DAY OF _____, 20____.

NOTARY PUBLIC
My Commission Expires: _____

COMPANY INFORMATION
RFQ #2399-Q: Fayette County Website Redesign

A. COMPANY

Company Name: _____

Physical Address: _____

Mailing Address (if different): _____

Website (if applicable): _____

B. AUTHORIZED REPRESENTATIVE

Signature: _____

Printed or Typed Name: _____

Title: _____

E-mail Address: _____

Phone Number: _____

C. PROJECT CONTACT PERSON

Name: _____

Title: _____

E-mail Address: _____

Phone Number: _____

FAYETTE COUNTY, GEORGIA
Request for Qualifications #2399-Q: Fayette County Website Redesign

A. OBJECTIVE

The County seeks to contract with a qualified firm to re-design, launch, support, and maintain the County's website.

B. INTRODUCTION & BACKGROUND

Fayette County Government's flagship website www.fayettecountyga.gov is a vital component of the County's service to the public and public engagement. It is a platform to elevate our level of service, brand, reputation, and communication strategies. The website has approximately 1.1 million views a year. For many, the website is the first experience and interaction with Fayette County Government. The County is seeking a qualified firm for the re-development and deployment of the www.fayettecounyga.gov website. We seek a strategic partner with a creative and technical team that will quickly grasp our brand, values, culture, and strategic directions. This project will deliver a new and future-focused digital strategy and web presence that elevates the county government and reflects best practices in user experience, usability, accessibility, design, content strategy, and technical implementation. The County is looking for an experienced firm that has demonstrated experience with managing complex website projects and expertise with best practices for government websites.

Project Goals and Objectives

The website is a key element in the government's marketing and communications efforts and is an important vehicle for delivering information to external and internal audiences and key stakeholders. It is a vital service provider, information portal, recruitment, and storytelling platform for the government. The County is looking to partner with a firm with significant digital capabilities to create a streamlined and customized digital experience for citizens, prospective citizens, job seekers, and employees. This RFP encompasses a public-facing website, but consideration should be made for the intranet when recommending strategies for and developing, the public site.

About Fayette County Government

The mission of Fayette County Government is to provide critical services to protect and enhance the health, safety, and welfare of its citizens in an efficient manner both fiscally and environmentally responsible which perpetuates a quality lifestyle for future generations.

All County services are grounded in respect and concern for citizens. The County strives always to work for the benefit of all citizens and consistently takes our citizens interests and needs into consideration when making decisions.

Cooperation, trust, and teamwork are hallmarks of our service delivery values. Our organization embodies a culture that values open communication, effective community relationships and excellence in all endeavors. We are committed to excellence. We value our employees and their abilities,

and we are committed to ensuring their safety and security through effective staffing and competitive compensation. We seek always to improve our services through innovation, integrity, and competence.

Our Current Website

Fayette County Government's public-facing website is often the first experience with the county for many residents and a vital component of Fayette County's provision of services and communications strategies. The site was relaunched in 2015. The website is a portal to departments and a resource for many audiences. The county website consists of upwards of 903 pages of information and 7,500 PDFs and other documents.

The website, hosted on an Azure Web App service, primarily consists of HTML and PHP pages with limited SQL integration. With the exception of the calendar and public announcements page, it predominantly services static content. Some departments have implemented custom features and functionality in their respective pages.

Our web ecosystem is comprised of one content editor who is also the web developer.

The current website is text and link heavy, lacking a site-wide communication and SEO strategy and consistency on many of the department pages. An opportunity exists to redesign the site with the latest web technologies to better reflect the mission of Fayette County Government, foster brand engagement and deliver on our priorities. The main request from users, primary and secondary, is for mobile-friendly capabilities.

Our Audience

We have identified two core audiences whom the site is specifically geared to address. The new website should provide unique customer journeys for these audiences:

- Citizens
- Prospective citizens

In addition to the above, content should be easy to locate for the following secondary audiences:

- Businesses
- Employees
- Job seekers
- Media

Project Deliverables

The primary objectives and goals of the website redesign are listed below. The County is open to recommendations for innovative design and modern technologies that will provide a best-in-class digital experience.

Discovery, Strategy, User Experience, and Information Architecture

- Project discovery and research including onsite client workshops, stakeholder group sessions, as well as open sessions for the Fayette County Government.
- Deep dive into Google Analytics for current website to inform redesign project.
- Review of provided brand documents.
- Web survey(s) for primary and secondary audiences.
- Web strategy brief, including development of website personas.
- Creative brief.
- Proposed information architecture, user experience and content strategy.
- Review of current website governance, site management and staffing and provide a brief with recommendations for changes for current website management and support.
- Vendor shall address how a code repository, development or staging site and production website workflow will be used for maintaining and tracking changes to the website's code base, e.g., GitHub, GitHub Labs, etc.
- Post-website launch support, maintenance, and ongoing site development. This should include recommendations and a menu of options and pricing for ongoing website support, maintenance, and ongoing development options or packages, e.g., bulk purchase of hours (pre-paid), pay-as-you-go or per-hour pricing (time and materials). Vendor should detail any warranty of code or bug fixes that are identified post-launch.
- A robust CMS with user and role-based administration allowing for multiple users to securely maintain pages where rights are assigned.
- Provide a mechanism to easily review, approve, reject, or modify proposed changes before making them active.

C. SOQ RESPONSE REQUIREMENTS

Statements of Qualifications (SOQ) received by the County will be evaluated and ranked numerically by an Evaluation Committee convened for this purpose. The Committee will develop a short list of the firms with the best-scoring SOQ's.

Short-listed firms will be invited to submit proposals, and to participate in an interview/product demonstration.

Statements of Qualifications must include the following, preferably in the order shown:

1. **Cover Page:** Include the Request for Qualifications number (#2399-Q) and title (*Fayette County Website Redesign*). Also include your firm's name.
2. **Table of Contents**
3. **Required Documents:**
 - a. Company Information Page *{form provided}*
 - b. Contractors Affidavit Under O.C.G.A. § 13-10-91(b)(1) *{form provided}*
 - c. Exceptions, if any *{form provided}*
 - d. Signed addenda, if any are issued
4. **Company Overview:** Provide a brief overview of your company, including its size and number of

employees, corporate structure, legal status, number of years in business, background and history.

5. **Company Experience:** Demonstrate the firm's experience and qualifications by listing five comparable or relevant projects you have undertaken that were similar to the project addressed by this request for proposals. For each project, provide the name and location of the government entity or other organization, a brief description of the work, approximate completion date, a contact person and title, email address, and a valid telephone number. The county reserves the right to select projects from this list and contact them to use as references.
6. **Portfolio:** Provide a synopsis or short case study of an example of your firm's past work, preferably with before and after views, and explain how the redesign improved the website's performance.
7. **Project Team:** Identify team members who would be assigned to this project. Include a resume for each key team member. Identify the key contact person or project leader. Describe each key team member's experience with comparable projects, the role that each member played, and the expected role of each when doing work for this project.
8. **Maintenance & Support:** Give information about your post-launch support services.

D. SOQ EVALUATION PLAN

There will be a maximum of 100 points awarded for SOQ's. Additional information about the requirements for each criterion is shown in items 4-7 in the *Proposal Response Requirements* above. Criteria and maximum values for SOQ's are, as follows:

<u>Criteria</u>	<u>Max Points</u>
1. Company Overview	20
2. Company Experience	30
3. Portfolio	20
4. Project Team	10
5. Maintenance & Support	<u>20</u>
Total Maximum Points – SOQ	100

E. PROPOSAL RESPONSE REQUIREMENTS

Short-listed firms will be invited to submit proposals and participate in an open session to present visual examples of your products, and to engage in a discussion of County needs vs. cost, as well as viable options.

Proposals will be evaluated based on the following criteria. Any additional requirements or information will be provided in the invitation to submit proposals that is sent to the short-listed firms.

6. **Cover Page:** Include the Request for Proposals number (#2399-Q) and title (*Proposal – Fayette*

County Website Redesign). Also include your firm's name.

7. Table of Contents

- 8. Project Understanding and the Proposed Solution:** Briefly state your understanding of the County's desired redesigned website. Describe your design process, from initial consultation to final delivery. Describe the approach you propose to take in addressing the needs addressed by this RFQ, including recommendations and innovative ideas for website improvement. Identify challenges you will face. Creativity and innovative ideas are encouraged in your response.

Specify whether the County will have any Content Management ability on the website you redesign, or whether it be dependent on your firm to manage content.

- 9. Proposed Timeline:** Timely completion of the project is important to the operations of the county. Provide an estimated timeline including relevant milestones and timing for each task / activity.
- 10. Pricing Structure:** The County has a budget of \$75,000.00 for this project. For this reason, we are not asking for a specific price with your proposal. Rather, state the details of your proposed pricing *structure*. Include all fees and other charges. Explain whether each is a firm-fixed price (unit price or total fixed price), or a not-to-exceed price.
- 11. Open Session / Presentation:** Each short-listed firm will be invited to an Open Session / Presentation. At this session, you will have an opportunity to present the features of the website, participate in a discussion of the County's stated requirements and their estimated costs, as well as provide suggestions to live within the available budget of \$75,000.00.

F. PROPOSAL EVALUATION PLAN

A contract will be awarded to the firm whose proposal is most advantageous to the county, with technical merit, price, open session / presentation, and other factors considered. Evaluation scores will be made up of the following components, with their relative percentage values (Note: SOQ scores will not be added to Proposal scores):

	Max Points
Project Understanding & Proposed Solution	40
Proposed Timeline	10
Pricing Structure	10
Open Session / Presentation	<u>40</u>
Maximum Total Proposal Score	100