Request for Proposals

Website Design

Orange County Local Agency
Formation Commission
Request for Proposals

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Who We Are

The mission of the Orange County Local Agency Formation Commission (OC LAFCO) is to serve the citizens of Orange County by facilitating constructive changes in governmental structure and boundaries through special studies, programs and actions that resolve intergovernmental issues. OC LAFCO has jurisdiction over the boundaries of 34 cities and 34 independent and dependent special districts that provide water, wastewater, library, parks, recreation and other municipal services to over three million residents. Since it was established in 1963, OC LAFCO has worked collaboratively with local government agencies and communities to effectively fulfill its legislative mission.

Proposal: Website Design Overview

OC LAFCO’s website is a key source of information that informs agencies and the public of the Commission’s key projects and activities. The website houses numerous documents that must be accessible to the public, including meeting agendas, hearing notices, meeting minutes, staff reports, agency studies, and maps.

OC LAFCO is requesting proposals from qualified consultants to design and implement a new agency website. OC LAFCO’s current website (www.oclafco.org) was last substantively updated in 2016, and a key objective of the redesign is to enhance many components of the site. Enhancements should focus on establishing a visually appealing and intuitive website that improves the communication capabilities and incorporates a more user-friendly and easy to maintain platform. The redesign of the website must also include the integration of three web-based programs: Shared Services, Fiscal Trends, and the recently developed interactive Municipal Services Dashboard. Additionally, OC LAFCO is interested in the development of a new agency logo that is representative of the agency’s mission.

Key aspects of the redesigned website shall include the following:

- Easy-to-Use Content Management System
- Overhaul of website design and layout
- User-friendly functionality
- Quick website load
- Incorporation of multi-media tools (Maps-Geographic Information Systems, Video, Audio, and Animation)
- Compatibility with major web browsers and mobile devices
- Auto notifications/subscriptions
- Incorporation of photos reflective of Orange County’s diversity
- Consistency with Americans with Disabilities Act (ADA) standards
The logo redesign shall reflect the following:

- Relevancy to the agency’s mission
- Scalable/versatile- simple and easy to reproduce across a variety of media and applications

### Proposal: Website Design Guidelines

In consultation with OC LAFCO staff, the consultant will use existing website content as a guideline to redesign the agency website. The consultant will manage interface design and production, including migration of required content to the new site. OC LAFCO will own the new website designs and must be provided with a full backup copy of the website designs and code. The website must include a technology solution that allows in-house staff and OC LAFCO’s IT consultant to easily and cost effectively update the website.

The new website must meet the following development and technical guidelines:

#### Development Guidelines

- **Platform**: Develop an open-source content management system that will permit non-technical staff and OC LAFCO’s IT consultant to instantly update website content.
- **Content**: In consultation with OC LAFCO staff, integrate content into the new website, including the agency’s existing Shared Services, Fiscal Trends, and MSR Dashboard web-based stand-alone programs.
- **Visual appeal**: Incorporate text, photos, and other components that are reflective of OC LAFCO’s mission and Orange County’s demographics.
- **Responsive Design**: Develop responsive design methods that are mobile-optimized.
- **Navigation**: Develop a website that includes user-friendly navigation and other components. Content should be grouped and presented in a logical manner and, when possible, no more than three levels of “drill down” for the user to find the desired information.
- **Search Tools**: Incorporate search capabilities using key words or phrasing that will identify content throughout the website.
- **Calendar**: Develop dynamic calendar that displays events and has searching capabilities.
- **Auto Notifications**: Develop program that allows users to subscribe to automatic notifications from OC LAFCO.
• **Security**: Propose an option for a secured/restricted page to upload content for members only.

• **Auto Date Stamp for Last Update**: Develop capability of date stamps on web pages and affiliated web-based programs (i.e. Fiscal Trends, Shared Services, Dashboard) that is automatically updated when the content is edited.

• **Tracking features**: The website must also include the ability track website usage of website users.

### Technical Guidelines

**Content Management System (CMS)**

OC LAFCO will assume responsibility for content management of the websites developed by the consultant. The consultant is responsible for the recommendation of a Content Management System appropriate for this project. Preference is given, though not limited to, non-proprietary, "open-source" systems.

**Website Security**

A key component of the website design will be the security features. The design must incorporate adequate firewall protection, the capability to monitor unauthorized use and protection of any data that will be accessible by website users. Additionally, data protection mechanisms must include site to site encryption of any data extracted from OC LAFCO’s servers or located on the web hosting servers.

**Website Hosting**

The proposal must identify website hosting service options, including information on cost and reliability. Website hosting may be subject to a separate contract. The consultant will ultimately be responsible for establishing OC LAFCO’s website on the selected host server.

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### Proposal: Evaluation Factors

The following factors will be used to evaluate submitted proposals:

**Firm Description and Experience**

Provides a description of the firm, including type of business, number of years in the business and office location(s). Summarizes the firm’s qualifications for website redesign. Additionally, the firm must provide at least three (3) hyperlinks to the websites that the firm has designed.
**Depth and Breadth of Staff**

Identifies the key staff members that would be assigned to the project. Briefly describes each member’s responsibility and relevant work experience as it relates to the project and provides their contact information.

**References**

Provides a list of at least three (3) client references, preferably local government agencies. The reference list should include the client’s name, agency, location, and contact person with telephone number.

**Proposed Scope of Services**

Provides a proposed scope of services for the website redesign project that meets and reflects a clear understanding of the criteria as outlined in the RFP.

**Schedule**

Estimates a reasonable time schedule to complete each task and the final product.

**Proposed Cost**

Identifies a proposed (not-to-exceed) cost to complete the project. The proposed cost of the project should itemize each major task. All hourly rates and fees should be clearly stated.

**Proposal Presentation**

The information is presented in a clear, logical manner and is well organized.

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**Proposal: Timeline**

*Pre-proposal Conference..................................................Wednesday, February 19, 2020*

**Proposals are due no later than ..................................................Thursday, March 5, 2020**

*Interview of candidates..............................................................Thursday, March 12, 2020*

Consultant selection by .............................................................Thursday, March 19, 2020

*All dates are subject to change by OC LAFCO.*

*All interested parties are encouraged to attend the pre-proposal conference on Wednesday, February 19, 2020 from 9:00 a.m. to 11:00 p.m. Video-Conferencing details will be provided upon request to Gavin Centeno at (gcenteno@oclafo.org).*
Proposal: Questions and Submission

Proposals should be addressed to the attention of the OC LAFCO Analyst, Gavin Centeno, and must be received by OC LAFCO no later than 2:00 p.m. PDT on Thursday, March 5, 2020. Submissions by email should be directed to Gavin Centeno at gcenteno@oclafco.org.

Alternatively, you may mail printed copies of your proposal to:

Orange County Local Agency Formation Commission
Attention: Gavin Centeno
2677 North Main Street, Suite 1050
Santa Ana, CA 92705

Proposals received after the due date will not be accepted. No additional time will be granted to any consultant unless by addendum to this RFP. OC LAFCO reserves the right to request clarification on any proposal or any additional material deemed necessary to assist in the evaluation of the proposal.

Terms and Conditions

The following terms and conditions apply to this RFP and are not inclusive of all terms and conditions in the final contract.

- The successful consultant will be required to enter into an agreement with OC LAFCO. The agreement and its terms are subject to approval by the OC LAFCO board.

- The successful consultant and all subconsultants must hold valid business and professional licenses and registrations that may be required.

- The consultant awarded the contract will be subject to OC LAFCO’s requirements for insurance reflecting the minimum amounts and conditions as defined by OC LAFCO.

- The consultant shall procure and maintain for the life of the Contract/Agreement Workers’ Compensation Insurance covering all employees with limits meeting all applicable state and federal laws. This coverage shall include Employer’s Liability with limits meeting all applicable state and federal laws. This coverage shall extend to any subconsultant that does not have their own Workers’ Compensation and Employer’s Liability Insurance.
• Selected consultant shall maintain strict privacy of all OC LAFCO’s records, data and files (regardless of media), including any copyrighted material received by OC LAFCO.

• Marking the entire proposal or any one or more of the major sections as proprietary will neither be accepted nor honored. The consultant should be aware that OC LAFCO is required by law to make certain records available for public inspection with certain exceptions. The consultant, by submission of materials marked proprietary, acknowledges and agrees that OC LAFCO will have no obligation or liability to the consultant in the event that OC LAFCO must disclose these materials.

• OC LAFCO reserves the right to make an award without further discussion of the proposal submitted. OC LAFCO shall not be bound or in any way obligated until both parties have executed a contract. OC LAFCO also reserves the right to delay contract award and/or forego a contract award.

• The consultant should provide no less than a twelve-month (12 month) warranty to correct any errors in the execution of the website.