



**REQUEST FOR QUALIFICATION  
CALHOUN COUNTY ADMINISTRATION  
DEPARTMENT OF PURCHASING  
WEBSITE DEVELOPMENT CONSULTANT- RFQ #107-19**

The County of Calhoun is requesting written statements of qualification from website developers and designers to assist in enhancing the County's web presence through the development of an ADA-compliant, mobile-friendly and service-oriented website.

The County may choose to enter into negotiations with the most qualified respondent, as a result of this solicitation, to be determined by representatives of the County Website Development Committee. Questions regarding this request should be directed to:

Brad Wilcox, Assistant County Administrator  
Calhoun County  
315 West Green Street  
Marshall, MI 49068-1585  
(269) 781-0798  
[bwilcox@calhouncountymi.gov](mailto:bwilcox@calhouncountymi.gov)

Applicants shall present six (6) copies of their Statement of Qualifications no later than **MARCH 25, 2019 @ 3:00 PM LOCAL TIME**, to the following physical location: Purchasing Department, County Building, 315 West Green Street, Marshall, MI 49068. The sealed envelope shall be clearly noted **"WEBSITE DEVELOPMENT CONSULTANT- RFQ #107-19"**.

**LATE PROPOSALS WILL NOT BE ACCEPTED.**

## I. SCOPE OF SERVICES

The County of Calhoun is seeking qualification statements from website developers for assistance in the development, redesign, hosting, and maintenance of the County's website. The County has an established website which was professionally designed and is hosted by a website development company. The current County website ([www.calhouncountymi.gov](http://www.calhouncountymi.gov)) design and functionality is in need of a redesign and lacks service-first accessibility that constituents expect from their local government. The County may require the selected consultant to assist the County in making decisions related to the hosting, support and maintenance of the new website, as well as Content Management System training for County departments. As a result of this solicitation, the County may request a combination of services related to internet presence including: web consultation, design, development, training and support.

Qualifications provided in response to this request shall address the respondent's abilities as a website developer which may include, but not be limited to, the elements as follows:

### I(1). Web Consultation

Qualification statements can assess the needs, goals and expectations of a local government website, especially as it relates to redesigning Calhoun County's current website. Additionally, statements might include strategy for migrating content and ensuring the updated content is relevant.

### I(2) Website Design

- A. Prioritization of ADA accessibility, mobile responsiveness and service-led design, including options to change the font size or translate web contents into a different language.
- B. Creative and original graphic designs specifically fashioned to the County needs.
- C. Intuitive Content Management System that is easily accessed by staff from all County departments, often with little to no website editing experience. This includes training resources
- D. Features which enhance the ability for citizens to interact with the County
  1. Interactive public communication/feedback form
  2. Applications to boards/committee member selection
  3. Board of Commission digital meeting agenda packets which are integrated with the existing meeting agenda application.
  4. Contact Us; Email Links by Department

- E. Design enhancements such as:
1. Links to community partners and business
  2. FAQs
  3. Stay Connected ...links to social and news websites
  4. Quick navigation- menus for most requested pages
  5. Website search & site map
  6. Notices & Events- calendar of current events
  7. Maps & directions to County facilities and departments
  8. Employee Log-in for access to the County Intranet
  9. Elections Center
- F. On-line Featured Services
1. Access Property Information
  2. Order Vital Records (Birth & Marriage license )
  3. Birth Certificates
  4. Pay Property Taxes
  5. Court Services (Pay traffic tickets, payment for fines/court costs, court schedules/ calendars, jury duty reporting, bond payment, change of address, forms & records)
  6. County Bidder Registration & On-line Bids
  7. On-line Job Application Processing
  8. Dog License
  9. Shopping Cart with Credit Card Payment
  10. Office of the Sheriff- Public Safety Information (Traffic Accident Report Request Form, Real Time Data, Jail Population Look-up)
  11. GIS Mapping Service
  12. Public Health Department (restaurant inspection reports, well & septic records)
- G. Ability to add multimedia such as streaming audio and video support activities such as video streaming for the Board of Commissioner meetings.
- H. For examples of preferred web designs and functionality refer to the following websites;
- Ottawa County [www.co.ottawa.mi.us/](http://www.co.ottawa.mi.us/) ,  
Eaton County [www.eatoncounty.org](http://www.eatoncounty.org) ,  
Kent County [www.accesskent.com](http://www.accesskent.com) ,  
Washtenaw County [www.ewashtenaw.org](http://www.ewashtenaw.org) ,  
Oakland County [www.oakgov.com](http://www.oakgov.com)

I(3) Web Hosting

- A. Ability to provide for a server/directory which stores County files (i.e. HTML, images, scripts, database) to be made accessible by a web server when requested by a public browser.
- B. Ability to serve pages 24/7/365 by utilizing multiple connections to multiple providers on the internet backbone delivering high speed access and reliable service.
- C. The selected consultant may be required to assist the County in making decisions related to the internal hosting and maintenance of the new website.

I(4) Promotion

- A. Google Analytics interface that all County departments can access, generally, to understand what content is most engaged with, and then can optimize as necessary
- B. SEO resources or evaluation tools
- C. Social sharing icons, making it easy for visitors to share County websites on their social media channels, with ability to track engagement on back end.

I(5) Website Support & Maintenance

- A. If selected as the host, the County would require the website developer to provide high speed access, reliable servers supporting the latest technology, and quality technical support.
- B. Routine checking of links, images and code across all viewing variables should be part of the host operation.
- C. The County may require the selected consultant to assist the County in making decisions related to the on-going support and maintenance of the new website.

## II. STATEMENT OF QUALIFICATIONS

Statements of Qualifications should include:

- II(1) Briefly identify your organizational structure and support resources available to complete the scope of work detailed in this RFQ.
- II(2) List the qualifications of key personnel who would be assigned to this project including relative experience, degrees, certifications and professional affiliations.
- II(3) Provide references including name and phone number for recently completed projects of a similar scope to the consulting work required in this RFQ. Related work in design and development of government web presence for local government clients would be desirable.
- II(4) Provide qualification, skills and experience in providing enhanced web presence based on the elements as listed above in Section I. Propose a general work plan to complete the design and development of the County website relative to the scope of work as defined in this RFQ. Include with the plan a tentative schedule of activities and proposed completion date.
- II(5) Concluding Statement

The proposer should state the reasons in requesting consideration for providing the County with web development services. Proposers may include a maximum of one page of additional information not included above, if it is deemed useful and applicable to this project.

*The County reserves the right to accept or reject any or all proposals and to waive informalities and irregularities in proposals or qualification procedures, and to accept any proposal determined by the County to be in the best interests of the County.*