



Kent County Road Commission

November 14, 2022

Addendum #1

Contract #23-04: Website Design Services

This addendum is being issued to provide responses to questions received from potential respondents. The questions, as well as KCRC's responses, are contained herein; these responses shall be considered part of the RFP.

Question: How many non-technical content editors do you want to allow to edit the new website?

Answer: 4-6 people to add content to the website.

Question: How many pages and documents are on the website today? The RFP lists about 60 pages but does not list the number of documents.

Answer: Current website has approximately 200 documents that are connected to various pages. Majority of those are used as archives.

Question: Would you like for us to migrate all the content into the new one?

Answer: All relative content that would be used to fill in the new site should be migrated. Some documents including Board agendas and minutes will be required to be carried over due to their retention schedule.

Question: Can you give us any idea on the budget range for this project so we can get the proper discounts to fit your budget?

Answer: If there are varying discounts based on a total project cost, please include details about the discounts at each level.

Question: Why is KCRC wanting to redesign their current website?

Answer: KCRC's website was built in 2015 and has served us well. As is relatively standard, we are seeking to redesign our site to take advantage of the latest trends and innovation to enhance user experience and back-end efficiencies and performance.

Question: Is there a specific reason KCRC is not working with whomever/firm that built the current website?

Answer: It is KCRC's practice to bid contracts of this scale.

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Question: What is the minimum to maximum budget in mind for this contract?

Answer: The funds are in place for this contract but at this time, we prefer to not share the budget so that the selected proposal is determined based on contractor's capabilities. The final contract amount will be determined after discussions with the selected vendor. Contractors are welcome to submit a range and/or tiered pricing based on the services provided.

Question: Will there be a point person or team that the web developer will work closely with to communicate progress, get feedback and test new systems out prior to launch?

Answer: Yes – KCRC will be providing a primary contact for the project and will be able to pull in additional staff to discuss aspects of the project if necessary.

Question: Is the 150 days for the new website launch date a hard deadline or is this flexible if there are unforeseen delays related to technology, additional requests, requirements or failure for appropriate feedback from point person/team in a timely manner?

Answer: The timeline could be flexible based on the items listed in the question or for items that would fall outside of initial project scope and would be discussed when and if any issues arise.

Question: What other third-party applications do you foresee needing to be integrated other than:

- a. Careers / <https://kentcountyroads.workbrightats.com/jobs/>
- b. Mailchimp / Third Party email management system
- c. Payment interactions / Permits
- d. Fillable Forms
- e. Calendar
- f. Interactive Maps / 3.3.1 and 3.3.5
- g. Google Analytics
- h. Social Media channels / platforms

Answer: The list above covers the applications that we would want integrated.

Question: Do you have a 1, 3, 5 year plan for the website that would include any future integrations or features?

Answer: Future integrations could occur based on changing technologies but are not mapped out at this time.

Question: Can you confirm current CMS for the domain?

Answer: Expression Engine

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Question: Do you have a preferred CMS that your team would feel the most comfortable with maintaining/editing within: Ex. Wordpress? Drupal? Another open-source Platform?

Answer: No, there is not a preferred CMS.

Question: What is the skill set of your team? Mainly content editing, or any development capabilities?

Answer: Content editor. No development skills.

Question: Do you have set brand standards/guidelines that would be provided to support the overall design and UX?

Answer: Branding style guide would be provided.

Question: What are the current 3rd party platform or application integrations to the site (forms, CRM, security, analytics, tagging, ecomm, etc.)

Answer: There are some forms, Google Analytics, and tagging (via CMS).

Question: For the Google Analytics integration, can you please provide the type of activity/traffic you would like to capture? Do you have a sample report of existing metrics or KPI's you would like to capture on the redesigned site?

Answer: We use basic Google Analytics to track data including audience, user behavior, sessions and duration, bounce rate, user flow, page views, and device usage. KCRC would work with selected vendor to specify the exact KPI's.

Question: We typically break up ongoing maintenance into two buckets 1. Hosting/Updates and 2. Ongoing content/development updates. Do you foresee maintenance support mainly being hosting and site/plugin updates focused? Or if more support would be needed how many hours, monthly would you envision needing of additional content/development?

Answer: Once the site is up and running, we do not foresee needs for additional content development. Maintenance support would focus on addressing technical issues.

Question: Do you leverage MailChimp solely as an outbound tool or do you leverage the CRM capabilities as well? Do you want to continue to leverage MailChimp or are you looking for another vendor to the Email List Management, Sign Up/Unsubscribe?

Answer: Yes, MailChimp is solely and outboard marketing tool. We would like to continue with it unless the contractor has a more preferred option they would like to propose.

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Question: What is your budget range for Implementation, Hosting, Ongoing Maintenance?

Answer: The funds are in place for this contract but at this time, we prefer to not share the budget so that the selected proposal is determined based on contractor's capabilities. The final contract amount will be determined after discussions with the selected vendor. Contractors are welcome to submit a range and/or tiered pricing based on the services provided.

Question: Would you like to further integrate the online payment of the site or continue to link out to payitgov.com?

Answer: At this time, we are planning to stay with payitgov.com.

Question: Can you elaborate on the language translation requirement? Would you like translation integrated into the website where from the navigation a user can translate the entire site? If so which languages, would you like to translate and will that translation copy be provided as well?

Answer: KCRC is looking for an automated solution for translating pages at the click of a button, for easy translation as users browse the website. KCRC would not be providing a secondary language copy.

Question: It states that you are looking to '...provide some method of REAL-TIME DATA & INTERACTIVE MAPPING...' However later paragraphs suggest '...staff must be able to upload info to auto-populate...' said feature.

REAL-TIME would suggest automatic continuous extraction of data from some system that KCRC already has in-house, such as a GPS tracker database or similar, whereas '**...ABILITY TO UPLOAD...**' suggests a more manual batch upload, say from an exportable spreadsheet form such as CSV format file.

Answer: To clarify Section 3.3.1, the data provided for the website would be uploaded. Ideally an automated process could be used to check for updated documents to streamline the process for website uploads.

Question: Does this real-time data exist inside KCRC? If so, what software is generating said data and on what hardware platform? AND will that hardware be accessible from a public-facing website?

Answer: There is not a real time data source for the site.

Question: If batch, what tool or format is currently being used?

Answer: Files are currently uploaded manually.

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Question: An archive is required. For how long? 6mo? 1yr? ad infinitum?

Answer: Archives are dependent upon the retention schedule of the type of document. Most website archives are posted for one year.

Question: Can you please provide a few websites you are using as a model for this project?

Answer: We would prefer not to share a list of websites to allow for full creativity of design (without predetermined bias influencing the proposal).

Question: How many staff will require initial training?

Answer: 4 to 6 people.

Question: Is the preference for onsite or remote training?

Answer: There is not a preference.

Question: Will any formal training be required after go-live on a quarterly/annual basis; if so, how frequently would it be required?

Answer: There is not a requirement for quarterly/annually training. Additional training could be necessary and would be contracted at a later time.

Question: Section 3.5.10; Can we have some clarity on what this section requires? For context: ours is a hosted solution built with a proprietary CMS where we would not release our code to any customer. Our MSA covers transfer of data should KCRC decide to discontinue with the provider, so KCRC will always own its data. If I read this requirement correctly as written; the provider would not consider submitting a response.

Answer: Source code listed in the requirement would be specific to custom applications designed and funded specifically for the KCRC website. CMS and standard source code would be owned by the vendor.

Please submit your proposals, as specified in the RFP, by **8:30 AM on Tuesday, November 29, 2022.**

Thank you,

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Kent County Road Commission

Invitation to Submit a Proposal

Sealed proposals for the following will be received by the Board of County Road Commissioners for the County of Kent (referred to in this invitation as the “Kent County Road Commission”, the “Board”, or “KCRC”) at Attn: Purchasing, 1500 Scribner Avenue NW, Grand Rapids, Michigan 49504 until **Tuesday, November 29, 2022, 8:30 AM**.

Contract #23-04: Website Design Services

All proposals are to be emailed to bids@kentcountyroads.net, with a subject “Contract #23-04: Website Design Services”, and in the manner provided in Section 5 of this invitation.

KCRC will publicly open the emailed proposals labeled “Contract #23-04: Website Design Services” on **Tuesday, November 29, 2022, at 8:30 AM** at 1500 Scribner Ave NW, Grand Rapids, Michigan 49504

The Board reserves the right to reject any and all proposals or to waive irregularities therein, and to accept any proposals which, in the opinion of the Board, may be most advantageous and to the best interest of the Road Commission. The contract will be considered for award on **December 13, 2022**.

BOARD OF COUNTY ROAD
COMMISSIONERS OF THE COUNTY OF
KENT

By: Mark E. Rambo, Chair

If you plan to submit a proposal, please acknowledge the receipt of this invitation by emailing purchasing@kentcountyroads.net. This allows for KCRC to send you any necessary addendums as well as to be in contact with you for any future communication throughout the process.

Instructions to Respondents

Refer to the Invitation to Submit a Proposal and these Instructions to Respondents for the exact timing and for the identification of the proposals related to furnishing materials, services, equipment, work and/or supplies with the terms, conditions, specifications, drawings, plans, and special provisions.

The Kent County Road Commission's process is to open and read the responses provided to the RFP. During this multi-day review process, the files are closed. Copies of the tabulations are made available only once the Board has approved the award on or after December 13, 2022, upon request by email at purchasing@kentcountyroads.net.

1. The proposals must be submitted in the manner provided in Section 5 of this invitation.
2. The proposal must be typed, and erasures or alterations must be initialed by the respondent. If requested by KCRC, digital copies of the submitted documents must be provided on a thumb drive and the thumb drive will not be returned to the Respondent.
3. Submittals will not be returned.
4. Proposals will not be accepted after the deadline. Respondents assume full responsibility for the delivery of proposal documents prior to the deadline and assume the risk of late delivery or non-delivery regardless of the manner employed for the delivery of the proposal.
5. It is understood the Board is a governmental unit, and as such, is exempt from the payment of all state and federal taxes, except as allowed by the regulatory agencies to be included in the cost of materials and services. A tax-exempt form can be supplied upon the request of the respondent.
6. The respondent, by submission of a proposal, declares the proposal is made without collusion with any other person or entity, and agrees to furnish all items and services in strict adherence with all applicable federal, state and local laws, regulations, codes and ordinances.
7. The Board reserves the right to reject any and all proposals, to waive any irregularities therein, and to accept any proposal which, in the opinion of the Board, may be most advantageous and in the best interest of the Kent County Road Commission.

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Request for Proposals for Contract #23-04: Website Design Services

Section 1: General Information

1.1. Purpose

The Kent County Road Commission (KCRC) website is intended to be a tool for exchanging information with various audiences that the agency serves including motorists, residents, local communities, public officials, contractors, and utility companies. The current website provides a wealth of information about what KCRC does, its organizational structure, daily work schedule, and ongoing improvement projects.

The purpose of this Request for Proposal (RFP) is to solicit and select the most qualified vendor to redesign and host, or arrange for the hosting of, the KCRC website (kentcountyroads.net) and to provide ongoing maintenance for the site. The finished product is to be responsive and load quickly on a range of devices, web browsers, and internet/cellular connections. The entire site is to be easily updated and edited by KCRC staff and include user accounts so that KCRC staff can update the website.

1.2 Questions

Any questions regarding this RFP shall be sent to KCRC to be compiled and addressed in the form of an addendum. Please note this is the only available resource to seek clarifications regarding this RFP.

All questions must be emailed to purchasing@kentcountyroads.net by Thursday, November 10, 2022, at 10:00 AM. KCRC will issue an addendum with the responses to those questions no later than Monday, November 14, 2022, at 3:00 PM.

1.3 Preparation Costs

All costs incurred during the proposal presentation, or in any way associated with the proposal's preparation, response, submission, presentation, or oral interviews (if held) shall be the sole responsibility of the proposer and shall not be reimbursed by KCRC.

Section 2: Rules Governing Competition

2.1 Examination of the Request for Proposal

Proposers should carefully examine the entire Request for Proposal, all related materials, and data referenced in the Request for Proposal. Proposers should become fully aware of the nature of the work and the conditions likely to be encountered in performing the work.

2.2 Proposal Review Process

All proposals submitted will be reviewed by KCRC's website redesign project team. The proposals will be evaluated based on the vendor's ability to:

- Design a responsive website that is easy to read and navigate on a range of devices with minimal need to resize, pan or scroll
- Integrate/program all items included in the list of features (see section 3.3 "List of Required Website Functionalities")
- Secure the website by using the latest HTTPS encryption standards
- Ensure Section 508 accessibility compliance
- Work directly with a website host to avoid design and hosting compatibility issues
- Provide positive recommendations from previous clients, including URLs

2.3 Anticipated Schedule for Proposal Review

- Deadline for Proposal Questions – Thursday, November 10, 2022, at 10:00 AM
- Issue Addendum with Answers to Questions – Monday, November 14, 2022, at 3:00 PM
- Deadline to Submit Proposals - Tuesday, November 29, 2022, at 8:30 AM
- Review Period – November 30 – December 2, 2022
- Possible Interviews for Selected Firms – December 5 – 8, 2022
- Anticipated Recommendation to Board – December 13, 2022
- Finalized Quote and Contract Terms – By December 20, 2022

2.4 Proposal Acceptance Period

Award of this proposal is expected to be announced within 45 days of the deadline for receipt of proposals, although all offers must be complete and irrevocable for 90 days following the submission date.

2.5 Proposal Format

Proposals should provide a straightforward, concise delineation of the proposer's capabilities to satisfy the requirements of this Request for Proposal. Emphasis should be placed on: (1) conformance to the Request for Proposal, (2) responsiveness to the Request for Proposal requirements, (3) completeness and clarity of content.

2.6 Required Information for Proposals

Refer to Section 7: Proposal & Submission Requirements and Section 8: Hosting & Security Proposal Requirements for required information for proposals.

2.7 Signature Requirements

All proposals must be signed. Proposals submitted by corporations must be signed by the president of the corporation or by an agency authorized to sign contracts on behalf of the corporation. Proposals submitted by limited liability companies must be signed by an authorized member or manager.

Proposals submitted by limited liability partnerships must be signed by the general partner. Proposals submitted by partnerships must be signed by all partners. The name and title of the individual(s) signing the proposal must be clearly shown immediately below the signature.

2.8 Rejection of Proposals

KCRC reserves the right to reject all proposals in whole or in part.

2.9 Approval of Subcontractors

All subcontractors must be approved by KCRC before they can work on this project.

2.10 Proposal Submission

Proposals shall be received by KCRC prior to the date and time specified in the cover sheet. All proposals are to be emailed to bids@kentcountyroads.net.

Section 3: Scope of Work

3.1 Development and Placement

The scope of this Request for Proposal involves the redesign (or theme development/customization), integration of new features/functionality, placement/hosting implementation (including hosting options and price ranges), data migration, training, and ongoing maintenance of a website for the Kent County Road Commission.

3.2 Website Design

The selected vendor shall design and develop a website for KCRC, including the specific functionalities and features for specific pages listed within this section. The site should include a new, consistent graphical look that will be applied to all pages and sections, a new home page design, integration of specific features, a new main navigation for the website, and other specific page requirements listed in the following sections.

This process will involve the vendor providing KCRC with three possible graphic designs for the home page and a template for other site pages. Following the review, revision, and approval of the site design by KCRC, the selected vendor shall create the site, incorporating/migrating graphics and text from the existing site, and new graphics and text provided by KCRC. KCRC will provide all copy and graphics.

Digital trends change fast, and we are seeking a vendor that will help us take advantage of new techniques and the integration of software, apps or programs that optimize usability, functionality, and efficient workflow.

3.2.1 Primary Navigation Menu

The redesigned website will include a new main navigation menu (to be located at the top of the page) in addition to a website footer that links to pages that are not within the main navigation structure.

KCRC is seeking a vendor that will design, develop, and migrate data into a new navigation structure as part of the website design.

Regarding a navigation menu, the selected vendor must meet the following criteria:

- Each main navigation menu item shall serve as a link to a landing page for that section.
- Each main navigation menu item will, when selected (either clicked or hovered over), open a single pull-down tab on the home page where associated sub-pages will be accessible.
- The navigation is to be designed so that buttons linking to all site sections will easily fit within the page without scrolling and will resize (and be responsive) based on a user's screen size and device.

3.2.2 Breadcrumb Navigation

In addition to one main navigation menu, the website should include a secondary "breadcrumb" navigation that reveals a user's location within the website regardless of the page they are on.

3.2.3 Footer Navigation

The redesigned website shall include a footer navigation that remains consistent regardless of the webpage a user is on.

Items that may be included in the Footer Navigation (subject to change):

- Social platform links
- Contact
- Copyright Notice
- (Future) Access to Employee Portal
-

3.2.4 Home Page

The redesigned website should have a clean, graphical look that incorporates the new navigation menu. The KCRC logo shall appear near the main navigation menu and, when clicked, will link back to the homepage.

Of prominence on the home page should be “Report an Issue” and “Daily Schedule,” well as top “KCRC News.

KCRC also seeks an “ALERT” feature that highlights emergency information during inclement weather/storms. This can be a scroll at the top of the page or innovative design suggested by the contractor.

3.2.5 Branding

The website redesign and homepage shall incorporate KCRC’s logo and utilize one consistent sans serif font throughout the website. KCRC will provide a high-resolution logo, graphics, and other needed visuals for the website redesign.

3.3 Customized Pages

The following section lists specific web pages within the main navigation menu that require unique customization or features/functionalities. The KCRC website will include more pages than what is listed below, but those pages can follow a basic template that allows for text editing, hyperlinking, and embedment of images, videos.

3.3.1 Daily Work Schedule and Road Projects

KCRC is seeking to provide a method for real-time data with interactive mapping tools for managing planned/unplanned closures and communicating this to the public. This method would include shorter-term maintenance efforts and longer-term improvement projects, both of which impact road users with lane/road closures.

KCRC seeks to provide the following information for such projects (some information may not be applicable to all work):

- Road
- Project Limits
- Work (Type)
- Project Schedule (Start/finish dates or TBD)
- Contractor
- Authority
- Traffic Control (i.e. road closure/lane closure, flagging operation, detour)
- Funding
- About

KCRC staff must be able to upload information to auto-populate the fields, above. The upload must allow for modifications and projects can move automatically based on date from “Future” to “Active” to “Completed”. Data should be sortable by fields (i.e. road, start date) based on user’s needs.

There shall also be an option to sign up for automatic notification when new content is added or for a daily “work schedule” update.

An archive should be kept so that “Past Projects” are sortable as well.

Referenced pages on current website:

- <https://www.kentcountyroads.net/road-work/todays-work-schedule>
- <https://www.kentcountyroads.net/projects/active/>

3.3.2 Road Treatments

KCRC has a “toolbox” of road treatments used during improvement and preservation projects. The “Road Treatments” landing page will provide a menu allowing users to select the road treatment of interest. Each road treatment will have its own page, including text and the option for photos and/or embedded video.

These pages can then be linked under the “Work” field of the Road Projects (see 3.3.1) to provide clickable access to more information about the work taking place on that project. (Road treatments will not be applicable to all road projects/maintenance efforts)

KCRC staff must be able to create new road treatment pages and modify, as needed.

Reference webpage: <https://www.kentcountyroads.net/road-work/road-treatments>

3.3.3 FAQ

KCRC requires that the website designer create a main FAQ landing page with FAQ subpages that sort the FAQ’s based on category, including:

- Construction Engineering
- Road Maintenance
- Winter Maintenance
- Traffic Control & Safety
- Finance
- Employment

The FAQ subpages should be in a template that KCRC staff can easily add and edit and file based on category. The FAQ questions themselves shall be built as collapsible/expandable text; when a user clicks on an FAQ question, ex: “How does KCRC prioritize snow removal?” the FAQ will expand to include additional text which answers the FAQ question. Users can click to collapse the text again.

3.3.4 Board Meetings & Minutes

This page shall be designed so that KCRC can easily upload board meeting minutes and agendas (as .pdfs) and include space at the top of the page for a text description of the board’s purpose, structure, general meeting times/location, and link to the Road Commissioners’ bio page.

The board meetings and minutes shall be organized in a responsive and sortable table, or other tool, which will link to the board meetings and minutes (which are in PDF format).

There shall also be an option to sign up for automatic notification when new content/Board agenda is added.

Below the description will be a list of the services KCRC provides, all of which shall be built as collapsible/expandable headings and text boxes (similar to the FAQ subpages). When clicked, the service type (e.g. pothole) will expand and provide further description of the service. KCRC will provide all copies for this page.

3.3.5 Report an Issue

KCRC seeks to provide a method for users to report an issue via online form to be sent to appropriate KCRC personnel/department.

- This page would have an interactive map/GIS to identify the location of the issue and confirm the site's jurisdiction (KCRC or other surrounding city/village/state road)
- Ultimately, if possible, KCRC would like the issue directed to the appropriate jurisdiction, if outside KCRC's jurisdiction. If not, page would provide contact information for the appropriate agency
- Information would include: Issue Type, Name, Email, Phone Number, Address or Cross Street of Issue, Description of Issue
- A drop-down menu to select the type of issue being reported so that it can be routed to appropriate KCRC personnel

The "Report An Issue" page will appear in the navigation menu and also as a prominent home page buttons (see Section 3.2.4 "Home Page").

3.3.6 Staff Directory

The staff directory page will be broken down into the following categories, under which will list specific staff members' contact information and a brief explanation about the responsibilities of the department. Visitors should be able to search by department or employee name.

Phone numbers should be clickable/functional. Email addresses should be clickable or employee names should be connected to a contact form directed to their email address.

- Board of Commissioners
- Managing Director
- Engineering
- Road Maintenance
- Facilities & Equipment
- Traffic & Safety
- Permits
- Finance
- Human Resources
- Communications

KCRC staff must be easily able to edit this page and update contact information.

3.3.7 Employment

The employment or “Careers” landing page will provide navigation to three pages:

- View Open Positions
 - (links to external platform:
<https://kentcountyroads.workbrightats.com/jobs/>)
- Cruise the Divisions
- Recruiting Process and FAQ

There should also be “Sign-up for Job Alerts” Option

Referenced pages on current website: <https://www.kentcountyroads.net/careers/>

3.3.8 Calendar

KCRC requires a calendar that automatically aggregates the dates of: (1) Board Meetings, (2) Public Meetings, (3) Invitations to Bid, (4) RFPs, (5) Office Holidays, and (6) an option for Miscellaneous. The dates should auto-populate when KCRC staff uploads/inputs the aforementioned events and have capability for users to add desired event to their own calendars using various formats. (Google, Apple, Microsoft)

3.3.9 News

When the main “News” navigation item is selected, a page will open that displays all “news” as a feed (in chronological order) that can be sorted by type: Media Advisories, Press Releases, Blog Post.

Each page shall have a “View Archive” link at the bottom where a user can view the previous year’s content as a chronological list. Archiving must be an automated task that occurs annually or a process that is easy for KCRC staff to perform themselves. If the latter, the vendor must provide instructions for KCRC staff.

3.3.10 Bids & RFP

The Bids & RFP page will list all open and previous Bids/RFPs in chronological order with space for a short description below each Bid/RFP title. Each Bid/RFP item will include the option to upload/link to the bid results (which are in .PDF form). Bids should be searchable by bid contract number, keyword, open bids and awarded bids.

The Bid/RFP title will link to a PDF of the bid packet (and at times supplemental information) or provide a link to an external storage from where the packet can be downloaded.

3.3.11 Permits

KCRC is researching a solution to issue and manage permits, payments and inspections. The website contractor will be responsible for potentially providing a landing page that links to multiple third-party provider(s) or directly linking to one third-party


provider (no landing page).

3.3.12 Site Map

The website will include a site map page that is easily accessible and located based on the latest recommendations.

3.4 List of Required Website Functionalities

The following is a list of features and functionalities that KCRC will require the vendor to provide:

- 3.4.1 Content Management System (CMS):** The redesign and development of the KCRC site will include a content management system that allows KCRC staff to easily add and update sections, pages by cutting and pasting text well as importing graphic images. All content pages on the site shall provide the ability to format text, including paragraphs, use punctuation and highlights, such as bold and italic, and to incorporate different font sizes, add hyperlinks and embed HTML-coded widgets (e.g. GIS maps, YouTube videos). The vendor shall also allow for the importation of tables into text boxes. KCRC staff must also have the ability to edit and rearrange the navigation menu.
- 3.4.2 Multiple User Accounts & Permissions:** The redesign and development are also to include the creation of a password-protected administrative section from which the content management system will be administered. KCRC shall have the ability to create multiple user accounts so that staff may update their department's pages. There must be permission settings for user accounts such that there is a "content approver" account. Content added by non-content approver account will not publish until the approver account has had the opportunity to review and publish.
- 3.4.3 Google Analytics:** The vendor shall also build in the ability to access and overlay Google Analytics so that KCRC can continue to automatically tabulate unique visitors per day and cumulative, as well as the number of hits on component sections, a means to determine where users originate from.
- 3.4.4 Search Feature:** The website must include a search functionality and search bar within the main homepage design that appears regardless of the web page a user is on. The search function should index all pages within the website, load quickly and populate with all relevant pages.
- 3.4.5 URL Aliases:** The website shall be programmed so that each page has a unique URL that indicates where the page is, e.g.
kentcountyroads.net/faq/wintermaintenance.
-  **3.4.6 Language Translation:** The website development will provide for the site to be viewed in another language using software such as Google Translate.

- 3.4.7 Urgent Announcement Banner(s):** KCRC requires a function that overlays a banner in a prominent location on the homepage. This banner must be able to be turned on or off by KCRC's webmaster. KCRC must be able to create and display multiple banners when necessary.
- 3.4.8 Ability to Create Back-Pages:** Vendor shall provide the ability to create back-pages that are accessible via URL and can be shared with the public, but not within the navigation structure. KCRC staff should be able to create and view links to these back-pages when logged into the CMS.
- 3.4.9 Feedback Mechanism:** Specific pages should have the option of turning on a "Was this page helpful?" bar at the bottom of the page with a yes/no option and the opportunity to provide additional information. This feedback shall be automatically routed to the kentcountyroads.net e-mail address.
- 3.4.10 E-Mail Sign Up/Unsubscribe:** Website visitors shall be able to subscribe and easily unsubscribe to various KCRC email lists. The ability for users to unsubscribe must be available via a link within the email itself.

KCRC shall have the ability to add an e-mail sign up field for specific pages on the website, such as: KCRC News, Weekly Project Updates, Bid/RFPs, the Daily Work Schedule, etc. The email updates automatically send when new content is added. The e-mail that is automatically sent when an update is made should include the type of update in the subject line, e.g. "Weekly Project Update" or "Request for Proposal."

3.4.11 E-Mail List Management:

KCRC currently uses MailChimp for marketing automation and email marketing services. Email list subscription via KCRC website must link to third-party email marketing platform, providing seamless updates of subscribers. Vendor may suggest third-party provider.

- 3.4.12 Fillable Forms:** KCRC may require a functionality to create fillable forms for: permit applications, employment applications, etc. These fillable forms, when submitted, shall route to a specific email address. KCRC must be able to create these themselves on a need- basis. Vendor may suggest third-party provider.

3.4.13 Archive Content: The+ website vendor must provide the ability to archive the previous year's project pages, project list, media advisories, press releases and public meeting notices. Archived content must be accessible to the public and several pages will include a link to the Archive at the bottom of the page.

3.4.14 New Pages and Navigation Structure: KCRC must be able to add new pages and add/rearrange main navigation menu items on a need-basis.

3.4.15 Social Sharing/Social Media Integration: The website must include responsive social media sharing on pages. When shared, the website content posted on social media must mirror the page's title and description.

3.4.16 SEO Optimization: The vendor shall provide SEO optimization so that KCRC's content appears on search engines including:

- Create meta tags, including: title meta tags and meta description attributes
- An HTML site map and an XML sitemap which the vendor will submit to Google, Bing and other search engines.

3.4.17 Website Optimization & Performance: The vendor shall provide the following website performance optimizations.

- Optimize images with appropriate compression
- Leverage browser caching
- Avoid landing page redirects
- Minify CSS & HTML

3.5 Additional Notes about the Redesign

3.5.1 Ongoing Maintenance

Bidders should provide two options for ongoing site maintenance: A set annual fee that includes unlimited maintenance and an hourly rate option, in which KCRC will be charged hourly only as maintenance is needed. In either case, bidders should indicate what their turnaround time would be for responding to site maintenance requests from KCRC. Selected vendor will be responsible for ensuring the proper functionality of all aspects of the website at the time of its launch.

3.5.2 Site Compatibility

The site is to be designed with a responsive web design approach so that it can be easily viewed and used on cell phones, tablets, and other portable devices, as well as traditional desktop and laptop computers. The site must also be compatible with all industry standard browsers such as, but not limited to Safari, Internet Explorer, Chrome, and Firefox.

3.5.3 Existing Databases/Data Conversion

The selected vendor will verify the type of database currently being used and either incorporate existing databases into the redesigned site or create new databases. The host and website designers are required to create a seamless project environment.

3.5.4 Content & Data Migration

The new KCRC website may require a vendor to migrate some of the existing pages onto the new website and change their navigation location. The selected vendor will guarantee unlimited migration of existing pages that KCRC wishes to transfer to the new site. KCRC will provide migration information. Related to data/content migration, the vendor will make sure web pages redirect appropriately if the URL differs from the previous website.

3.5.5 Administrative Section

The selected vendor will determine the necessary level of security required for the administrative section and create a password system to provide KCRC staff with access to pages where the templates and other administrative functions are located. This will include providing the KCRC Website administrator with the ability to create passwords to allow additional staff access.

3.5.6 Application Testing

A test plan for all dynamic sections of the site will be created and completed prior to the site going live. This test plan will be given to KCRC when the project is completed.

3.5.7 Training

The selected vendor will provide all relevant KCRC staff with detailed, training to use the administrative sections of the site. This will include providing a printable, digital guide with detailed, illustrated instructions on updating all site pages.

3.5.8 Support

The selected vendor will be available via telephone, text and e-mail during regular business hours to assist KCRC with any issues or concerns related to the site redesign, re-launch or ongoing site maintenance throughout the duration of the contract.

3.5.9 Duration

The duration of the contract is to be for one year, with the potential for annual maintenance/update renewals on an annual basis.

3.5.10 Ownership

All webpages, including text, graphics, script, source code, etc. created by the selected vendor under this contract will be the property of the Kent County Road Commission (KCRC) and KCRC reserves the right to modify any or all at any time.

3.5.11 Website Hosting

The Vendor shall arrange for the website to be hosted on a secured server(s) protected from electrical failure, security compromise, and natural disasters to the greatest degree possible. The server/servers hosting the site will have the capability to accommodate additional functions in the future that trend with the release of new industry leading technologies. The server/servers hosting the site should also be capable of providing autoresponder email messages that inform the Kent County Road Commission points-of-contacts of any outages and/or downtime of the website. The server/servers will provide 99.5 percent uptime and accessibility to the website from the World Wide Web.

3.5.12 Performance

The website shall perform and load quickly on a range of devices/connections.

3.5.13 Test and Review of Website

KCRC shall have the opportunity to review, test and approve the website developed by the selected vendor prior to its release on the World Wide Web.

3.5.14 Establishment of Website

Once the site is given final approval by KCRC, the selected vendor shall install the site on a live server(s) and/or hosting site and prepare for accessibility from the World Wide Web on an agreed upon date. The vendor shall re-register the URL with all major search engines to increase the likelihood that searches made on relevant names or subjects (Kent County Road Commission, KCRC, KC Roads, kent county roads, county roads, road commissions, etc.) will result in the KCRC website appearing at or near the top of the search list (see section 3.3.19, "Search Engine Optimization").

Section 4: Time Requirements

4.1 Required Dates

1. Contract signature within 14 days of notice of contract award
2. Begin work within 14 days of contract signature
3. Present "draft" site to KCRC within 90 days of contract signature
4. Site to be live within 150 days of contract signature

4.2. Required Conferences

The selected vendor will:

1. Meet with KCRC at KCRC's office in Grand Rapids, MI or hold a virtual meeting to review plan within 30 days of contract signature.
2. Meet with KCRC at KCRC's office in Grand Rapids, MI or hold a virtual meeting to present "draft" sites within 90 days of contract signature
3. Meet with KCRC at KCRC's office in Grand Rapids, MI or hold a virtual meeting to present final site within 150 days of contract signature

Section 5: Proposal and Submission Requirements

To achieve a uniform review process and obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified below and contain all specified information.

5.1 Title Page

Identify the proposal, the name of the firm, address, telephone number, name of contact person, number of employees, and years of business in this line of work.

5.2 Letter of Transmittal

Briefly summarize your firm's understanding of the services to be provided and make a firm guarantee to provide the services as specified.

5.3 Website Development Experience

Detail your firm's experience developing websites including a portfolio of at least six websites your firm has created. Include the web addresses of these sites so that KCRC can review them online. Also provide a reference contact name and telephone number for a representative of the organizations or firms for which you developed these sites.

5.4 Staff Resources

Summarize the experience and technological expertise of the staff who will design, develop and maintain this website. Describe the responsibilities and the role that each of these individuals will have on the project. Please indicate the project's main contact and the preferred methods of contacting this person.

5.5 Project Plan and Schedule

The proposal shall include a work plan and schedule for the project, including the total number of hours to be spent on the project in total.

5.6 Cost

Provide the following three items:

1. The full cost to complete the redesign/development.
2. Cost for data migration.
3. Breakdown of costs for ongoing maintenance
4. Annual website hosting costs.
5. Any additional licensing cost(s) that would be the responsibility of KCRC and if said cost(s) are a one-time or reoccurring fee.

5.7 Content Management System

1. Please provide a recommendation of the content management system (CMS) you would suggest for the kentcountyroads.net. Please describe how this CMS will make it easy for KCRC to manage the content on their redesigned website and how easy it will be to add new functionalities to the website in the future? How will navigation menus be controlled or updated? How will homepage blocks/buttons be controlled and changed/updated?
2. Please provide a screenshot or description, including various features and functionality of the recommended CMS.
3. Please describe the access that KCRC would have to their website and its content including: administrative access, FTP access, database access, DNS setting access.
4. Include the number of user accounts that can be created, permissions and basic functionality.
5. Will HTML editing be required for KCRC staff to manage content on this website?

5.8 SEO Optimization

What will you do to preserve kentcountyroads.net current website history and SEO value?

5.9 Ideas/Recommendations

Please provide any ideas or recommendations beyond what is included in this RFP that you think may improve the redesigned wcroads.org website.

5.10 Dates & Requirements

Please provide a list and dates that you would need specific items from KCRC in order to complete this project on the timeline outlined, including, but not limited to: web page copy, images, logos, etc.

Section 6: Hosting & Security Proposal Requirements

Respondents should provide the answers to the following questions with their proposals. Which national backbone provider does the ISP connect to?

- 6.1 Will access logs be provided?
- 6.2 What will you do to keep the kentcountyroads.net website secure? What security checks do you currently have in place to ensure your/our data has not and will not be compromised? Do you conduct regular penetration testing, if so to what degree?
- 6.3 How and where will the website be hosted? Will site hosting be outsourced? If so, identify subcontractor and provide credentials and anticipated annual cost.
- 6.4 How much storage space will be available on the server?
- 6.5 What steps do you take to ensure high availability of sites you currently host/ maintain?

6.6 When transferring large files/ many files, what methods do you currently use to transfer this information?

6.7 What are you currently doing to track and adapt to trends in the web development and hosting industry, and how do you integrate these to your existing customers?

6.8 How frequently are backups made of your hosted sites and how long are backups retained?

Section 7: Contract

The selected vendor will be required to enter into a contract with the Kent County Road Commission. The contract will be provided by KCRC, and will incorporate, by reference, the RFP documentation.

The awarded Contractor will be on a one-year contract with KCRC as the provider of the required items outlined in this proposal. Prices, terms, and conditions listed on the Pricing Form, as well the final quoted pricing post-award, shall remain firm to **December 31, 2023**. Any requested additions made by KCRC is at the liberty of the Contractor to be requoted for those items, on an “as-needed” basis.

EXHIBIT A – Navigation/Pages

Included is a list of KCRC pages that are expected to exist within the new website. Please be advised that there are URLs from KCRC's current website that may need to be redirected to new URLs. KCRC will provide a list of URLs to be redirected to the selected vendor. The list of pages is subject to change.

Main Navigation Button	Dropdown Pages	Subpages <i>Not visible in navigation</i>
About		
	Calendar	
	The Board	Meeting Agenda & Minutes
	Transparency/Dashboard	FOIA Requests
	Who We Are	
	What We Do	Service categories: Traffic & Safety, Routine Maintenance, Winter Maintenance, Construction & Preservation
	How We Do It	
	KCRC History	
	Directory	See 3.3.6
	Employment	See 3.3.8
	Finance	Audits, Budget, Retirement Savings, Monthly Financial Statements, Act 51 Report, 5-Year Improvement Plan
	Publications & Reports	
	Natural Beauty Roads	
	Policies	
	Maps	
	Street Directory	
Residents		
	Report an Issue	See 3.3.5
	Adopt-A-Road	
	Neighborhood Paving FAQ	
	Non-Motorized Transportation	
	Find My Jurisdiction	
	Environmental Resources	
	Soil Erosion	
Doing Business with KCRC		
	Bids & RFPs	See 3.3.10
	Permits	See 3.3.11
	Weight Restrictions	
	Online Payment	See 3.3.11 (third-party link)
Road Work & Construction		
	Road/Bridge Projects	See 3.3.1
	Daily Work Schedule	See 3.3.1
	Seasonal Weight Restrictions	
	Traffic Counts	Link to external site
Permits		
	Permit Applications	See 3.3.11
	Permit Fees	See 3.3.11
	Permit Inspections	See 3.3.11

News & Blog		
	Press Releases	
	Public Meeting Notices	
	Blog Posts	
FAQ		
	See 3.3.3	