

Lake and Peninsula Borough

BOROUGH WEBSITE REDESIGN, DEVELOPMENT AND HOSTING SERVICES



Enclosed is information needed to prepare and submit a proposal

Issued May 1, 2019 by:
Lake and Peninsula Borough
P.O. Box 495
King Salmon, AK 9961

Lake and Peninsula Borough Request for Proposals

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Background

The Lake and Peninsula Borough, (hereinafter referred to as “Borough”) is pleased to offer this Request for Proposals (RFP) for the Website Redesign, Development and Hosting Services to completely overhaul the current Borough website. The current site is adequate, and we are looking for a new site that provides the user to experience our Borough from their location and an opportunity to showcase the businesses in our Borough. The most important element of this new site is an interactive map with layers for guests to explore the Borough. The new site should be appealing to residents, visitors and customers.

Issuing Office

The Borough is issuing this Request for Proposals (RFP). Inquiries about this RFP may be directed to the Borough Clerk: Kate Conley at 907-246-3421 (e-mail: kateconley@lakeandpen.com). Proposals should be submitted addressed to Kate Conley, Borough Clerk; and mailed or delivered to:

Kate Conley
Borough Clerk
Lake and Peninsula Borough
PO Box 495
King Salmon, Alaska 99613

The Lake and Peninsula Borough complies with Title II of the Americans with Disabilities Act of 1990. Upon request, this proposal will be made available in other accessible formats. Requests for such should be directed to Kate Conley at the above number.

Deadlines

Inquiries

June 7, 2019

Contractors should review this RFP for defects or questions. Comments concerning defects must be made in writing and received by the issuing office no later than 5:00 PM, June 7, 2019. This will allow the Borough time to issue an amendment if one is required.

Submissions

June 17, 2019

To be considered, proposals must be received at the Issuing Office no later than 5:00 PM, June 17, 2019. Proposals received after this time will receive no consideration.

Scope of Services

Lake and Peninsula Borough is considering a complete overhaul of the current website. The most important element of this new site is an interactive map with layers for guests to explore the Borough. The current site is adequate, and we are looking for a new site that provides the user to experience our Borough from their location and an opportunity to showcase the businesses in our Borough. It will be appealing to residents, visitors and customers.

The Borough wants to accomplish several goals with the website:

- Increase tourism with an inviting and easy-to-use site
- Reduce questions and paper by archiving all documents on the website. This will make information more accessible, while reducing requests for public information
- Increase customer service by allowing the customers to pay bills on-line, access information, and making the entire process easier
- Be easy for Borough departments to maintain their information on a common framework

Prioritized Goals

1. Interactive map available and applicable to multiple formats
2. Searchable (not google search) site-wide
3. Be able to reach any page in no more than three clicks
4. Increase site visits
5. Increase the number of pages visited by each user
6. Reduce the number of paper-filed business permits
7. Reduce the number of paper-filed development permits

Borough Project Team

The primary contact will be Kate Conley, Borough Clerk. For each department the department head will need to authorize initial and final design. For those departments they are:

- Business, Finance & Visitors: Mark Stahl, Finance Officer
finance@lakeandpen.com
- Community Development, Maps & Planning: Danica Wilson, Community Development Coordinator
cdc@lakeandpen.com
- Clerk, Residents & all other: Kate Conley, Borough Clerk
kateconley@lakeandpen.com

Users

Each group of users will have individual needs:

1. Tourists – Tourists do not come to our Borough on accident. Despite or because of this, there is limited information about opportunities to explore. Tourists usually visit the Borough as a package or for a specific activity. We would like to help them plan to stay longer or at least explore the options. Hunting, fishing, photography, bird watching, wildlife viewing, boating and hiking are the primary activities.
2. Customers – In this category are people doing business with LPB. Fish processors, lodge owners, people who lease land from the Borough, and guides. They file business licenses and applications and pay taxes.
3. Citizens – Residents of the Borough use the Borough website for information. They look up the code, and maps, and when are the next meetings.

4. Elected Officials & Staff – These people will be searching information much like citizens, but more in-depth. They will want to see the Assembly packets and search historical code. Most of their interaction will be on the iCompass site.
5. Land Developers – They will want to look at the development code, file permits and search maps.

Existing Website

Pros:

The current website contains all the information we need and is adequate. We do like the “I WOULD LIKE TO…” section. Editing the current site is easy and the customer service when I have a problem is responsive, available and efficient.

Cons:

It is not dynamic or engaging, or even easy to use, but it achieves the basic needs. We want it to expand the current repository of information and that information needs to be searchable. Mostly we want it to be interactive in several ways, to be a sales tool for the businesses that pay taxes to the Borough. Overall, the site is too complicated, yet outdated and redundant. We want it simplified and easy to use.

Functionality Requirements

- The interactive map is our priority.
- We would like to reduce the number of clicks it takes to reach information. Perhaps hover/drop downs?
- Display custom content based on user’s web browsing history
- Easy to edit with great customer service that is accessible, efficient and pleasant
- Consistent look and feel, including color schemes, graphic elements, and navigation tools that provide straightforward navigation within a unifying graphic theme
- Intuitive and easy site navigation with drop downs
- Reorganize current information for easier navigation
- Graphically represent Lake and Peninsula Borough
- Flexible to add future features
- Community Calendar of event to which residents can add events and a Borough employee can be the designated moderator
- News section to be easily updated
- E-notifications
- E-newsletters
- Interactive frequently asked questions
- Request for notifications or information
- Job and bid postings
- Site search
- Online applications
- Maps – several different sizes/scales
- Ability for multiple Borough staff to maintain and update the website
- Include photos
- Provide training of site management to Borough staff
- Domain hosting transfer
- Website marketing and search engine optimization
- Online bill pay system

Integrations/Technology Requirements

- We use PACE for our current on-line payments, which we are happy with the functionality
- We use iCompass for meeting management and information archiving and searching
- We need to be aware that many of our users have limited internet download speeds.
- We want the website to be usable for cellphones and across different platforms and devices
- We would also like to use the interactive map portion to be exportable to be used on a touchscreen application at the visitor's center
- We need built-in web analysis tools to track usage

Schedule

Contractor needs to provide a schedule that will not exceed 180 days beyond the notice to proceed date. Contractor is free to propose alternative dates and milestones as long as the end date is not significantly beyond the 180-day period.

Budget

The Borough estimates the funding available for this project to be not more than **\$20,000** for the redesign and **\$4,000** for annual hosting services. This amount includes any travel, publication, maintenance, or fees.

Proposals

Format

To receive the highest number of points (refer to the Contractor Selection section of this RFP), proposals should be concise and use the following format. Proposals shall be addressed to Kate Conley, Borough Clerk; Lake and Peninsula Borough and mailed or delivered to location listed under "Issuing office."

Cover page. List project name, submission date, firm name, address, phone and fax numbers, and contact person. Proposals must be signed by an official authorized to bind the contractor to its provisions and verify that the proposal is valid for at least 90 calendar days following the date signed by the authorizing official.

Scope of Services. Discuss how contractor will complete the tasks and produce the products outlined in this RFP. Identify major tasks and a schedule for completion.

- Understanding of the Problem. Describe contractor's understanding of the problem facing the Borough and how best to achieve the goals and priorities.
- Describe how the work task will be completed. Description should give the evaluation committee an understanding of the approach that the contractor will be taking.
- Provide a schedule (identify work task activities, start and completion dates).

Budget. Proposal should provide a not-to-exceed amount which is not greater than **\$20,000** for the redesign and **\$4,000** for annual hosting services. Budget should be broken out into at least the following categories:

- Personnel (including approximate hours of key personnel).
- Travel
- Management
- Publication
- Other

Personnel and Experience. Identify who will work on the project and their responsibilities. Describe their recent work experience that is related to the work they will perform for this project. Also, for any subcontractor, provide the name and location of their place of business and their relevant education and or work experience. Samples of work, if submitted, will be returned upon request.

References. Provide the names of the last three entities to have gone live with the contractor's services.

Insurance Coverage. Submit evidence that the contractor has satisfactory insurance coverage described in Attachment 3.

Submission Requirements

To be considered, proposals must:

- Be complete;
- Include the original and three copies (except for e-mail delivery);
- Be no longer than 30 pages including qualifications and company brochure; and
- Be received at the address below no later than **5:00 PM on June 17, 2019.**

Proposals that do not meet the submission requirements will receive no consideration. The contractor is to make no other distribution of proposals.

Contractor Selection

Evaluation Criteria and Points

A committee, comprised of the Borough Manager, staff, and possibly consultants will rate valid proposals based on the following evaluation criteria. The committee is not required to recommend the lowest cost proposal.

20 Points

Understanding of the Problem

Does the proposal show an understanding of the problem and opportunities for solution? This understanding should demonstrate both technical understanding — an understanding of technical solution that may be involved; and it should demonstrate an understanding of the unique problems in meeting the goals and priorities for the Lake and Peninsula Borough in particular.

30 Points

Approach to the RFP

What is the contractor's approach to preparing the tasks of the RFP? Is the work plan and schedule reasonable and well thought out? Is the approach logical and the best means to get the work done? Based on the work plan, will the contractor produce a quality product? Does the proposed work plan appear to complete the work within the schedule and budget provided? Does the approach consider the specific circumstances of the Lake and Peninsula Borough and its goals and priorities for a website?

20 Points

Budget

What is the contractor's budgeted cost for each task? Does the contractor propose a plan that creates efficiencies and adds greater value to the final product? Comparing this budget with other proposal budgets, will more get done with this contractor?

30 Points

Experience and Knowledge

What is the experience and knowledge of the key individuals working on the project? What experience does the project manager have with this type of work? What is the extent of experience in similar websites? Do they have technical experience to understand the potential solutions? Do they have experience working with the government sites, or interactive maps? How do past customers rate their work and personalities? Does work history on related projects provide a sense of the quality with which the work will be done? The evaluation of experience and knowledge will review both the level of experience and knowledge of key personnel and/or the firms proposing, but also will evaluate the extent to which the key personnel are committed to the project.

Oral Interviews

Contractors may be requested to complete an oral interview. The results of such interviews will be used for the evaluation of a contractor's rating. Not all contractors may be requested to interview. Oral interviews will most likely be scheduled via teleconference.

Notice of Intent to Award

Upon completion of evaluation and the selection of the successful respondent, the Borough will issue a Notice of Intent to Award. The Notice will be provided in writing to all respondents of this RFP. The Borough reserves the right to revoke the Notice of Intent to Award if it is subsequently found to be in error, or made on the basis of inaccurate information, or is otherwise in the best interests of the Borough.

Limitations

Any contractor who submits a bid proposal is making an offer to contract, which the Borough can, within its discretion, accept or decline. The Borough will accept the bid proposal by entering into a written contract signed by the Borough and the contractor.

This RFP does not in any way commit the Borough to reimburse recipients of this RFP for any of the costs of preparing and submitting a proposal for these services. Any such costs may not be charged as an expense of performing the contract. The Borough shall not be subject to payment for any costs incurred as a result of valid and legal termination of this RFP, nor termination of a contract resulting from award of the RFP.

Furthermore, this RFP does not obligate the Borough to accept, or contract for, any services expressed or implied. Any contract resulting from this RFP must be signed by the Borough before approval. The Borough assumes no responsibility for work done, even in good faith, prior to approval of the contract by the Borough.

The Borough reserves the right to:

- Request any vendor submitting a response to clarify its response or to supply any additional material deemed necessary to assist in selection of a vendor.
- Modify or otherwise alter any or all of the requirements herein. In the event of any modifications, all vendors who submitted proposals will be given an equal opportunity to modify their responses in the specific areas that are impacted.
- Reject any or all responses received and to waive formality in solicitation procedures. A proposal may be rejected when 1) the proposal is not signed, 2) the contractor has failed to provide complete information, 3) the contractor makes a material change in the specification or terms or conditions of the RFP, 4) there is a conflict of interest, 5) the proposal is received after the deadline for receipt of proposals, 6) the contractor has been debarred or suspended by the State. The Borough reserves the right to reject all proposals at any time, when it is not in the best interests of the Borough to select a proposal.

Acceptance of Proposal Content

The contents of the successful respondent's proposal may become contractual obligations, if a contract ensues. It shall not, however, be considered the total binding obligation. Those conditions shall be inclusive of a final negotiated and approved contract. Failure of the successful respondent to accept these obligations may result in cancellation of the award.

Additional Terms and Conditions

The Borough reserves the right to include additional terms and conditions during the process of contract negotiations. These terms and conditions must be within the scope of the original RFP and will be limited to clarification, definition, and administrative and legal requirements.

Insurance Requirements

The successful contractor must secure satisfactory insurance coverage as required by the Borough. Failure to provide evidence of adequate coverage is a material breach and grounds for termination of the contract. Please review the standard contract form for details on required coverage. See attachment 2.

Access to Records

The Borough reserves the right to access and/or review all materials during the contracting effort.

Ownership of Documents

All information developed in the performance of a contract resulting from this RFP are and will remain the property of the Borough and may be used by the Borough for any other purpose without additional compensation to the contractor. The Borough will allow the Contractor to use the products prepared for this project for other clients in accordance with professional standards and practices and provided that; the Borough is credited on all products generated or produced for this contract and that the Contractor and said subcontractor hold the Borough, harmless for any damages that may result from the use of the information.

Disclosure of Proposal Contents

All proposals and other material submitted under this solicitation become the property of the Borough and, except for samples of work, may be returned only at the Borough option. The contents of the proposals will be held in confidence until Notice of Intent to Award. The Borough reserves the right to use any of the ideas presented in any response to the RFP. Selection or rejection of the proposal(s) does not affect that right.

Independent Price Determination

By submission of a proposal, the contractor certifies the prices in the proposal have been arrived at independently without consultation, communication, or agreement, for restricting competition, as to any matter relating to such prices with any other contractor or with any competitor.

Costs

In the event a formal agreement is made between the Borough and a contractor, all costs proposed for the provision of the specified services must be firm for the period of the proposed contract.

Payments

As a result of the RFP, the Borough will pay only for services as they are received and any request for advance payment or payments prior to providing the services must be fully explained in the body of the contract. No payments will be made prior to approval of the contract by the Borough.

Attachments

Insurance Requirements

Attachment 1

Indemnification and Hold Harmless Provision:

"The consultant shall indemnify, defend, and hold harmless the contracting agency from and against any claim of, or liability for, negligent acts, errors, and omissions of the consultant under this agreement. The consultant is not required to indemnify, defend, or hold harmless the contracting agency for a claim of, or liability for, the independent negligent acts, errors, and commissions of the contracting agency. If there is a claim of, or liability for, a joint negligent act, error, or omission of the consultant and the contracting agency, the indemnification, defense and hold harmless obligation of this provision shall be apportioned on a comparative fault basis.

In this provision, "consultant" and "contracting agency" include the employees, agents, and contractors who are directly responsible, respectively, to each. In this provision, "independent negligent acts, errors, and omissions" means negligence other than in the contracting agency's selection, administration, monitoring, or controlling of the consultant, or in approving or accepting the consultant's work."

Insurance. Without limiting contractor's indemnification, it is agreed that contractor shall purchase at its own expense and maintain in force at all times during the performance of services under this agreement the following policies of insurance. Where specific limits are shown, it is understood that they shall be the minimum acceptable limits. If the contractor's policy contains higher limits, the Borough shall be entitled to coverage to the extent of such higher limits. Certificates of Insurance must be furnished to the Contracting Officer prior to beginning work and must provide for a 30-day prior notice of cancellation, non-renewal or material change. Failure to furnish satisfactory evidence of insurance or lapse of the policy is material breach and grounds for termination of the contractor's services.

Workers' compensation insurance. The contractor shall provide and maintain, for all employees of the contractor engaged in work under this contract, Workers' Compensation Insurance as required by AS 23.30.045. The contractor shall be responsible for Workers' Compensation Insurance for any subcontractor who directly or indirectly provides services under this contract. This coverage must include statutory coverage for boroughs in which employees are engaging in work and employer's liability protection not less than \$100,000 per person, \$100,000 per occurrence. Where applicable, coverage for all federal acts (i.e., U.S.L. & H. and Jones Act) must also be included.

Comprehensive (commercial) general liability insurance. With coverage limits not less than \$300,000 combined single limit per occurrence and annual aggregates where generally applicable and shall include premises-operations, independent contractors, products/completed operations, broad form property damage, blanket contractual and personal injury endorsements.

Comprehensive automobile liability insurance. Covering all owned, hired and non-owned vehicles with coverage limits not less than \$100,000 per person/\$300,000 per occurrence bodily injury and \$50,000 property damage.