

DEPARTMENT: Technical Services

BY: Rick Peresan
PHONE: 966 8029

RECOMMENDED ACTION AND JUSTIFICATION:

Approve issuing Visitors Bureau Web Site update Request for Proposal

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board continued the March 11, 2003, item directing staff to develop a Request for Proposal for approval to solicit proposals for the development of a Visitors Bureau Web Site.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Continue maintenance of current Web Site, viewed by many as inadequate.

Financial Impact? () Yes () No	Current FY Cost: \$	Annual Recurring Cost: \$
Budgeted In Current FY? () Yes () No () Partially Funded		
Amount in Budget: \$		List Attachments, number pages consecutively
Additional Funding Needed: \$		
Source:		
Internal Transfer		
Unanticipated Revenue	_____ 4/5's vote	
Transfer Between Funds	_____ 4/5's vote	
Contingency	_____ 4/5's vote	
() General () Other		

CLERK'S USE ONLY:

Res. No.: 03-133 Ord. No. _____
Vote - Ayes: 5 Noes: _____
Absent: _____
 Approved
 Minute Order Attached () No Action Necessary

The foregoing instrument is a correct copy of the original on file in this office.

Date: _____
Attest: MARGIE WILLIAMS, Clerk of the Board
County of Mariposa, State of California
By: _____
Deputy

COUNTY ADMINISTRATIVE OFFICER:

Requested Action Recommended
 No Opinion
Comments: _____

CAO: RP



COUNTY of MARIPOSA

P.O. Box 784, Mariposa, CA 95338 (209) 966-3222

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MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: RICK PERESAN, Technical Services Director
FROM: MARGIE WILLIAMS, Clerk of the Board *MWJ*
SUBJECT: VISITORS BUREAU WEB SITE REQUEST FOR PROPOSAL
Resolution No. 03-133

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on May 6, 2003

ACTION AND VOTE:

B) Approve Issuance of the Visitors Bureau Web Site Update Request for Proposal (RFP)

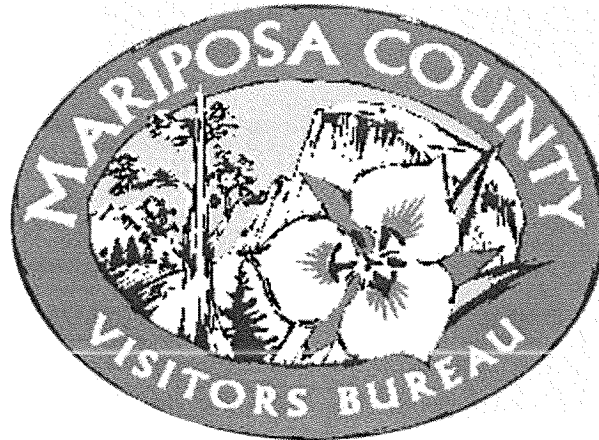
BOARD ACTION: Rich Inman reviewed the previous direction and recommended RFP. He advised that negotiations have not begun with the Chamber of Commerce because they did not know what the RFP would result in.

- Roger Biery, President of the Economic Development Corporation and a member of the Board of Directors of the Chamber of Commerce, stated he is mostly speaking as a private citizen. He stated he feels the decision today is not between the RFP and the consortium, that those are two different issues. He feels the issue today is whether the County wants a public/private partnership, and he believes the portal is that. He stated he feels the website needs to be improved and the consortium will bring all of the resources together to make it a successful site. He also noted that the Forest Service will decide by May 18th whether to award the grant funding. The grant was written with a match and with a consortium. If the County does not proceed in this manner, he does not feel that the project will be successful.

Discussion was held. Jeff Green, County Counsel, responded to questions from the Board and provided input relative to the process and the Board's previous direction to bring back an RFP. (M)Parker, (S)Stetson, Res. 03-133 was adopted approving the RFP for release as recommended/Ayes: Unanimous. Rick Peresan, Technical Services Director, stated he agrees with the RFP.

cc: Rich Inman, County Administrative Officer
Judie Beliera, Senior Office Assistant
File

MARIPOSA COUNTY VISITORS BUREAU



REQUEST FOR PROPOSAL

WEB CONTENT DESIGN & MANAGEMENT SYSTEM

April 23, 2003

**Mariposa County Visitors Bureau
Web Site Redesign Project Specifications and Instructions**

Table of Contents

- Section A. Issuing Office**
- Section B. Time Line**
- Section C. Description of Work**
- Section D. Design Summary**
- Section E. Design Guidelines**
- Section F. Submittal Summary**
- Section G. Submittal Guidelines**
- Section H. Submittal Evaluation and Vendor Selection**
- Section I. General Terms and Conditions**
- Appendix A. Hours, Compensation, Costs and Milestone Dates**

**Mariposa County Visitors Bureau
Web Site Redesign Project Specifications and Instructions**

Section A

Issuing Office

The Mariposa County Visitors Bureau is requesting submittals from qualified web design firms to redesign the County's Visitors Bureau web site. The issuing office is the Mariposa County Technical Services Department. All submittals must be received by **June 30, 2003, 2:30 PM** our clock at:

Mariposa County Technical Services
PO Box 1156
Mariposa, CA. 95338

Submittals received after the deadline will not be considered. Submittals shall be completed using the forms included in this package.

Please contact Rick Peresan, Technical Services Director, at (209) 966 8029 or rperesan@mariposacounty.org with any questions about the web site redesign project.

**Mariposa County Visitors Bureau
Web Site Redesign Project Specifications and Instructions**

Section B

Timeline for Selection Process

May 7, 2003	Anticipated Issue Date
June 30, 2003	RFP responses due by 2:30 PM local time
June 30 - July 19, 2003	Web Site Redesign committee RFP response review
July 21 - July 31, 2003	Meetings and interviews with top firms
August 1 - August 12, 2003	Selection of firm (Board approval of recommended approach)
August 15 - August 29, 2003	Contract Finalization
Sept 3, 2003	Work to commence

Mariposa County Visitors Bureau Web Site Redesign Project Specifications and Instructions

Section C

Description of Work

All travel destinations today have a presence on the web and Mariposa County is no exception. A web site is an important marketing, communication and business tool for travel and tourism economies. Not only does the web help promote and communicate our natural beauty and things to do throughout Mariposa County; it provides potential visitors the ability to consider Mariposa County as a travel destination without ever leaving their homes. The County's Visitors Bureau web site at www.homeofyosemite.com is roughly 50 pages and does not receive very many hits or inquiries. Given Yosemite National Park receives almost 4 million visitors per year the Visitors bureau website should attract considerable web traffic

The successful bidder will embrace the County's rich sierra foothill heritage from mining to the natural wonder of Yosemite National Park. The goal is to leverage the internet to attract potential visitors, thereby improving the local travel and tourism economy. The Mariposa County Visitors Bureau encourages modeling the site after the most professional, established, and successful travel and tourism sites. The redesigned site should have a unifying graphic theme that promotes Mariposa County with a friendly and professional feel.

In particular, the site should:

- Create a design that offers a professional look and reflects the image and character of Mariposa County.
- Offer a home page that gives the County the ability to promote breaking news, new web features, as well as market programs and services of interest to Mariposa County visitors.
- Offer a design that is easy for employees to update and change.
- Provide easy electronic access to Mariposa County visitor information for use by our target audience of local, state, national and international visitors.
- Provide the local business with an increased customer base by drawing web traffic to a central site with links to over 250 private sector web sites.
- Enhance awareness of Mariposa County as vacation and weekend getaway destination.
- Promote the County's Agro Tourism initiatives.
- Be accessible to persons with disabilities.
- Enhance Internet search engine presence for Yosemite National Park, California gold country and California tourism destinations.

Mariposa County Visitors Bureau Web Site Redesign Project Specifications and Instructions

Section D

Design Summary

The County Visitor Bureau strives for the highest degree of professionalism and the best use of current technologies in its web site. The following basic principles should be incorporated into the website design.

- Use of consistent unified or common themes. Bring all pages in sync with the entire web site while allowing some level of individuality and/or functionality between different topics. A basic shell with modestly sized graphics and/or photos and action buttons should be provided as a base design for each page. A County's Visitor Bureau logo must be incorporated into the design.
- Provide a user-friendly site. Use logical and intuitive links. Design to use on both major web browsers and keep in mind non-graphical browsers as well. Do not overwhelm the user with clutter. Design should be accessible to individuals with disabilities.
- Provide navigational tools and search functions that allow users to find content through the web site.
- Provide Community Calendar functionality
- Provide list Email services for web community sign up and withdrawal
- Allow for interactivity. Include e-mail responses, survey's feedback forms, etc.
- Graphic files should be relative to site. Balance design with site aesthetics and care to allow for reasonable loading.
- Allow for site search capabilities

Mariposa County Visitors Bureau Web Site Redesign Project Specifications and Instructions

Section E

Design Guidelines

- 1. Main Visitors Bureau website.* A centrally managed website is essential for the effective marketing of Mariposa County. This central site will be two to four layers deep, covering all major aspects and attractions of Mariposa County. The content for this central website will be maintained by the Visitors Bureau staff and or designated staff in other county departments. Use of the tools and techniques acquired through this Request will be mandatory for pages in the main Visitors Bureau website. The intent is that the first step will be to replicate the existing main Visitors Bureau website using the new tools and techniques. Interested vendors should visit www.homeofyosemite.com to understand the current site and its weakness. Please provide detailed information about the proposed tools and techniques, and clearly describe how the proposed solutions will be used to improve the current website.
- 2. Community Calendar.* The Mariposa County Visitors Bureau will maintain a community calendar of events where, from a prominent place on the main page, the user can navigate to our local calendar of events. This calendar should display in a standard calendar form, and by date or range of date selection, the page body will display a detailed list of events
- 3. "Look and feel" standards.* Proposals should state how the existing "look and feel" standards of the current web site will be improved / maintained using the new tools and techniques. For example, what will be necessary to change a graphic that appears on many web pages? Proposals should also state how the "look and feel" standards can be modified in the future.
- 4. Security.* In this section, vendors should convey a clear understanding of industry "best practices" related to web site security. The Visitors Bureau expects the vendor to ensure that the website is secure, and that acquired code does not open security
- 5. Page Updates by Form or Template.* The Visitors Bureau desires that non-technical personnel be able to maintain information on web pages in simple and time efficient manner using web-based forms, or other "canned" templates. Describe how the proposed tools and techniques support this need.
- 6. Local Search Engine.* The Visitors Bureau desires search capability which can retrieve links from any of the Visitors Bureau or local business web sites, by initiating a single search. Describe specifically how the proposed search solution will work in the context of the new Content Management System environment.
- 7. Industry Search Engine Optimization.* To benefit the Visitors Bureau's marketing strategy, please describe how the proposed tools and techniques can be

Mariposa County Visitors Bureau Web Site Redesign Project Specifications and Instructions

used to “move to the top” of query results from industry search engines such as www.google.com and others.

8. *Dead Link Checker.* Links which connect to non-existing pages are a continuing problem at the Visitors Bureau. Please propose an automated solution for testing the integrity of all links. How would the proposed solution work across all servers? How would web page owners be identified and notified when a dead link is discovered? Please state whether the proposed tools and techniques can prevent broken links from occurring in the first place, in a distributed update environment, and if so, describe how.

9. *Web Site Source Code, Documentation, and Training.* Future development of the website will be by internal personnel, so a clear understanding of all code and tools is essential. The Visitors Bureau desires that internal staff maintain any purchased code on an ongoing basis. In general, the Visitors Bureau expects to own license rights to use and modify all source code for any purchased, custom applications, independent of any vendor involvement in such use or modification. Code documentation should be clear and extensive. Respond in detail describing how and to what extent the proposal ensures these expected outcomes. Please describe on-going and future training options for central technical staff and those maintaining pages in departments.

10. *Tools for Building On-Line Forms, Surveys, and Evaluations.* Visitor experience evaluations and customer service surveys are examples of interactive applications desired by the Visitors Bureau. Describe how the proposed tools and techniques would apply to these applications. Specifically, how could such applications can be created and how could results from these applications be gathered, tabulated, and reported?

11. *Administrative Tools.* The Visitors Bureau wants to understand how its constituents are using Visitors Bureau web pages, in order to continuously improve the web site’s effectiveness. This analysis requires tracking various statistics on web usage, including volumes and sources of hits, time spent on particular pages, repeat visits, referring site, date of page’s last update, date of page’s last access, etc. Please provide a list and description of the statistics which can be gathered using the proposed tools and techniques. Describe how access to the statistics can be granted to individual users. Describe how different statistics can be gathered for each page. Describe how statistics can be summarized across the whole site.

12. *Accessibility under ADA.* The Visitors Bureau web site must meet guidelines for accessibility under the Americans with Disabilities Act. Vendors should state and support their understanding of these guidelines, and describe how the proposed tools and techniques are applied to meet these guidelines. Please incorporate this minimum list of Web Content Accessibility Rules:

Mariposa County Visitors Bureau Web Site Redesign Project Specifications and Instructions

- Provide a text equivalent for every non-text element.
- For data tables identify row and column headers.
- Ensure that equivalents for dynamic content are updated when the dynamic content changes.

13. *Schedule.* The Visitors Bureau requests vendors complete a high level project schedule (appendix A) in the proposal to include milestone and project phases with estimated time to completion not to exceed 120 days.

14. *Browser Compatibility.* The Visitors Bureau has limited technical resources to draw upon and is concerned about browser compatibility. Please describe how the proposed solution addresses compatibility with the various internet browsers and software versions.

15. *Email List Services.* The Visitors Bureau Web site must have "web community" functionality, inviting site visitors to join and receive e-mail notifications about upcoming events and special "weekend getaways". The web community functionality should support notification by multiple special interests (i.e. county fair, antique car show, mining museum special events, and reduced hotel rates). Please describe in detail how your proposed solution will support that requirement.

16. *On Line retail.* The Visitors Bureau envisions future evolution of the website will include the functionality to order items from local artists and retail vendors, although the County would not be directly involved with that function. Please describe how your proposed solution will support that requirement.

17. *Travel Reservations.* The Visitors Bureau envisions future evolution of the website will include the functionality to make room reservations to local hotels although the County would not be directly involved. Please describe how your proposed solution will support that requirement or allow navigation to room reservation systems such as World Res.

18. *Hosting Requirements.* Please describe the server hosting environment required to support your proposed solution.

**Mariposa County Visitors Bureau
Web Site Redesign Project Specifications and Instructions**

Section F

Submittal Summary

In addition to the guidelines outlined in Sections D and E, the Submittal Summary must include the following:

- Firm Name and Address
- Contact person(s)
- Phone number
- E-mail address
- Calendar days required to complete work
- Number of years engaged in providing the services included within the scope of the specifications under the present business name.

Hours, Compensation and Milestone Date (assuming work commences on September 3, 2003) for the following:

- Web Site Design
- Web Site Development
- User Training
- System and Acceptance Testing
- Documentation & Implementation

Table supplied in Appendix A must be completed as part of this Request for Proposal.

References

Describe the last three contracts performed by your firm that demonstrate your ability to provide the services included in the scope of the specifications. The County reserves the right to contact each of the references listed for additional information regarding your firm's qualifications.

- Each reference shall include:
 - Customer name
 - Contact Individual
 - Telephone and Fax Number
 - Street Address
 - City, State, Zip Code
 - URL
 - Technology used by firm
 - Description of services provided, including contract amount, when provided and project outcome.

**Mariposa County Visitors Bureau
Web Site Redesign Project Specifications and Instructions**

Section G

Submittal Guidelines

1. Specific Submittal Requirements

Submittal must include the following information.

2. Submittal Content

- a. Submittal summary
- b. References from at least one current client and one past client for whom you have provided similar services, as outlined in Section F. Please include the URLs for the web sites you or your firm have completed, and list the technologies used to complete the project.
- c. Proposal should address each of the *Design Guidelines (1-18)* in Section E.
- d. The submittal should include design concept and reference an on-line or computer mock up to give the County a better understanding of their work.

Qualifications

- a. Experience of your firm in performing similar services
- b. Resumes of the individuals who would be assigned to this project, including any sub-consultants.
- c. Standard hourly billing rates for the assigned staff, including any sub-consultants.
- d. Statement and explanation of any instances where your firm has been removed from a project or disqualified from proposing on a project.
- e. Proof of financial competency.

Work Program

- a. Description of your approach to completing the work.
- b. Tentative schedule by phase and task for completing the work
- c. Estimated hours for your staff in performing each major phase of the work, including sub-consultants.
- d. Services or data to be provided by the County.
- e. Technology used to complete the project.
- f. Any other information that would assist us in making this contract award decision.

Submittal length and copies

- a. Submittals should be brief, concise and to the point.
- b. 15 copies of the Submittal must be provided.

**Mariposa County Visitors Bureau
Web Site Redesign Project Specifications and Instructions**

3. **Start and Completion of Work.** Work on this project shall begin after contract execution and shall be completed within 120 calendar days thereafter. Projected commencement of work date is September 3, 2003.
4. **Ownership of materials.** All original drawings, plan documents and other materials prepared by or in possession of the Contractor as part of the work or services under these specifications shall become the permanent property of the County, and shall be delivered to the County upon demand.
5. **Release of reports and information.** Any reports, information, data, or other material given to prepared by or assembled by the Contractor as part of the work or services under these specifications shall be the property of the County and shall not be made available to any individual or organization by the Contractor without the prior written approval of the County.
6. **Development.** Contractors will be required to work with the County's Technical Services Director in order to ensure the design meets the County's current technological standards. Contractors must specify how many hours will be needed to work with Technical Services staff.
7. **Attendance at meetings and hearings.** As part of the work scope and included in the contract price is attendance at two meetings to present and discuss the contractor's finding and recommendations to Visitor's Bureau Web development committee (Department Heads and Elected Officials). Contractor shall attend as many "working" meetings with staff as necessary in performing work scope tasks. These meetings may be in the form of video or voice conference calls.

**Mariposa County Visitors Bureau
Web Site Redesign Project Specifications and Instructions**

Section H

Submittal Evaluation and Vendor Selection

Contract award will be based on a combination of factors that represent the best overall value for completing the scope of work as determined by the County, including the written Request for Proposal criteria described above; results of background and reference checks; results from the interviews and presentations phase and price.

Submittals will be evaluated by the following processes:

A group of finalist candidates (generally the top 3 or 4 submittals) will be selected for follow-up interview and presentations based on the following criteria as evidence in their written submittals:

- a. Understanding of the work required by the County.
- b. Quality, clarity and responsiveness of the submittal
- c. Demonstrated competence and professional qualifications necessary for successfully performing the work required by the County.
- d. Recent experience in successfully performing similar services
- e. Proposed approach in completing the work
- f. References
- g. Background and experience of the specific individuals to be assigned to this project.
- h. Extent to which the design concept reflects the objectives noted in this Request for Proposal.
- i. Proposed combination and payment schedule tied to accomplishing key tasks.

All submittals will be evaluated by the Mariposa County designated representative(s) in accordance with all sections of this Request for Proposal. Mariposa County reserves the right to make an award based directly on the submittals or to negotiate further with one or more bidders. Mariposa County reserves the right to reject any or all submittals. Any bidder(s) chosen for the award will be chosen on the basis of the greatest benefit to Mariposa County and not necessarily on the basis of the lowest price.

**Mariposa County Visitors Bureau
Web Site Redesign Project Specifications and Instructions**

Section I

General Terms and Conditions

Submittal Requirements

1. **Requirement to address all provisions.** Each individual or firm submitting a Request for Proposal shall address all of the terms and conditions in the Request for Proposal specifications package.
2. **Submittal.** Request for Proposal documents shall be enclosed in an envelope that shall be sealed and addressed to the Mariposa County Technical Services Director PO Box 1156, Mariposa California 95338. In order to guard against premature opening, the submittal should be clearly labeled with the Request for Proposal & Quote Visitors Bureau Web Site. No FAX or e-mail submittals will be accepted.
3. **Submittal withdrawal and opening.** A bidder may withdraw its submittal, without prejudice prior to the time specified for the submittal receipt, by submitting a written request to the Technical Services Director for its withdrawal, in which the submittal will be returned to the bidder unopened. No submittals received after the time specified or at any place other than that specified will be considered.
4. **One Submittal only.** No individual or business entity of any kind shall be allowed to make or file, or to be interested in more than one submittal, except an alternative submittal when specifically requested.
5. **Communications.** All requests for information submitted in writing by June 27, 2003, will receive a written response from the County by July 2, 2003. After June 27, 2003 the County anticipates no other formal response, other than Addenda. Telephone communications with County staff will be permitted. However, any such oral communication shall not be binding on the County.
6. **Costs.** The prospective bidder shall wholly absorb all costs incurred in the preparation and presentation of the submitted Request for Proposal, including but not limited to design sample, in any way whatsoever. Once the submittals are opened, they become public information. Any material or information submitted by the bidder, which is to be considered confidential, must be clearly marked as such.
7. **Submittal Retention and Award.** The County reserves the right to retain all submittals for a period of 60 days for examination and comparison. The County also reserves the right to waive non-substantial irregularities in any Request for Proposal, to reject any or all submittals, to reject or delete any part of a submittal and accept the other, except to the extent that submittals are qualified by specific limitations.

**Mariposa County Visitors Bureau
Web Site Redesign Project Specifications and Instructions**

8. **Pricing.** All pricing structures must be firm for all phases of the project.
9. **Competency and Responsibility of Bidder.** The County reserves full discretion to determine the competence and responsibility, professionally and/or financially, of the bidder. Bidders will provide, in a timely manner, any and all information that the County deems necessary to make such a decision.
10. **Contract Requirement.** The selected design firm to whom award is made shall fully execute a written personal services agreement with the County within 30 calendar days after notice of the award has been sent by mail to it at the address given in its submittal.
11. **Insurance Requirements.** The contractor shall provide proof of insurance certificates, naming Mariposa County as an additionally insured, in the form, coverage, and amounts specified in the Agreement for Services, within 5 calendar days after notice of contract award as a precondition to contract execution.

