



## **REQUEST FOR PROPOSAL:** **Website Redesign & Development**

**Public Utility District No. 1 of  
Jefferson County**

**1. Request for Proposal (RFP)**

The Jefferson PUD#1 (JPUD) is soliciting proposals for the complete design and development of a new utility website (current website: <http://www.jeffpud.org>)

All proposals must be submitted prior to 5:00PM on April 26, 2013. Each proposal must include 5 color hard copies and electronic file(s) of the proposal on either a thumb drive, DVD or CD.

**2. Contact Person**

Questions relating to this project may be addressed to:

Bill Graham  
Resource Manager  
Jefferson PUD#1  
360.385.5800 ext 301  
[bgraham@jeffpud.org](mailto:bgraham@jeffpud.org)

**3. Scope of Work**

The JPUD website design and development shall include the following elements and activities leading up to final implementation:

- Development of a new website design, format and layout
- Incorporation of new graphics and photos to produce an overall pleasing visual appeal and positively reinforce the JPUD's existing image. Initial design to be approved by JPUD prior to full site content being created.
- Site must be user friendly and streamlined for ease of access.
- Updates of information and content to Website must be easily accomplished by JPUD Staff using non-complex interface software such as a content management system
- Provide the capability of 'user interactive' features such as video streaming, picture slide show, user comment/question submittal, online form submittal, etc.
  - The following design elements and capabilities will be required for the JPUD website:
    1. Professional and clean overall theme and layout, initial design to be approved by JPUD Resource Manager.
    2. User friendly navigation bars and menus that are easily

updatable by JPUD Staff.

3. Capable of incorporating flash animation
4. Capable of incorporating video/picture streaming
5. Simple non-complex Content Management System (CMS) that can be updated by JPUD Staff.
6. Promote online payment via third party payment partner Paymentus and bill pay through banks.
7. Strong website security features.
8. Ability to handle mail inquiries from residents/businesses and direct to the appropriate JPUD staff/officials.
9. Ability to create, email and archive JPUD Newsletters, minutes and any other E-documents.
10. Ability to allow users to submit their contact info to create a database and be sent electronic correspondence.
11. Compatible with IE and Chrome and Apple browsers. (most mainstream internet browsers)
12. Compatible and accessible with most mainstream mobile/smart-phone devices.
13. Ability to embed social media posts from JPUD Twitter, Facebook, etc.
14. Ability to embed Google Earth formatted real-time outage information (Alternative B – See Scope of Work).

4. Addenda

Any addenda issued by the JPUD prior to the scheduled time of opening the bids shall be acknowledged in the proposal that the Addenda was received and shall be made a part of any contract.

5. Withdrawal of Proposals

Any person or firm may withdraw the proposal by written request at any time prior to the scheduled time for the opening of the proposals.

6. Economy of Preparation

Proposals should be prepared simply and economically, providing a straightforward, concise description of the Vendor's capabilities to satisfy the requirements of this Request. The Vendor shall be responsible for costs incurred in the proposal preparation and delivery.

7. Proposal Response Format

The RFP Response should be organized in the following manner:

- a. Executive summary
- b. Company background – Complete the questionnaire below
  1. Provide examples of completed projects relevant to this Request
  2. List of recent client references

- c. Information included from the General Proposal Instructions & Questionnaire
- d. Detailed cost breakdown
- e. Detailed description of payment requirements/options
- f. Terms & conditions – proposed contract agreement

8. General Proposal Instructions & Questionnaire

- a. Vendor must itemize all chargers for their services or any other related costs; this should include such items as: installation, training, conversion, software customization, maintenance, application programs, and any other cost associated development and maintenance of the website
- b. Vendor should provide a project schedule for both the project development
  - 1. Describe the step by step process to develop the website: initial brain storming, first – second draft with review/approval from JPUD Resource Manager, second – third draft with presentation/input to/from the Board of Commissioner, final version, implementation and training of staff on how to input information and make changes to the website.
- c. If applicable Vendor should include maintenance agreement, and license fee and/or franchise agreement with proposal

**Vendor Information**

The following information is requested from each vendor submitting a proposal:

Primary Contact:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

FAX Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

- 1. Is this vendor an individual, a partnership, or a corporation, organized and existing under the laws of the state of Washington?
- 2. Does this person have binding authority to enter into contracts?
- 3. How many years has the company actively provided website development and design?

4. Provide a brief history of your company. Include information such as when it was founded, types of website/graphic design developed and services. *(Attach as a separate item in this section.)*

5. How many people are employed by your company?

- List location(s) of website support personnel and total number of support employees:

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JPUD may request additional information to further clarify, explain, or validate the contents of any response in this RFP. All information must be submitted to JPUD in writing by the Vendor within three (3) working days of JPUD's request.

- Describe how your application software is priced. Is it a onetime license fee? Is it based on the number of users on the system? Is it possible that future growth at JPUD will result in additional license fees? Please explain in detail.

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- Has your company ever been sued by a public sector customer? If so, please explain.

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- Are there any lawsuits currently outstanding against your company? If any, please explain.

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## Client References

*Vendor must complete the reference list as indicated* for at least four (4) clients that most recently utilized vendor's services to develop a website and content management system as requested by JPUD. *This reference list is mandatory* and clients may be contacted by JPUD personnel.

### SITE #1

Client's Name		Address	
City, State, Zip		Website Address	
Contact Person		Contact's Title	
Contact Person		Phone	
Website function/feature	Date Installed	Website function/feature	Date Installed
1.		11.	
2.		12.	
3.		13.	
4.		14.	
5.		15.	
6.		16.	
7.		17.	
8.		18.	
9.		19.	
10.		20.	
Hardware Platform			
Was Hardware Purchased from Vendor?		YES	NO

### SITE #2

Client's Name		Address	
City, State, Zip		Website Address	
Contact Person		Contact's Title	
Contact Person		Phone	
Website function/feature	Date Installed	Website function/feature	Date Installed
1.		11.	
2.		12.	
3.		13.	
4.		14.	
5.		15.	
6.		16.	
7.		17.	
8.		18.	
9.		19.	
10.		20.	
Hardware Platform			
Was Hardware Purchased from Vendor?		YES	NO

**SITE #3**

Client's Name	Address
City, State, Zip	Website Address
Contact Person	Contact's Title
Contact Person	Phone

Website function/feature	Date Installed	Website function/feature	Date Installed
1.		11.	
2.		12.	
3.		13.	
4.		14.	
5.		15.	
6.		16.	
7.		17.	
8.		18.	
9.		19.	
10.		20.	

Hardware Platform		
Was Hardware Purchased from Vendor?	YES	NO

**SITE #4**

Client's Name	Address
City, State, Zip	Website Address
Contact Person	Contact's Title
Contact Person	Phone

Website function/feature	Date Installed	Website function/feature	Date Installed
1.		11.	
2.		12.	
3.		13.	
4.		14.	
5.		15.	
6.		16.	
7.		17.	
8.		18.	
9.		19.	
10.		20.	

Hardware Platform		
Was Hardware Purchased from Vendor?	YES	NO

9. Evaluation Process

Proposals that are judged by JPUD to be unresponsive or materially incomplete will be immediately rejected. Finalists will be selected from the remaining proposals.

JPUD may request interviews and/or demonstrations of websites which have been developed by the vendor in the past. JPUD shall not be responsible for any costs incurred by the Vendor during the interview process. JPUD will perform whatever research it deems necessary into the Vendor's history, financial viability, and references. The Vendor shall cooperate with JPUD by providing appropriate information.

The primary evaluation criteria shall be the overall benefit/cost as perceived by JPUD. JPUD shall consider many factors, including the following (which are not in any specific sequence).

- a. The needs of JPUD being met
- b. User friendliness and functionality of website layout/design
  1. professional look in a clean and organized format
- c. Available support for JPUD personnel updating and making changes to website
- d. Vendor's qualifications and past track record
- e. Overall cost of proposal including but not limited to:
  1. website development, implementation and ongoing support/maintenance
  2. transferring/conversion of select past data/content to new website
  3. hosting (if applicable) and training on content management system
  4. cost of adding additional functions/features
  5. other maintenance/support fees as applicable

10. Requirements

JPUD has established certain requirements as specified in the Request. None of the requirements are designed to give any Vendor an advantage or disadvantage in the proposal process. Vendors are encouraged to submit proposals even if the proposal does not meet the requirements as precisely stated. However, the proposal must state specifically which requirements are not met, and why this deviation should not be considered material.

11. JPUD's Obligation

**Terms and Conditions**

- All proposals shall be good for not less than sixty (60) days from the date of the bid opening.

- JPUD reserves the right to reject any and all proposals and to negotiate any particulars in the proposals received. Collusion between applicants is sufficient cause to disqualify all those involved.
- Contractors should have no contact with other JPUD personnel except as specifically authorized by the JPUD Resource Manager.
- All proposals and submittals will be considered final. No additions, deletions, corrections or adjustments will be accepted after the time of bid opening.
- City, County and State of Washington Sales Tax and Federal Taxes are not applicable to sales made to JPUD and must be excluded.
- The electronic version of this RFP is available upon request. The document was entered into WORD for Microsoft Windows. The JPUD Resource Manager shall not guarantee the completeness and accuracy of any information provided on the electronic version. Therefore, respondents are cautioned that the hard copy of this RFP on file at the PUD Administrative Building (230 Chimacum Road, Port Hadlock) governs in the event of a discrepancy between the information on the electronic version and that which is on the hard copy.
- An authorized officer of the company submitting the bid must sign all submissions.
- Vendors must submit five (5) copies of their bid/proposal.
- All prices and notations must be in ink or typewritten on the attached form. Mistakes must be crossed out, corrections typed adjacent and must be initialed in ink by person signing the RFP.
- JPUD will not award the project to an individual or business having any outstanding amount due from a prior contract or business relationship with JPUD or who owes any amount(s) for delinquent taxes, fees or licenses.
- Proposals received after the designated time set for the receipt of the proposals will be considered as a “No Bid” and a “Void”, and will not be considered.
- The successful applicant is specifically denied the right of using in any form or medium the name of JPUD for public advertising unless express written permission is granted.
- All applicants must possess the necessary and appropriate business and/or professional licenses in their field.
- Time of delivery, installation and system implementation is part of the consideration and must be stated in definite terms if different than listed above,



as this may be a factor in making the award. If time varies on different items, the bidder shall so state. It is anticipated that the contract awarded to the successful Vendor will include penalties for deadlines that may be missed as a result of acts or omissions of the supplier.

- The Vendor agrees to hold JPUD , their officers, agents and employees harmless from liability of any nature or kind on account of use of any copyrighted or un-copyrighted composition, secret process, patented or un-patented invention, article or appliance furnished or used under this proposal call.

### ***INSURANCE REQUIREMENTS***

#### **GENERAL:**

The Vendor shall respond to these specifications as an independent contractor and not as an employee of JPUD. An original Certificate of Insurance from the company of record must be furnished to JPUD and provide that JPUD is an “Additional Insured” during the Term of the Agreement.

#### **WORKER’S COMPENSATION INSURANCE:**

The Vendor shall procure and shall maintain during the Term of the Agreement, Worker’s Compensation Insurance for all of its employees to be engaged and perform work under the Agreement, and in case such work is sublet, the Concessionaire shall require the subcontractor similarly to provide Worker’s Compensation Insurance for all such employees to be engaged by the Vendor for such work unless such employees are covered by the protection afforded by the Vendor’s Worker’s Compensation Insurance. In the event any class of employees engaged in hazardous work under the Agreement is not protected under the Worker’s Compensation statute, the Vendor shall provide and shall cause such subcontractor to provide adequate Employer’s Liability insurance for the protection of its employees not otherwise protected.

#### **Acceptance of Terms and Conditions:**

\_\_\_\_\_  
Name of Authorized Official for Vendor (Print)

\_\_\_\_\_  
Signature of Authorized Official for Vendor

\_\_\_\_\_  
Date

## DRAFT CONTRACT AGREEMENT

This agreement, made the \_\_\_ day of \_\_\_\_\_, 2013, and between

\_\_\_\_\_ Parties of the First Part, hereinafter called the "Contractor", and PUBLIC UTILITY DISTRICT NO 1 OF JEFFERSON COUNTY (JPUD), Party of the Second Part, and hereinafter called the "Owner".

\_\_\_\_\_ WITNESSETH: That the Owner and the Contractor for the consideration hereinafter named agree as follows:

### ARTICLE 1. Scope of Work:

The Contractor shall furnish all of the labor, technical expertise, materials, and equipment and perform all of the work outlined in the specifications and outline related to and entitled **Website Design & Development**, prepared by JPUD, 230 Chimacum Road, Port Hadlock, Washington.

The Work to be done under this Contract consists of planning, designing, developing, communicating and completing all work described in the RFP, attached.

### ARTICLE 2. Time of Completion:

The work to be performed under this Contract shall commence immediately upon authorization by JPUD per the timetable noted in the scope of work and shall be completed By **June 21, 2013 (negotiable)**. It is the intent of this contract that the website design work may commence on or after **May 6, 2013**

It is mutually understood and agreed that time is the essence of this Agreement. Extra time shall in all cases be construed, as the time required for completion after the date herein named. Extensions of time granted by the Owner, for completion of the Contract Agreement on account of fire, strikes, or acts of Providence shall not be construed as extra time.

### ARTICLE 3. The Contract Sum:

The Owner shall pay the Contractor for the performance of the Contract Agreement a sum not-to-exceed twenty-five thousand Dollars and /Dollars. (\$25,000) performance of the Contract, subject to additions and deductions provided herein, in current funds at the prices named in the proposal attached hereto and made a part of these proposal documents and this Contract Agreement.

### ARTICLE 4. Acceptance and Final Payment:

Upon satisfactory completion of the work as determined by final review, and when the final review has been prepared and certified by JPUD, the Contractor will submit to JPUD a final certificate stating that the work has been completed, under the terms and conditions thereof, and the amount, based on the final review, remaining due the Contractor. JPUD will then determine if the work is fully completed and will, not later than thirty (30) days thereafter pay the Contractor the entire sum so found due thereunder after deduction of amounts to be kept and retained under provisions of this Contract; provided however, and it is understood and agreed, that as a precedent to receiving final payment, the Contractor shall submit to JPUD a sworn affidavit that all bills for labor, service, materials, and subcontractors have been paid and that there are no suits pending in connection with the work done or labor and materials furnished



