Purpose
The purpose of this Request for Qualification (RFQ) on behalf of Cabarrus County, North Carolina (herein referred to as the County) is to select a vendor to work with the County to evolve its website initiative. Cabarrus County desires to use SharePoint 2010 as platform to build an interactive government website that promotes transparency, public participation and collaboration.

Services the County is seeking include:
1. Complete a self-supporting navigation framework utilizing Microsoft SharePoint 2010 for the Website of the County: This navigational structure should focus on sections tailored to: 1) Residents, 2) Businesses and 3) Kids along with online government transactions for the County.
2. Make current customer information services more easily accessible: The site includes mailing lists, interactive forms and other web-enabled information for user consumption and interaction when using the County’s site.
3. Create a common user experience: This enables users to locate various services and information without knowledge of the County or “department” in which the information resides.
4. Design master pages, css style sheets, and templates: Provide a design that would be consistent with the home page and navigation that allows visitors to move freely and without cumbersome graphics or other items that impede or slow down accessing information. Some departments (such as Parks, Library, and Senior Center) may have modified, but comparable, templates.

The following terms and conditions, special instructions, specifications, quantities etc. shall form part of any contract(s) resulting from this RFQ.

County Background
Cabarrus County has a population of approximately 175,000. The County is located approximately 20 miles north of downtown Charlotte, NC. Cabarrus County is centrally located with easy access to Charlotte Douglas International Airport and major interstate highways as well as popular travel destinations in the area, such as Charlotte Motor Speedway and Concord Mills.

For more information about Cabarrus County and the surrounding area, the following websites are available for review to use when preparing responses:
- Cabarrus County - [www.cabarruscounty.us](http://www.cabarruscounty.us)
- Cabarrus County Chamber of Commerce - [www.cabarruschamber.org](http://www.cabarruschamber.org)
- The Independent Tribune – [www.independenttribune.com](http://www.independenttribune.com)
- The Charlotte Observer - [www.charlotteobserver.com](http://www.charlotteobserver.com)
- Cabarrus County School District – [www.cabarrus.k12.nc.us](http://www.cabarrus.k12.nc.us)
Section A
General Conditions of RFQ and Instructions to Vendors

Contact Person
All inquiries concerning this RFQ should be directed to the County’s contact person. Unless otherwise notified in writing, the County’s contact person shall be:

Debbie Brannan
Information Technology Services Director
Cabarrus County
PO Box 707
65 Church Street South
Suite B61
Concord, NC 28025
Phone: 704-920-2154
E-mail: dabrannan@cabarruscounty.us

Deadline for Responses
Responses will be received no later than 5 p.m., Thursday, April 29. Any response that is not submitted to the County by the deadline time set forth above will not be accepted.

Delivery Requirements
Vendors are to submit one digital PDF copy of their RFQ via the Cabarrus County Government Secure Email Message Center. https://web1.zixmail.net/s/login?b=cabarruscounty. Send RFQ to dabrannan@cabarruscounty.us with subject: Website Redesign RFQ.

The PDF should contain the following items to be accepted as complete by the County:

- The Vendor Questionnaire - Attachment A
- The Vendor Reference Sheet – Attachment B
- The Fee Sheet – Attachment C

Each vendor submitting a response is to complete the information requested in Attachments A, B and C on the pages furnished or copies thereof, and return these sections according to the instructions above. For contact and clarification purposes, the vendor must provide a contact person’s phone number, fax number and e-mail address along with their responses.

Special Conditions
1. The County reserves the right to accept or reject any and all responses and to waive any technicalities or irregularities therein. No submitted response may be withdrawn for a period of thirty (30) calendar days from the date set for the opening thereof.
2. During the evaluation process, the County reserves the right to request additional information or clarifications from those submitting responses, and to allow corrections of errors or omissions.
3. The County reserves the right to retain all responses submitted and to use any ideas in any responses submitted, regardless of whether or not that the vendor is selected. Submission of a response indicates acceptance by the person submitting the response of the terms, conditions and specifications contained in this RFQ and the standard County contract, a copy of which is attached to and made a part of this RFQ, unless clearly and specifically noted in the response.
submitted and confirmed in a subsequent contract between the County and the vendor selected.

4. There is no expressed or implied obligation for Cabarrus County to reimburse responding companies or individuals for any expenses incurred in preparing the RFQ.

5. The contents of the response submitted by the Vendor and any clarifications thereto shall become part of the contractual obligation and incorporated by reference into the ensuing agreement. All responses become the property of the County and will not be returned to the vendor.

6. The County reserves the right to formally amend any portion of the RFQ.

7. The County is not under any obligation to award a contract, and reserves the right to terminate the RFQ process at any time and to withdraw from discussions with any or all of the Vendors who have responded.

RFQ Schedule
The following is the tentative schedule for selection of the Vendor. This schedule is subject to change by the Committee.

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/12/2010</td>
<td>RFQ issued</td>
</tr>
<tr>
<td>4/29/2010</td>
<td>Last day for accepting responses to RFQ</td>
</tr>
<tr>
<td>5/3/2010</td>
<td>Selection of finalists</td>
</tr>
<tr>
<td>5/5 – 5/10/2010</td>
<td>Finalist presentations and interviews</td>
</tr>
<tr>
<td>5/11/2010</td>
<td>Selected vendor notified</td>
</tr>
<tr>
<td>5/20/2010</td>
<td>Last day to complete fee negotiations and finalize terms of the agreement</td>
</tr>
<tr>
<td>5/31/2010</td>
<td>Contract signed by appropriate County staff</td>
</tr>
</tbody>
</table>

Selection Process
The Selection Committee will choose the Vendor by the following process:

1. Based on the responses to the Vendor Questionnaire and information received from references, the Committee will select two or three vendors (finalists) for further consideration.

2. The Committee will interview each finalist and request presentations.

3. Based on the results of the interviews, the Vendor Questionnaire, responses from references and Fee, the Committee will select the Vendor to redesign the County’s Website using our existing SharePoint 2010 platform.

4. The Committee will finalize a scope of work with the Vendor.

5. The Committee and Vendor will negotiate a price and an agreement based on the scope of work.

Clarifications
Questions about this RFQ are to be directed to the County’s contact person, Debbie Brannan, at the contact information above.

Any clarifications made in response to questions received which could affect a vendor’s response to this RFQ will be posted on the http://www.cabarruscounty.us/Finance/RSS/viewrfprfqlegalad.aspx

The deadline for providing clarification is 5 p.m. April 26, 2010.
Section B
Preliminary Scope of Work

The listing of services available on the fee Sheet is to be based on the following preliminary scope of work. It is the intention of the County to develop a final scope of work with the Vendor, which will be included in the Agreement between the County and the Vendor.

The County wants to establish a Website that provides easy navigation for residents and businesses to retrieve information, provide governmental services, and transact business with the County via the Internet while addressing the needs for departmental content management.

This desire for this project is to:

- Create a robust, flexible, scalable, and simple to use platform for future growth.
- Employ industry best practices for usability and security to protect data transacted through the web site.
- Establish a plan and standards for growth.
- Position the County to best address immediate needs in the current year.
- Provide website visitors and content providers with consistent and intuitive navigation tools throughout the website.
- Make the site accessible to people with disabilities as well as a range of web connection speeds including mobile devices.
- Actively promote the website and its services through social media applications and other digital media.

Preference will be given to vendors who can provide a minimum of 5 government client references, have graphic design resources on staff and SharePoint experience.

The Vendor chosen will help the County to achieve the objectives listed above, primarily through the development and restructure of the current County site. The County will establish policies and procedures governing the use of the portal and guide its development in response to user and County needs.

Below are key areas of interest the County would like vendors to address in their responses.

Website Design

The successful vendor will be able to demonstrate an understanding of Governmental structure and operations. The entry point to the site should reflect the character and quality of the County. The design should give the user a positive site experience and positive feelings about the County itself. As the site will be promoted as the centralized location for County services and information, the design should be consistent and distinctive throughout all pages for all departments.

There must be an area on the main page of the site where key information can be easily published by departmental content providers. This would include current County news and urgent items such as Amber Alert messages, severe storm alerts, flooding information, etc. As an example, a flood warning would be published by the Department of Emergency Management and could be included on the department page and tagged for automatic inclusion in an “emergency alert” section on the home page as well.

Navigation
The variety and volume of content on the site requires clear, intuitive navigation. The navigation scheme must include a system that is intuitive and understandable to users on all levels. Easy-to-adapt templates and documentation should be developed for individuals who publish information to the site.

Transition Plan
The Vendor’s transition plan should describe tasks and activities that must be performed in order to transfer the new Internet site design and content to the County. For these purposes, transition is defined as the process of moving files and software provided by the Vendor to the County with minimal disruption of services to the citizens. The Cabarrus County Website must remain operational during the transition period.

Project Initiation
Responses must indicate the approximate length of time required after the contract award date, before the new Website can be implemented. Responses must also provide a sample time-phased project plan for initial implementation including tasks and responsible parties as part of its response.

Integration with Back-End Systems
Integration with back-end systems and existing databases and information systems is critical to the Website. Response must indicate how the vendor would approach the problem of interfacing with existing back-end databases, systems and services currently provided on the site.

ADA Standards for Accessible Design
Individuals with disabilities must be offered equal electronic access to programs, services or activities. The County in delivering services via its website requires that the website include accessible features for individuals with disabilities. The vendor must be able to demonstrate a working knowledge and understanding of accessible web features built into web pages for assistance technologies used by individuals with disabilities (such as screen readers or voice technology recognition). Vendor must be able to demonstrate that accessibility features are incorporated into its website design standards.

Examples of accessible features required by County include:

- All images and graphics need to have an alt tag or long description.
- When navigation links are used, people who use a screen reader must be able to listen to all the links before proceeding. A skip navigation link that provides a way to bypass the row of navigation links by jumping to the start of the web page content needs to be provided.
- A contact information link such as “contact us” needs to be provided as a way for users to request accessible services or to make suggestions.
- Alt tags for image maps and for graphics associated with the image map so that a person using a screen reader will have access to the links and information.
- Long description alt tags for information on photos and images that contain information too long for the limited text capabilities of simple alt tags. This provides a way to have as much text as necessary to explain the image so it is accessible to a person using a screen reader but not visible on the web page.
- Clearly defined text links that indicate what the link is supposed to do. Links such as “click here” may confuse a user.
- Tables with header and row identifiers used to display information or data should be associated with each data cell by using HTML so a person using a screen reader can understand the information.
Consumer Access
The Vendor must make the online system accessible via popular browsers such as Internet Explorer, Bing, Mozilla Foxfire and AOL.

Color
Colors used in the site should adhere to the "web-safe" color palette to ensure best viewing on all monitor types.

Site Statistics
The WCMS should include site statistics software that will deliver useful statistics about the site, including page views, search criteria, page hits, and other standard web analytics.

Creation / Alteration and Publishing Processes
The nature of County government is that constant change is a reality and the website must provide a quick and easy methodology for adding and altering content at the point of content origination, e.g. at the departmental level. The County desires to use SharePoint 2010 template based content management solution, master pages, css style sheets, and templates in order to maintain a consistent look and feel throughout the website and to allow individual departments to enter new and edit existing content as new initiatives and services are added and removed. The web design will provide "windows" for displaying upcoming events, recent press releases, featured services or most recent meeting agendas and minutes. As content is created there must be a classification process that allows documents to be dynamically and simultaneously “pushed” out to multiple pages throughout the website.

Section C
Technology
Website shall be designed for and deployed on Cabarrus County’s existing infrastructure
  o SharePoint Server 2010 for Internet Sites
  o SharePoint Designer 2010
  o Standard Client Access License
  o SQL Server 2008
  o Windows Server 2008

Training
The successful vendor will provide the County website content managers with training relevant to their individual responsibilities. Vendor should have the capability to provide training on site or remotely via online sessions.

Current Vendors for E-Services
Vendor should be able to work with current e-services providers, integrate those e-services or provide a replacement solution into the design of individual department’s sites.
Public Internet Based Applications
  o Orion – GIS Mapping - 
    http://gis.cabarruscounty.us/ParcelInformation/WebPages/Map/MapViewer.aspx
  o Accela Citizen Access – Inspections and Zoning
    http://citizenaccess.cabarruscounty.us/aca/
  o BiTek/Cott - HP 3000 Emulation to Tax Applications
    http://www.cabarruscounty.us/Tax/inquirysystem.html
  o Official Payments - Tax Payments
    http://www.cabarruscounty.us/Tax/billingandpayment.html
  o Property Tax Foreclosure Sales – Custom Application displays county foreclosures
    http://onlineservices.cabarruscounty.us/Tax/Foreclosure/display.aspx
  o OSSI P2C – Public Safety
    http://www.cabarruslaw.us/p2c/Summary_Disclaimer.aspx
  o CLARIS – Custom Application integrating tax information images and deeds
    http://www.cabarruscounty.us/ClarisPC/Main.aspx
  o Reserve Partner – Class registration, facility reservation and payment thru PayPal
    http://www.cabarruscounty.us/ReservePartner/?c=Common/Home
  o Election Returns
    http://www.cabarruscounty.us/Elections/returns.html
  o Logan Systems - Register of Deeds
    http://www.cabarrusncrod.org/Opening.asp
  o County Events Calendar – Custom Application
    http://cabarruscounty.us/eventscalendar/eventsviewer.aspx?Department=All
  o E-Newsletter Registration – Custom Application
    http://www.cabarruscounty.us/mailinglist.asp
  o Laser fiche – Document imaging solution

Section D
Required Website Functionality Specifications
The following specifications document content elements and functionality that are required for the site. It is important to note that the site needs to be dynamic in nature and allow addition and deletion of content elements from a distributed group of content providers.

Core components of the Web Content Management System (WCMS)

Document Management
In order for visitors to the site to easily find documents the County requires a robust document management system that must include the following capabilities for visitors of the website:
  o The system must present documents to site visitors by document type and or department.
  o Site visitors must be able to search the website for a document based on:
    o A keyword search
    o A search by department
    o A search by document type (e.g. agendas/minutes, breaking news, press releases, etc.)
The administrative view of the WCMS must include:

- A listing of all documents available to the user that includes the:
  - Document title
  - Status of the document (Active or Inactive)
  - “Featured Item” designation
  - Date the document is posted, modified and expires
  - A search feature and the ability to filter documents by document types.
  - From the listing a document may be selected to be modified, deleted, activated or made inactive.
  - From the document management module the user may create a new document, create a link to an existing document or upload a document to be published.
  - From the document management module the user may Create, modify or delete document type classifications such as meetings, maps, job postings, related pages, breaking news, etc.
  - Associate document types with viewers appropriate to the document type. For example, the user could associate PDF files to the Adobe Acrobat Reader.
  - System must allow uploaded documents to be converted to PDF over the internet without requiring the purchase of an Adobe Acrobat license. Content providers must be able to elect to have their documents automatically converted to PDF format as the document is being created and not require a separate conversion process.

When creating new documents the WCMS must provide for entry of:

- Document title.
- Date.
- Expiration date that automatically removes document from public view when the date is reached.
- The ability to tag the document as a “featured” document.
- Description of the document.
- Entry of key words that may be used to search for the document.
- A classification system that permits the document to be “assigned” to a specific department, division, category, subcategory and document type.

A text editor must be available for entry of the body of the new document. The text editor must:

- Provide the capability to use predefined templates that, for example, could be built for each department.
- Automatically create the HTML code for the user.
- Provide standardized text formatting capabilities.
- Have the ability to include graphics.
- Have the ability to paste text from other word processing programs.
- Contain a spell checking facility.

**Featured Items**

Documents, events and services must be capable of being “tagged” as being featured. In doing so, the County home page and departmental pages would then have the ability to dynamically pull items from the database and present them in a featured items window.
Breaking News
The County home page must provide an area beneath the page header that allows for “breaking news” to be displayed when documents are added that are designated as breaking news.

Events Calendar
Much of the key content on the site is information pertaining to events that are occurring throughout the County, e.g. scheduled meetings, special events or building projects. Each event has a specific date or date range. In order for visitors to the site to easily find events that are occurring in the County a robust calendar system must include the following capabilities for visitors of the website:
  o Present a visual calendar layout that allows intuitive browsing through months and years
  o Calendar must be searchable by a minimum of:
    • Date
    • Category.
    • Department
    • Time period, i.e. 30 days, 6 months, year, etc.
  o Calendar must have the ability to filter events by:
    • Category
    • Department
    • Present all events by month
    • Present all events in a list that may be sorted by Date, Time, event or location.

The administrative view of the events calendar must:
  o Present a consolidated listing of all events that is:
    • Searchable by keyword or date.
    • Displays the
      − Active and inactive status of all events.
      − Event date, start and stop times.
      − Event title.
      − Date last modified and indicates the user that made the modification.
    • Allow the user to add, modify or delete an event depending on the
  o Allow the user to add, modify or delete events as their administrative privileges permit.
  o Allow for entry of recurring events. Recurrence patterns must be defined by the content manager and include the
  o following:
    • Once
    • Daily
    • Weekly
    • Monthly
    • Yearly
  o When creating new events the WCMS must provide for entry of:
    • Event title.
    • Status (Active or inactive).
    • URL to site for more information.
    • Contact person.
    • Event location information.
Scheduled event date to include:
- All day event.
- Event with no specified time.
- Beginning and ending date and time
- Event recurrence of daily, weekly, monthly or yearly.

- A classification system that permits the document to be “assigned” to a specific department, division, category, subcategory and document type.
- A text editor must be available for entry of additional information regarding the event. The text editor must:
  - Provide the capability to use predefined templates that, for example, could be built for each department.
  - Automatically create the HTML code for the user.
  - Provide standardized text formatting capabilities.
  - Have the ability to include graphics.
  - Have the ability to paste text from other word processing programs.
  - Contain a spell checking facility.

Government Services
The WCMS must have the ability to present a consolidated listing of services offered by the County to its constituents. The visitor facing listings should be easily sorted by department, name of the service or category using the existing category structure of the WCMS. Visitors to the website must be able to click on the service listing in the index and be taken to the appropriate page for more information regarding the service.

The administrative view of the government services index must:
- Allows the user to configure service listings and associate them to:
  - A Department
  - A Category
- Present a consolidated listing of all services to users that is:
  - Searchable by keyword.
  - Displays the
    - Active and inactive status of all services.
    - Service title.
    - Date the service was created
    - Date the service was last modified and indicates the user that made the modification.
- Allow the user to add, modify or delete services as their administrative privileges permit.
- When creating new services the WCMS must provide for entry of:
  - Service name.
  - Status (Active or inactive).
  - URL to site page for more information or application for service.
  - Contact person and relevant contact information.
  - Tag to indicate if the service is featured.
  - Tag to indicate if the service is interactive.
  - A text section with editing functionality as previously specified that facilitates entry of information about the service.
A classification system that permits the document to be “assigned” to a specific department, division, category, and subcategory.

**Image Management**

In the administrative view, the WCMS must provide a facility to add, modify and delete images that would be available to content providers as they add documents, build departmental directories, etc. Authorized users of the system will have the ability to:

- View a listing of all existing directories
- Create a new directory or subdirectory for images or save the image to an existing directory.
- Create an image name.
- Provide a description of the image
- Designate a directory as available for view as a slide show for the public view.
- Within a directory or slideshow gallery authorized users must have the ability to perform the following tasks on individual pictures:
  - Select a size for the picture that is in concordance with predefined file size requirements as set forth by the system administrator.
  - Scale the size of the graphic without altering the file.
  - Add text to a graphic and place it within the graphic frame and provide for a selectable font, font size and font color.
  - Cropping the graphic.
  - Place simple borders around a graphic if desired.

**User Administration**

The WCMS should provide an administration capability that permits:

- Organization Setup
  - Name and Address of County
  - Primary phone and fax number
  - Primary email
- Have the ability to create multiple department types (e.g. Elected Officials, Departments) and multiple division types
  - (Division, Topic, Board/Commission). This will enable departments and divisions to be selectively grouped and will enable pages for different types of departments or divisions to be selectively presented on the website.
- Have levels of login-authority so that access to managing content can be controlled at various levels, at least the following:
  - Restricted based on department or division
  - Restricted based on content type (e.g. Documents, Events, etc.)
- Set maximum session length for users. Users who do not log off of a session will have their session automatically terminated at the expiration of the preset time.

**Section E**

**GIS Website Functionality Specifications**

The system must have the ability to integrate with existing GIS mapping services to permit the display of information associated with geographical location. The basic system should have the ability to interface to ESRI mapping services and optionally a readily available internet mapping solution such as Google maps or MapQuest.
Attachment A
Vendor Questionnaire
The Vendor Questionnaire is to be completed and returned as part of a response to this RFQ. The information presented by vendors in this section, as well as information from references will be used to select the finalists. The following pages contain questions and statements that require responses from each vendor submitting a response. Each company submittal is to include these pages in order to be a valid response.

1. How long has your company been in the business of developing Websites?
2. How long has your company been in business?
3. What percent of your current business is devoted to Website development using SharePoint?
4. How many employees does your company employ? How many of these employees develop Websites and pages?
5. Of those employees, how many are graphic designers, and how many are programmers?
6. For the employees included in your answer to question 4, how many years of Website design or programming experience does each have?
7. Of these employees listed in question 5, how many are full-time, how many are part-time or freelance?
8. If the County selects your company to develop the Website, what percent of the development work will be done by your internal staff and what percent through vendor programmers and designers?
9. List the types of software programs your employees and vendors use for Website and graphical development?
10. What is your company’s experience developing SharePoint 2010 Websites?
11. What is your company’s experience creating Websites with accessibility for the visual impaired and disabled?
12. The County wants to redesign its site to make it easier for content editors to add and update content on a frequent basis. Explain how your company can provide the County with an easy to access and update site for frequent content updates using SharePoint 2010.
13. The County wants to redesign its site using master pages and themes to update the look and feel of the site to be in line with the most advanced local government sites. What do you think are the three top design issues that the County should consider when redesigning its site?
14. Explain the process your company will use to provide preliminary designs and to arrive at a final design?
15. There are many sites on the Internet and some are much better than others. What makes one site better than another?
16. What are the characteristics of an outstanding Website?
17. What are the characteristics of an outstanding government Website?
18. The County would like to have better searching capabilities within its site. Explain how your company would provide this capability and how the searches would work.
19. How would your design meet the demands of a service-based government Website? Identify new and innovative approaches to organizing current and future content services and information for the site.
20. What kind of support would your company be able to provide during transition from the current site to the newly designed site?
Request for Qualifications For Development of Government Website
Cabarrus County, NC

Attachment B
Vendor References Sheet
The References Sheet is to be completed and returned as part of a response to the RFQ. Each vendor submitting a response must include a minimum of three (3) references. These references must be organizations for which the vendor has developed a Website and a WCMS using a SharePoint platform. The County is particularly interested in municipal government references. Each reference must include the name of the organization and the name, title and telephone number of a contact person within the organization. Information from references, as well as the information from the Vendor Questionnaire, will be used to select the finalists.

Reference 1
Organization Name:
Address:
County State/Zip
Contact name:
Title:
Phone:
Email Address:
Website Address:

Reference 2
Organization Name:
Address:
County State/Zip
Contact name:
Title:
Phone:
Email Address:
Website Address:

Reference 3
Organization Name:
Address:
County State/Zip
Contact name:
Title:
Phone:
Email Address:
Website Address:

Other Examples of Websites Designed By Vendor
Website Addresses:
Attachment C
Fee Sheet
The Fee Sheet is to be completed and returned as part of a response to the RFQ. The services presented on the Fee Sheet are to be based on the information provided in Section B, Preliminary Scope of Work. A final Scope of Work will be developed with the Vendor at the time an agreement is prepared.

- Project Management
- Graphic Design
- Master Page Design
- Template Design
- Workflow Design
- Webpart Programming
- Web Content Management System Configuration
- Taxonomy Development
- Document Content Type Development

Company Name:
Address:
Phone Number:
Website:
E-mail:
Fax number:

I certify that with regard to the RFQ for redesign of the current Website issued by the County of Cabarrus County: Yes NO
I have read the RFQ. Yes NO
I have contacted appropriate County staff members regarding any need for clarifications. Yes NO
I am entitled to represent the above named company. Yes NO
I am empowered by the above named company to submit the following fee sheet. Yes NO

All information presented in the Vendor Questionnaire (Section C), the References Sheet (Section D) and the Fee Sheet (Section E) submitted by the above named company is true and accurate.
The above named company can and will provide the services and do the work as described in Section B, Preliminary Scope of Work, if selected to do so.

I understand that the fee amount between the Vendor and the County will be negotiated based on a final scope of work.

Company Officer Name:
Title:
Signature:
Date: