



Notice Inviting

Proposals For
Website and Design Services

Proposals Due:

May 12, 2023

Proposal Contact:

Madera County EDC

Phone: (559) 675-7768

Notice Inviting Proposals For:

Website and Design Services

Madera County Economic Development Commission (MCEDC) is issuing a Request for Proposal (RFP) from qualified firms with experience and success in providing website and design services to Government, Joint Power, and/or Non Profit Agencies.

The deadline for submission of proposals for this work is May 12, 2023
Please send your proposals to:

Madera County Economic Development Commission
2425 W. Cleveland Ave., Suite 101
Madera, CA 93637

BACKGROUND

Madera County Economic Development Commission (MCEDC) is a Joint Powers Agency with agreements with the County of Madera, City of Madera and the City of Chowchilla. The services provided by the Commission are to bring large scale projects to Madera County, find sites for new locations, assist in the development of small business, expand existing business, and locate financial resources for business.

Determination of best value to MCEDC shall be based upon, but not limited to, the following considerations: cost; the ability, capacity, and skill of the proposer to provide the services; the ability of the provider to deliver timely services; the character, integrity, reputation, judgment, experience, efficiency of the provider and the ability to support MCEDC in their mission. No single factor will determine the final award decision. Please describe all other services that may be used in the determination for award of bid. All costs directly or indirectly related to the presentation of a response to the Request for Proposal.

SUBMITTAL REQUIREMENTS

To be considered for the work, three copies of your proposal must be received at Madera County Economic Development Commission, 2425 W. Cleveland Ave., Suite 101, Madera, CA 93637, no later than 5pm on May 12, 2023. Proposals may also be submitted by facsimile, at (559) 675-3252 or electronic mail to info@maderacountyedc.com

QUALIFYING REQUIREMENTS

The following acts only as a preliminary scope to generally communicate MCEDC's expectations. MCEDC wants to completely redesign its website so that residents, businesses, and visitors, both current and potential, can easily navigate and access information, communicate with MCEDC through surveys and online comment submissions, and download any necessary forms. This RFP is for web design, content migration and development services. Proposals for redesign of the website should include or account for but not limited to the following:

- Design a unique, attractive, SEO friendly website to completely fulfill all MCEDC requirements either in this RFP or in discussions with MCEDC.
- Design a consistent, user-friendly and dynamic navigation framework for MCEDC website that is understandable to users on all levels.
- Design a professional and relevant homepage for MCEDC website. Design should allow residents, visitors, and businesses to easily access pertinent information.
- Seamlessly integrate Social Media tools including, but not limited to Facebook and Twitter.
- Design a template for each page within the site. All page templates must be consistent, look professional, and enhance the image of MCEDC.
- Graphical files should be relative to the site and provide for quick loading and to be easily updated. Vendor should be able to provide design elements utilizing stock photography in the event that representative photography of MCEDC is unavailable.
- A mobile site to make the site viewable on a tablet and mobile phone.
- A robust search function that allows the user to search the whole site or specific subsections within the site map.
- The ability to make color design changes as needed based on monthly themes.
- The ability to modify existing property directory and database.
- The ability to create a meeting calendar and news pages.
- The ability to easily post emergency notices on the homepage.
- The ability to integrate MCEDC produced video embedded into landing pages.
- The ability to easily track website visitor statistics and develop reports.
- The ability to be notified on expired pages and broken or dead links.
- The ability to download applications necessary to view information (i.e. Adobe Reader).
- A way for site visitors to submit inquiries online.
- A way for site visitors to automatically add or delete an e-mail address from a mass e-mail distribution list. This e-mail distribution list should be available in database form for staff to access.
- The ability to integrate email capabilities directly through site.
- Offer a variety of communication methods to keep audiences up to date,

including e-mail notifications.

- The ability for staff to easily create forms for users to complete and submit online and in the original format.
- The ability to add, edit and move content or elements directly such as menu items or graphic elements without affecting overall site structure and organization.
- Website must be equipped with one or more Secure Sockets layer (SSL) certificates to encrypt data contained in site transmissions
- Capability to maintain an archive of existing and past records such as agendas, minutes, press releases, newsletters, properties etc.
- Website must support but is not limited to Internet Explorer, Google Chrome, Safari, and FireFox.
- The website should implement Google's dynamic mapping options which highlight the locations of\ and offer links for quick visual reference to receive directions to various MCEDC property listings.
- Migrate and possibly recode existing web applications and forms as needed.
- Migrate all relevant web content from existing website to the newly designed website in an organized manner.
- All documents, including maps and tables, should be available in a 'printer friendly' format without extensive graphics, to provide ease of viewing, printing, and downloading.
- Include an intranet accessible only by MCEDC employees and others with authorization.
- Aid MCEDC in transitioning to the new website including staff training and the production of a guide book or instruction in electronic/paper form on changing/updating the website.
- It is expected that the vendor work with MCEDC to develop a site that best meets the needs of MCEDC. MCEDC expects that the Vendor and MCEDC will work together to plan and organize information on the site, which most likely will include planning sessions, regular meetings, and continued communication throughout the duration of the website design project.
- The final version of the website should be easily identified as the Official site of Madera County Economic Development Commission.
- Ownership of the website design and all content should be transferred to Madera County Economic Development Commission upon completion of the project, including full, unlimited access to website code.

GENERAL INFORMATION

Proposals will include the firm's name, office address, and address of the office to provide services, name of contact person and contact information.

Proposals shall outline any fee schedule and fully describe the services to be provided alongside a timeline for completion of site.

The proposal shall be signed by an official authorized by the firm and shall contain a statement to the effect that the proposal is valid for at least ninety (90) days.

MCEDC will not pay for any costs incurred by any firm or persons submitting a proposal in response to the RFP. MCEDC reserves the right to reject, modify or cancel, in part or in its entirety this RFP at any time. All responses to this RFP shall become the property of MCEDC and will be retained and disposed accordingly.

Incomplete proposals may be rejected as nonresponsive. MCEDC reserves the right to waive any irregularities in the proposals.

SELECTION PROCESS

From the proposals submitted, MCEDC, Executive Director, with MCEDC's Selection Committee may select the firm that is best able to meet the needs for this agency. And/or may create a short list of several firms to meet with and discuss their proposals. MCEDC is not obligated to select the person or firm with the lowest fee proposal to perform these professional services.

Each firm submits a proposal at its own risk. No compensation will be due to any firm for preparation of a written proposal or for meeting with staff after a short list has been determined. No obligations or commitments are incurred by MCEDC in the solicitation of these proposals and selection.

Should you have any questions or require additional information, please call (559) 675-7768 or email info@maderacountyedc.com

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Please send three copies of your firm's proposals to:

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Madera, CA 93637

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