



**REQUEST FOR PROPOSAL (RFP)**  
**WEBSITE UPGRADE PROJECT**  
**COUNTY OF BRUNSWICK**  
**COUNTY ADMINISTRATOR'S OFFICE**

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**RFP: #031717**

**DATE: March 17, 2017**

Sealed Proposals, subject to the general conditions and specifications hereby attached, will be received at the County Administrator's Office, 228 North Main Street, Suite 300, P. O. Box 399, Lawrenceville, Virginia 23868 until, but no later than **April 3, 2017 at 3:00 p.m.** for furnishing the goods/services described herein.

1. In order to be considered for selection, Vendors must submit a complete response to the RFP. **Two (2) originals and an electronic copy of the proposal on CD or jump drive in a portable document format (PDF) version** of the proposal shall be submitted to the County of Brunswick.
2. Regardless of delivery method of proposal, the **outside** of each envelope must clearly indicate the following: (If Proposal is delivered by Federal Express, UPS, USPS Priority, etc. or any other means, the **outside** of **each** envelope **must also** clearly indicate):

**Website Upgrade Project**  
**RFP: #031717**

3. Proposals by telephone, electronic mail, telegraph, or facsimile **will not** be accepted.
4. **ANY PROPOSAL RECEIVED AFTER 3:00 P.M. ON THE AFOREMENTIONED DATE, WHETHER BY MAIL OR OTHERWISE, WILL NOT BE CONSIDERED AND WILL BE RETURNED UNOPENED.**

**RFP COVER SHEET**

**COUNTY OF BRUNSWICK  
RFP #031717 – WEBSITE UPGRADE PROJECT**

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By my signature on this solicitation, I certify that this firm/individual and subcontractor is properly licensed for providing the goods/services specified.

_____ NAME OF ORGANIZATION	_____ TELEPHONE NUMBER
_____ STREET ADDRESS	_____ FAX NUMBER
_____ COUNTY, STATE, ZIP CODE	_____ EMAIL ADDRESS
_____ SIGNATURE	_____ DATE
_____ STATE CORPORATION COMMISSION ID#	_____ IRS TAX ID#

*This public body does not discriminate against faith-based organizations in accordance with Virginia Code §2.2.-4343.1 or against a bidder or offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination of employment.*

I. PURPOSE

The purpose of this Request for Proposal (RFP) is to solicit sealed proposals to establish a contract through competitive negotiation for Website Upgrade Project for the County of Brunswick (hereinafter sometimes referred to as “the County”).

II. BACKGROUND:

Brunswick County is a rural community located in south-central Piedmont Region of Virginia, traditionally known for its tobacco-based agricultural and forest products economy. The County is situated along the North Carolina border and is 75 miles from Richmond. The main thoroughfares through the County are I-85, U.S. Highway 58, U.S. Highway 46 and U.S. Route 1. Brunswick County is the original home of Brunswick Stew.

Brunswick County is governed by a five member Board of Supervisors who serve as the policy-making body for carrying out duties and powers as outlined in the Code of Virginia. The Board of Supervisors appoints the County Administrator who is responsible to the Board of Supervisors for the proper administration of all affairs of the County. Brunswick County’s population is 17,434 and is comprised of a total area of 579 square miles.

III. SCOPE OF WORK:

The project involves the improvement and redesign of the County’s website (www.brunswickco.com). Currently the website is built on an antiquated CMS that is not mobile friendly. The redesigned site does not need to be identical to the existing site; a fresh design is expected without losing the existing overall brand.

Please show your intent by submitting a proposal with a budget price detailing the cost and process for creating a redesign (but not rebrand) for the website, including details on:

- A. Fully responsive design implementation for the county site, with a focus on ease of navigation and finding information for website visitors.
- B. Content Management System (CMS) recommendation(s), with clear details of how much freedom Brunswick County employees will have in making regular in-house content updates and changes.
- C. Clear details of ongoing maintenance or other costs that might extend past the initial redesign phase.

Also, describe your firm's experience in producing website for governmental entities and an overview of your firm’s views on creativity, innovation, and inspiration.

Describe your firm’s organizational capacity to produce a website that’s visually appealing, easily updated, easy to navigate, and providing fast-loading pages, user friendly and other appropriate features using current technology.

**Upon Brunswick County’s acceptance of the completed project, all software and associated content will become property of Brunswick County.**

IV. WORK SCHEDULE

Scheduled work will commence within ten (10) days from the date the contract for services is signed. Work shall be completed within 90-days from this date.

V. SELECTION PROCESS:

A Screening Committee consisting of the County's Personnel Committee will review proposals. From this review, two or more applicants deemed to be fully qualified and best suited among those submitting proposals will be selected for a personal interview with the Committee. Interviews may include detailed questions regarding methodology, qualifications, and relevant work experience. Applicants will be rated regarding the quality of the written and oral communications. The Committee will recommend to the Board of Supervisors the highest rated applicant(s). The Board of Supervisors will make the final selection and award the contract.

VI. EVALUATION AND AWARD CRITERIA:

These criteria are to be utilized in the evaluation of qualifications for development of the shortlist of those offerors to be considered for negotiations. Individual criteria may be assigned varying weights at the County's discretion to reflect relative importance.

- Demonstrated qualifications and capability of the offeror;
- Demonstrated understanding, approach and explanation of the services offered as it relates to the desired outcomes as outlined in the scope of services;
- Demonstrated capabilities of the offeror. This will include proactive business practices and philosophies to ensure the County is adequately advised regarding the status of services being provided.
- Past performance and related experience. Offeror should demonstrate the ability to perform the requested scope of work and provide pertinent examples of past performance relative to the requested scope of services. The proposal shall indicate the quality of previous work, timeliness, diligence and ability to meet schedules and needs of clients.
- Proposed fee, costs, and/or rates associated with the offered services
- Price shall be considered but will not be the sole determining factor in the County's decision in choosing a service provider.

VII. PROPOSAL PREPARATION:

A. GENERAL INSTRUCTIONS:

1. Submission of Proposal. Proposal will be received until 3:00 p.m. on April 3, 2017. All proposals must be in writing and shall be submitted in a sealed envelope and properly identified with the name:

**Brunswick County Website Upgrade Project  
RFP – #031717**

Sealed proposals must be received by the County Administrator's Office no later than the time specified. Proposals may be mailed or hand delivered to:

Mailed

County of Brunswick  
County Administrator's Office  
P. O. Box 399  
Lawrenceville, Virginia 23868

Hand Delivered

County of Brunswick  
County Administrator's Office  
228 North Main Street, Suite 300  
Lawrenceville, Virginia 23868

Faxed and emailed proposals shall not be accepted. It is the firm's responsibility to ensure the proposal is received prior to the acceptance time. Late proposals will not be accepted. The County reserves the right to accept or reject all or any part of any proposal, waive informalities and award the contract to best serve the interest of the County.

2. RFP Response: In order to be considered for selection, offerors must submit a complete response to this RFP. **Two (2) originals along with an electronic copy of the proposal on CD or jump drive in PDF format** must be submitted to the County as a complete sealed proposal. Should the proposal contain **proprietary information**, provide **one (1) redacted hard copy** of the proposal and attachments **with proprietary portions removed or blacked out**, and identified in compliance with Section 3. D. below. This copy should be clearly marked "*Redacted Copy*" on the front cover. The classification of an entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable. The County of Brunswick shall not be responsible for the Contractor's failure to exclude proprietary information from this redacted copy. No other distribution of the proposal shall be made by the offeror.
3. Proposal Preparation:
  - a. Proposals shall be signed by an authorized representative of the offeror. All information requested should be submitted. Failure to submit all information requested may result in the County of Brunswick requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals which are substantially incomplete or lack key information may be rejected by the County. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation.
  - b. Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.
  - c. Each copy of the proposal should be bound or contained in a single volume where practical. All documentation submitted with the proposal should be contained in that single volume.
  - d. Ownership of all data, materials, and documentation originated and prepared for the County pursuant to the RFP shall belong exclusively to the County and be subject to public inspection in accordance with the *Virginia Freedom of Information Act* and the *Virginia Public Procurement Act*. Trade secrets or proprietary information submitted by an offeror shall not be subject to public disclosure under the *Virginia Freedom of Information Act*; however, the offeror must invoke the protections of *Virginia Code*

§ 2.2-4342(F), in writing, either before or at the time the data or other material is submitted. The written notice must specifically identify the data or materials to be protected and state the reasons why protection is necessary. The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs that constitute trade secret or proprietary information. The classification of an entire proposal document, line item prices, and/or total proposal prices as proprietary or trade secrets is not acceptable.

- e. All costs of proposal preparation and presentation shall be borne by each offeror. The County is not liable for any cost incurred by the offeror prior to issuance of a contract.
  4. Offerors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to the County. This provides an opportunity for the offeror to clarify or elaborate on the proposal. This is a fact finding and explanation session only and does not include negotiation. The County will schedule the time and location of these presentations. Oral presentations are an option of the County and may or may not be conducted.
- B. SUBMITTAL REQUIREMENTS: Proposals should be as thorough and detailed as possible so that the County may properly evaluate your capabilities to provide the required goods/services. Offerors are required to submit the following items as a complete proposal:

1. Cover Sheet

Return the RFP cover sheet and all addenda acknowledgements, if any, signed and filled out as required.

2. Section 1 – Experience:

- The consultant(s) shall provide a brief overview of the history and structure of the firm and attach an organizational chart of the office that will be providing the service to the County. Also, refer to Scope of Work and Evaluation and Award Criteria.
- The consultant(s) shall provide a statement of particular expertise and experience in website upgrade.
- The consultant(s) shall provide resume(s) with the educational background, including all degrees and certifications earned, and work history for each team member or consulting firm performing work under the scope of this Request for Proposal. Show the extent of hours spent by each person and the number of projects, which will be managed by each person. Also, the consultant shall provide a listing of other individuals on the team that would support the completion of this project, with a summary of each team member's area of responsibility, experience, and qualification of this work.

3. Section 2 – Methodology/Specific Plan:

Describe the methodology/specific plan of the offerors processes incorporating an understanding of the goals and criteria of this project and how the offeror intends to meet those goals and criteria.

4. Section 3 – Timeline:

The consultant(s) shall include a timetable of tasks to conclude the project within the 90-day requirement.

5. Section 4 – References

The consultant(s) shall provide a minimum of three (3) references for public sector work completed within the last three (3) years. Also, the consultant(s) shall list a contact name, address, phone number, fax number, and email address for each reference. The County reserves the right to investigate the references and the past performance of any applicant with respect to its successful performance of similar projects, compliance with specifications and contractual obligations, and its completion of a project on schedule.

6. Section 5 – Additional Information: Submit completed and signed State Corporation Commission Form with proposal.

VIII. TECHNICAL ASSISTANCE:

All questions regarding this project should be directed to:

Charlette T. Woolridge, Ph.D.  
County Administrator  
228 North Main Street, Suite 300  
P. O. Box 399  
Lawrenceville, Virginia 23868  
(434) 848-3107  
[cwoolridge@brunswickco.com](mailto:cwoolridge@brunswickco.com)

In order to maintain equal access to information we request that you not contact anyone other than the individuals named above. If there are any changes to the scope of work, addenda will be issued by the County Administrator to all known participants.

IX. CONTRACT

A. AWARD OF CONTRACT: The selection process shall be in accordance with *Virginia Code* § 2.2-4302.2 for the procurement of non-professional services. Selection shall be made of two or more offerors deemed to be fully qualified and best suited among all the offerors on the basis of the evaluation criteria, including price. Negotiations shall then be conducted with each of the offerors so selected. Price shall be considered but need not be the sole determining factor. After negotiations have been conducted with each offeror so selected, the County shall select the offeror which in their opinion has made the best proposal, and shall award the contract to that offeror. Should the County determine in writing and in their sole discretion that only one offeror is fully qualified, or that one offeror is clearly more highly qualified than the others under consideration, a contract may be negotiated and awarded to that offeror.

B. CONTRACT TERMS

Scheduled work will commence within ten (10) days from the date the contract for services is signed. Work shall be completed within 90-days from this date. The County reserves the right to negotiate contract terms with the successful offeror/firm for items/services identified but not specifically described in this RFP in the best interest of the County and agreed to by the contactor.

Additional work of reasonable scale shall be priced consistent with proposal to allow for additions and future expansions of a similar nature. The final contract for services is expected to incorporate the General Terms and Conditions attached hereto as Attachment A.



**COUNTY OF BRUNSWICK**  
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**State Corporation Commission Form**

**Virginia State Corporation Commission (“SCC”) registration information:**

**The undersigned Offeror:**

is a corporation or other business entity with the following SCC identification number:

\_\_\_\_\_ **-OR-**

is not a corporation, limited liability company, limited partnership, registered limited liability partnership, or business trust **-OR-**

is an out-of-state business entity that does not regularly and continuously maintain as part of its ordinary and customary business any employees, agents, offices, facilities, or inventories in Virginia (not counting any employees or agents in Virginia who merely solicit orders that require acceptance outside Virginia before they become contracts, and not counting any incidental presence of the Offeror in Virginia that is needed in order to assemble, maintain, and repair goods in accordance with the contracts by which such goods were sold and shipped into Virginia from bidder’s out- of-state location) **-OR-**

is an out-of-state business entity that is including with this bid an opinion of legal counsel which accurately and completely discloses the undersigned Offeror’s current contacts with Virginia and describes why those contacts do not constitute the transaction of business in Virginia within the meaning of § 13.1-757 or other similar provisions in Titles 13.1 or 50 of the Code of Virginia.

**\*\*NOTE\*\*** >> Check the following box if you have not completed any of the foregoing options but currently have pending before the SCC an application for authority to transact business in the Commonwealth of Virginia and wish to be considered for a waiver to allow you to submit the SCC identification number after the due date for proposals (the County reserves the right to determine in its sole discretion whether to allow such waiver):

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Name:** \_\_\_\_\_  
**Print**

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

**Name of Firm:** \_\_\_\_\_