



Request for Proposal (RFP)

Tuscaloosa County Website Redesign & Development AMERICAN RESCUE PLAN ACT OF 2021 (ARPA)

Tuscaloosa County, Alabama invites qualified firms to submit proposals for the redesign, development, and deployment of its website, <https://www.tuscco.com>. This project aims to enhance user experience, modernize functionality, and streamline content management across the site.

Submission Instructions

Envelopes containing proposals must be sealed and labeled on the outside as follows: "Proposal for Website Redesign & Development" and may be mailed or hand-delivered to Zach Wolfe, Executive Assistant, at 714 Greensboro Ave, Tuscaloosa, AL 35401. All proposals shall contain original signatures, facsimile copies will not be accepted. Proposals must be submitted by 3:00 PM CST, October 7th, 2024.

Timeline

RFP Issued:	September 23rd, 2024
Proposal Deadline:	October 7th, 2024 (3:00 PM CST)
Anticipated Award:	October 16th, 2024
Anticipated Project Kickoff:	November 4th, 2024

Overview

Tuscaloosa County is seeking to update its 15+-year-old website to improve the user experience, self-service delivery, simplify and decentralize content management, and meet high standards for design quality, ADA compliance standards, and visual appeal. The redesign will help Tuscaloosa County departments make their services easier to access, update, and communicate with the public. The proposer should be prepared to work closely with department heads to define their relevant content, incorporating their input with site data analytics to enhance website functionality and efficiency.

Please Note: This project requires a non-proprietary CMS to be utilized, and structured for the County to update and maintain the content without licensing restrictions

Current Website

- URL: <https://www.tuscco.com>
- Platform: Wordpress with Divi Builder
- Integrations: Links to 3rd party sites
- Host: 3rd party
- Sitemap: Approx. 123 web pages



Website Objectives

- Restructure the county's website to a more user-friendly, modern, editable, and navigable site. Estimated 100 total pages, may be less with a newer, optimized design.
- Develop a standardized web page design based on functional needs and user experience; establishing a unified theme but allowing individuality between county departments based on their functionality needs
- Integrate existing county services (GIS Mapping, Probate Records Archive, Tag Renewal Processing) smoothly into the site.
- Ensure compliance with ADA Section 508 accessibility standards within an easy-to-navigate and visually appealing structure.
- Build architecture that supports future expansion, adaptability, and online service additions based on the county's budget, technology needs, and demand.
- Enhance the county's image and identity through a unique web presence with a cohesive, county-owned, graphic design update.
- Utilizing current security standards and tools as well as a common site analytics package.

Project Scope & Requirements

The county seeks a proposal demonstrating experience and capability to develop a superior plan for its website. The selected firm should have a proven track record of government website projects or similar and provide relevant examples.

A final scope of work will be developed in collaboration with the selected firm. The following is a preliminary scope outlining the county's expectations. Proposals should include or address:

- The CMS should be WordPress or equal alternative, open-source platform that allows decentralized content management, integrates with existing county services (GIS, Probate Records, Tag Renewal), and supports future expansion. The CMS should support APIs for third-party service integration and scalability.
- The redesign must include desktop, tablet, and mobile responsive site design.
- The design should prioritize speed and low-bandwidth optimization for users with slower internet connections.
- It is a requirement that the project does not incorporate a proprietary CMS, so that the county can maintain and update the content without licensing restrictions.
- The design should enable county staff to easily post updates and make changes.
- Third party hosting will be utilized.
- Use Elementor Composer or an equivalent tool for design updates.
- This project will include a cohesive graphic design update incorporating the county's brand, colors, logo, culture, etc, limited video and active graphic display may be utilized.
- All content, graphics, domain names, and 'look and feel' elements on <https://tuscco.com> will be the property of Tuscaloosa County, including all source files necessary for



updates or changes. The contractor must ensure no infringement/violation of third-party intellectual property rights. All content created for this RFP, including videos, digital, and print materials, will be the sole property of Tuscaloosa County.

- The proposal should include post-launch support for a minimum of six months, covering bug fixes, troubleshooting, and performance optimization. A plan for ongoing maintenance and update services may also be provided as an optional element.

It is the county's goal to design a website that best meets the needs of residents, businesses, and staff. Suggestions or improvements to the RFP conditions are welcome and should be explicitly explained in the proposal.

Award

These proposals are being requested in accordance with 2 CFR 200 UNIFORM ADMINISTRATIVE REQUIREMENTS, COST PRINCIPLES, AND AUDIT REQUIREMENTS FOR FEDERAL AWARDS, and the "modified" Common Rule as adopted by the State of Alabama. Proposals will be reviewed, evaluated, and ranked by an internal committee. Tuscaloosa County reserves the right to select and recommend for award the proposal that will be most advantageous to the county, and best meets its needs, quality expectations, and budget constraints.

The Tuscaloosa County Commission is an Equal Opportunity Employer. Funding for this project may be funded by the Tuscaloosa County's Coronavirus State and Local Fiscal Recovery Funds allocation, American Rescue Plan Act (ARPA) of 2021, and all applicable federal requirements shall be met. Minority and women owned business enterprises are encouraged to submit proposals.

Proposal Requirements

Please include the following in the proposal response:

1. **Company Overview:** Brief description of the firm and relevant experience.
2. **Approach & Methodology:** Detailed plan to meet the project objectives, including CMS recommendations and design strategy.
3. **Timeline:** Project timeline, from kickoff to completion.
4. **Team Overview:** Key personnel and their roles in the project.
5. **Portfolio:** Examples of similar government, public sector, or similar website projects.
6. **Budget & Pricing:** Detailed cost breakdown with optional elements itemized.
7. **Post-Launch Support:** Outline of post-launch maintenance, including bug fixes and updates.

We look forward to your proposal!