

VAN BUREN/CASS DISTRICT HEALTH DEPARTMENT

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REQUEST FOR PROPOSALS VAN BUREN/CASS DISTRICT HEALTH DEPARTMENT, MICHIGAN WEBSITE REDESIGN & HOSTING

Van Buren/Cass District Health Department is accepting proposals for the redesign of its website. Proposals are sought from qualified organizations with proven expertise and preferably experience working with local government entities or developing functionality similar to the needs of local governments.

OVERVIEW

The **MISSION** of Van Buren/Cass District Health Department is to promote and contribute to the highest level of health possible for the people of Van Buren and Cass Counties by:

- Identifying & reducing health risks in the community,
- Detecting, investigating & preventing the spread of disease,
- Promoting healthy lifestyles,
- Promoting a safe & healthful environment,
- Promoting the availability of accessible quality health care services through the private sector while providing quality health care services to those with limited resources and access.

Our **VISION** is to be responsive to a dynamic and diverse environment. In addition to the programs and services provided to our residents, we serve as a catalyst for improving health and quality of life by collaborating with other health care providers and agencies.

The Van Buren/Cass District Health Department believes in the following core **VALUES**:

- All people have the right to be treated with dignity and respect.
- All people should have access to needed services that achieve optimal outcomes.
- All people should be empowered to exercise informed choices.
- Continually improve both organizational management and service delivery.
- Diversity and cultural competence is integrated into all service activities.
- Enhance the involvement of persons served in all of our service activities.

In support of our mission, vision and values, the Van Buren/Cass District Health Department's **PURPOSES** are:

- Develop and maintain current, field-driven operations to improve the value and responsiveness of the programs and services we provide.
- Reduce disease and better the health of the whole public.
- Seek input and be responsive to the individuals we serve.
- Provide information and education, as needed, to the public.

- Provide health services where they are not otherwise available.
- Be committed to the improvement of our programs and services with a focus on the needs and outcomes of the clients we serve by continually learning about and improving health and linking to other institutions and organizations.
- Prepare to respond to a public health emergency or disaster.
- Provide leadership when needed.
- Providing health care options that are efficient and cost-effective.
- Partnering to provide best solutions to complex health issues.

SCOPE OF SERVICES

Van Buren/Cass District Health Department is seeking an updated, responsive website to enhance the user experience, simplify content management, develop an employee training database and provide better information and customer service to its community, while meeting high standards for design quality and visual appeal. The Health Department seeks the assistance of a company that can accomplish all of the functionality identified in this RFP – as well as migrating current content on the site – but also has the capability of integrating additional features that may be needed in the future.

QUALIFICATIONS FOR PROPOSAL

The intent of this RFP is to enable the Van Buren/Cass Health Department to evaluate vendor experience, qualifications and capabilities for developing and implementing a new VBCDH website. The desired qualifications are outlined below. Responders are asked to submit a written narrative corresponding to each of the numbered items:

1. Introduction
 - A. Company Overview and Summary
2. Company Profile
 - A. Company History, Contact Information and Office location
3. Project Team Roles
 - A. Name, title, role (e.g., project management, training, design)
4. Website Design Experience
 - A. References (minimum 3 references, including all contact information below)
 1. Client name & website URL
 2. Client contact person, title, phone & email address
 - B. Design portfolio (minimum of 3 screenshots with URLs)
 - C. Website experience.
5. Project Development Approach
 - A. Timeline for the proposed project
 - B. Outline all project phases with VBCDH administration
 - C. Explain the design process, if not included in the project phases
 - D. Training, if not included in the project phases
 - E. Post website go live website communication (annual website review, etc.)
6. Support and Maintenance (describe all available)
 - A. Availability of robust self-service documentation and technical support (videos and training manuals, etc.)
 - B. Ongoing training opportunities
 - C. Continued communication post website go-live with IT staff and cost for additional support
 - D. Normal support hours and emergency support hours
 - E. Software updates and site maintenance
 - F. Software licensing (if any)

7. Integrated Components and Tools

The listing below represents functional categories. VBCDH's new website vendor must be able to provide the desired components shown. They can either be accommodated directly by the Firm or through integration of complimentary web-based solutions coordinated by the Firm.

- Agenda Management – upload, create and manage agendas for multiple boards
- Archive Center – store agendas & minutes for multiple boards, newsletters and other docs
- Browser Based Administration – update/delete/create template-based web pages
- Departmental Home Pages – dynamic content
- Frequently Asked Questions – dynamic content
- Intranet/Extranet – user restricted pages
- Online Forms – forms/publishing, ability to fill out and submit electronically
- Mobile Browsing – website can be accessed from any mobile platform
- News & Announcements – dynamic content
- Online Job Postings/Applications & RFP/RFQ/Bid Posting – dynamic content
- Printable Pages – print-friendly function
- Property Database – Setup database and alert system to inform employees of training status/requirements and upcoming training to be completed
- Rotating Photos/Banners – dynamic image display
- Quick Links – links can be placed directly on the pages
- Site Map - dynamic
- Site Search – internal site search capabilities
- Site Statistics – analytics and site audit reports
- Video Hosting – ability to provide video streaming in a variety of formats
- Citizen Request Tracking – citizens can submit requests for service and Health Department can track and keep them informed on progress
- Directory of Businesses – easy to update internally and maybe even externally by the businesses themselves
- Facility Management – reservations and/or listing
- Multi-lingual support – dynamic content
- Online Payments – secure online transaction. Currently working through PayPal
- Rave system – Alert system used by most county's

8. Description of Features and Functionality Included with the CMS

At minimum include:

- A. Description of page creation
- B. Page content information
- C. The different back-end user permission levels

9. Project Pricing Estimate/Cost for Services Outlined

Specify amounts of items below:

- A. Days/hours of training, number of employees to be trained, on-site or webinar
- B. Proposed total cost for website redesign, maintenance, training and any further miscellaneous cost associated with the project

10. Hosting and Security (describe all available & break out costs separately in proposal)

- A. Site hosting
- B. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges

Interested parties should submit a proposal via email or regular mail to the Finance Administrator no later than **5 p.m. on Monday, May 29, 2017**. Questions about the proposal or selection process should also be directed to:

Chantal Wojcik
Finance Administrator
Van Buren/Cass District Health Department
57418 CR681
Hartford, MI 49057
(269)621-3143
cwojcik@vbcassdhd.org

Bids will not necessarily be awarded based on lowest price. Bids will be awarded based on the best overall cost to the Van Buren/Cass District Health Department considering all factors including price. Consideration will be given to such matters as contractor integrity, compliance with public policy, record of past performance and financial and technical resources. Any and all bids may be rejected when it is in the Health Department's interest to do so.

Once a company has been chosen they will be contacted via preferred method as stated in proposal. Each company should plan to have the persons designated as the project lead attend a meeting along with any other representatives they feel appropriate.

CONTRACTUAL RELATIONSHIP

It will be of paramount importance to guard against any conflict of interest on the part of the selected website provider. Consequently, an actual or potential conflict of interest occurs when an employee is in a position to influence a decision that may result in a personal gain for that employee or for a relative as a result of business dealings with VBCDH. By alerting us to the existence of any actual or even potential conflict of interest, we can establish safeguards to protect all parties.

All website content (text and images) displayed on www.vbcassdhd.org – both current and future – is owned by VBCDH.