

## REQUEST FOR PROPOSALS – WRCOG WEBSITE REDESIGN & REDEVELOPMENT

Waccamaw Regional Council of Governments (WRCOG) is requesting proposals to redesign and redevelop its primary website [www.wrcog.org](http://www.wrcog.org) and associated websites [gsats.org](http://gsats.org) and [waccamawworks.org](http://waccamawworks.org) (update for compatibility). A copy of the proposal should be submitted to WRCOG no later than Tuesday, April 4, 2023 at 2:00 pm. Proposals should be no more than five pages and emailed to Kelly Stuckey ([kstuckey@wrcog.org](mailto:kstuckey@wrcog.org)) and Darryl Elliott ([delliott@wrcog.org](mailto:delliott@wrcog.org)).

This solicitation does not commit WRCOG to award a contract, pay any cost incurred in the preparation of any proposals, procure or contract for goods or services. It is the responsibility of each offeror to see that their proposal is submitted and received by WRCOG on or before the due date above. No proposals will be accepted thereafter. WRCOG reserves the right to reject any or all proposals and to waive any informalities and technicalities in the selection process.

### ABOUT WRCOG

Established in 1969, Waccamaw Regional Council of Governments (WRCOG) is a state chartered regional agency which provides a wide range of services to citizens, county governments, and municipalities within Georgetown, Horry, and Williamsburg counties. WRCOG operates under the guidance of a twenty-five member Board of Directors comprised of elected officials and citizens-at-large from the three county area and is one of ten councils of governments (COGs) in the state of South Carolina. WRCOG provides the following services to meet community and individual needs in the region.

- **Aging and Disability** – coordinates the delivery of senior services throughout the Region. Assists the senior population and their families with education about health care, home repair, nutrition, caregiving, insurance, housing, legal issues; advocates for residents' rights in long term care facilities; offers local transportation to area services.
- **Community and Economic Development** – assists local jurisdictions with grant writing and management for water and sewer infrastructure, streetscape improvements, neighborhood revitalization, and economic development projects; coordinates the funds for the HOME Consortium to provide safe, affordable, and accessible housing.
- **Planning and Transportation**– offers technical assistance to jurisdictions for land use planning and zoning; manages metropolitan and rural transportation planning and administers the Long Range Transportation Plans for roadway and transit improvements; administers the Regional Water Quality Management Program; provides demographic and economic information to the business community, government officials, and the general public.
- **Workforce Development** – coordinates workforce services in the SC Works Centers; provides career exploration, counselling, and training for eligible individuals who are looking for jobs. Aids businesses in labor searches, training of candidates as well as existing employees when the need is demonstrated.

### VISION

WRCOG is looking for a web designer that can provide a fresh look for the organization's online presence in the most efficient, cost-effective, and customer-friendly way. The website must be designed around the focus areas listed above and delineated by a branding mark or coordinating color scheme. While the focus areas are interconnected in many ways, each area will have unique needs and different audiences.

The selected design firm will need to spend time with our staff to get a better understanding of the services we provide in order to successfully implement the vision.

WRCOG staff, of more than thirty five full-time workers, is interdisciplinary in nature, energetic, diverse, and dynamic. WRCOG serves Horry, Georgetown and Williamsburg Counties. The website should highlight the staff's role and provide contact information. The beauty and charm of South Carolina's Waccamaw region must shine on every page. Since our roads and water are critical elements to the everyday lives of citizens residing in the Waccamaw region, environmental and transportation elements must be prominently featured on the site.

## **SCOPE OF WORK:**

### **Design**

The website should be developed using modern styles, incorporating regional data and maps, be compatible with most browsers, and be easily readable/navigable on mobile devices. The site should display information about the agency and the region using local photographs and possibly videos. The new website should allow users with limited abilities to navigate it comfortably.

### **Easy to Navigate Pages**

We are seeking clean, simple, easy to use webpages. The pages should be linked in a manner that flows from basic ideas to more detailed concepts. Visitors to the site may include senior citizens with hearing impairments, limited vision, and limited knowledge of computers. In contrast, the website should also give business leaders, city and county officials access to regional data needed for analysis to help improve the quality of life of all Waccamaw citizens. There should be a search feature to find specific information quickly.

### **Retention of URL**

The site will retain the URL of [www.wrcog.org](http://www.wrcog.org) but completely redesign and rewrite the content. In the future, our team will rewrite the content as needed.

### **Links and Attachments**

The website must include links to attachments that can be printed, such as applications for the programs we offer, forms and plan documents. Links to other areas we serve such as county or city websites must also be included. We must be able to easily upload documents such as Word, Excel, and PDF along with JPEGs and video files.

### **Linked Directories**

The site should include staff and board directories that have linked contact information. In addition, agendas and minutes for each board should be easy to locate. Further, opportunities for employment and contracts should be highlighted prominently on the site.

### **Integration of Software**

We want to see a new website that uses geographic information systems (GIS) or a GIS application integration program (API) to display socioeconomic and transportation data. We use ArcGIS and are interested in uploading maps designed by our Planning Department as both informative and interactive resources.

### **Content Management**

The website should be designed in WordPress and have a simple content management system to allow non-developer staff members the ability to create, edit, insert and remove pages, links, and articles as needed. A One-time training for WRCOG staff, for the purpose of ongoing updates to the site, should be provided.

### **News/Events Calendar**

An Upcoming Events calendar as well as Announcements/News items and other articles should be integrated into the content management system so that site managers may update them easily and efficiently. These items should have a presentation area on the homepage and be optimally featured. The site should be capable of processing inquiries for information made by the public, along with an optional mailing list for visitors to subscribe.

### **Social Media**

The site should have a platform with the potential to implement a social media marketing strategy, such as Twitter, Instagram, Facebook, etc.

### **PROPOSAL FORMAT:**

Proposals should be no more than 5 pages in length and do the following:

- State the availability of the firm to undertake the project.
- Describe your firm's proposal to address our requirements in detail.
- Provide a timeline for the completion of this project and list staff involved.
- Provide a brief history of the firm and its experience providing services for organizations such as ours.
- Provide a list of clients comparable to WRCOG. Include a contact name and telephone number for each URL. A minimum of three references of similar size and scope.
- Provide the total fixed cost of basic design and optional added features.

### **SELECTION PROCESS:**

**Phase One** The review team will evaluate all proposals and determine conformance to submission requirements and whether responses meet minimum criteria established. The team will then score all responsive, responsible proposals and rank them from highest to lowest.

**Phase Two** The review team will check references for all firms under consideration.

**Phase Three** The review team may choose to interview the firms with top ranked proposals.

**Phase Four** Executive Management for Waccamaw Regional Council of Governments will enter into negotiations with the top ranked firm, leading to a professional services agreement. In the event an agreement cannot be reached with the top ranked firm, negotiations will commence with the next ranked firm.

The award of contract is expected to take place within 60 days of the proposal due date.

## **BASIS OF SELECTION**

Each proposal will be ranked using the following criteria:

### Method of Approach: 20 Percent

This refers to the technical soundness of the consultant's stated approach to the project, the comprehensiveness of the proposed approach, and the techniques to be used. The consultant should also explain any methods used to interview WRCOG staff.

### Understanding the Purpose: 25 Percent

A determination will be made of the consultant's understanding of the purpose and tasks as presented in the RFP. Evaluation will be based on the information presented in the consultant's proposal, the allocation of time on specific tasks. Consultants should feel free to suggest other requirements, problems, and solutions that may have been overlooked.

### Capability and Qualifications: 25 Percent

The ability of a prospective consultant will be evaluated under the terms of the RFP, relative to having a staff with the qualifications needed to successfully complete the project. Qualifications of professional personnel assigned to the project will be measured by both education and experience, and with particular reference to experience on similar projects. The consultant's professional and project staff who work on the project must be the same staff that is identified in the proposal.

### Originality or Innovativeness: 20 Percent

A key factor in the selection of the firm is any innovative approach to the project that goes beyond the suggested Scope of Work, design, functionality, interactivity, etc. It must be shown how this will be accomplished within the time limits.

### Schedule and Cost: 10 Percent

The prospective consultant will be evaluated on their ability to follow a schedule and minimize cost that will successfully complete the project within a reasonable time frame.

### **Selection Criteria Summary:**

Method of Approach	20 Percent
Understanding of the Purpose	25 Percent
Capability and Qualifications	25 Percent
Originality and Innovativeness	20 Percent
<u>Schedule and Cost</u>	<u>10 Percent</u>
<b>Total:</b>	<b>100 Percent</b>

## **SCHEDULE**

<b>Issuance of RFP:</b>	March 14, 2023
<b>Proposals Due:</b>	April 4, 2023 @ 2:00 PM
<b>Proposal Evaluations:</b>	April 5, 2023 – April 19, 2023
<b>Firm Interviews, Follow-Up:</b>	April 24, 2023 – May 10, 2023
<b>Firm Negotiations:</b>	May 11, 2023 – May 18, 2023
<b>Firm Selection:</b>	On or Before May 25, 2023

## Contacts and Questions

All questions regarding this project should be directed to:

- Kelly Stuckey  
Finance Director  
(843) 436-6120  
[kstuckey@wrcog.org](mailto:kstuckey@wrcog.org)
- Darryl Elliott  
IT Services Director  
(843) 436-6134  
[delliott@wrcog.org](mailto:delliott@wrcog.org)

A copy of the RFP for Website Redesign and Redevelopment can be found on our website at [WRCOG.org](http://WRCOG.org) or by emailing Kelly Stuckey at [kstuckey@wrcog.org](mailto:kstuckey@wrcog.org). Answers to questions about the proposal will be posted as an update to this proposal on [WRCOG.org](http://WRCOG.org)