

COUNTY OF ROCKLAND  
Department of General Services  
**Purchasing Division**

# Contract Award Notification

Title: **Website Development, Design, Implementation, Maintenance, Hosting, As Needed QSL**

Contract Period: June 18, 2021 through June 17, 2022 w/4-1-year options  
Extended through 6/17/23 w/3-1 year options ext thru 6/17/24

Original Date of Issue: June 18, 2021

Date of Revision: 11/06/23

**RFP No:** **RFP-RC-2020-035**

**Ordering Method:** **Special Request**

Authorized Users: County Agencies

Address Inquires To:

Name: Sabrina Samuels  
Title: Purchaser II  
Phone: 845-364-3807  
Fax: 845-364-3809  
E-mail: samuelss@co.rockland.ny.us

### Description

This contract is a qualified suppliers list for Website Development, Design, Implementation, Maintenance, Hosting as Needed

Contract #	Vendor Number	Contractor & Address	Telephone No.
RFP-RC-2020-035	0000023582	BBG&G Advertising 3020 Route 207 Suite 101 Campbell Hall, NY 10916 Contact: Peggy Brunetti peggyb@bbggadv.com	845-615-9084  FAX: 845-615-9149
RFP 20-035-A	00000026955	OGO Incorporated dba LCM247 One Blue Hill Plaza #1622 Pearl River, NY 10965 Contact: Patrick Heaphy <a href="mailto:patrick@lcm247.com">patrick@lcm247.com</a>	845-729-8384
RFP 20-035	0000026956	OrgCentral Labs dba Jesse James Creative 131 West 24 <sup>th</sup> Street New York, NY 10011 Contact: James Tormey <a href="mailto:jtormey@jjcreative.com">jtormey@jjcreative.com</a>	212-675-7424
RFP-RC-2020-035	0000026957	Submersive Media 37 East 28 <sup>th</sup> Street, Suite 302 New York, NY 10016 Contact: Adam Spielberger <a href="mailto:adam@submersivemedia.com">adam@submersivemedia.com</a>	646-606-2025

**Please see the How to Use this Qualified Suppliers List instructions.**

**End users: do not enter a catalog requisition until contract is finalized. Full scope of work, finalized contract number, deliverables & individual task pricing based based on hourly rates provided must be included on purchase order.**



**Edwin J. Day, County Executive**

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST  
February 17, 2021**

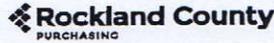
**RFP NUMBER:  
RFP-RC-2020-035  
BEST AND FINAL**

**COST PROPOSAL**

**COST PROPOSAL REQUIREMENTS TO BE USED BY THE ROCKLAND COUNTY**

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

<b>SERVICES TO INCLUDE, BUT NOT LIMITED TO, WEBSITE DEVELOPMENT DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING</b>	
PRINCIPAL / CREATIVE DIRECTOR	\$ _____ 200 _____ /Hour
PROJECT MANAGER/ACCOUNT SERVICE	\$ _____ 125 _____ /Hour
ART DIRECTOR	\$ _____ 150 _____ /Hour
DESIGNER	\$ _____ 185 _____ /Hour
PRODUCTION ARTIST	\$ _____ 125 _____ /Hour
TECHNICAL LEAD	\$ _____ 185 _____ /Hour
PROGRAMMER	\$ _____ 150 _____ /Hour
ADMINISTRATION STAFF	\$ _____ 85 _____ /Hour
WEB-BASED EMAIL MARKETING / AUTOMATION	\$ ____ 900 - 2,100/month* ____ /Month See note below
PERCENT MARK UP FOR THIRD PARTY SERVICES, NOT COVERED SEPARATELY ON PRICE LIST, NOT TO EXCEED THE THEN CURRENT CPI OR AS NEGOTIATED AT TIME OF PROJECT.	10 - 15%

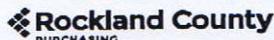


Edwin J. Day, County Executive

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST**  
**February 17, 2021**

**RFP NUMBER:**  
**RFP-RC-2020-035**  
**BEST AND FINAL**

<b>SERVICES TO INCLUDE, BUT NOT LIMITED TO, WEBSITE DEVELOPMENT DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING</b>	
OTHER: Web Updates	\$ _____ <b>125</b> _____ /Hour
OTHER: Photo Enhancement, Correction & Retouching	\$ _____ <b>135</b> _____ /Hour
OTHER: Marketing Automation Strategy	\$ _____ <b>150</b> _____ /Hour
OTHER: Marketing Automation Programming	\$ _____ <b>150</b> _____ / Hour
<b>WEB HOSTING, SERVER MAINTENANCE AND BACK UP</b>	
HOSTING: (2TB). (Indicate pricing structure) 2 TB memory, 16 GB ram, SSD 2TB, lightning fast 1Gbps uplink speed, 10Gbps fiber optics link from the ISP to the top of racks, unlimited email addresses, launch assist, and free backup and disaster recovery.	\$ _____ <b>\$1815+</b> / Year TBD based upon current pricing
Hosting: Each additional 1TB. Optional.	\$ _____ <b>400</b> _____ /year
SERVER MAINTENANCE: \$47 for 1 hour of service, \$84 for 2 hours, and \$120 for 3 hours of time only for custom work done or anything beyond the scope of the advanced product support.	Hosting includes 24/7/365 US-based Technical Support \$ _____ / _____
BACKUP: Included in hosting package	\$ _____ / _____
OTHER: <b>Optional.</b> Emarketing/Marketing Automation software subscription. See note below	\$ _____ <b>407</b> _____ /month (\$375 plus tax)
OTHER: <b>Optional.</b> IDX searchable database subscription for a real estate feed to your site	\$ _____ <b>60 - 95</b> / month TBD based upon current pricing
OTHER: <b>Optional.</b> User Generated Content (UGC) Software (Crowdriff)	\$ _____ <b>8,500+</b> / Year, TBD based upon Crowdriff's current pricing.
OTHER: <b>Optional.</b> Cost of mapping software if we are unable to use county's GIS division's existing ESRI account.	\$ _____ <b>1,350 - 1,800</b> / Year TBD based upon current pricing. To be finalized upon contract if required.



Edwin J. Day, County Executive

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST**  
**February 17, 2021**

**RFP NUMBER:**  
**RFP-RC-2020-035**  
**BEST AND FINAL**

**SERVICES TO INCLUDE, BUT NOT LIMITED TO, WEBSITE DEVELOPMENT DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING**

**COSTS / FEES LISTED ABOVE MUST INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE LISTED ABOVE. THIS INCLUDES, BUT IS NOT LIMITED TO, TRAVEL, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ETC.**

**YOU MAY SUBMIT A MORE DETAILED PRICING SCHEDULE AS AN ATTACHMENT TO THIS PAGE, BUT MUST INCLUDE ALL OF THE ABOVE.**

\* Range in Email / Marketing Automation Services estimate reflects the following variables in provided services:

- the number and frequency of newsletters designed and implemented
- the number of segmentation and web engagement workflows and strategies planned and implemented
- the number of drip and/or burst campaigns designed and implemented
- Cost range reflects a maximum of 12 hours per month.

Emarketing/Marketing Automation software subscription costs are additional at \$375.00/month plus tax.

Other ESP (Email Service Providers) programs like EMMA, MailChimp or ConstantContact can be used for monthly emarketing – however, they only offer email distribution. They do not provide full automated marketing capabilities, such as lead tracking, lead segmentation, dynamic links, chatbots, dynamic forms, dynamic content and links within your emarketing, or dynamic content on your web site. If Rockland County ONLY requires monthly email production and distribution WITHOUT Marketing Automation, then your monthly service costs will be lower, and there will be no additional Marketing Automation subscription fee.

We will work with Rockland County to construct emarketing campaigns and/or a Marketing Automation Program within a budget that makes the best sense for the County.



**Edwin J. Day, County Executive**

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST February 17, 2021**

**RFP NUMBER: RFP-RC-2020-035 BEST AND FINAL**

**COST PROPOSAL**

**COST PROPOSAL REQUIREMENTS TO BE USED BY THE ROCKLAND COUNTY**

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

<b>SERVICES TO INCLUDE, BUT NOT LIMITED TO, WEBSITE DEVELOPMENT DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING</b>	
PRINCIPAL / CREATIVE DIRECTOR	\$ <u>150</u> /Hour
PROJECT MANAGER	\$ <u>100</u> /Hour
ART DIRECTOR	\$ <u>125</u> /Hour
DESIGNER	\$ <u>125</u> /Hour
PRODUCTION ARTIST	\$ <u>85</u> /Hour
TECHNICAL LEAD	\$ <u>125</u> /Hour
PROGRAMMER	\$ <u>135</u> /Hour
ADMINISTRATION STAFF	\$ <u>70</u> /Hour
WEB-BASED EMAIL MARKETING / AUTOMATION	\$ <u>15 - \$2400</u> /Month
PERCENT MARK UP FOR THIRD PARTY SERVICES, NOT COVERED SEPARATELY ON PRICE LIST, NOT TO EXCEED THE THEN CURRENT CPI OR AS NEGOTIATED AT TIME OF PROJECT.	No Mark Up



Edwin J. Day, County Executive

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST February 17, 2021**

**RFP NUMBER: RFP-RC-2020-035 BEST AND FINAL**

OTHER: Video Production / Post Production	\$ <u>125</u> / Hour
OTHER: Web Content Updates	\$ <u>90</u> / Hour
OTHER: Marketing Automation Strategy / Implementation	\$ <u>125</u> / Hour
OTHER: Graphic Designer - Image Retouching etc	\$ <u>110</u> / Hour
OTHER:	\$ _____ / Hour
<b>WEB HOSTING, SERVER MAINTENANCE AND BACK UP</b>	
HOSTING: (2TB) (Indicate pricing structure)	\$ <u>400</u> / mo
Hosting: Each additional 1TB	\$ _____ / _____ different ranges available per use case
OTHER:	\$ _____ / _____
OTHER:	\$ _____ / _____
SERVER MAINTENANCE: Included in hosting	\$ _____ / _____
BACKUP Included	\$ _____ / _____

**COSTS / FEES LISTED ABOVE MUST INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE LISTED ABOVE. THIS INCLUDES, BUT IS NOT LIMITED TO, TRAVEL, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ETC.**

**YOU MAY SUBMIT A MORE DETAILED PRICING SCHEDULE AS AN ATTACHMENT TO THIS**



**Edwin J. Day, County Executive**

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST February 17, 2021**

**RFP NUMBER:  
RFP-RC-2020-035  
BEST AND FINAL**

**PAGE, BUT MUST INCLUDE ALL OF THE ABOVE.**

Different Marketing Automation options available depending on level of integration and traffic expected / needed. We will work with Rockland County to construct a plan that is right for them and in the budget desired.

\* There are different hosting plans available depending on different variables including but not limited to: number of concurrent website visitors expected. We offer holistic solutions that are optimized for Wordpress. Recommended solutions presented are based on customer needs, current challenges, resources used, historical site specs/data, etc.

Dedicated plans start at \$400/mo USD and scale up from there



Edwin J. Day, County Executive

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST**

**RFP NUMBER:  
RFP-RC-2020-035**

**COST PROPOSAL**

**COST PROPOSAL REQUIREMENTS TO BE USED BY THE ROCKLAND COUNTY**

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non- responsive.

<b>SERVICES TO INCLUDE, BUT NOT LIMITED TO, WEBSITE DEVELOPMENT DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING</b>	
PRINCIPAL / CREATIVE DIRECTOR	\$ <u>175</u> /Hour
PROJECT MANAGER	\$ <u>100</u> /Hour
ART DIRECTOR	\$ <u>125</u> /Hour
DESIGNER	\$ <u>95</u> /Hour
PRODUCTION ARTIST	\$ <u>75</u> /Hour
TECHNICAL LEAD	\$ <u>150</u> /Hour
PROGRAMMER	\$ <u>120</u> /Hour
ADMINISTRATION STAFF	\$ <u>60</u> /Hour
WEB-BASED EMAIL MARKETING / AUTOMATION	\$ <u>TBD</u> /Month
PERCENT MARK UP FOR THIRD PARTY SERVICES, NOT COVERED SEPARATELY ON PRICE LIST, NOT TO EXCEED THE THEN CURRENT CPI OR AS NEGOTIATED AT TIME OF PROJECT.	



Edwin J. Day, County Executive

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST**

**RFP NUMBER:  
RFP-RC-2020-035**

**SERVICES TO INCLUDE, BUT NOT LIMITED TO,  
WEBSITE DEVELOPMENT DESIGN,  
IMPLEMENTATION, MAINTENANCE, HOSTING**

OTHER:	\$ _____ / Hour
<b>WEB HOSTING, SERVER MAINTENANCE AND BACK UP</b>	
HOSTING: (2TB) (Indicate pricing structure)	\$ 500 _____ / _____ mo
Hosting: Each additional 1TB	\$ _____ / _____
OTHER:	\$ _____ / _____
OTHER:	\$ _____ / _____
SERVER MAINTENANCE:	\$ _____ / _____
BACKUP	\$ _____ / _____



Edwin J. Day, County Executive

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST**

**RFP NUMBER:  
RFP-RC-2020-035**

**SERVICES TO INCLUDE, BUT NOT LIMITED TO, WEBSITE DEVELOPMENT DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING**

**COSTS / FEES LISTED ABOVE MUST INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE LISTED ABOVE. THIS INCLUDES, BUT IS NOT LIMITED TO, TRAVEL, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ETC.**

**YOU MAY SUBMIT A MORE DETAILED PRICING SCHEDULE AS AN ATTACHMENT TO THIS PAGE, BUT MUST INCLUDE ALL OF THE ABOVE.**



Edwin J. Day, County Executive

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST February 17, 2021**

**RFP NUMBER:  
RFP-RC-2020-035  
BEST AND FINAL**

**COST PROPOSAL****COST PROPOSAL REQUIREMENTS TO BE USED BY THE ROCKLAND COUNTY**

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

<b>SERVICES TO INCLUDE, BUT NOT LIMITED TO, WEBSITE DEVELOPMENT DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING</b>	
PRINCIPAL / CREATIVE DIRECTOR	\$ <u>150</u> /Hour
PROJECT MANAGER	\$ <u>105</u> /Hour
ART DIRECTOR	\$ <u>135</u> /Hour
DESIGNER	\$ <u>150</u> /Hour
PRODUCTION ARTIST	\$ <u>90</u> /Hour
TECHNICAL DIRECTOR / LEAD DEVELOPER	\$ <u>150</u> /Hour
DEVELOPER	\$ <u>125</u> /Hour
ADMINISTRATION STAFF	\$ <u>55</u> /Hour
WEB-BASED EMAIL MARKETING / AUTOMATION	\$ <u>500-1,000</u> /Month
PERCENT MARK UP FOR THIRD PARTY SERVICES, NOT COVERED SEPARATELY ON PRICE LIST, NOT TO EXCEED THE THEN CURRENT CPI OR AS NEGOTIATED AT TIME OF PROJECT.	10-15%



**Edwin J. Day, County Executive**

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST February 17, 2021**

**RFP NUMBER: RFP-RC-2020-035 BEST AND FINAL**

<b>SERVICES TO INCLUDE, BUT NOT LIMITED TO, WEBSITE DEVELOPMENT DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING</b>		
OTHER:	Content Producer	\$ <u>120</u> /Hour
OTHER:	Content Strategy	\$ <u>120</u> /Hour
OTHER:	Copywriting	\$ <u>105</u> /Hour
OTHER:		\$ _____ /Hour
OTHER:		\$ _____ /Hour
<b>WEB HOSTING, SERVER MAINTENANCE AND BACK UP</b>		
	HOSTING: (2TB) (Indicate pricing structure) Amazon Web Services (AWS)	\$ <u>60</u> / month
	Hosting: Each additional 1TB	\$ <u>23</u> / month
OTHER:	WP Engine (WordPress hosting)	\$ <u>115</u> /month
OTHER:		\$ _____ / _____
SERVER MAINTENANCE:		\$ <u>Included</u> / _____
BACKUP		\$ <u>Included</u> / _____

**COSTS / FEES LISTED ABOVE MUST INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE LISTED ABOVE. THIS INCLUDES, BUT IS NOT LIMITED TO, TRAVEL, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ETC.**

**YOU MAY SUBMIT A MORE DETAILED PRICING SCHEDULE AS AN ATTACHMENT TO THIS PAGE, BUT MUST INCLUDE ALL OF THE ABOVE.**



**Edwin J. Day, County Executive**

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION,  
MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST**

**RFP NUMBER:  
RFP-RC-2020-035**

**PURCHASES BY OTHER LOCAL GOVERNMENTS, SCHOOL DISTRICTS, AND NON PROFIT AGENCIES**

As per the New York State General Municipal Law, all political subdivisions of New York State are allowed to make purchases through the resulting contract(s). As per Rockland County Procurement Policy, Non Profit Agencies approved to participate in New York State's Contract Extension Program are authorized to make purchases through the resulting contract(s).

1. The County of Rockland must make all contract award information available to other political subdivisions and non profit agencies through our website: **[www.rcpurchasing.com](http://www.rcpurchasing.com)**
2. Any other political subdivision or Rockland County nonprofit agency will issue purchase orders directly to vendors within the specified contract period referencing the County's contract and must be liable for any payments due on such purchase orders; and must accept sole responsibility for any payment due.
3. All purchases must be subject to audit and inspection by the other political subdivisions and Rockland County nonprofit agencies for which the purchase was made.
4. No officer, board or agency of a county, town, village, or school district must make any purchase through the County when bids have been received for such purchase by such officer, board or agency, unless such purchase may be made upon the same terms, conditions and specifications at a lower price through the County.
5. All Bidders must be on notice that as a condition of the award of a County contract, the successful bidder must accept the award of a similar contract with any other political subdivision in New York State and Rockland County nonprofit agencies authorized to use New York State's contracts, if called upon to do so. A listing of approved Rockland County nonprofit agencies is available on the Purchasing Division's website at [www.rcpurchasing.com](http://www.rcpurchasing.com). The County, however, will not be responsible for any debts incurred by the participants pursuant to this or any other agreement.
6. Necessary deviations from the County's specifications in the award of a participant contract, whether such deviations relate to quantities, or delivery points must be resolved between the successful bidder and the other political subdivisions and Rockland County nonprofit agencies.



**Edwin J. Day, County Executive**

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST**

**RFP NUMBER:  
RFP-RC-2020-035**

## **HOW TO USE THE QUALIFIED SUPPLIERS LIST GUIDELINES**

Firms will have been notified of their placement onto the Qualified Suppliers List (QSL). When a County Department needs project specific service from a firm on the Qualified Supplier List, they must follow these procedures:

### **A. When project is less than \$35,000**

- The Department must notify the Purchasing Division authorized representative, in writing that you have a project and will use the QSL. The Purchasing Department will review and advise if selected firm is in good standing.
- The Department must notify the Department of General Services-Management Information Systems (DGS-ITS) Division authorized representative, that they have a need for the required services. The Department must discuss with DGS-ITS as to the equipment or software that may be needed and who will host and maintain the finalized website. DGS-ITS Division will provide a Project Manager for your project.
- The Departments may contract directly with any firm on the Qualified Supplier List if all required documentation has been supplied to and approved by the Purchasing Dept as follows:
- A Scope of Objectives referencing the original Request for Proposal number must be written by the using department and provided to at least one firm on the QSL. The firm chosen will provide a detailed Scope of Work complete with tasks and deliverables and estimated number of hours per skillset, per deliverable, including a Master Schedule for completion.
- The Department must document the reasonableness of price and that the proposal satisfies the Department objectives.
- Provide the Purchasing Division with complete backup concerning the firm contacted, Scope of Objective, Scope of Work with deliverables, and reasons for firm selection.
- A completed DCE100 with all of the above requirements must be forwarded to the Director of Purchasing. The Purchasing Division will not approve and/or forward the request to the County Executive's Office until all required documentation is received.
- The Department can proceed to work with the supplier only after a finalized contract signed by both the supplier and the County Executive is received.
- The Department must administer the contract to include, but not limited to: documenting completion of the approved deliverables, maintaining and controlling the agreed upon master schedule, documenting delays and the reasons for the delay, receiving any codes prior to signing off for payment. There are to be no changes in original contracted Scope of Work without a formal contract change order.
- A phased approach must not be used to keep Scope of Work under the \$35,000 limit. A Scope of Work must be completed for all tasks and deliverables including hosting if required to meet the intended objectives.



Edwin J. Day, County Executive

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST**

**RFP NUMBER:  
RFP-RC-2020-035**

**B. When project is between \$35,001 - \$50,000**

- The Department must notify the Purchasing Division authorized representative, in writing that you have a project and will use the QSL. The Purchasing Department will review and advise if the three (3) intended vendors are in good standing.
- The Department must notify the Department of General Services-Management Information Systems (DGS-ITS) Division authorized representative, that they have a need for the required services. The Department must discuss with DGS-ITS as to equipment and software that may be needed and who will host and maintain the finalized website. DGS-ITS Division will provide a Project Manager for your project.
- The Department must solicit written quotes referencing the original Request for Proposal number from a **Minimum of Three** suppliers under the applicable Qualified Supplier List as follows:
- A Scope of Objectives referencing the original Request for Proposal number must be written by the using department. The firms will provide a detailed Scope of Work complete with tasks and deliverables and estimated number of hours per skillset, per deliverable, including a Master Schedule for completion.
- The Department must document the firm selection process and detail the reasons for firm selection.
- The Department must document the reasonableness of price compared to all quotes received.
- The Department must document that the proposed statement of work satisfies the Department objectives.
- The Department must provide the Purchasing Division with complete backup concerning the firms contacted, Scope of Objective, Scope of Work with deliverables & quotes received, scoring of the offers and firm selection.
- A completed DCE100 with all of the above requirements must be forwarded to the Director of Purchasing. The Purchasing Division will not approve and/or forward the request to the County Executive's Office until all required documentation is received.
- The Department can proceed to work with selected firm only after a finalized contract signed by both the firm and County Executive is received.
- The Department must administer the contract to include, but not limited to: documenting completion of the approved deliverables, maintaining and controlling the agreed upon master schedule, documenting delays and the reasons for the delay, receiving any code prior to signing off for payment. There are to be no changes in original contracted Scope of Work without a formal contract change order.
- A phased approach must not be used to keep Scope of Work under the \$50,000 limit for this choice. A Scope of Work must be completed for all tasks and deliverables to meet the intended objectives.



**Edwin J. Day, County Executive**

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST**

**RFP NUMBER:  
RFP-RC-2020-035**

**C. When project is between \$50,001 - \$100,000**

- The Department must contact the contract buyer from the Purchasing Division who must solicit written quotes from all firms on the QSL referencing the original Request for Proposal number, from suppliers under the applicable Qualified Supplier List as follows:
- The Department must notify the Department of General Services-Management Information Systems (DGS-ITS) Division, that they have a need for the required services. The Department must discuss with DGS-ITS as to equipment and software that may be needed and who will host and maintain the finalized website. DGS-ITS Division will provide a Project Manager for your project.
- A Scope of Objectives is written by the using department and provided to the Purchasing Division. The Purchasing Division will contact all firms on the QSL. The firms will provide a detailed Scope of Work complete with tasks and deliverables and estimated number of hours per skillset, per deliverable, including a Master Schedule for completion.
- The Purchasing Division, DGS-ITS and the requesting Department will review and evaluate the responses.
- The Purchasing Division and the Department may conduct oral presentations.
- The Department will document the firm selection process detailing the reasons for firm selection including the reasonableness of price, compared to all pricing received.
- The Department must document that the proposed statement of work satisfies the Department objectives.
- Provide the Purchasing Division with complete backup concerning the firms contacted, Scope of Objective, Scope of Work with deliverables & quotes received, scoring of the offers and firms selection.
- A completed DCE100 with all of the above requirements must be forwarded to the Director of Purchasing. The Purchasing Division will not approve and/or forward the request to the County Executive's Office until all required documentation is received.
- The Department can proceed to work with firm only after a finalized contract signed by both the firm and County Executive is received.
- The Department must administer the contract to include, but not limited to: documenting completion of the approved deliverables, maintaining and controlling the agreed upon master schedule, documenting delays and the reasons for the delay, receiving any code prior to signing off for payment. There are to be no changes in original contracted Scope of Work without a formal contract change order.
- A phased approach must not be used to keep Scope of Work under the \$100,000 limit for this choice. A Scope of Work must be completed for all tasks and deliverables including hosting if required to meet the intended objective.

**D. When contract is over \$100,000**

- A Qualified Suppliers List cannot be used, and a project specific Request for Proposal must be issued.



**Edwin J. Day, County Executive**

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST**

**RFP NUMBER:  
RFP-RC-2020-035**

### **STATEMENT OF OBJECTIVES**

The County of Rockland requires assistance with on-going web design services including, but not limited to, development, design, maintenance and administration services to enhance its web presence on a basis. Also, depending on individual projects may include hosting.

The objective is to establish a relationship with several web design specialists to provide both routine maintenance and even larger scale design and development such as e-commerce initiatives, social media integration, online surveys, interactive maps, google analysis and reports, reactive e-mail marketing / automation, testing and implementation or other, similar advancements. Several departments such as Planning rely heavily on GIS databases and mapping.

Websites must be easily navigated, providing clear, easy access to essential information for the audience group it's intended to reach. They must be designed so that visitors can easily identify where they are in the site and can easily navigate back to previous pages or the home page.

Sites must have clean code, and be able to load quickly and present well on a variety of browsers. Programming should be well documented so that updates and improvements can be made over time by authorized personnel. Websites and the web server that runs the site must provide the necessary level of security to mitigate attacks and employ a regular and back up schedule to insure the reliability, integrity and availability for the site.

Websites must be subject matter focused, with an appealing, inviting display of images reflecting the material. Site designs must be scalable, to allow for the addition of new pages and functions as needed or as technology and communication needs evolve.

Robust, easy-to-use search functions, directories, general website search, calendars, and other searchable content. As specific projects are awarded, awarded firm must provide search engine capabilities for the general website search and other searchable content. Site designs should be mobile responsive, SEO optimized, and must be ADA compliant.

Firms must identify if they have an in-house Marketing Division and/or work with outside Marketing firms when needed. The County of Rockland currently has a separate Qualified Suppliers List for Marketing services which has an Open Enrollment Clause. Firms not already on the County of Rockland Marketing Qualified Suppliers List and identify that they have in-house Marketing Division and/or work with outside Marketing firms and are placed on the Qualified Suppliers List for this solicitation, must be notified the when the next "Open Enrollment" is announced.

The County currently has several websites that are both currently maintained by the County and by independent vendors.



**Edwin J. Day, County Executive**

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST**

**RFP NUMBER:  
RFP-RC-2020-035**

As specific projects arise following the "How to Use" Guidelines included in this solicitation, vendors placed on this Qualified Suppliers List, will be contacted for project specific pricing with a Scope of Objectives. The vendors will respond with a Scope of Work to include, but not be limited to:

- Include procedures for gathering information from the using department / agency coordinated with the IT Division., include an estimated time line, deliverables, and indicate vendor/agency responsibilities and production schedule. Include meeting and timelines for providing content, reviews and updates.
- Project management involving analysis and design;
- Database analysis and functionality in a MySQL database or other approved environment;
- Web front-end appearance and functionality, back-end (site administration), redesign involving web portal, content management and administrative features;
- Security analysis and design (this includes server intrusion firewall as well as web application firewall protection);
- Supply software (the County currently purchases a majority of its software under NYS OGS software and other contracts);
- Infrastructure design involving best practices, standards, version control, configuration management, deployment and testing procedures;
- Installation and set-up hardware and software and provide applicable licenses, including establishing host server;
- Business continuity design;
- Conversion of database and web site;
- Customization of database and web site;
- Data entry (electronic and hard copies);
- Quality Assurance (QA); and Quality Control testing phases;
- Technical support;
- Transfer of knowledge;
- End user and IT staff Training;
- Back-up and Disaster Recovery;
- Maintenance;
- Performance monitoring and reporting requirements;
- Traffic/visitor usage analysis and reporting (Google Analytics preferred);
- Documentation, user guides, help systems, etc.

The programming, photography and videography, and media campaign components may be solicited separately or supplied by the using agencies.



**Edwin J. Day, County Executive**

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST**

**RFP NUMBER:  
RFP-RC-2020-035**

GIS website solutions must meet the following minimum requirements:

- Website design must be in an agreed upon Engineering data, such as ESRI shapefile, ArcGIS Server (map services and data) and/or ArcGIS Online; ArcGIS Portal. Proposal must include information regarding products firm specializes and/or recommends.
- Display multiple GIS layers including, tax parcels, zoning, topography, aerial photography, addresses, streets, lot dimensions, ownership, etc.
- Capability to add new layers as they become available.
- Search by parcel id #, address, name
- Buffer around a parcel, line or point (feature or graphic)
- Zoom in/out to desired level,
- Scale bar
- Print maps to desired scale, Measure distance

Proposals must include the various software products it specializes in and/or recommend (Example: Dreamweaver, Linux, FreeBSD, MySQL, Apache, PHP, etc.) and whether it contains a Content Management System.

#### Website Ownership

The County of Rockland will be the owner of any website designed under this contract and will hold the copyright to the design and all its parts. This extends to all programming design, computer code and databases created or updated, server and application configuration files and the graphics and logo's, as a result of this contract. The designer's services will be Work(s) for Hire.

#### Host Sites

- The data center facility, where the online capabilities are to be hosted, must have redundant power, cooling, network links, storage etc. Geographic redundancy with failover capabilities is preferred. Tier 4 data center standards are preferred but other facilities that meet the above requirements will be considered.
- A staging environment for data, services and applications is required to complete QA/QC procedures before pushing updates to the live to the website.
- All products including monitoring of servers must be available over the Internet, 24 hours a day, 7 days a week at 99.9% up-time guarantee with redundancy on dedicated VPS to provide the County with the security of a dedicated environment and fulfills all requirements for County access.
- Data storage must be provided for at least 1-2 TB of data, with additional storage available as an option. Vendor must indicate additional costs, if any, to exceed 2 TB of storage minimum.

Firms must provide the services necessary to test the website before any site goes live. Testing on various browser platforms (Internet Explorer, Google Chrome, MS Edge, Firefox, Safari, etc.) and various internet speed connections (1 Gbps, T1, etc.) must be done to ensure fast loading pages. The authorized using agency must approve a bug-free and secure website prior to site going live.



**Edwin J. Day, County Executive**

**TITLE: WEBSITE DEVELOPMENT, DESIGN, IMPLEMENTATION, MAINTENANCE, HOSTING, AS NEEDED, QUALIFIED SUPPLIERS LIST**

**RFP NUMBER:  
RFP-RC-2020-035**

### **Hosting**

Proposal must include hosting fee schedules as it relates to server capacity (memory size, disk size, network speeds, transfer limits, CPU, guaranteed 99.9% uptime, maintenance, redundancy, alert procedures back up and achieve procedures, etc.; on dedicated VPS to provide the County with the security of a dedicated environment and fulfills all requirements for County access.

The requirements listed will be on an as needed – project related basis.

### **THIRD-PARTY PRODUCTS**

To the extent that a third-party product is required to compensate for functionality that is absent in the solution, the vendor should explicitly state the name of any third-party products. For each third-party product, proposals must include a statement surrounding whether the vendor's contract will encompass the third-party product and/or whether the County will have to contract on its own for the product. The County prefers that the software vendor serve as the administrator for all third-party software contracts. Finally, the vendor should provide proof that they have access to the third-party software source code (own or in escrow) and that the vendor has the ability to provide long-term support for the third-party software components of their system.

### **SECTION 508 COMPLIANT**

Websites are to be Section 508 compliant as it relates to County agency websites and project specific related funding.

### **Scope of Work for Specific Project Requests**

Vendor selection for A through C provided in the How to Use Guidelines will be based on Best Value methodology, with key factors to be considered to include experience of the firm as it relates to specific project, ability to meet the scheduling demands of that project and price.

Best Value procurement means the selection of a firm by determining which quote offers the best trade-off between price and performance, where quality is considered an integral performance factor. The award decision is made based on multiple factors, including: total cost of ownership, meaning the cost of acquiring, operating, maintaining, and supporting a web-product or service over its projected lifetime; the evaluated technical merit of the firms quote, firms performance and probability of performing the specific objectives and maintains industry standards. The intent of "Best Value" Information Technology procurement is to enable firms to offer and the using agency to select the most appropriate solution to meet the business objectives defined in the project Specific Scope of Objectives and to keep all parties focused on the desired outcome of that project.

Such basis must reflect, wherever possible, objective and quantifiable analysis.