

# RFP

Request for Proposal for  
WEBSITE MAINTENANCE

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Release Date: Monday, July 18, 2022

**Due Date: August 10, 2022**  
(No later than 3:00 P.M)

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# 1. BACKGROUND

As one of South Carolina's 10 Regional Planning Councils, the Berkeley-Charleston-Dorchester Council of Governments' primary objectives are to assist local governments develop local and regional plans within the tri-county region, as well provide member governments with planning and technical support to improve the quality of life in the region.

BCDCOG represents 27 municipalities and three county governments in the tri-county area.

Websites are a key component of the BCDCOG's marketing and brand strategy – for both the agency and a number of the programs and providers it administers. The current sites (referred here throughout as “the sites” or “sites”) are:

- [www.bcdcog.com](http://www.bcdcog.com)
- [www.ridecarta.com](http://www.ridecarta.com)
- [www.ridetricountylink.com](http://www.ridetricountylink.com)
- [www.scworkstrident.org](http://www.scworkstrident.org)
- [www.lowcountrygo.com](http://www.lowcountrygo.com)

# 2. SCOPE OF WORK

The contractor shall have extensive knowledge and background in utilizing WordPress content management system (CMS) to manage web sites and will be expected to complete the responsibilities described below:

- Perform regular maintenance of the websites; make ongoing recommendations to BCDCOG staff on how to improve and optimize the sites, including in areas such as site navigation and online presence.
- Provide an initial audit for sites and provide recommendations related to improvement and/or replacement.
- Manage and publish content; ensure content is consistent and in line with BCDCOG's brand, identity and mission. (Also provide access and instruction to BCDCOG staff in order for staff to update site content, if needed.)
- Proactively monitor site content and ensure information displayed is accurate and current.
- Design and update layouts as needed.
- Create a SEO and SEM program that results with an increase in overall visitors.
- Update, edit and create various graphics when required for the website. Pages are updated daily, monthly, seasonally and/or as needed.
- Assist with the creation and or update of site content as needed (occasionally on a quick turnaround, in the case of news postings).

- Maintain the integrity of the site against spam, hackers, viruses and electronic attacks via firewalls, security software and passwords.
- Maintain link equity with our partners and stakeholders.
- Complete conversion tracking, measure the click through rates and have good crawl depth within the website.
- Submit quarterly reports on how the site is being used and effectiveness. Measurements would include traffic sources, top keywords, top pages and referrals, and other topics deemed necessary. Other measurable components could include unique visitors, number of visits, page views, impressions and click through rate.
- Update drop down menus as needed to function effortlessly to ensure visitor satisfaction.
- Participate in meetings to be held as needed with BCDCOG staff to discuss issues, needs or special projects.
- Integrate BCDCOG's social media platforms throughout the site as appropriate.
- Maintain the calendar of events as needed. Events will be submitted and checked for accuracy by BCDCOG staff
- Comprehensive support for emergency issues such as hacking. Content posting within 24 hours. Reasonable turnarounds for larger items such as page builds.
- As needed items including Gmail account, LiveHelpNow subscription and other tech-related tools.
- Provide hosting services for the sites.
- Monthly narrative of hours to accompany service.

### 3. SELECTION CRITERIA & PROCESS

The following criteria will be used in evaluating the proposals:

- **Understanding the Need / 35 Points** – The consultant must demonstrate a clear and thorough understanding of the need to undertake the aforementioned.
- **Previous Experience / 35 Points** – The consultant must demonstrate past performance and provide specific examples of similar or comparable projects that either met or exceeded industry standards.
- **DBE Participation / 5 Points** – Evaluation shall be based on extent and participation of certified Disadvantaged Business Enterprises (DBEs)
- **Cost Proposal / 25 Points** – Attach a **SEPERATE** sealed envelope titled Cost Worksheet itemizing each item of cost per hour with a monthly maximum.

## 4. PROPOSAL FORMAT

The proposal shall include the following elements at a minimum. However, the consultant is permitted and encouraged to include any additional material that is deemed appropriate and pertinent to assist the BCDCOG in its decision.

- Letter of Interest
- Qualifications of Firm
- Understanding of Project
- Method of Approach
- Key Personnel including CVs
- Relevant Project Material
- Cost Proposal (Separate Envelope)

BCDCOG reserves the right to request written clarification of information submitted and to contact any references to obtain information regarding performance reliability and integrity.

All proposals shall be submitted in a sealed envelope. The outside of the package shall be marked “Request for Proposal – Website Maintenance”. **The consultant must mail one (1) original, one (1) digital and three (3) hard copies of the final proposal to:**

Jason McGarry  
Procurement/Contracts Administrator  
Berkeley-Charleston-Dorchester Council of Governments  
5790 Casper Padgett Way  
North Charleston, SC 29406

**All proposals must be received no later than 3:00 PM on Monday, August 10, 2022.** Any proposal received after the date and time specified will be rejected, considered non-responsive, and will not be opened.

All questions and requests for clarification must be submitted in writing no later than 3:00 PM on Friday, August 3, 2022 to [jasonm@bcdco.com](mailto:jasonm@bcdco.com). Addenda to this RFP, including responses to questions and any modifications will be posted on the BCDCOG website at [www.bcdco.com](http://www.bcdco.com).

## 5. GENERAL CONDITIONS

### A. Firms Responsibility

Firms shall fully acquaint itself with the conditions relating to the scope and restrictions attending the execution of the services under the conditions of the RFP. The failure or omission of a Firm to acquaint itself with the existing conditions shall in no way relieve it of any obligation with respect to the proposal submitted by the Firm to any contract resulting from this RFP.

### B. Duty to Inquire

Should a Firm find discrepancies or omissions in this RFP, or should the Firm be in doubt as to the meanings, the Firm shall at once notify BCDCOG in writing prior to the last day for written questions. If additional clarification is warranted, a written addendum will be sent to all persons or firms receiving this RFP

### **C. Signature Requirements**

Only authorized officers eligible to sign contract documents will be accepted. Consortiums, joint ventures, or teams submitting proposals, although permitted and encouraged, will not be considered responsive unless it is established that all contractual responsibility rests solely with one contractor or one legal entity. This proposal should indicate the responsible entity. Firms should be aware that joint responsibility and liability will attach to any resulting contract and failure of one party in a joint venture to perform will not relieve the other party or parties of total responsibility for performance.

### **D. Waiver**

By submission of its proposal, the Firm represents and warrants that it has sufficiently informed itself in all matters affecting the performance of the work or the furnishing of the labor, services, supplies, materials, or equipment called for in the solicitation; that it has checked the proposal for errors and omissions; that the prices and costs stated in its proposal are intended by it; and, are a complete and correct statement of its prices and costs for providing the labor, services, supplies, materials, or equipment required.

### **E. Revisions To RFP**

BCDCOG reserves the right, when necessary, to postpone the times in which proposals are scheduled to be received and opened, and to amend part or all of the RFP. Prompt notification of such postponement or amendment shall be given to all perspective Firms who have requested or received copies of the RFP. Receipt of all addenda must be acknowledged in the proposals received by BCDCOG.

### **F. Withdrawal of Proposal**

No proposal may be withdrawn after the proposals have been opened.

### **G. Reserved Right**

All firms are notified the contract for this service is contingent upon Federal and State appropriations. In the event that funding is eliminated, decreased, or not granted, BCDCOG reserves the right to terminate any RFP; any contract awarded hereunder or modifies any contract or this RFP accordingly.

- BCDCOG reserves the right to waive any minor irregularities in any and all Proposals.
- BCDCOG reserves the right to reject all Proposals and re-solicit or cancel this procurement if deemed by BCDCOG to be in its best interest, without indicating any reason for such rejection(s).
- BCDCOG also reserves the right to enter into a contract with any Firm based upon the initial Proposal or on the basis of a best and final offer without conducting oral interviews.

### **H. Prohibited Interest**

No member, officer, employee of BCDCOG or member of its Board during his/her tenure or one year thereafter, shall have any interest, direct or indirect, in any resultant contract or the proceeds thereof.

### **I. Notice to Proceed**

The Firm shall be issued a written Notice to Proceed. Any services provided prior to receipt of the Notice to Proceed shall be at the sole risk and expense to the Firm.

### **J. Labor Provisions**

South Carolina is a Right-to-Work state. The successful Firm shall be responsible for compliance with all applicable requirements of 49 USC § 5333(b).

#### **K. Protest Procedures**

Any prospective Firm who is aggrieved in connection with the solicitation of a contract may protest to BCDCOG's Executive Director. Any such protest must be delivered in writing within five days of the issuance of the RFP or within five days of amendment thereto if the amendment is at issue. Any actual Firm, consultant, or sub consultant who is aggrieved in connection with the intended award or award of a contract shall protest to the Executive Director. Any such protest must be delivered in writing within five days of the date the notice of award or intent to award is posted. A protest must set forth all specific grounds of protest in detail and explain the factual and legal basis for each issue raised.

This project is to be funded in part by FTA and is subject to FTA rules and regulations. FTA only accepts protest alleging that a grantee fails to have written protest procedures or has violated such procedures or fails to review a complaint or protest.

#### **L. Cost of Proposal Preparation**

BCDCOG shall not be responsible for any cost or expenses incurred for preparation of the Proposal in response to this RFP. Firms shall not include such expenses as a part of the price proposed. BCDCOG and the BCD Council of Governments shall be held harmless and free from any and all liability, claims, or expenses whatsoever, incurred by, or on behalf of any person or organization responding to this RFP. Costs related to Proposal preparation include, but shall not be limited to the following:

- Preparing proposals in response to this RFP.
- Negotiations with BCD Council of Governments on any matter related to this procurement.
- Costs associated with interviews, meetings, travel, or presentations.
- Other expenses incurred by a Firm prior to formal Notice to Proceed for any agreement.

## **6. SIGNATURE REQUIREMENTS**

Proposals must be signed by a duly authorized official of the responder. Consortia, joint ventures, or teams submitting qualifications, although permitted and encouraged, will not be considered responsive unless it is established that all contractual responsibility rests solely with one contractor or one legal entity, which shall not be a subsidiary or affiliate with limited resources. Each response should indicate the entity responsible for execution on behalf of the proposed team.

## **7. COST PROPOSAL REQUIREMENTS**

Attach a **SEPERATE** sealed envelope titled Cost Worksheet itemizing each item of cost per hour with a monthly maximum.

<b>Website Maintenance</b>		
<b>Website</b>	<b>Cost per Hour</b>	<b>Monthly Cost</b>
<a href="http://www.bcdco.gov">www.bcdco.gov</a>		
<a href="http://www.ridecarta.com">www.ridecarta.com</a>		
<a href="http://www.ridetrickcountylink.com">www.ridetrickcountylink.com</a>		
<a href="http://www.scworkstrident.org">www.scworkstrident.org</a>		
<a href="http://www.lowcountrygo.com">www.lowcountrygo.com</a>		