Request for Proposal for Redesign of Washington County Website

Washington County of Utah
Information Technology Services

September 2, 2025

Version 1.4

Change Log			
Date	Version	Author	Changes
03/17/2025	1.0	GVJ	First Draft, Track Changes enabled
06/11/2025	1.1	VH	Second Draft, Changes and Feedback
06/19/2025	1.2	GVJ	Third Draft, Changes and Feedback, added more links
07/18/2025	1.3	VH	Fourth Draft, ready for approval
08/14/2025	1.4	GVJ	Fifth Draft

Contents

Schedule of Events 4
Important Information 4
RFP Description 5
RFP Due Date 5
RFP Information 5
Washington County, Utah Overview 6
Requirements from Vendors 7
- Design Requirements 7
- County Design Guide 7
- Security Policy 7
- Staging/Development Environment 8
- Quality Assurance 8
- Qualifications 8
- Submittal of Proposals 8
- Timeline of Proposals 10
- Evaluation and Selection of Proposals 10
- Rights and Disclosures Regarding Proposals 11
- Project Management and Implementation 13
- Training 13
- Post-Launch Support 13
- Pricing Proposal 13

Terms and Conditions 14
- Contract Negotiations and Insurance 14
- Costs of Proposal 14
- No Obligation 14
- Modification or Withdrawal of Proposal 15
- Proposal Submission Certification 15

RFP Questions and Answers 15

Schedule of Events

Event	Date
Release RFP	Tuesday, September 2, 2025
Question/Clarification Period	Monday, September 15, 2025
Proposal Due Date	Friday, October 31, 2025
Evaluation of Submissions	Monday, November 3, 2025
Interview Process	Monday, November 17, 2025
Reference Checks If Needed	Monday, November 24, 2025
Contract Awarded, PSA Executed	Monday, December 1, 2025

Note: This schedule is the anticipated schedule of events, dates are subject to change.

Important Information

Category	Information
Point of Contact:	Gavin Joaquin, Webmaster Washington County of Utah Information Technology Services (ITS) 111 East Tabernacle St. St. George, UT 84770 webmaster@washco.utah.gov
Submit Questions and Comments to:	webmaster@washco.utah.gov
To obtain a copy of Washington County's Website Design Guide, email:	webmaster@washco.utah.gov Subject: RFP Website Design Guide
Maximum attachment size of proposals:	25MB
Accepted format of proposals:	Adobe PDF (*.pdf)
Proposals are to be delivered to:	Via email: webmaster@washco.utah.gov

RFP Description

Washington County, Utah is soliciting proposals from qualified vendors for the redesign of the County's website (washco.utah.gov). The redesigned website must comply with ADA and WCAG 2.1 level AA standards, and incorporate the latest web technologies. It must also have full site search capabilities and adhere to best security practices. The proposal should include detailed cost estimates for development, deployment, and, a minimum of one year of post-launch support. This statement of requirements outlines the essential functionalities and expectations for the County website redesign, ensuring vendors understand the critical aspects necessary for successful implementation and support.

RFP Due Date

To be considered, the County must receive the vendor's entire response via email. The response must be in electronic form and emailed to webmaster@washco.utah.gov with "RFP for County Website Redesign" as the subject. The response must be received no later than **Friday, October 31, 2025**.

All contact during the competitive process is to be through ITS department only. Any communication regarding this RFP with other County personnel may result in disqualification.

The evaluation phase of the competitive process will begin upon receipt of proposals and continue until a contract has been awarded.

RFP Information

The post of this RFP on the current County website will be the official notification, and updates/addendums.

https://www.washco.utah.gov/2025/09/02/rfp-for-redesign-of-washington-county-website/

For list of requirements and guidelines, please refer to the County Design Guide.

Questions and Requests for Clarification

All questions and requests for clarification shall be made in writing and sent via email to the following individual no later than the deadline to submit questions identified in the Schedule of Events.

Contact: webmaster@washco.utah.gov, Point of Contact (Important Information)

Washington County, Utah Overview

We are very proud of where we live and work. Washington County is known for warm winter weather and beautiful red rock scenery. It's indigenous history spans millennia from the Virgin River Anasazi to the Paiute people. It has been known as Utah's Dixie since pioneers settled here in the 1850's to grow cotton and other agricultural crops. Now it is known for championship golf, tennis, walking paths, biking trails, and hiking. Warm, snow-free winters and yearlong low humidity make life attractive for snowbirds and full-time residents.

In the mid 1960's the county's population was about 10,000; today, it is well over 202,000. In fact, our population has nearly doubled each of the last three decades!

We are home to the world-renowned Snow Canyon State Park, the Tuacahn Center with its 1,200 seat outdoor amphitheater, and the magnificent Zion National Park. The county has the benefit of a large, ultra-modern convention center (Dixie Center), the Rosenbruch World Wildlife Museum, and the 1,200 seat Cox Performing Arts Theatre on the Utah Tech University campus. We want to invite you to come and enjoy our breathtaking scenery and hospitality!

Requirements from Vendors

The following are required from vendors.

Design Requirements

The design should adhere to the following requirements:

1) A modern solution that takes advantage of the latest web technologies
2) New navigation menu (see County Design Guide)
3) Extensible, Modular Approach – add new modules later without extensive reprogramming
4) Responsive Design
5) Website must be designed with a mix of text and graphics
6) Varied Content Types (e.g., PDF, images, videos, YouTube, etc.)
7) Website must be able to display the various multimedia content
8) Browser and Platform Agnostic – design is consistent across web browsers and platforms
9) Best security practices
10) Web Content Accessibility Guidelines 2.1 (WCAG)
11) Americans with Disabilities Act (ADA/508) compliant
12) State and Federal regulation compliant

Further details of requirements can be found in the County Design Guide.

County Design Guide

Washington County has a design guide document available upon request. This guide contains various requirements that the redesign should meet – from navigation to templates and more. **Failure to read and follow the design guide will result in rejection of the proposal.**

To obtain a copy of the design guide, send an email to webmaster@washco.utah.gov with subject line "RFP Website Design Guide."

Security Policy

Due to county security reasons, vendors will not have access to county servers or its network.

Staging/Development Environment

Awarded vendor must provide their own Development Environment. This environment should be accessible ONLY to specified Washington County employees and NOT with the public.

The purpose of this Development Environment is to provide a medium to demonstrate various design features, project progress, and agreement compliance.

Quality Assurance

Vendor is responsible for the quality of website design. Vendor shall review and sign-off on the new design.

Qualifications

Proposed vendor must illustrate that it has the necessary ability and resources to develop, demonstrate, implement, train, launch, and provide post-launch support for the new website design. The following are minimum qualification requirements of each proposed vendor:

- Two references from recent customers related to website design.
- At least three years' experience in website design.

Submittal of Proposals

Submitted proposals to this RFP will help Washington County select the most qualified and committed vendor. Evaluation by Washington County will include, but is not limited to, qualifications, references, scope of proposal, pricing, and overall fit. All proposal documents must be received at the Information Technology Services by **Friday, October 31, 2025**, via email to webmaster@washco.utah.gov. Vendors must submit an electronic version of their proposal in Adobe PDF format, as follows:

A. Part 1: Executive Summary (up to 5 points)
   The Executive Summary shall include:
   1. Business organization including the date established, Tax Identification Number, number of employees, and brief history of the firm.

2. Contact information (legal name, address, telephone number, and email address)
3. The names of key members of the vendor's team on this project
4. A summary of the vendor's experience and qualifications in website design and implementation. Include a list of experience and examples with Content Management Systems (CMS).
5. Signature of authorized representative

B. Part 2: Experience and Qualifications of Vendor's Team (up to 10 points)
Provide details relating to the experience and qualifications of the members of the vendor's team by including the following information:
1. Brief statements demonstrating the training, experience, and qualifications of the key team members who will be assigned to this project.
2. Experience of proposed vendor's team working on similar scope and type of projects.
3. The ability of the vendor's team to produce an aesthetic and user-friendly website. High point scores will be given to vendors who provide a sample(s) of a pre-design of the future comprehensive layout.
4. Experience working with governmental entities in Utah or other jurisdictions or other relevant experience.
5. Understanding of the organizational structure of the requested website design.
6. A statement of conflict (if any) that the vendor's principals or executive team members may have regarding these services. If no potential conflicts of interest are identified, please indicate as such.
7. Any other information that would assist the review team in understanding the vendor's capacity to efficiently and effectively complete the project.

C. Part 3: Understanding of Project Scope (up to 10 points)
Each proposed vendor shall demonstrate its capacity to deliver comprehensive, professional website design, and other deliverables. Vendors should outline their capability of meeting the goals outlined in the project scope. Vendors should draw from previous advanced website design experience and competence to articulate how their capabilities are distinct, comprehensive, and add value. References to previously completed website design projects (including links to digital examples) are recommended.

D. Part 4: Commitment to Project Budget and Detailed Work Plan (up to 10 points)
The vendor shall provide a total base fee for the project and a breakdown of costs. Each responding vendor shall include an acknowledgement that it can effectively complete this project within the budget indicated. Each vendor shall provide a proposed work plan for development and implementation of the website design as described in the scope of work as set forth herein (see Design Requirements). Each vendor shall explain in this section the methods and process it will use to ensure the project is within budget and that the County will be getting the best value within the budgeted amount. Information in this section shall include anticipated tasks

undertaken during the project, including anticipated administrative and logistical costs.

E. Part 5: Delivery Schedule and Timeline (up to 10 points)
Discuss in this section the steps the vendor team proposes to use to deliver the project on time. Clearly outline the delivery schedule and timeline of each component of the project. Specific dates should be used assuming an award to this RFP and an executed agreement on **Monday, December 1, 2025**. Vendor shall be prepared to begin work within three weeks of the Notice to Proceed. Details in this section, assessing completion of the project in a timely fashion, will be a factor in scoring this section. Indicate in the proposed schedule, and the necessary involvement and various decision points required of the County.

F. Part 6: Reference Review (up to 10 points)
The County review team will conduct a background reference review of each vendor finalist. Please include the following information for two website design projects that the proposed core team members worked on together:
1. Name of the project
2. Location of the project
3. Name, title, and contact information for the client
4. Project budget
5. Project timeline and date of completion of the project

Timeline of Proposals

Event	Date
Release RFP	Tuesday, September 2, 2025
Question/Clarification Period	Monday, September 15, 2025
Proposal Due Date	Friday, October 31, 2025
Evaluation of Submissions	Monday, November 3, 2025
Interview Process	Monday, November 17, 2025
Reference Checks If Needed	Monday, November 24, 2025
Contract Awarded, PSA Executed	Monday, December 1, 2025

Note: This schedule is the anticipated schedule of events, dates are subject to change.

Evaluation and Selection of Proposals

The County will eliminate proposals that do not meet the above criteria. Next, it will review and evaluate each complete and qualified proposal submission. The County reserves the right to obtain clarification or request additional information. Proposals will be evaluated and ranked according to the following criteria:

Criteria	Points
Executive Summary	1 – 5
Experience and Qualifications	1 – 15
Understanding of Project Scope	1 – 20
Commitment to Project Budget & Detailed Work Plan	1 – 20
Delivery Schedule and Timeline	1 – 10
Reference Review	1 – 10
Interview	1 – 20
TOTAL	100 points

A. VENDOR INTERVIEWS

Following an evaluation of the proposals, the top two or three finalists will be contacted for interviews. The County will determine if the interview will be in-person or virtual. The interview will consist of a presentation by the vendor, followed by a question-and-answer session. The vendor will be allotted 20 minutes for the presentation and 10 minutes for questions and follow-up. The vendor will be given 30 minutes total time. The team presenting must be the same group that will be working with the County on the website design project.

B. VENDOR SELECTION AND EXECUTION OF PROFESSIONAL SERVICE AGREEMENT

After the interview, the vendors will be ranked as set forth above, and the selected vendor will be notified. Thereafter the vendor shall execute a standard County Professional Services Agreement (PSA). After the standard agreement has been negotiated and executed, the vendor will be given a Notice to Proceed with the project, and vendor shall proceed as required. The general terms and conditions of the PSA are set forth in Attachment A, Professional Service Agreement. Each company submitting a proposal should become familiar with the Agreement.

If the County and selected vendor cannot agree on a satisfactory agreement, the County reserves the right to terminate negotiations. The County may then negotiate an agreement with the vendor which ranked second, or third, or the County may submit another request for proposals.

The County's standard PSA is included as Attachment A. The vendor must include with the proposal a description of any exceptions requested in the standard PSA contract. Exceptions may be granted, in County's sole discretion. If there are no exceptions requested, a statement to that effect must be included in the proposal.

Rights and Disclosures Regarding Proposals

A. RIGHTS TO PROPOSALS

All proposals, upon submission to the County, shall become the County's property for its use as deemed appropriate. By submitting a proposal, the vendor covenants not to make any claim for, or have any right to damages because of, any misinterpretation or misunderstanding of the specification, or because of any misinformation or lack of information. Nothing contained in this RFP shall create any contractual relationship between the vendor and the County. The County has the following prerogatives with regard to proposals submitted:

1. To accept or reject any or all proposals.
2. To award all or part of the project in its discretion.
3. To adopt any or all parts of a proposal.
4. To request additional information for the purposes of clarification.
5. To correct any arithmetic errors in any or all proposals submitted.
6. To change the deadline for submitting proposals upon appropriate notification to all vendors receiving the RFP.
7. To accept or negotiate any modifications to the scope and fee of any proposal following the deadline for receipt of all proposals and prior to contract award.
8. To waive any irregularity or any non-conformity of proposals with this RFP, whether of a technical or substantive nature.

B. DISCLOSURE OF CONTENTS

Upon award of contract, all proposals accepted by the County shall become a matter of public record and shall be regarded as public, with the exception of those elements of each proposal that are identified by the vendor as business or trade secrets and plainly marked as "trade secret," "confidential," or "proprietary." Each element of a proposal that the vendor desires not to be considered a public record must be clearly marked. Any blanket statement (i.e. regarding entire pages, documents, or other non-specific designations) shall not be sufficient and shall not bind the County in any way whatsoever. If disclosure is required under the Utah Government Records Access Management Act (GRAMA) or otherwise by law (despite the vendor's request for confidentiality), the County shall not in any way be liable or responsible for the disclosure of any such records or part thereof.

Project Management and Implementation

The chosen vendor will supply a professional project team to oversee and provide the implementation services needed for the successful implementation of the new website design. The vendor's project team shall be responsible for developing a comprehensive project management plan to include outlining methods of communication for implementation, supplying a detailed project timeline, and identifying tasks and deliverables for both county and vendor staff.

Training

The awarded vendor is expected to provide in-depth training to educate county staff on new functionality, features, processes, and best practices. After training sessions, county staff should be confidently prepared to maintain the new website design after launch.

Post-Launch Support

Vendor's project team should be available for support if problems and/or issues arise after the launch of the new design. Support should last a minimum of 12 months. On-site support may be required by the county in its discretion, and one on-site visit with key team members should be factored into the proposal.

After 12 months of post-launch support, a fee structure may be proposed as a rate per hour for general assistance, or a rate per hour for specific assistance type, monthly retainer, or other structure.

Pricing Proposal

Pricing shall be provided as an all-inclusive, lump sum amount for the complete website design, development, implementation, training, and launch. A separate line item shall be stated for the cost of a minimum of 12 months of post-launch vendor support. A grand total for the complete website design and 12 months of vendor support also shall be stated.

If there are additional maintenance fees for required modules and/or functionality, they must be individually listed.

Terms and Conditions

Contract Negotiations and Insurance

Washington County, Utah reserves the right to enter into a professional service agreement with the selected vendor that Washington County deems will offer the best overall qualifications and experience. Any acceptance of a proposal is contingent upon the execution of a written agreement, and Washington County shall not be contractually bound to any vendor prior to the execution of such written agreement.

Before signing a contract with the successful vendor, Washington County requires satisfactory proof that the vendor has adequate ongoing insurance coverage for the work to be performed under the agreement. Insurance requirements are listed in the example professional service agreement in Attachment A.

Costs of Proposal

Washington County, Utah will not be liable for any costs incurred by the vendor in preparation of a proposal submitted in response to this RFP, in conducting of a presentation, or any other activities related to responding to this RFP.

No Obligation

This RFP does not obligate Washington County, Utah to award a contract for services specified herein.

In addition, Washington County reserves the right to cancel this RFP, to reject any and all proposals, to waive any and all informalities and/or irregularities, or to re-advertise with either the identical or revised specifications, if it is deemed to be in the best interest of Washington County.

If awarded, it will be to the best qualified and responsible vendor who presents a competitive price in light of the quality of the deliverables for the project. All prices shall hold firm for a period of 45 days after the date of opening. The County may make such investigations as it deems necessary to determine the ability of the vendor to perform, and the vendor shall furnish to the County all such information and data for this purpose as the County may request. The County reserves the right to

reject any proposal if the evidence submitted by, or investigation of, such vendor fails to satisfy the County that such vendor is properly qualified to carry out the duties and obligations herein.

Modification or Withdrawal of Proposal

Prior to the scheduled closing time for receiving proposals, any vendor may withdraw their proposal. Only emailed requests for the modification or correction of a previously submitted proposal received by Washington County prior to the RFP due date and time will be accepted. Oral, printed, telephone, or fax modifications or corrections will not be recognized or considered. After the scheduled closing date and time for receiving proposals, no proposal may be withdrawn.

Proposal Submission Certification

By submitting a proposal, the vendor certifies that it has carefully examined all the documents, thoroughly reviewed this RFP, and understands the nature and scope of work to be done, and the terms and conditions thereof.

RFP Questions and Answers

1) Will local or in-state agencies be given preference?
   a) No preferential consideration will be given to in-state agencies or otherwise.
2) How many pages, posts and other content exist on the current website?
   a) Does not apply. Redesign will encompass existing content and permalink structure. Please see the County Design Guide for various content templates.
3) When was the website last redesigned?
   a) 2016
4) Will there be a meeting (virtual) with competing vendors to discuss additional details?
   a) *Optional*. This is dependent if all candidates agree it is necessary to have such a meeting.
5) Will the vendor be required to migrate content?
   a) No. Redesign will integrate with existing Content Management System (CMS).
6) Will vendors have access to county web servers for development?
   a) No, the vendor is required to create and maintain their own web server. This web server should not be available to the public. But, it should be available to specific county employees for review and demonstrations.
7) Will the vendor be required to host the new site?
   a) No. The website's hosting will stay the same.

$100k/mo Opportunity

(for the right web agency)

Want More Web Dev Projects Like This One, Without Competing On Public Bids?

Hi, I'm Chris Upscale Johnson, and 5 years ago I started helping Web Agencies get WordPress & Web Dev Projects as part of my Program "Upscale Method". Now many have added $100k/mo in additional revenue (**See Case Studies Here**) and I would like to help you do the same.

You'll get access to a pool of 15,000 new inbound projects per month from my network of 9,500 agencies and lead generation channels:

✅ Large, Medium & Small US Businesses seeking Web Development, WordPress, Python, Node, PHP, SEO, Woocommerce, Shopify, AI & More
✅ Web Design Projects: Front End Design, Branding & Redesigns

What kind of projects are you looking for? Just let me know, and I'll help you find suitable clients for your web agency.

👉 Message me here: **https://m.me/upscalemethod**

Looking forward to your success!

Chris Upscale Johnson
WordPress & Dev Leads - Agency Success Coach
UpscaleMethod.com
Email: **chris@upscalemethod.com**

UPSCALE METHOD.com