



Central Texas Council of Governments

*2180 North Main Street
Belton, Texas 76513
(254) 770-2200*

Request for Proposal RFP 2018-08

Area Agency on Aging of Central Texas
Website Design/Hosting and Social Media Campaign Services

ISSUE DATE: August 15, 2018

RESPONSE DEADLINE: August 31, 2018, 3:00 PM CST

CENTRAL TEXAS COUNCIL OF GOVERNMENTS
Request for Proposal
Instructions

The Central Texas Council of Governments, Belton, Texas is soliciting qualified firms to conduct a **Website Design/Hosting and Social Media Campaign for the Area Agency on Aging of Central Texas.**

General Information

The Central Texas Council of Governments (CTCOG) is issuing a Request for Proposal for firms to conduct website design/hosting and social media campaign services for the Area Agency on Aging of Central Texas. CTCOG is a Regional Planning Commission designated by the Office of the Governor, State of Texas, under the provisions of Article 1011mm, V.A.C.S., with jurisdictional lines encompassing the counties of Bell, Coryell, Hamilton, Lampasas, Milam, Mills and San Saba. CTCOG helps local communities work cooperatively to improve the conditions and well-being of Central Texans.

As a program administered by CTCOG, the Area Agency on Aging of Central Texas (AAACT) is administratively responsible for the development of a comprehensive and coordinated system of services for individuals 60 years of age and older who reside in the seven-county CTCOG Region.

The proposal timeline for the project is 12 months. Questions about the RFP may be sent via email to: Kerry Phillip, AACT Director, Kerry.fillip@ctcog.org . Questions regarding the RFP must be received by noon on August 24, 2018. The final Q&A document will be posted on the CTCOG website by close of business on August 27,2018.

One original of the project response must be received at the CTCOG **by 3 PM CST on August 31, 2018.** Email submissions are acceptable and must be received by the same deadline.

Submission of Proposals

By Mail: Central Texas Council of Governments
Attention: Kerry Phillip
PO Box 729
Belton, Texas 76513

Hand Delivery: Central Texas Council of Governments
Attention: Kerry Phillip
2180 North Main
Belton, Texas 76513

By Email: Kerry.fillip@ctcog.org

Responses submitted must be marked:
“RFP – AACT Website Design/Hosting and Social Media Campaign Services”

Project Scope

1. Website Design – \$5,000.00

Project will include industry research, WordPress theme research, WordPress theme purchase, theme customization, and the creative implementation of the existing content on the current AAA site.

Project will also include:

- search engine optimization to improve ranking in search results,
- website performance optimization to enhance website speed,
- testing on multiple platforms, and
- testing for responsiveness.

CTCOG will be responsible for any third-party registration fees, including, but not limited to, hosting, domain registration, SSL certificate (unless CTCOG chooses the hosting), and any required plugin with an associated registration or subscription fee. Designer will consult CTCOG prior to purchasing plugins on CTCOG's behalf.

2. Website Hosting – \$250.00 per month = \$3,000.00 per year

Hosting (per month): Keep AAAC website operating smoothly 24/7. Designer will actively monitor website and perform monthly maintenance tasks to insure website's optimal performance.

Monthly Maintenance Tasks should include:

- Monthly Web Hosting.
- Standard SSL Certificate.
- Software Updates + Compatibility (WP Core, Plugins, & Theme).
- Security Monitoring (Increased Protection from Hacking, Malware, & Spam).
- Backups (Weekly & Daily).

- Uptime Monitoring.
- Database Cleanup.
- Web Traffic Reports (Monthly Email Summary).
- Browser Compatibility (Optimize for Modern Browsers).
- SEO Monitoring (Keyword Analysis, Search Engine Monitoring).
- 30-Minutes Free Support (development time may be used for phone/email support, minor website edits, training, or consultation).

All other services not specifically listed in the tasks above or requested outside of this scope will be billed at client's normal hourly rate, in 15-minute increments.

3. Social Media Campaign – \$1,500.00 per month = \$18,000 per year

Client will work with AACT staff to post an average of 3 – 4 posts per week using the following:

- Material provided by AACT staff,
- Shares from other industry-related resources, along with
- Regulated posts and monitoring of messages posted to the site.

Part I Selection Process

The proposals will be evaluated by CTCOG staff. However, CTCOG reserves the right to select an independent review team for the purpose of RFP evaluation should the need arise. The following considerations apply to the selection process:

- A.** All submittals considered must be received on time and be responsive to the RFP instructions.
- B.** CTCOG staff will base their selection(s) on general qualifications, project knowledge and understanding, ability to serve, and background.
- C.** Paper responses must be on 8 ½" x 11" paper only.
- D.** Electronic responses must be formatted for 8 ½" x 11" output only.
- E.** CTCOG will base final selection on the evaluation factors exhibited in the evaluation criteria (Part II of this document).
- F.** It is the policy of CTCOG to pursue Historically Underutilized Businesses. However, the selection process will follow the weighted scoring criteria as exhibited in this RFP.
- G.** Final selections will be posted on the CTCOG website following successful contract negotiations.

Part II RFP Evaluation Criteria

The review and selection process will include the following criteria and value system:

Criteria	Maximum Value
<p>Prior Experience Working with AACT Director: At least three years previous experience working closely with AACT Director developing a consistent media message and web presence.</p>	50
<p>Project Knowledge and Understanding: Firm and Project Team’s knowledge, experience, and comprehensive understanding specific to the stated project.</p>	20
<p>Ability to Meet in Person Weekly: Ability of firm to host AACT staff at weekly meetings to ensure that web page and social media convey the proper information in a timely fashion.</p>	20
<p>HUB Status: It would be preferable for the selected firm to have status as a Historically Underutilized Business.</p>	10
TOTAL:	100

Part III

RFP Conditions

1. CTCOG reserves the right to accept or reject any or all responses to the RFP.
2. This RFP does not commit CTCOG to pay any cost incurred prior to the execution of any contract. All contracts are contingent upon availability of state and local funding.
3. The intent of this RFP is to identify firms qualified to perform the tasks identified in the Project Scope. CTCOG is under no legal requirement to execute a contract from any response submitted.
4. Respondent agencies shall not contact, or make offers of gratuities or favors, to any officer, employee or member of the CTCOG. Questions should be directed only to the RFP contact person (see pg. 2). Violation of this instruction may result in immediate rejection of the response submitted.
5. All responses received along with their accompanying attachments will become property of CTCOG after submission. Materials will not be returned.
6. CTCOG reserves the right to select and/or contract with more than one firm from the responses to the RFP.
7. The selected contractor must agree to comply with all applicable terms and conditions specified in the contract as well as all certifications, assurances, and forms required under CTCOG's procurement policy.

Part IV Order of Submission

To be eligible for consideration, all responses submitted **must** include the following Exhibits:

- **Exhibit A** – Contact Summary Form.
- **Exhibit B** – Statement of Qualifications/Response to Evaluation Criteria (Please limit to four pages)
- **Exhibit C** – Debarment Certification Form
- **Exhibit D** – References

Exhibit A
CTCOG
CONTACT SUMMARY FORM
FOR
AAACT Website Design/Hosting and Social Media Campaign Services

Company Name

Company Address, City, State and Zip Code

Contact Name

Contact Phone Number

Contact Email Address

Printed Name of Authorized Signer

Authorized Signature

Date

Exhibit B
Statement of Qualifications/Response to Evaluation Criteria
Please limit to 4 pages

Exhibit C
DEBARMENT CERTIFICATION

(1) I, _____ certify to the best of my knowledge and belief, that the company represented below and its principals:

- a) Are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any federal department or agency;
- b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public* transaction or contract under a public transaction; violation of federal or state antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- c) Are not presently indicted or otherwise criminally or civilly charged by a governmental entity* with commission of any of the offenses enumerated in paragraph (1) (b) of this certification; and
- d) Have not within a three-year period preceding this application/proposal had one or more public transactions* terminated for cause or default.

(2) If your company is unable to certify to any of the statements in this certification, it is required that you provide an explanation to this certification.

Company Legal Name

Name of Authorized Representative

Title

Signature

Date

Exhibit D References