



Procurement Department
10747 Renner Blvd
Lenexa, KS 66219

Website Redesign & Hosting Request for Proposal PU21-1204

ATTENTION RESPONDENT – COMPLETE AND RETURN THIS PAGE WITH PROPOSAL

Responding Firm _____ Phone Number _____

Corporate Website _____

Address _____

City _____ State _____ Zip _____

Signature of Authorized Agent _____

Name of Authorized Agent _____

Email _____

The only authorized source for Request for Proposal (RFP) forms, addenda, and information regarding this RFP is purchasing@waterone.org. Using RFP forms, addenda, and information not obtained from www.waterone.org or purchasing@waterone.org creates the risk of not receiving necessary information about the RFP that may eliminate your Proposal from consideration.

Submit questions regarding this RFP at purchasing@waterone.org by deadline in the RFP schedule.

Proposals shall be submitted to purchasing@waterone.org by the date and time indicated in the Proposal Schedule. Late Proposals will be rejected. Paper or fax responses will NOT be accepted and will not be returned to sender. All proposals are subject to the terms and conditions herein.

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1 Introduction

1.1 Background Information

Water District No. 1 of Johnson County (Kansas), WaterOne, was organized as an independent non-profit water utility in 1957, by Statute (K.S.A. §19-3501, et seq.). Currently, WaterOne encompasses approximately 272 square miles in the southwest portion of metropolitan Kansas City area. WaterOne is the sole supplier of potable water within its service area and provides potable water to all or a portion of 17 cities and certain unincorporated areas of Johnson County on a retail basis. WaterOne treats water at two treatment plants and delivers water to 450,000 residents through more than 2,800 miles of water mains and 145,000 service connections. WaterOne has no taxing authority, nor is it part of City or County government. WaterOne's primary sources of revenue are through water sales and system development charges.

WaterOne's General Manager is responsible for the operation of WaterOne and is accountable to an elected seven-member Governing Board. Award of this solution may require WaterOne Board approval. If exercised, the approval process includes staff submission of a recommendation to the Board for consideration and a vote. The Board empowers the General Manager to negotiate a final agreement and execute the contract.

Water District No. 1 of Johnson County (Kansas), WaterOne, has issued this Request for Proposal (RFP) in order to select and contract with a company ("Vendor") to design, develop and host the waterone.org website at a fixed priced, including implementation services.

1.2 Proposed RFP Schedule

The following is a potential schedule for selection of the Vendor. This schedule is dependent on many internal and external factors and is subject to change. The schedule is provided only to give vendors an idea of the length of the process.

<u>Activity</u>	<u>Date</u>
Issue Request for Proposal	08/31/21
Deadline for Questions from Vendors	09/10/21- 4:00 p.m. CST
Responses to Questions sent to all Vendors	09/17/21- 4:00 p.m. CST
Proposals Due	10/12/21- 4:00 p.m. CST
Responses Evaluated	10/13/21– 11/12/21
Interviews/Presentations/Demos with short-listed Vendors	11/16/21– 12/14/21
Solution Confirmation with top-ranked Vendors	12/15/21– 12/22/21

Recommendation to Board	01/2022
Contract Negotiations	01/2022 – 02/2022
Notification of Award	02/2022

1.3 Terms of Service

The term of the contract resulting from this RFP will be for one (1) year commencing on the date the agreement is finalized. Upon satisfactory completion of the initial term of the Contract and approval by WaterOne Board, WaterOne may extend the term of this Contract for up to four (4) additional one-year terms at its sole option.

2 Goals and Objective

2.1 Project Goals

Much of the website’s advanced functionality has been de-coupled from the Content Management System, and waterone.org has transitioned to a “brochure website” category. The next version will focus on design, multimedia, accessibility, and reliability.

The primary objectives of the website are as follows:

- **Interactive, Inviting and Engaging Website**
We are seeking to redesign our website that is interactive, inviting and promotes engagement. In addition, the website should allow residents and business partners to find information quickly and easily regardless of the device they are using to access the site.
- **Evolutionary SaaS Solution**
The vendor’s hosted Software as a Service (SaaS) content management solution (CMS) should be in a state of constant evolution and improvement. The annual subscription fee should cover ongoing support plus regularly scheduled updates and improvements to existing features of the CMS and incorporate new enhancements and features over time.
- **Responsive and Customizable Mobile View**
Visitors to our site will utilize a wide variety of devices to access our website, including computers, tablets, and smart phones. Our new website should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen. This will ensure that all users will be able to view our site, no matter what device they are using. In addition, the solution should be able to preview the mobile view across different devices with the ability to design and customize a better user experience for mobile users by allowing us to move, hide and reorder content to create an optimized mobile view of our website.
- **Robust and Secure Hosting Environment**
We are seeking a hosted website solution that should include:

- Guaranteed uptime of 99.95% backed by a Service Level Agreement (SLA)
- Hosting in FedRAMP Authorized Infrastructure (Microsoft Azure preferred)
- Full disaster recovery to a backup data center within the United States with less than 90 minutes site restoration and less than 15 minutes data replication
- Complete Distributed Denial of Service (DDoS) mitigation solution to detect and mitigate malicious cyber attacks
- 24x7 Security Operations Center to monitor, respond, and deter threats
- Vendor certified in adherence to a recognized Cybersecurity Standard (NIST 800-53, ISO 27001, NIST CSF, etc.)

2.2 Current Environment

WaterOne.org is hosted via the Granicus govAccess CMS, which provides a back-end dashboard to configure and maintain the site's pages, images, documents, and content.

The site is administered and maintained by WaterOne's Communications Department. The management of online content for WaterOne is currently centralized with the Communications Department with some responsibility assigned to various business functions within other departments.

Waterone.org has 240 pages and several hundred documents, excluding hidden system pages and content categorized as posts, such as news releases and RFPs.

The bill payment login page receives significantly more visits than any other page on the site. After that, the most frequently visited pages are in the customer service, careers (job postings), and troubleshooting water service issues categories.

The 20 most frequently visited pages on the waterone.org site in 2020 were:

1. My Account Log-In – 526,768
2. Home Page – 354,503
3. Payment Options – 34,550
4. Contact Us – 22,013
5. Account Services – 17,017
6. Request A Locate – 15,619
7. Customer Service – 12,729
8. Start New Service – 10,396
9. Careers – 9,659
10. Get Paperless Billing – 8,955
11. Past Due Payments – 7,999
12. RFP Posts – 6,237
13. Preventing Backflow – 6,097
14. Rates & Charges – 5,785
15. Water Pressure – 5,147
16. Jobs Search – 4,638
17. Understanding Your Bill – 4,525
18. Update Account Info – 4,315

- 19. Water Quality Reports – 3,674
- 20. Stop Service – 3,673

Site Traffic Analysis



WaterOne uses Google Analytics to review quarterly visitor and traffic stats. WaterOne sees around 300,000 unique site users annually with 1.3 million page views. WaterOne’s relatively low pages per session and session duration averages suggest that most people arrive at the website, quickly find the content they are looking for, and leave without further browsing.

More than half of WaterOne.org users arrive to the page directly without use of a search engine or other trackable source of referral. Outside of search engines, platforms such as Facebook, LinkedIn, and GlassDoor.com also contributed to a small percentage of total organic traffic.

In 2020, the top ten organic search queries resulting in site visits were all some variation of the term WaterOne. Google remains the top search referrer, providing 122,000 visits to WaterOne.org. Bing, Yahoo, and Facebook also accounted for a few thousand search referrals each.

WaterOne.org uses built-in govAccess page configuration tools for search engine optimization. WaterOne also has profiles for Google Analytics, Google MyBusiness, and Google Search Console, which further improves search efficiency for WaterOne content.

Devices

In 2020, most customers viewed waterone.org on desktop browsers. Mobile users also account for 1/3 of total traffic.

- 65% Desktop
- 32% Mobile
- 3% Tablet

Customer Self-Service Portal

WaterOne is implementing a Customer Self-Service portal using the Granicus govServices platform. This portal will provide a summary of the customer’s billing account and will provide access to additional WaterOne provided services as well as forms for customer service

inquiries. The WaterOne.org website provides links in several areas to all customers to quickly access the myaccount portal page.

3 Scope of Services

3.1 User Experience (UX) and Design Process

- 3.1.1 **Site analytics** – the vendor should utilize historical site analytics to understand patterns and information useful to the development of the new site.
- 3.1.2 **Mobile usability** – the vendor should analyze the current site for mobile usability and review the mobile site statistics to understand the needs of the current visitors.
- 3.1.3 **Accessibility validation (WCAG 2.0)** – the vendor should analyze the accessibility of the current site and make recommendations for the new site.
- 3.1.4 **Website design** – the vendor should also identify how diversity, equity, and inclusion can be addressed in the website design to ensure WaterOne is providing equitable access to all audiences.

The vendor should utilize a data-driven user experience (UX) design process to gather information to complete a comprehensive redesign of our website.

The result of the usability design study should be a written report with design recommendations and a wireframe version of the proposed new website that will be used to develop homepage and interior page design concepts by your design team. The final design guideline should be a collaborative effort between WaterOne and the vendor.

Specifically, the design guidelines should also include:

- 3.1.5 **Accessibility Review** – Website design and associated elements should comply with WCAG 2.0 and Section 508 of the Rehabilitation Act – specifically for color contrast and text sizes.
- 3.1.6 **Consistent Website Design** – Website design must remain consistent throughout all pages to maximize usability, except, where differentiating between sections of the website is requested by WaterOne.
- 3.1.7 **Design Overview** – Website design must be visually appealing, incorporating WaterOne's colors and logo where appropriate.
- 3.1.8 **Design Process** – The vendor shall develop an original design for WaterOne and over a period of time during the development of the website, consult with the WaterOne team to make revisions and alterations to the vendor's original design submission.
- 3.1.9 **Easy Updating** – Design elements should include background images, photographs, logos and buttons that are easily updated or swapped out by our staff at any time and without incurring any additional implementation or update charges.
- 3.1.10 **Website Design and Content Ownership** – Ownership of the website design and all content should be transferred to WaterOne upon completion of the project.

3.2 Content Preparation, Website Development and Go-Live

The vendor should define their process for migrating content, development of the actual website and preparing for the go-live date. It should be clear what will occur in each phase of the project and identify both vendor and client resource requirements and deliverables.

3.3 Responsive Website

We are looking for vendors experienced in adaptive and responsive design approaches who will recommend the best solution to meet WaterOne's needs.

The vendor is expected to produce a responsive website to meet the needs of users accessing the site on a variety of devices, including computers, tablets and smart phones. Vendor must have proven success in previous responsive design projects. The solution should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen. This will ensure that all users will be able to view our site, no matter what device they are using.

3.4 Solution Features

The vendor's proposed content management system (CMS) should be a web-based application that provides the core of the entire development process, being both the platform for development and the tool by which system administrators and contributors can update the new website.

3.5 Technical Requirements

- 3.5.1 **Browser Support** – WaterOne is looking for the new website to support mobile and desktop versions of Microsoft Edge, Google Chrome, Apple Safari, and Mozilla Firefox. The site should support all versions of the browsers that have been released in the last 5 years.
- 3.5.2 **DDoS Mitigation** – The hosted solution should protect the website against Distributed Denial of Service (DDoS) and other cyberattacks and should be able to detect and mitigate malicious traffic within seconds. The solution should have smart-detection technology that can identify the source and analyze the behavior of the attack.
- 3.5.3 **Disaster Recovery** – In the event of any outage impacting the primary data center, the hosting solution must have a disaster recovery or backup data center where our website visitors will continue to be able to access our site. The Recovery Time Objective (RTO) should be 90 minutes or less and the data replication (Recovery Point Object or RPO) should be 15 minutes or less.
- 3.5.4 **Hosting Data Center and Backup Center** – WaterOne prefers a hosting platform using Microsoft Azure with high availability with multiple layers of security access, redundant ISP providers, backup power and redundant generator, and firewall protection.
- 3.5.5 **Page Load Time** – The solution should ensure that pages on the website load in an average of 1.5 seconds or less.

- 3.5.6 **System Uptime Guarantee** – The hosting platform should have a guaranteed uptime of 99.95% and be backed by a Service Level Agreement (SLA).

3.6 Maintenance and Support

The vendor's CMS, including all features and modular applications associated with the CMS, must have qualified and available support included as a part of ongoing services to maintain the CMS, using guidelines, structures and materials meeting the following criteria:

- 3.6.1 **Account Review** – Vendor shall assist with website analytics analysis and reviewing use of graphics and determining the overall health of the website.
- 3.6.2 **Support** – The vendor shall provide access to live support available via e-mail or phone during vendor's normal business hours. The support team must be fluent in the functionality and uses of both the content management system's features and associate applications and modules.
- 3.6.3 **Support Service Level Agreement** – In all submitted proposals, vendors shall be able to produce a Service Level Agreement that details guarantee of customer support as well as a service escalation process.

4 Proposal Contents

Proposals shall be prepared simply and succinctly, providing a straightforward, concise description of the vendor's abilities to satisfy the requirements of this request. There is a 50-page limit on the proposal, excluding Appendix II - System Features Workbook.

Boiler plate material and brochures are not considered adequate as a response but may be included to expand upon answers in the section. If included, they should be referenced as an attachment within the appropriate section.

Each proposal shall include the following parts in the below order. Please provide a table of contents for quick reference.

4.1 Cover Sheet

Include a completed original RFP coversheet signed by agent authorized to commit the consultant.

4.2 Executive Summary

The executive summary should provide an overview of the proposed project. Summarize on the key products and services you are proposing. Explain the benefits if we use these products and services. Summarize your overall strategy and approach for delivering web redesign and development projects.

The summary should be organized so it can serve as a stand-alone summary apart from the remainder of the proposal.

4.3 Exceptions

Proposer shall itemize any exceptions it has to this RFP. If it has no exceptions or deviations from any part of the RFP, it shall so state on an "Exceptions" page. If no deviations or exceptions are identified, Proposer understands that if WaterOne accepts the Proposer's proposal, it must comply and conform to all requirements of this RFP.

4.4 Company Profile and Qualifications

Include in the response a business profile of the Proposer and any partnerships or joint venture firms or individuals; and, a description of the training and experience of the Provider's professional and technical staff assigned to the project.

WaterOne requests that each Proposal include the following information regarding the Provider's client base:

1. Describe the firm's previous experience providing similar services to a utility or governmental agency.
2. Describe other relevant experience of the firm in developing websites.
3. Indicate whether the business is a parent or subsidiary.
4. Provide a description of related assignments including scope of the assignments, client names and month and year of services performed.
5. Please include audited financial statements for the last three (3) years and your firm's last annual report.
6. Please include the total number of employees you have in the following categories: Sales/Marketing; Administrative; Development; Implementation; and Help Desk.
7. Provide references from four (4) customers for whom you have performed similar services to those requested in this RFP where one (1) of the references is from an organization who is no longer a client of your firm. Include the following:
 - a. Name of company including business address and main telephone number.
 - b. Contact names: including fax numbers, telephone numbers, and email addresses.
 - c. Contacts' positions, their role in the conversion and their role in your ongoing relationship.
 - d. Type of service provided.
 - e. Project beginning and ending dates: if being done in phases describe phases including beginning and ending dates and conversions in each phase.
 - f. General description of work performed.
8. Please provide a list of all managed and other projects completed within the last three years by the designated Project Manager.
9. Define and describe the team members that would execute a project. Identify their experience, roles, and length of time with your organization.

4.5 Content Management System Features

Fill out and return Appendix II – Solution Features Workbook.

4.6 System Information

1. Describe your hardware and software configuration along with a solution architecture diagram as Attachment A.
2. Describe the architecture, languages and tools used to develop your proposed solution.
3. Provide details on the licensing requirements and a copy of software license agreements as Attachment B in your response.
4. Describe your DDoS Mitigation solution.
5. Describe your disaster recovery solution, including Recovery Time Objective (RTO) and Recovery Point Objective (RPO).
6. Describe any third-party plugins being recommended in your solution.
7. Describe any hosting platform or third-party tools available for initial load testing to validate performance prior to go live.

4.7 Software Support and Maintenance

1. Is your technical support unlimited and would we receive a dedicated support manager?
2. Describe the software support/maintenance program being proposed.
3. Describe your regular maintenance schedule.
4. Does the maintenance program include all future software upgrades?
5. Describe the hours of support you provide. Where is it located? Is it staffed by your own employees or is it a third-party facility? Briefly discuss technical support staffing numbers, staff experience, etc.
6. Describe your service call escalation policy.
7. Do you have a guaranteed uptime? Describe your service level agreement for uptime.
8. Describe the warranty offered with your proposed solution.
9. Describe any regular account reviews of our website, including helping us analyze our website analytics, reviewing our use of graphics and determining the overall health of our website as part of our ongoing fees.
10. Describe any free training webinars focusing on system updates, best practices, and industry trends.

4.8 Proposed Services and Implementation

1. A comprehensive technical approach will be important in understanding the Proposer's ability to deliver on the outcomes required. Provide a technical approach to how Proposer will fulfill the requirements of this project.
2. Define the process, project management and team structure that would execute this type of solution.
3. Include a project timeline and description of each phase of the project. This should be as realistic as possible since this will be a part of the contractual agreement.
4. For each phase of the project include:
 - a. The projected hours by phase
 - b. The deliverables for each phase
 - c. The roles for each phase and who is responsible for each deliverable
 - d. The project hours of each role; and
 - e. Estimation of requirements for WaterOne resources by project phase

5. Provide testing approach for validating the new website before production deployment. Define the types of testing that will be performed (user acceptance testing, performance load testing, etc.).
6. Provide a training plan for the CMS administrators and editors.
 - a. Describe the training approach (on-line, classroom, train-the-trainer) being proposed.
 - b. Description of the training that trainees will receive.
 - c. Description of the training types available (on-line, classroom etc.) with available schedule.
 - d. Estimated length of training time for each role/position.
 - e. Describe any training materials that will be available to the content administrator and editors after the project is completed.

4.9 Contract/Agreement Details

WaterOne requires that every Proposer submit a copy of your contract(s) along with the RFP. Therefore, WaterOne wanted to share some items that typically cause a delay in the contract review and approval process.

1. WaterOne is subject to the Kansas Open Records Act and will notify the other party, in advance of fulfilling the request, of any requests for information that falls under that Act.
2. All communication regarding the partnership/business relationship with WaterOne must be approved by WaterOne prior to release. WaterOne reserves the right to deny the publication of press releases, general marketing, publicity, etc. concerning its involvement with the other party.
3. Indemnification must be mutual.
 - o WaterOne will indemnify the other party to the extent permitted by law and subject to the Kansas Tort Claims Act.

4.10 Insurance Requirements

To ensure quality performance of requested Vendors, WaterOne has established standard insurance requirements to be met by Vendors.

Insurance requirements are detailed in Appendix I.

4.11 Terms and Conditions

As stated above, any exceptions to the RFP, including the Terms & Conditions outlined below, must be submitted as part of the proposal.

- A. WaterOne does not agree to arbitration or mediation in contracts. Reasonable efforts will be made to resolve conflicts before resorting to litigation.
- B. The Agreement and any dispute related to the Agreement shall be governed by and interpreted in accordance with the laws of the State of Kansas.

- C. A proposed Service Level Agreement must be submitted with the RFP. SLA must include the below elements:
 - a. 99.95% monthly minimum availability of the service
 - b. Policy and procedure for scheduling downtime
 - c. Basic support requirements
 - i. Telephone support: 8 am to 5pm CT Monday – Friday
 - ii. Provision made for emergency calls received outside of telephone support hours
 - iii. Email support: Monitored during vendor’s business hours Monday – Friday with maximum 24-hour response time
 - d. Provisions for customer support and escalation procedures should assistance be needed beyond basic customer support hours
- D. Invoices and payments will be based on project milestones. WaterOne will make payments, if applicable, upon successful completion of defined project milestones including acceptance of project deliverables.
- E. WaterOne will make the final decision for selection as a result of the comparison of proposals and need not accept the lowest price. No Agreement is formed as a result of the selection. An Agreement between WaterOne and Proposer occurs only after a negotiated final Agreement is prepared and executed.
- F. WaterOne's insurance requirements must be met consistent with Appendix A.
- G. Kansas law will govern any resulting Agreement and the Agreement must include provisions requiring compliance with K.S.A. §44-1030 relating to prohibition against employment discrimination.
- H. If an Agreement is finalized, then Proposer will sign first and send it back to WaterOne for full execution.
- I. All agents and employees of successful firm working on the project will be required to undergo background checks through WaterOne’s security service provider.
- J. Any resulting contract will have a termination for convenience clause.
- K. WaterOne reserves the right to accept or reject any and all Proposals and to waive technicalities or irregularities involving any Proposal. WaterOne may withdraw this RFP at any time without explanation or comment. WaterOne is under no obligation to accept any of the Proposals submitted.
- L. Proposals and pricing submitted shall be deemed valid for at least 120 days after proposal response deadline.
- M. During the evaluation process, WaterOne may request additional information or clarifications from those submitting proposals and to allow correction of errors or omissions.
- N. WaterOne may enter into preliminary negotiations with more than one Proposer.
- O. WaterOne is not liable for any cost incurred by any Proposer as a result of

participating in the RFP, formulating a Proposal, the evaluation process, or the negotiations prior to the final Agreement.

- P. Submission of a proposal indicates acceptance by the firm of the terms and conditions contained in the RFP, unless an exception is clearly and specifically noted in the proposal submitted and confirmed in the contract between WaterOne and firm selected.

4.12 Invoicing

Here are some miscellaneous details about WaterOne's invoicing process.

- Invoices must be submitted to Accounts Payable at ap@waterone.org. Invoices submitted to the project's point of staff contact will not be processed until they are also submitted to Accounts Payable. WaterOne offers various payment methods (Check, ACH, and Payment Cards). WaterOne will require information from vendor, such as bank name, bank address, ABA routing number, Swift/BIC code, and bank account number.

4.13 Fee Proposal

Pricing is evaluated separately. **Pricing submissions are to be made separately to purchasing@waterone.org.** Do **NOT** include pricing information in the main body of the Proposal.

A separate worksheet has been provided in Appendix III – Pricing Proposal. The Proposer should identify the total project costs, as well as detailed "line item" costs for components/phases of the implementation project as well as any ongoing recurring costs. Several lines have been left blank for Proposer to identify items not listed on the table.

WaterOne requires a "not-to-exceed amount" for the Proposer's entire performance.

FINANCIAL TERMS

1. Describe the financial terms and details you are proposing.
2. Describe in detail your fee schedules.
3. Describe process for managing changes to scope, price or staff for the project.
4. Describe the details and terms regarding any future maintenance services and support you may provide.
5. Do you offer additional and/or optional services? If so, please provide specific pricing details.
6. Do you offer a certain number of consulting hours as part of the base annual fee? If so, please describe how these consulting hours may be used, the number of hours, and any costs associated with these hours.

Any prices that are bundled or contingent upon other services should be identified.

In the interest of consistency and to enable a cost comparison, please use the format provided in Appendix III – Pricing Proposal. Deviation from this form will be considered an incomplete response. You may reproduce the layout.

WaterOne is currently tax-exempt and a certificate of exemption will be provided, if necessary.

WaterOne reserves the right to request a "best and final" price.

A sample, but not complete list of items for pricing may include:

- Development costs – Design services, content migration, number of pages included, implementation
- Licensing costs
- Maintenance, Subscription, Support costs
- Migration of existing site
- Upgrade costs – are the future CMS upgrades included in the annual maintenance cost of paid additionally?
- Website hosting services
- Training costs – days/hours and type of training
- Additional fees

5 Proposal Submission Requirements

Proposals must be received by the date and time stated in the Proposal Schedule at purchasing@waterone.org. Late proposals will be rejected. Digital proposals will be accepted in Adobe Acrobat (.pdf) or Microsoft Word (.docx) formats. Font size should be no smaller than 11. Paper or fax proposals will NOT be accepted and will not be returned to sender. The respondent shall submit, at a minimum, the following information/documents as part of the proposal:

Vendor must save each proposal and requirements spreadsheet with the following naming convention:

Proposal: Your company name-PU20-1204-RFP-Proposal.xxx

Features: Your company name-PU20-1204-RFP-Features.xxx

Pricing: Your company name-PU20-1204-RFP-Pricing.xxx

(Example: Acme-PU20-1204-RFP-Pricing.xlsx)

- A. Cover sheet – Include a completed original RFP coversheet signed by agent authorized to commit the consultant.
- B. Cover letter
- C. Executive Summary
- D. Proposed Solution. See Section 4 – Proposal Contents of this RFP for details.
- E. Appendix II - Solution Features Workbook. See Section 4 – Proposal Contents of this RFP for details.

- F. Appendix III – Pricing Proposal. See Section 4 – Proposal Contents of this RFP for details.

6 Proposal Evaluations

All proposals must meet mandatory requirements to be further evaluated for both technical qualifications and fees. The mandatory requirements are as follows:

1. Disclosure of any ownership, joint-ventures, or business partnerships with any software companies or products that could be implemented to support the business functions described in this RFP.
2. The firm complies with the instructions in this request for proposal when preparing and submitting a response.

Proposals meeting the mandatory requirements above will be further evaluated on the categories listed below.

Project approach, technical ability, and completeness of proposal (25%)
Features and Functions of System and CMS (30%)
Relevant experience and past performance (15%)
Proposed Rates and Charges (20%)
Demos/Interviews (10%)

After evaluation of the Proposals, the Team will recommend the Vendor who, in their opinion, is most responsive to the RFP; and whose approach, experience, qualifications, and cost most clearly align with the ability to achieve the objectives of WaterOne as expressed in this RFP.

The Proposer is cautioned that it is the Proposer's sole responsibility to submit information related to the evaluation categories. WaterOne is under no obligation to solicit such information if it is not included in the Proposer's original Proposal. Failure to provide such information may have an adverse impact on the evaluation of the Proposal.