

**INTERGOVERNMENTAL COOPERATION AUTHORITY FOR HARRISBURG  
REQUEST FOR PROPOSALS (RFP) DATED MARCH 26, 2019  
FOR WEBSITE DESIGN AND DEVELOPMENT**

**I. PURPOSE AND INTENT**

In accordance with the Commonwealth Procurement Code, 62 Pa.C.S. *et seq.*, the Intergovernmental Cooperation Authority for Harrisburg (the "ICA") issues this Request for Proposals (RFP) to qualified firms or individuals interested in developing and designing a website for the ICA's use.

**II. PROPOSAL SUBMISSION**

**Qualified parties shall submit an electronic copy of the proposal via email to [hbgica@gmail.com](mailto:hbgica@gmail.com) with the subject "Proposal for Website."** Proposals shall be addressed to:

Members of the Board  
Intergovernmental Cooperation Authority for Harrisburg

The proposal must be received no later than **April 12, 2019 at 12:00pm**. Any questions concerning this RFP must be directed in writing to [hbgica@gmail.com](mailto:hbgica@gmail.com).

All documents/information submitted in response to this solicitation shall be available to the general public. Offerors are solely responsible for any costs associated with the preparation and/or presentation of their proposals. The ICA reserves the right to reject any and all proposals, with or without cause, and waive any irregularities or informalities in the proposals. The ICA further reserves the right to make such investigations as it deems necessary as to the qualifications of any and all offerors submitting proposals.

**III. GENERAL INFORMATION ON THE ICA**

The ICA was established by the PA General Assembly pursuant to Act 124 of 2018, the Intergovernmental Cooperation Authorities Act for Cities of the Third Class (the "Act"). A five (5) member governing board exercises the powers and duties of the ICA. The Board generally meets on the fourth Wednesday of each month and holds special meetings on an as needed basis. Although the ICA has no employees or agents at the present time, the Board may retain employees and contract for professional services. The Board now wishes to establish a website with the domain name [hbgica.org](http://hbgica.org) which it has already secured.

**IV. SERVICES REQUIRED**

The contractor will design, develop, maintain and host a publicly accessible Internet website using WordPress CMS or similarly easily accessible program which will house all of the items pertinent to the ICA and identified in the Act.

**V. RESPONSIBILITIES**

1. Work with ICA to create a design that gives the site a professional, attractive and contemporary look.
2. Identify the optimum server platform and development language for the new website, considering both functionality and cost.
3. Ensure proper email setup and integration.
4. Develop any and all templates needed for staff to easily update web content.
5. Integrate one-click signups for appropriate social media or information updates.
6. Set up reporting to include reporting and analytics for tracking number of website visitors and other data points.

7. Populate website with data provided.
8. Suggest other functionalities that might be appropriate.
9. Guidelines for design include a clean, contemporary design and flow with easy and intuitive navigation on all browsers and devices, including a mobile-friendly design. Optimize loading speed.

## **VI. MANDATORY CONTENTS OF PROPOSAL**

1. Contact information.
2. A description of the offeror's ability to fulfill all the Responsibilities as described above, including information on the offeror's qualifications.
3. Examples of websites created by the offeror and contact information for three (3) references of previous work completed similar to this RFP.
4. A fee proposal schedule for development, design and hosting.
5. A proposed timeline for completion.

## **VII. EQUAL OPPORTUNITY/AFFIRMATIVE ACTION**

The successful offeror shall adhere to all federal and state regulations in respect to equal opportunity, affirmative action, and minority representations. Minority firms or individuals are encouraged to apply. If the offeror is either a Department of General Services Bureau of Minority and Women Business Opportunities (BMWBO)-certified minority business enterprise (MBE) or women business enterprise (WBE) that qualifies as a small business, or the United States Small Business Administration certified 8(a) small disadvantaged business, then documentation of same shall be included with the proposal.

## **VIII. INTERVIEW**

The ICA reserves the right to interview any or all of the offerors submitting a proposal. Although interviews may take place, the proposal should be comprehensive and complete on its face. The ICA reserves the right to request clarifying information subsequent to receipt of proposals.

## **IX. EVALUATION FACTORS**

Award shall be made to the offeror determined to be best qualified based on, but not limited to, the following criteria (not necessarily listed in order of significance):

1. Responsiveness to the Minimum Contents of Proposal. Non-responsive proposals may be rejected without further evaluation.
2. General approach to providing the services required under this RFP.
3. Relevant experience to completing all of the Responsibilities identified above.
4. Overall ability to quickly mobilize, undertake, and successfully perform services for the ICA.
5. Costs and fee schedules.

## **X. SELECTION AND APPOINTMENT**

The ICA will accept the proposal deemed most advantageous to the ICA, with fees, any changes negotiated by the parties, and other factors considered.