

Eastern Kentucky PRIDE, Inc.
REQUEST FOR QUALIFICATIONS (POWER-02-2020)

Website Development Services

PROPOSALS DUE: Monday, February 10, 2020 by 2:00 PM EST

Questions should be directed in writing to PRIDE Contracting Officer, Tammie Nazario, President/CEO via email: tnazario@kywildlands.com

All questions must be received no later than Friday, January 31, 2020 by 12:00 PM EST and will be answered publicly as an addendum to this solicitation no later than 4 p.m. Monday, February 3, 2020.

Submit Proposals to:

Attn: Tammie Nazario
Eastern Kentucky PRIDE, Inc.
2292 South Highway 27
Somerset, KY 42501

1.0 INTRODUCTION

1.1 Purpose of Procurement/Scope of Services

PRIDE is seeking a qualified firm to provide website design services for The Kentucky Wildlands, a regional branding initiative across 41 counties in southern and eastern Kentucky. The project will consist of designing a website that appropriately reflects the region wide brand. The website must include extranet capability for members of the tourism industry across the 41 county region. At least one member of Eastern Kentucky PRIDE and a designee of Chandlerthinks, the consultant for the brand development, will review all Requests for Qualifications and enter into negotiations with qualifying firms no more than 30 days of receipt of proposals.

The new tourism website should be so that visitors, both current and potential, can easily navigate and access information, communicate with Kentucky Wildlands communities through online visitor guide requests and download any desired travel information and brochures. The new dynamic website is to be designed and organized in a manner that allows users to easily navigate the site and access information for the purpose of travel research using online tools, compelling imagery, and dynamic content.

New Tourism Website Design

Ideal needs of the website are below but some components may be eliminated or added based on budget:

- 1) Provide a responsive design website to fulfill all requirements by the Kentucky Wildlands branding initiative that is professional-looking, easy to navigate, aesthetically inviting and image-driven which allows users to easily access travel information while inspiring them to visit Kentucky Wildlands communities. The entire site must have a uniform, consistent format and quality appearance that enhances the image of the region and incorporates branding provided.
- 2) Provide a self-supporting, consistent, user-friendly navigation framework for the Kentucky Wildlands new tourism website that is understandable to users on all levels.

- 3) Contractor will be required to maintain timely and regular communication with the Kentucky Wildlands stakeholders during the development and implementation processes.
- 4) The Kentucky Wildlands initiative requires a robust CMS (content management system) to manage navigation and content layout as well as a CRM (customer relationship module) to manage a wide array of content for the branding website.
- 5) Contractor should provide staff training and access to online instructions for managing the CMS and CRM.
- 6) The primary purpose of the website is to attract, inform and inspire visitors to plan a visit to the Kentucky Wildlands communities. To best meet these needs, it is expected that the completed website includes each of the following components:
 - A CMS dashboard that integrates with Google Analytics in order to view key metrics including site traffic, visitor stats, popular pages, and social media traffic. The dashboard will also provide a task management list, event submission/approval and action items.
 - An easy-to-use CMS wireframe with drag and drop capabilities to easily manage navigation, sub-navigation, dropdown menus, meta data, text, links, pages, featured events, images, videos, slideshows, and widgets with real-time preview of updates and changes and how they appear on desktop, tablet and mobile layouts via responsive design.
 - A CMS that displays database-driven listings that can be filtered by categories and sub-categories, and searchable by location.
 - An Asset Library in the CMS with drag and drop, tagging, categorizing and image editing capabilities. An Asset Library that manages all photos, documents and videos used on the website for photo galleries, header graphics, listings, and links.
 - A CRM with the ability to house and manage a comprehensive database of partner listing content, special offers, and amenities; multi-media content: logos, videos, and photos; events; visitor data records; email subscriber lists; PR contacts and press releases; meetings, sports & event venue specification data. (A partner is defined as a community within the Kentucky Wildlands area, local hotel, restaurant, attraction, arts, festival, sports or music-related business that attracts and interacts with visitors.)
 - Google Maps integration to provide geo-location for partner listings.
 - A password-protected extranet that provides the ability for tourism partners to submit community details, special offers, events, meeting facilities data, sports facilities data, general listings & amenities updates that requires admin review and approval before going live on the website.
 - A CRM that provides template forms and a form-builder to build custom forms.

- A CRM with data tracking capabilities for listing views, links clicked, and social network links clicks for reporting.
 - The ability to integrate key social media feeds Facebook, Twitter and Instagram on the website.
 - A search function that allows the user to search the whole site or subsections within the site.
 - A calendar of events: photo-driven individual event listings, searchable by date range or event type.
 - The ability to download applications necessary to view visitor information (ex: Adobe Acrobat Reader).
 - The ability for visitors to complete various forms online.
 - The ability to create additional interior page templates as needed, as well as archive pages and content.
- 7) Technology not compliant with some browsers should either not be used or alternative means provided for accessing information.
 - 8) The site design should be as compliant with Section 508 and Americans with Disabilities Act guidelines as reasonably possible. Respondent should make an effort to comply with guidelines; however the usability of the site and ability for staff to easily update the site and content contained within the website should be considered. Compliance with the standards should not prevent any other requirements from being met.
 - 9) A website content management system (CMS) that allows for varying levels of authorized use, review and approval of content such as administrative user with full access and approval rights; and basic users with limited access and no approval rights.
 - 10) The website design must be Windows based.

We expect the contractor to work together with stakeholders of the Kentucky Wildlands communities to plan and organize information on the site, which most likely will include planning sessions, regular meetings, and continued communication throughout the duration of the website design project.

Planning the site map is a part of the final scope of work to be included in this RFQ. It is expected that the Contractor work closely with the Kentucky Wildlands community stakeholders to develop the site map.

Home Page: The home page will contain navigation directing users to a limited number of broad categories such as:

- | | |
|--------------|-------------------|
| About | Events |
| Things to Do | Media |
| Dining | Sports Facilities |
| Lodging | Meetings |

1.2 Overview of Procurement Process

Proposals shall be submitted in response to this RFQ. This procurement shall be a negotiated, solution-based procurement. To accomplish the objective of this procurement the Offeror's qualifications will be evaluated to determine the "best value" for PRIDE. PRIDE will select an Offeror whose proposal brings the best solution to the association.

Potential Offerors should note that PRIDE reserves the right to withdraw or cancel this procurement at any time prior to the issuance of a Notice of Award.

1.3 Contracting Officer

The Contracting Officer for this procurement is:

Tammie Nazario, President/CEO
Eastern Kentucky PRIDE, Inc.
2292 South Highway 27, Suite 230
Somerset, KY 42501
Telephone: 606-677-6150
Email: tnazario@kywildlands.com

1.4 Proposal Due Date

Proposals are due no later than 2:00 p.m. (EST) on February 10, 2020. **Electronic and facsimile submissions will not be accepted.**

Proposals received in the office of PRIDE after the date and time prescribed shall not be considered for Contract award. They will NOT be returned to the Offeror.

1.5 Audits/Access To Records

The Contractor shall maintain books, records, and documents of all costs and data in support of the services provided. PRIDE, the Appalachian Regional Commission, Comptroller General of the United States or their authorized representative(s) shall have the right to audit the books, records and documents of the Contractor.

These provisions for an audit shall give PRIDE unlimited access during normal working hours to the Contractor's books and records under the conditions stated above.

Unless otherwise provided by applicable statute, the Contractor, from the effective date of final payment or termination hereunder, shall preserve and make available to PRIDE for a period of three (3) years thereafter, at all reasonable times at the office of the Contractor but without direct charge to PRIDE, all its books, records, documents, and other evidence bearing on the costs and expenses of the services relating to the work hereunder.

1.6 Definitions of Terms

- **Best Value**—The expected outcome of an acquisition that, in PRIDE's estimation, provides the greatest overall benefit in response to the requirement. An approach that highlights the importance of technical merit and/or performance of an offer to satisfy a particular requirement (relative to the importance of the price paid to satisfy a particular requirement) and the ability to offer value added services that will promote the growth of the project.

- **Contractor or Offeror (used interchangeably herein)**—A vendor who returns a properly completed bid in response to a request for solicitation from an authorized agent and shall include all entities and employees of those entities that are directly or indirectly included in a proposal to provide services and/or equipment pursuant to this RFQ.
- **Contract Administration**—The management of all actions that must be taken to assure compliance with the terms of the contract after award.
- **Contracting Officer (CO)**—Any person who is authorized to take actions on behalf of PRIDE to: enter into a contract, amend, modify or deviate from the contract terms, conditions, requirements, and specifications; terminate the contract for convenience or default; to issue final decisions regarding contract questions or matters under dispute. The CO may delegate certain responsibilities to his/her authorized representatives.
- **Contracting Officer Administrative Representative (COAR)**—Any person who is designated to assist in the administration of the contract, or to assist the CO in the discharge of his/her responsibilities.
- **Desirable Requirements**—Specific elements that would be nice to have, but are not considered critical or essential for delivery of the goods or performance of the services.
- **Minimum Requirements**—The minimum or basic elements that are absolutely essential to the requirement.
- **Request for Qualifications (RFQ)**—A solicitation used when discussions may be required prior to contract award; a document used for soliciting qualifying firms.
- **Solicitation**—A request to prospective vendors soliciting price quotation or qualifications. Contains, or incorporates by reference, the specifications or statement of work, and all contractual terms and conditions.

1.7 Overview of Eastern Kentucky PRIDE, Inc.

Eastern Kentucky PRIDE, Inc. (PRIDE) is a non-profit organization created in 1997 to improve water quality. Most recently, PRIDE updated their mission statement to include economic development through tourism. The mission statement now reads: Eastern Kentucky PRIDE's mission is to contribute to the economic and cultural growth of southern and eastern Kentucky by improving water quality, cleaning up solid waste problems, and advancing environmental education, in order to improve living conditions for its residents while enhancing the potential for tourism industry growth in the region.

The 42 county service area includes: Adair, Bath, Bell, Boyd, Breathitt, Carter, Casey, Clay, Clinton, Cumberland, Elliott, Floyd, Green, Harlan, Jackson, Johnson, Knott, Knox, Laurel, Lawrence, Lee, Leslie, Letcher, Lincoln, Magoffin, Martin, McCreary, Menifee, Metcalfe, Monroe, Morgan, Owsley, Perry, Pike, Pulaski, Rockcastle, Rowan, Russell, Taylor, Wayne, Whitley, Wolfe

This opportunity will focus on 41 counties. For purposes of this proposal, Taylor County is not included.

2.0 Objective of The Kentucky Wildlands

PRIDE's long-term objectives include generating positive publicity about Southern and Eastern Kentucky's offerings in consumer travel, travel trade, meeting trade, outdoor recreation, cuisine, environmental and lifestyle publications, as well as all other appropriate US media outlets in order to:

Ensure high visibility for the region and seek new story angles for editorial coverage in new media outlets as well as media outlets which have featured Southern and Eastern Kentucky in the past.

Innovatively market the region as “The Kentucky Widlands”™ as well as introduce new components of the region’s tourism offerings on a regional and national level.

Counteract negative publicity received by the region in the past.

Provide on-going publicity for the region and its tourism industry in order to offset the exposure of competing destinations.

Capitalize on the current consumer interest in heritage tourism, cultural tourism, adventure tourism and nature-based or agri-tourism by positioning Southern and Eastern Kentucky as a destination with many appealing offerings in those areas as well as other developing trends.

Encourage visitors traveling through the region en route to other final destinations to get off the highway and experience the offerings of Southern and Eastern Kentucky as well as their final destination.

Take advantage of current economic trends toward more affordable and nearby domestic destinations.

Broaden the region's reach into relatively untapped U.S. geographic and demographic markets.

Educate potential visitors about the scope and diversity of Southern and Eastern Kentucky's offerings to encourage them to increase their length of stay and spend more money there.

Increase inquiries that can be directly tracked to this marketing campaign.

Augment and lend credibility to other marketing efforts undertaken by PRIDE, regional destination promotion organizations and tourism related businesses in Southern and Eastern Kentucky.

3.0 Information to Be Provided in the Proposal (Minimum Requirements)

The Offeror **MUST provide** information on the following:

1. Project Team and Availability, including the soonest available date to begin project work (25 points)
2. Description of experience of key personnel with similar projects (25 points)
3. Evidence of Quality of past experience (links to previous websites) (25 points)
4. Indicate willingness to commit resources to fulfilling the requirements of the final Statement of Work (25 points)

4.0 Submission of Proposals

Proposals must be identified as follows:

Proposal of (Your Company’s Name):
RFQ Number: POWER 02-2020
Proposal Opening Date and Time

Any proposal received after the specified date and time WILL BE rejected.

Submit all proposals to:

**Attn: Tammie Nazario, President/CEO
Eastern Kentucky PRIDE, Inc.
2292 South Highway 27
Somerset, KY 42501**

5.0 Evaluation and Criteria Process

The evaluation will be conducted in the following steps:

1. Evaluation of Qualifications
2. Identification of Qualified Offerors
3. Project Negotiation
4. Evaluation of Price Proposals
5. Identification of apparent Successful vendor

Award shall be made to the responsible Offeror(s) whose proposal is determined in writing to be the most advantageous, bringing “best value” to PRIDE, taking into account all evaluation factors set forth in this RFQ. PRIDE reserves the right to reject any and all proposals submitted in response to this request.

Evaluation Criteria

- 1) PRIDE reserves the right to waive variances or reject any or all proposals. PRIDE reserves the right to request clarifications from all Offerors.
- 2) Ratings for Proposals will be the following:

E	65 Unacceptable (comments required)
D	70-74 Marginal
C	75-83 Average
B	84-90 Above Average
A	91-100 Outstanding

The ratings above reflect the evaluator’s confidence in each Offeror’s ability, as demonstrated in their proposal, to perform the requirements needed by this RFQ.

Evaluation of Price Proposals

Based upon the evaluation results of submissions, PRIDE will enter into negotiations with qualifying firms and review the final Price Proposals for leading Offerors. Price evaluations will be performed and will be ranked according to the best value to PRIDE. PRIDE reserves the right to waive minor variances in the Price Proposal or reject any and all Price Proposals and request resubmission.

Identification of Apparent Successful Vendor

The Offeror, who in the consensus of the Evaluation Committee represents the “Best Value” to PRIDE, will be chosen as the successful Offeror and recommended to the PRIDE Board of Directors.

6.0 Terms and Conditions

6.1 RFQ Amendments

PRIDE reserves the right to amend this RFQ prior to the date of proposal submission. It is the responsibility of offeror to verify they are responding to the latest amendment, if one has been made available.

6.2 Proposal Withdrawal

Prior to the proposal due date, a submitted proposal may be withdrawn by the Offeror by submitting a written request to the Contracting Officer named herein. **A person authorized to sign for the Offeror must sign all such requests.**

6.3 Cost for Preparing Proposals

The cost for the development of the proposal is the sole responsibility of the Offeror. PRIDE will not provide reimbursement for such costs.

7.0 Requirements

7.1 ADA REQUIREMENTS: PRIDE is fully committed to the Americans with Disabilities Act (ADA), which guarantees non-discrimination and equal access for persons with disabilities in employment, public accommodations, transportation, and all PRIDE programs, activities and services. PRIDE Contractors, subcontractors, vendors, and/or suppliers are subject to this ADA policy. All individuals having a PRIDE contractual agreement must make the same commitment.

The Offerors submission of a proposal acknowledges commitment and compliance with ADA.

7.2 NON-DISCRIMINATION REQUIREMENTS: The Offeror, in compliance with Title VI of the Civil Rights Act of 1964, its amendments and other applicable regulations, statutes and executive orders, agrees that it shall not discriminate against any employee, subcontractor, applicant for employment or subcontractor bidder because of race, color, religion, sex, age, national origin or disability.

7.3 EQUAL EMPLOYMENT OPPORTUNITY: Contractor agrees to comply with E.O. 11246, "Equal Employment Opportunity," as amended by E.O. 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity", and as supplemented by regulations at 41 CFR part 60, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor."

7.4 COPELAND "ANTI-KICKBACK" ACT (18 U.S.C. 874 AND 40 U.S.C. 276C): If this Contract exceeds contracts and sub-grants of \$2,000 for construction or Contractor agrees to comply with the Copeland "Anti-Kickback" Act (18 U.S.C. 874), as supplemented by Department of Labor regulations (29 CFR part 3, "Contractors and Subcontractors on Public Building or Public Work Financed in Whole or in Part by Loans or Grants from the United States:). The Act provides that each Contractor or sub-recipient shall be prohibited from inducing, by any means, any person employed in the construction, completion, or repair of public work, to give up any part of the compensation to which he is otherwise entitled. The recipient shall report all suspected or reported violations to the federal awarding agency.

7.5. CONTRACT WORK HOURS AND SAFETY STANDARDS ACT (40 U.S.C. 327-333): If this Contract is in excess of \$2,000 for construction Contracts or excess of \$2,500 for other Contracts that

involve the employment of mechanics or laborers the Contractor agrees to comply with Sections 102 and 107 of the Contract Work Hours and Safety Standards Act (40 U.S.C. 327-333), as supplemented by Department of Labor regulations (29 CFR part 5). Under Section 102 of the Act, each Contractor shall be required to compute the wages of every mechanic and laborer on the basis of a standard workweek of 40 hours. Work in excess of the standard workweek is permissible provided that the worker is compensated at a rate of not less than 1-1/2 times the basic rate of pay for all hours worked in excess of 40 hours in the workweek. Section 107 of the Act is applicable to construction work and provides that no laborer or mechanic shall be required to work in surrounding or under working conditions, which are unsanitary, hazardous or dangerous. These requirements do not apply to the purchases of supplies or materials or articles ordinarily available on the open market or Contracts for transportation or transmission of intelligence.

7.6. CLEAN AIR ACT (42 U.S.C. 7401 et seq.) AND THE FEDERAL WATER POLLUTION CONTROL ACT (33 U.S.C. 1251 et seq.) AS AMENDED: If this Contract is in excess of \$100,000 the Contractor agrees to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act (42 U.S.C. 7401 et seq.) and the Federal Water Pollution Control Act as amended (33 U.S.C. 1251 et seq.). Violations shall be reported to the federal awarding agency and the Regional Office of the Environmental Protection Agency (EPA).

7.7 BYRD ANTI-LOBBYING AMENDMENT (31 U.S.C. 1352): Contractors who apply or bid for an award of \$100,000 or more shall **complete the attached required certification**. The Contractor certifies that it will not and has not used federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any Federal Contract, grant or any other award covered by 31 U.S.C. 1352. Each tier shall also disclose any lobbying with non-Federal funds that takes place in connection with obtaining any Federal award.

7.8. DEBARMENT AND SUSPENSION (E.O.'S 12549 AND 12689): No Contract shall be made to parties listed on the General Services Administration's List of Parties Excluded from Federal Procurement or Non-procurement Programs in accordance with E.O.'s 12549 and 12 689, "Debarment and Suspension." This list contains the names of parties debarred, suspended, or otherwise excluded by agencies, and Contractors declared ineligible under statutory or regulatory authority other than E.O. 12549. If this Contract exceeds \$25,000.00, the Contractor shall **complete the attached required certification** regarding its exclusion status and that of its principal employees.

7.9 REQUIRED CERTIFICATIONS

- a. Certificate Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion Lower Tier Covered Transactions (attached)

**Certificate Regarding Debarment, Suspension, Ineligibility, And
Voluntary Exclusion Lower Tier Covered Transactions
All Contracts Exceeding \$25,000.00**

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 29 CFR Part 98, Section 98.510, Participants' responsibilities. The regulations were published as Part VII of the May 26, 1988 Federal Register (pages 19160-19211).

BEFORE COMPLETING CERTIFICATION, READ INSTRUCTIONS FOR CERTIFICATION

1. The prospective recipient of Federal assistance funds certifies, by submission of the proposals, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective recipient of Federal assistance funds is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to the proposals.

Organization

Name and Title of Authorized Representative

Signature

Date

INSTRUCTIONS FOR CERTIFICATION

1. By signing and submitting the proposals, the prospective recipient of Federal assistance funds is providing the certification as set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective recipient of Federal assistance funds knowingly rendered an erroneous certification, in addition to other remedies available to the federal government, the Department of Labor (DOL) may pursue available remedies, including suspension and/or debarment.
3. The prospective recipient of Federal assistance funds shall provide immediate written notice to the person to which the proposals are submitted if at any time the prospective recipient of Federal assistance funds learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms “covered transaction”, “debarred,” “suspended,” “ineligible,” “lower tier covered transaction,” “participant,” “person,” “primary covered transaction,” “principal,” “proposals,” and “voluntarily excluded,” as used in this clause, have the meanings set out in the Definitions and Coverage sections of rule implementing Executive Order 12549. You may contact the person to which the proposals are submitted for assistance in obtaining a copy of those regulations.
5. The prospective recipient of Federal assistance funds agrees by submitting the proposals that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the DOL.
6. The prospective recipient of Federal assistance funds further agrees by submitting the proposals that it will include the clause titled “Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transactions,” without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Procurement or Nonprocurement Programs.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the DOL may pursue available remedies, including suspension and/or debarment.