



**Request for Proposals for  
Websites Maintenance**

**375 South Carbon Avenue  
Price, Utah 84501**

## **Part 1 - Instructions to the Bidders**

### **1.1 - Invitation to Bid**

Southeastern Utah Association of Local Governments (SEUALG) invites qualified professional IT / graphics companies or individual(s) to submit a proposal in accordance with this request for proposal (RFP) for **Websites Maintenance Services** for the Southeastern Utah Association of Local Governments and it's various programs located at 375 South Carbon Avenue, Price, Utah 84501. Proposals must adhere to the format and content of this RFP. Proposals will not be considered unless all parts requested are submitted in a complete package. The successful bidder shall be required to enter into an agreement with SEUALG based on the specifications outlined in this RFP.

### **1.2 - Background**

SEUALG is located at 375 South Carbon Avenue, Price, Utah 84501 and provides many community and economic development, community services, and aging programs to the citizens and communities of southeastern Utah (Carbon, Emery, Grand, and San Juan Counties). Through the websites, much of the information about the programs and services offered by the SEUALG are made available.

SEUALG currently has five (5) websites hosted on the SEUALG local network and were all designed with WordPress. The websites include:

- [seualg.utah.gov](http://seualg.utah.gov)
- [btac.business](http://btac.business)
- [coalcountrystriketeam.com](http://coalcountrystriketeam.com)
- [siliconslopeseast.com](http://siliconslopeseast.com)
- [pricedowntowndistrict.com](http://pricedowntowndistrict.com)

### **1.3 - Provisions and Limitations**

The purpose of this RFP is to ensure maximum, open, and free competition in the solicitation of an procurement of the goods and services described herein. This RFP is not to be considered as a purchase agreement or contract or as a commitment of any kind; nor does it obligate the SEUALG to award any contract or pay for costs

incurred prior to the execution of a contract unless such costs are specifically authorized in writing by the SEUALG.

The SEUALG reserves the right to:

- Accept or reject any or all proposals received, or to cancel or reissue this RFP in part or its entirety;
- Award a contract for any goods and services in any quantity that the SEUALG determines, at its sole discretion, is in its best interest;
- Award a contract to other than the lowest cost/priced respondent;
- Reject any proposal that fails to confirm the essential requirements of this RFP;
- Contact any individual or entity listed in the proposal or otherwise known to the SEUALG, who may have knowledge of the respondent's experience, performance, and qualifications;
- Request additional information from any and all respondents; and
- Cancel a contract because of unavailability of funds.

#### **1.4 - Contact Information**

The contact, identified below, is the sole point of contact regarding the RFP from the date of issuance until selection of the successful vendor. *The contact information is also the address to submit bids.*

Contact information:

Jade Powell  
Deputy Director  
375 South Carbon Avenue  
PO Box 1106  
Price, Utah 84501  
Email: [jpowell@seualg.utah.gov](mailto:jpowell@seualg.utah.gov)  
Phone: 435-613-0022

## **Part 2 - Submission Instructions**

### **2.1 - Key Event Dates**

Below are key events relating to this RFP.

SEUALG Issues RFP	June 24, 2022
Due Date of RFP Proposal Submissions	June 29, 2022 by 12:00 PM
Anticipated Award Date	July 8, 2022
Agreement Start Date	July 15, 2022

### **2.2 - Bidder Qualifications & Submission Information**

Proposals shall be submitted to Jade Powell via email or mail before July 1, 2022 at 5:00 pm (see contact information in section 1.3). Proposals shall include the following information:

- Business's / individual's legal name, address, and telephone number;
- Principal(s) of the company and their experience and qualifications;
- Experience and qualifications of "key" personnel to be assigned to the project;
- A description of the company's or individual's prior experience, including any similar projects and examples;
- Current business license, if applicable;
- Current copy of license(s) or certification(s), if applicable;
- Provide a copy of current insurance policy (minimum of \$300,000 of general liability and \$100,000 per occurrence), if applicable;
- Copy of W-9;
- Certificate of worker's compensation, if applicable;
- SEUALG Bid Sheet (see appendix A) or similar fee schedule documentation.

### **Part 3 - Scope of Work**

The contracted company / individual shall have extensive knowledge and background in utilizing WordPress contact management system to manage websites and will be expected to complete the responsibilities listed below:

- A. Perform regular maintenance of the SEUALG's websites; make recommendations to SEUALG staff on how to improve and optimize the site.
- B. Manage and publish content; ensure content is consistent and in line with SEUALG's brand, identity and mission.
- C. Work closely with SEUALG staff to gather relevant information and content for websites.
- D. Proactively monitor site content and ensure information displayed is accurate and current.
- E. Design and update layouts as needed.
- F. Streamline site navigation and increase online presence.
- G. Update, edit and create various graphics when required for the website. Pages are updated daily, monthly, seasonally and/or as needed.
- H. Assist with the creation and or update of site content as needed by working with SEUALG staff.
- I. Maintain the integrity of the site against spam, hackers, viruses and electronic attacks via firewalls, security software and passwords.
- J. Maintain link equity with our partners and stakeholders.
- K. Complete conversion tracking, measure the click through rates and have good crawl depth within the website.
- L. Submit quarterly reports on how the site is being used and effectiveness. Measurements would include traffic sources, top keywords, top pages and referrals, and other topics deemed necessary. Other measurable components could include unique visitors, number of visits, page views, impressions and click through rate.
- M. Update drop down menus as needed to function effortlessly to ensure visitor satisfaction.
- N. Maintain the calendar of events as needed, including public notices, hearings, events, etc. Events will be submitted and checked for accuracy by SEUALG staff.
- O. Participate in meetings to be held as needed with SEUALG staff to discuss issues, needs or special projects.
- P. Integrate SEUALG's social media platforms throughout the site as appropriate.

## Appendix A - SEUALG Bid Sheet

Please select one of the following fee schedules as proposed. If appropriate, please include any additional documentation that supports the fee.

	<b>Item</b>	<b>Price (USD)</b>	<b>Unit</b>
A	Lump Sum Payment for Services		Once
B	Hourly Rate for Maintenance		Per hour
C	Project Based Pricing		Per occurrence