



# San Joaquin Valley Stormwater Quality Partnership (SJVSQP) Website Redesign 2022

## REQUEST FOR PROPOSALS

### SJVSQP Partnership Background

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The US EPA promulgating regulations, known as Phase II, requiring small Municipal Separate Storm Sewer Systems (MS4s) to obtain permits for storm water discharges. The local agencies in San Joaquin County had submitted Stormwater Management Plans (SWMP) and permit applications to the California State Water Resources Control Board.

In accordance with the Stormwater Management Plans, each agency is required to implement Best Management Practices (BMPs) to reduce pollutants in storm drainage. A cost is associated with each BMP. The six agencies met and formulated a cost sharing agreement in order to provide shared cost savings for residents. Typical items related to implementation of the programs that was eligible for cost sharing included, but was not limited to:

- **Consultant services**
- **Water testing for Permit Compliance**
- **Shared Equipment**
- **Special Programs and Events**
- **Advertising**
- **Printing**

The first San Joaquin Valley Stormwater Quality Partnership (SJVSQP) Group members were:

- **City of Lathrop**
- **City of Lodi**
- **City of Manteca**
- **City of Ripon**
- **City of Tracy**
- **San Joaquin County**
- **City of Ceres**
- **Stanislaus County**
- **City of Patterson**

- **City of Escalon**
- **City of Riverbank**
- **City of Newman**
- **City of Turlock**

The cost sharing agreement for the National Pollutant Discharge Elimination System (NPDES) Permit Phase II Program with the above six agencies was signed and authorized in 2003. Since then, the partnership continues to grow due to a successful cooperation, and the partnership members has grown. The San Joaquin Valley Stormwater Quality Partnership (SJSWQP) Group has worked together very efficiently and effectively. The partnership has worked together to comply with the new Stormwater Permit criteria effectively over the years on such things as:

- Public Outreach & Education Activities
- Short-term & long-term goals on stormwater quality improvement and its applications
- Regional training efforts
- Consultant services

With this partnership, agencies have been able to achieve regulatory compliance, improve the environment, and serve our communities in the most effective way. The group is requesting proposals from experienced website developers to redesign the partnership's website ([www.sjvswqp.org](http://www.sjvswqp.org)) in order to improve its overall look and feel, general functionality and features, update content, and incorporate information and applicable guidelines as required.

The current website is outdated and is restricted with the ability to add new features and does not allow for updating/ San Joaquin Valley Stormwater Quality Partnership manage content appropriately. The goal of the organization is to have a website with the technology to support online services, provide full site searchability functions, facilitate easier content creation and editing, and create an overall inviting and engaging web design interface. In addition to above, there is significant information on the current site that needs to be migrated over while remaining functional and as such, the successful Proponent's ability to convert existing content from the current site is critical and necessary.

The new website must be attractive, intuitive, and accessible for intended audiences and easy to manage for staff. It must also be mobile-friendly.

The proposed project will look to complete the following activities and deliverables for the organization:

**1) General Review of the San Joaquin Valley Stormwater Quality Partnership's Current Website and Content ([www.sjvswqp.org](http://www.sjvswqp.org))** This includes a high-level review and browsing of the current site to understand the content and functions provided, and to help formulate redesign options. It is expected that the successful proponent will provide guidance and expertise in the development and organization of content on a new site based on current/future audience needs and requirements.

**2) Website Design/Redesign Activities**

This includes the provision of a project plan for the design phase of the website replacement project. The overall goal of the redesign is for the new site:

- a) Must have an instinctive design, logical headings / menus / dropdown features, allow for additional/future expansion of services and/or content, and allow for easy navigation to key services;
- b) Must create "templates" or "content types" for internal entries related to education & outreach, newsletters/news releases/items, hot topics, events, trainings, agendas/minutes, etc.;
- c) Must include a searchable field / function that provides for spellcheck and/or stemming and/or synonyms of posted content (this includes provision of advanced search fields by keyword match, file type, website, date range, and subject);
- d) Must integrate all existing applications and shall be designed for easy integration of additional applications;
- e) Must include font size adjustment capabilities or other features to allow for universal accessibility (with compromising website design/structure/integrity);
- f) Must follow partnership brand guidelines as instructed by the San Joaquin Valley Stormwater Quality Partnership group;
- g) Must be compatible with all common web browsers;
- h) Must be optimized for all desktop and common/current mobile devices;
- i) Must be compatible with language translation services such as Google Translate;
- j) Must allow for ability to integrate video content through platforms such as YouTube, Instagram, Facebook, etc.;
- k) Must include google map (in branded colors) with filter to show different businesses and activities;
- l) Must incorporate / implement an electronic workflow process for all proposed web postings for approval and promotion;
- m) Must include the ability to delegate editing activities of specific pages to specific people with central authorization control prior to publishing, posting public documents;
- n) Must allow for preparation of audit trails/reports and provide for statistical analysis on page visits/usage;
- o) Must develop website with a user-friendly, open source Content Management System (CMS) approved by the San Joaquin Valley Stormwater Quality Partnership

- group. The CMS software shall not be a beta, release candidate or early adopter technology. The CMS shall be accessible via external means / access; and
- p) Must transfer any existing content from current San Joaquin Valley Stormwater Quality Partnership website as directed/indicated to the new website during a seamless process and/or without interruption (i.e. Must work with existing vendor and or San Joaquin Valley Stormwater Quality Partnership group to obtain starting data).
  - q) Work with San Joaquin Valley Stormwater Quality Partnership consultant to incorporate the Pyrethroids Management Program website information that is currently under development.

The Proponent shall provide design mock-ups for all sections for review and approval on an ongoing basis throughout the duration of the project, with a fully operational and working website upon completion of the project. Milestones related to progression of the project should be contained in the submitted Project Plan.

### 3) Training and Support Services

The successful Proponent shall provide full and complete training on the use of the CMS and overall website features to selected team designated by the San Joaquin Valley Stormwater Quality Partnership group prior to final launch. Training must occur in-person (unless pre-authorized and approved by the San Joaquin Valley Stormwater Quality Partnership group otherwise) and include an overview of website administrative features, a walk-through on all types of pages, “how too’s” on creating new content, managing existing content, form submissions, etc.

In addition to above, the successful Proponent shall submit to the San Joaquin Valley Stormwater Quality Partnership a hard copy and/or electronic file containing a complete training manual and overview/instructions guide for all aspects of the CMS and website features.

During the first six (6) months after “official launch” of the new website, the Proponent will adequately respond to San Joaquin Valley Stormwater Quality Partnership group service requests and /or provide additional support when/where required at no additional cost to the San Joaquin Valley Stormwater Quality Partnership. A project payment holdback will be instituted in order to ensure the Proponent is responsive and attentive to follow-up questions and inquiries from the San Joaquin Valley Stormwater Quality Partnership.

## PRICING

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Pricing must be firm for **90 days** after the RFP final closing date noted below and include all applicable taxes. The lowest price Proposal will not necessarily be accepted. The San Joaquin Valley Stormwater Quality Partnership reserves the right to accept or reject any or all Proposals, accept a Proposal deemed to be in the best interest of the San Joaquin Valley Stormwater Quality Partnership, or cancel this RFP at any time. The San Joaquin Valley Stormwater Quality Partnership to this Request for Proposal opportunity. This is not a Tender.

In addition to above, **a 10% payment holdback will be applied to overall project costs** in order to ensure follow-up training and/or additional required support services are conducted

accordingly after the “official launch” is stated to occur (as indicated under Project Deliverable #3).

The San Joaquin Valley Stormwater Quality Partnership reserves the right to negotiate minor changes, amendments, or modifications to the preferred Proponent’s proposal, without offering the other Proponents the opportunity to amend their submitted proposals.

Proposals that have been submitted may be amended in writing and delivered to the closing location prior to the closing time and date. Amendments must be signed by the Proponent’s authorized signatory and emailed to the RFP’s contact address or email.

Proposals may be withdrawn by the Proponent at any time prior to the RFP closing time and date by submitting a written withdrawal letter emailed to the RFP’s contact address/email.

## QUALIFICATION AND PERFORMANCE STANDARDS

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The successful Proponent will have demonstrated experience in conducting similar typed program/service reviews, particularly within the context of Local Government operations.

Through this project, the Proponent will be required to understand and align municipal administrative, financial, operational, and strategic perspectives while taking into consideration any regulatory requirements and their constraints. For further information or questions regarding this Request for Proposals document, please contact the undersigned.

## EVALUATION CRITERIA

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The evaluation criteria will be applied on a comparative basis, evaluating proposals by comparing each against the others. This may not result in and/or the San Joaquin Valley Stormwater Quality Partnership will not be obliged to select the proposal that offers the lowest price, or cost or any proposal at all. The following evaluation criteria will be applied to all proposals in a fair and consistent manner:

Completeness, Clarity and Quality of Proposal	5 points
Experience of Proponent and/or Key Personnel	15 points
Project Approach & Methodology	20 points
Project Schedule	25 points
Budget Details	25 points
References & Examples of Previous Work Undertaken	10 points

**TOTAL**

**100**

**points**

## PROCESS SCHEDULE – KEY DATES

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The following timeline indicates the anticipated key milestone dates for this project:

RFP Issuance:	<b>April 5, 2022</b>
RFP Closing Date:	<b>April 20, 2022 at 12:00pm PST</b>
Submissions Review:	<b>April 21 - 29, 2022</b>
Expected Contract Award Date:	<b>June 15, 2022 (Estimated – Can Change)</b>
Project Commencement:	<b>July 1, 2022 (Estimated – Can Change)</b>
Project “Completion:	Upon mutual agreement and/or proposal submission timelines; however, website cannot be officially launched until after <b>January 1, 2023</b>

All proposed dates contained above are subject to change. If for any reason changes are deemed to be required, it is the responsibility of the proponent to confirm any or all specific milestone dates contained in the Request for Proposals document with the San Joaquin Valley Stormwater Quality Partnership.

## GENERAL SUBMISSION INSTRUCTIONS

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All proposals are to be submitted and clearly marked "Request for Proposals - San Joaquin Valley Stormwater Quality Partnership Website Redesign" by **Wednesday, April 20, 2022 at 12:00 pm (PST)** to:

San Joaquin Valley Stormwater Quality Partnership  
[www.sjvswqp.org](http://www.sjvswqp.org)

Attention: San Joaquin Valley Stormwater Quality Partnership Web Design Subcommittee  
Partnership:

Contact Person: Sonia Delgado, City of Patterson  
Phone: (209) 895-8064  
Email: [sdelgado@ci.patterson.ca.us](mailto:sdelgado@ci.patterson.ca.us)

Proposals will be accepted by email only to the contact person listed here - provided they are received prior to the stated deadline. Email submissions will not be reviewed and/or shared until the specified closing date. The San Joaquin Valley Stormwater Quality Partnership cannot guarantee that its Internet connection will be available at all times prior to the submission deadline. A Proponent submitting by email does so at their own risk. A Proponent must sign the documents by their authorizing personnel, or the proposal cannot and will not be accepted. The legal name and address of the Proponent is to be used on the proposal documents. All costs incurred by Proponents in the preparation and presentation of their proposal will be at their own expense.

Extensions to the RFP Closing date noted above will not be considered. Proposals received after the closing time stated above **WILL NOT** be accepted.

The San Joaquin Valley Stormwater Quality Partnership shall not be obligated in any manner to any Proponent whatsoever until a written agreement has been duly executed relating to an approved proposal. No Contract is formed as a consequence of this general invitation for Proponents to submit proposals.

The City of San Joaquin Valley Stormwater Quality Partnership will notify the successful Proponent of any future award. The successful Proponent agrees to execute a San Joaquin Valley Stormwater Quality Partnership Standard Service Agreement to undertake work within seven (7) – fourteen (14) days of the date of written Notification of Award from the San Joaquin Valley Stormwater Quality Partnership.

The San Joaquin Valley Stormwater Quality Partnership reserves the right to modify the terms of this RFP at any time at its sole discretion. This includes the right to cancel this RFP at any time, for any cause, without entering into a Contract for any provision of service(s).

## OTHER INSTRUCTIONS

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All documents, including Proposals, submitted to the San Joaquin Valley Stormwater Quality Partnership become the property of the San Joaquin Valley Stormwater Quality Partnership. They will be received and held by the San Joaquin Valley Stormwater Quality Partnership, subject to the provisions of the Freedom of Information and Protection of Privacy Act. Unless otherwise specifically directed in the response, all information in a submitted RFP will/may become public information.

Proponents are solely responsible for familiarizing themselves, and ensuring that they comply, with the laws applicable to the collection and dissemination of information, including resumes and other personal information concerning employees and employees of any subcontractors. If this RFP requires Proponents to provide the San Joaquin Valley Stormwater Quality Partnership with personal information of employees who have been included as resources in response to this RFP, Proponents will ensure that they have obtained written consent from each of those employees before forwarding such personal information to the San Joaquin Valley Stormwater Quality Partnership. Such written consents are to specify that the personal information may be forwarded to the San Joaquin Valley Stormwater Quality Partnership for the purposes of responding to this RFP and use by the San Joaquin Valley Stormwater Quality Partnership for the purposes set out in the RFP. The San Joaquin Valley Stormwater Quality Partnership may, at any time, request the original consents or copies of the original consents from Proponents, and upon such request being made, Proponents will immediately supply such originals or copies to the San Joaquin Valley Stormwater Quality Partnership.

Information pertaining to the San Joaquin Valley Stormwater Quality Partnership obtained by the Proponent as a result of participation in this RFP is confidential and must not be disclosed without written authorization or consent from the San Joaquin Valley Stormwater Quality Partnership.

The successful Proponent shall not make any news release concerning the RFP, submitted Proposal, or awarding of same, or the resulting contract without the express written consent of the San Joaquin Valley Stormwater Quality Partnership.

In the event that the Proponent is found to be in non-compliance with the terms/requirements hereof or in supplying and delivering the services and/or goods in accordance with said terms/requirements, the Contract may be cancelled at the full discretion of the San Joaquin Valley Stormwater Quality Partnership.

### **Insurance**

The successful Proponent agrees to implement and submit proof of insurance upon award of the Contract. The insurance must be maintained for the duration of the Contract at the Proponent's own cost and expense, in such amount, in such forms, and with insurers acceptable to the San Joaquin Valley Stormwater Quality Partnership. The Proponent must carry insurance on equipment owned or rented by the Proponent used to complete this project to its full insurable value.

The Proponent must carry comprehensive general bodily injury and property damage liability insurance in the amount of not less than one million dollars (\$1,000,000) inclusive per occurrence. The San Joaquin Valley Stormwater Quality Partnership must be added as an additional insured to such policy and such policy must contain a cross liability clause.



The Proponent must carry automotive liability insurance for all motorized vehicles (owned and not owned) in the amount of not less than one million dollars (\$1,000,000). Each insurance policy must contain a waiver of subrogation clause in favor of the San Joaquin Valley Stormwater Quality Partnership, and a thirty (30) day prior notice clause of any cancellation or material change in coverage, terms, and conditions.

The Proponent shall provide, upon award of Contract, professional liability insurance and policy limits carried by the organization, its associates, and/or sub-consultants for an amount per claim and aggregate of one million dollars (\$1,000,000).

### **Regulatory and Legislative Compliance**

The successful Proponent shall ensure services and products provided in respect to the Work are in accordance with, and under the authorization of, all applicable authorities and municipal, provincial, and federal legislation and Acts. The Proponent will provide the San Joaquin Valley Stormwater Quality Partnership with a copy of their current Certificate of Clearance from WorkSafe OSHA, prior to or at the time of signing the Contract; with copies of renewal ha under applicable Sections 20 and 118 and applicable Subsections within them. The successful Proponent must have the necessary qualifications for and be willing to accept the responsibilities as Prime Contractor for the duration of the Contract.

The Proponent shall provide the San Joaquin Valley Stormwater Quality Partnership, prior to the commencement of the Work, with a written copy of the Health and Safety Policy of their organization, along with any applicable procedures relevant to the Work. If the Proponent does not have written procedures relevant to the Work, the Consultant's project team will be expected to abide by the San Joaquin Valley Stormwater Quality Partnership's safety procedures in accordance with the duties of employer's provision of the Occupational Health and Safety Act. By submitting a Proposal, the Proponent represents that it has the legal capacity to enter into a contract and is in compliance with all federal, provincial, and municipal laws and regulations applicable. The Proponent shall obtain, and have in their possession, a valid San Joaquin Valley Stormwater Quality Partnership Business License for the duration of the project.

### **Force Majeure**

Neither party shall be responsible for any delay or failure to perform its obligations under this agreement by reason of force majeure. If either party is unable to perform any of its contractual obligations by reason of force majeure, including fire or other casualty, strike, order of a public authority, Act of God, or other cause beyond the reasonable control of such party, then such party shall be excused from such performance of the obligations for the duration of such cause. In the event such inability to perform shall continue longer than 30 days, either party may terminate this agreement without further liability by giving written notice to the other party.

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