



Mecklenburg County Alcoholic Beverage Control Board
Website Design Request for Proposal

Thursday, April 25, 2019 (EDT)

Proposals Due: Wednesday, May 22, 2019 at 4:00 p.m. (EDT)

Introduction

The Mecklenburg County ABC Board is planning a redesign of its existing website, www.meckabc.com. The redesign should include a new look and feel that supports the Board's branding efforts, store operations, customer and employee engagement, by enhancing the user experience, simplifying content management, and providing better information and customer service to its customers, while meeting high standards for design quality and visual appeal.

The last major redesign of the Board's website took place in approximately 2013. Since that time, much has changed in the level of expectation of services, provided by the Board, as well as the technology available to support online services.

The site currently operates on the DNN platform with limited capabilities of Board staff super users to modify, update, generally maintain and customize without requiring assistance from the current vendor. The Board is looking to move to a new platform that allows for greater flexibility, control and maintenance by designated super users.

The website design should include two customized website pages, a custom-built employee intranet portal that is password protected, customized forms and reports. The redesigned site must be accessible to persons of all abilities and designed to be responsive when viewed on mobile devices.

The Board will consider options for both a premises-based solution housed on the vendor's servers and cloud-based solutions which meet the required specifications.

COMPANY OVERVIEW

The Mecklenburg County ABC Board had been serving citizens of Mecklenburg County for over 72 years as a political sub-division of the State of North Carolina whose mission is to manage the sale of distilled spirits by promoting excellence in customer service, fiscal responsibility, operational effectiveness, compliance with laws that govern the sale and use of alcoholic beverages, and creating community partnerships to improve public health and safety.

In addition to operating 27 ABC Stores in Mecklenburg County selling distilled spirits for the adult general public (retail) and permittee holders (sell distilled spirits by the drink), the Board supports a law enforcement division dedicated to the education and enforcement of North Carolina Alcoholic Beverage Control Laws.

The Mecklenburg County ABC Board operates solely on the revenue derived from spirit sales in Mecklenburg County. There is no property, state or other local tax used to support ABC operations. North Carolina law requires the Mecklenburg County ABC Board distribute no less than 5% of its profits before distributions on behalf of law enforcement services; and no less than 7% for substance abuse treatment, education and rehabilitation. Some money then is set aside as cash to operate the system. The balance of profits is then distributed according to a schedule established by the voters in Mecklenburg County: 47 ½ % to both Mecklenburg County and the City of Charlotte and 5% to the Charlotte Mecklenburg Public Library.

Through its Community Health & Wellness grant programs, the Mecklenburg County ABC Board provides funding to qualifying Mecklenburg County nonprofit community partners for alcohol and substance abuse education, prevention, treatment and research programs that benefit Mecklenburg County citizens.

Questions, and How to submit your RFP

- Do not submit confidential or proprietary information. All Board emails are public record.
- Quotes concerning the pricing of this proposal are not confidential.
- In an effort to avoid errant delivery of proposals (e.g. spam filters), all proposers should send a test email to the email address below in advance of the proposal due date. Responses will be sent to confirm that the test email has been received. Confirming delivery is the sole responsibility of the originator of the proposal.

Questions concerning this RFP may be emailed to: abcboard@meckabc.com by Friday, May 10, 2019 at 4 p.m. (EDT).

In the interests of the environment, only electronic submissions will be accepted. An acceptable electronic submission will consist of one PDF of the proposal which can be created in whatever authoring program desired. Within that PDF, we expect you to have URLs and links to your business website, answers to the questions noted under Proposal Requirements on page 8 of this document, relevant samples of your web development work, and other web sites and online references as needed.

Proposals must be delivered electronically to The Mecklenburg County ABC Board at email address: abcboard@meckabc.com by 4 p.m. EDT on Wednesday, May 22, 2019. When submitting your proposal, please put the following information in the subject line of your email: **Your company name-Proposal-MeckABC Website Design**. The Board will make its selection from those responding to this request. Responses not received by 4 p.m. EDT on Wednesday, May 22, 2019 will not be considered (no exceptions). Vendor is responsible to ensure delivery by the date and time included. The Mecklenburg County ABC Board reserves the right to request follow-up information or clarification from vendors in consideration.

Proposals which do not comply with the instructions set forth herein will not be considered. All proposals will be considered public information by The Mecklenburg County ABC Board. The Board, at its sole discretion, can reject any or all bids submitted in response to this RFP and reserves the right to compare the relative merits of the respective responses, and to choose a vendor, which will best serve the interests of the Board. The Board shall not be liable for any costs incurred in connection with the preparation and submittal of any bid proposal.

Responses to the RFP will help The Mecklenburg County ABC Board identify the most qualified vendor and will be indicative of the level of the firm’s commitment. The Board will evaluate the qualifications, references, overall fit with the Board, as well as take into consideration the proposed scope and pricing submitted to determine the most qualified web vendor.

TIMELINE

| **Day/Date (EDT) | Description |
|------------------------------------|--|
| Thursday, April 25, 2019 at 8 a.m. | RFP is released. |
| Friday, May 10, 2019 by 4 p.m. | Questions are due. |
| Wednesday, May 22, 2019 by 4 p.m. | RFP submittals are due. |
| May 23-June 4, 2019 | A Mecklenburg County ABC Board review team will evaluate vendor submittals. The initial review will determine conformance to submission requirements and whether responses meet minimum criteria established. Review will include the vendor’s acceptance of RFP Terms and completeness of submission. |

| | |
|----------------------------|--|
| By Wednesday, June 5, 2019 | Notification of top three finalists invited to make interview presentations. (If vendor is not within driving distance can be done via virtual means.) |
| Tuesday, June 11, 2019 | Interview presentations of top three finalists. |
| To be negotiated | Project start date. |
| **Dates subject to change | |

TARGET AUDIENCE

There are several target audiences that this website is intended to strengthen relationships with and provide a unique experience for on-going engagement. They are as follows:

1. Customers or potential customers (including out-of-town visitors to our county) that shop at our Retail ABC stores
2. Permittee (Restaurants, bars, night clubs, etc.) customers that shop our ABC Store locations
3. Employees: Board members, Administrative, Operations and Law Enforcement
4. Job seekers
5. Community Stakeholders, including politicians, community members looking for resources, other ABC Boards
6. Grant partners or perspective grant partners and their stakeholders
7. Traditional Media/social media broadcasters and publishers

WEBSITE OBJECTIVES

1. Build a secure, modern, cutting edge, engaging and responsive website that enhances the customer experience for both internal and external customers and supports the branding efforts of the Mecklenburg County ABC Board.
2. Website has both template, and, custom built pages & documents
3. World Wide Web Consortium (W3) standards compliance including ADA compliant navigation (conformance to minimum WGCA 2.1 web content accessibility)
4. Increase our website traffic
5. SEO enhanced
6. Metrics, analytics and tracking capabilities
7. Content Management System that allows for greater user full control for on-demand updates.
8. The vendor will provide full and complete training on the use of the CMS
9. The bidder should include hosting and security (including DDoS mitigation and disaster recovery), support and maintenance plan information and costs.

CURRENT WEBSITE ANALYSISMost Recent Google Analytics

The following information about the Board's current website was identified through Google Analytics covering January 1-March 21, 2018.

Acquisition:

1. Organic Search-15,000
2. Direct-6,010
3. Referral-983
4. Social-149

Mecklenburg County ABC Board website top 10 pages in order from most to least visited:

| Page | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit |
|--|--|--|---|---|---|---|
| | 162,422 % of Total: 100.00% | 120,727 % of Total: 100.00% | 00:01:00 Avg. for View: 00:01:00 (0.00%) | 42,454 % of Total: 100.00% | 40.83% Avg. for View: 40.83% (0.00%) | 26.14% Avg. for View: 26.14% (0.00%) |
| 1./index.aspx | 29,251 (18.01%) | 23,638 (19.58%) | 00:01:04 | 22,841 (53.80%) | 38.67% | 38.16% |
| 2./Products/Product-Search | 23,337 (14.37%) | 14,360 (11.89%) | 00:00:22 | 5,864 (13.81%) | 16.06% | 8.84% |
| 3./Store-Locator | 5,957 (3.67%) | 4,097 (3.39%) | 00:01:18 | 1,167 (2.75%) | 70.61% | 50.61% |
| 4./Products-Monthly-Specials | 4,276 (2.63%) | 3,526 (2.92%) | 00:01:56 | 1,102 (2.60%) | 64.88% | 49.98% |
| 5./Careers/Career-Opportunities | 3,671 (2.26%) | 2,318 (1.92%) | 00:02:57 | 1,280 (3.02%) | 63.91% | 54.73% |
| 6./Employees | 2,723 (1.68%) | 1,636 (1.36%) | 00:02:12 | 249 (0.59%) | 49.00% | 30.30% |
| 7./Products/New-Products | 2,700 (1.66%) | 2,092 (1.73%) | 00:01:08 | 85 (0.20%) | 69.41% | 19.22% |
| 8./Products/Product-Search?d=bourbon&c= | 2,155 (1.33%) | 798 (0.66%) | 00:00:56 | 214 (0.50%) | 42.99% | 21.48% |
| 9./ Products/Product-Search?d=bourbon&c= | 1,909 (1.18%) | 849 (0.70%) | 00:01:04 | 281 (.66%) | 39.15% | 22.94% |
| 10./Employees/Incident-Reports | 1,224 (0.75%) | 371 (0.31%) | 00:00:45 | 18 (0.04%) | 33.33% | 7.19% |

Mobile versus Desktop:

| Device Category | Acquisition | | | Behavior | | |
|-----------------|---|---|---|---|---|---|
| | Users | New Users | Sessions | Bounce Rate | Pages/Session | Avg. Session Duration |
| | 22,803 % of Total: 100.00% (22,803) | 20,556 % of Total: 100.08% (20,540) | 42,458 % of Total: 100.00% (42,458) | 40.83% Avg. for View: 40.83% (0.00%) | 3.83 Avg. for View: 3.83 (0.00%) | 00:02:49 Avg. for View: 00:02:49 (0.00%) |
| 1. mobile | 13,118 (57.59%) | 12,082 (58.78%) | 21,855 (51.47%) | 40.75% | 3.41 | 00:02:12 |
| 2. desktop | 8,439 (37.05%) | 7,415 (36.07%) | 18,388 (43.31%) | 41.79% | 4.27 | 00:03:29 |
| 3. tablet | 1,222 (5.36%) | 1,059 (5.15%) | 2,215 (5.22%) | 33.63% | 4.29 | 00:03:23 |

Mobile Devices Info:

| Device Category | Acquisition | | | Behavior | | |
|-------------------------------------|--|--|--|--|---|---|
| | Users | New Users | Sessions | Bounce Rate | Pages/Session | Avg. Session Duration |
| | 14,355 % of Total: 62.95% (22,803) | 13,141 % of Total: 63.98% (20,540) | 24,070 % of Total: 56.69% (42,458) | 40.09% Avg. for View: 40.83% (-1.80%) | 3.49 Avg. for View: 3.83 (0.00%) | 00:02:49 Avg. for View: 00:02:49 (0.00%) |
| 1. Apple iPhone | 8,813 (61.47%) | 8,037 (61.16%) | 14,644 (60.84%) | 40.02% | 3.42 | 00:02:10 |
| 2. Apple iPad | 921 (6.42%) | 791 (6.02%) | 1,679 (6.98%) | 32.70% | 4.31 | 00:03:27 |
| 3. Samsung SM-G955U Galaxy S8+ | 260 (1.81%) | 238 (1.81%) | 563 (2.34%) | 44.05% | 3.27 | 00:02:08 |
| 4. Samsung SM-G930V Galaxy S7 | 233 (1.63%) | 212 (1.61%) | 410 (1.70%) | 38.29% | 3.99 | 00:02:35 |
| 5. Samsung SM-N950U Galaxy Note8 | 171 (1.19%) | 159 (1.21%) | 277 (1.15%) | 38.63% | 3.57 | 00:02:09 |

Key Demographics:

| Age | Approximate % of Users |
|-------|------------------------|
| 18-24 | 13% |
| 25-34 | 31% |
| 35-44 | 23% |
| 45-54 | 18% |
| 55-64 | 10% |
| 65+ | 5% |

Gender:

| | Approximate % of Users |
|--------|------------------------|
| Female | 39.7% |
| Male | 60.3% |

Social Media:

Total sessions-42,458 with 170 social referrals

| Profile | Referrals from Social Media profiles- Approximate number of sessions | % Sessions |
|------------|--|------------|
| Facebook | 72 | 42.35% |
| Glassdoor | 39 | 22.94% |
| Yelp | 21 | 12.35% |
| reddit | 16 | 9.41% |
| LinkedIn | 15 | 8.82% |
| YouTube | 4 | 2.35% |
| foursquare | 2 | 1.18% |
| Twitter | 1 | 0.59% |

FUNCTIONALITY REQUIREMENTS

1. The most current TSL (Transport Layer Security) certificate protection
2. Approval rights-allows system administrator to establish specific rights and capabilities for internal staff to update content based upon the role they have in updating the website.
3. Provide an audit trail and roll-back utility for prior changes
4. Archive center-store Board minutes, newsletters, and other documents
5. Create foundation for future e-commerce functionality i.e. online ordering that includes a legal age liability release pop-up with disclaimer before entering to order or creating an account
6. Product search functionality that enhances the customer experience
7. Website is responsive on all mobile and desktop devices
8. Site design is cross browser compatible

9. Support for Google Analytics
10. Optimized templates, themes or skins for page load speed
11. Multiple CMS user roles
12. Document management system with access rights by user roles
13. Site maps
14. Social Media interface-Twitter feeds and future social media integration
15. Third party cloud software integration
16. Intranet user restricted pages
17. RFP/RFQ/bid posting-allow for easy posting of bids to the site
18. Request tracking-citizens can submit feedback/compliments/complaints
19. Provision of configurable site navigation menus on each page which provide quick access to all the key pages of the site.
20. E-communication platform-integrated within the centralized CMS for creating visually rich, fully responsive, non-emergency e-communication. Create unlimited subscriber lists, and communicate over multiple channels-email, text, social media and from single point of access.
21. Quick Links-links can be placed directly on the pages
22. Site search-internal site search engine, site search log
23. Sitemaps & Breadcrumbs-dynamically generated
24. News and announcements-dynamic content
25. Printable pages-print-friendly function
26. For system support, upgrades, maintenance, security, and cloud hosting environment, a service level agreement for these services will be established between The Mecklenburg County ABC Board and the provider. Such vendors should include standard SLA terms and conditions in their response.
27. Some content migration from site to site may be necessary.
28. Approximately two custom-designed website specific pages and four custom-designed secured online submission forms with user-restricted permissions, email notification of submitted report forms, online report access, filtering and report data download.

WISH LIST

1. Individual store location/hours pop-out pages/ "make-it my store" for customer and store personalization-quicker customer access for information.
2. Citizen sourcing tool-encourages citizen ideas, engaging discussions, voting etc.
3. Multi-lingual support-using Google Translate
4. Alerts & emergency notifications-posted on website and public notifications sent through email, text message and social media
5. Video center-educational video streaming capabilities
6. Newsletters-subscription and online publishing
7. Dynamic image display

ADDITIONAL SERVICES

Agencies may include additional optional priced out services for consideration that may enhance the website design.

BUDGET DETAILS

Please provide a scope of work that includes specific details and pricing for the proposed items described in this document, listed on pages 6-7. Pricing should include some possible content migration from site to site. All offerings should be itemized showing individual item pricing. Hourly rates and estimated hours required for each service should also be included.

VENDOR PROPOSAL REQUIREMENTS

To respond adequately to the RFP, the service provider must provide 1-2 brief paragraph responses, summarized in a PDF document, to the following queries:

1. Please cite at least three (3) references listing accounts which the bidder is/has furnished web development services described herein within the last three to five years. If you have experience specifically working with municipalities and/or local government, please include those in your references. References should include the name of the organization, active links for the websites, a brief summary of the contract and the name and telephone number of a responsible contact person.
2. Please describe how long your company has been in continuous operation.
3. Please describe your experience within the last 24 months with professional content management solutions, template design, skinning, and end user training. Please describe your resources and procedures for providing web development and design services.
4. Please describe how your company evaluates the user experience of content management solutions that your company has developed or implemented.
5. Due to the sensitive nature of some proprietary information involved, the successful service provider and its agents or subcontractors may be expected to sign a non-disclosure agreement.

All proposals will be considered public information by The Mecklenburg County ABC Board.

GENERAL PROVISIONS

Proprietary Information

Careful consideration should be given before confidential information is submitted to The Mecklenburg County ABC Board as part of your proposal. Please consider if such information is critical for evaluating a proposal, and whether general, non-confidential information may be adequate for review purposes.

Contract Award

The Mecklenburg County ABC Board may award a contract based on initial proposals without discussion, or following limited discussion or negotiations. The Mecklenburg County ABC Board may request additional data or material to support proposals.

Limitation

This solicitation does not commit The Mecklenburg County ABC Board to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract services or supplies. The Mecklenburg County ABC Board reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel in part or in its entirety the solicitation if it is in The Mecklenburg County ABC Board's best interest to do so.

Small Business Enterprise

It is the policy of the ABC Board to provide small business enterprises equal opportunity for participating in all aspects of the ABC Board's contracting and procurement programs, including but not limited to employment, construction development projects, and materials/services, consistent with the laws of the State of North Carolina. The policy of the ABC Board prohibits discrimination against any person or business in pursuit of these opportunities on the basis of race, color, national origin, religion, sex, age, disability, or veteran's status. It is further the policy of the ABC Board to conduct its contracting and procurement programs so as to prevent such discrimination and to resolve any and all claims of such discrimination. The ABC Board has a commitment to promote this type of participation in ABC Board projects, and to the creation of project teams that include and assign importance to social and cultural diversity.

Disclosure Requirement

The proposer shall disclose any indictment for any alleged felony, or any conviction for a felony within the past five years, under the laws of the United States or any state or territory of the United States, and shall describe the circumstances for each. When a proposer is an association, partnership, corporation, or other organization, this disclosure requirement includes the organization and its officers, partners, and directors or members of any similarly governing body. If an indictment or conviction should come to the attention of The Mecklenburg County ABC Board after the award of a contract, The Mecklenburg County ABC Board may exercise its stop-work right pending further investigation, or terminate the agreement; the contractor may be subject to penalties for violating any law that may apply in the particular circumstances. Proposers must also disclose if they have ever been debarred or suspended by any agency of the U.S. government or the North Carolina Department of Labor.