



## JEFFERSON COUNTY COMMISSION

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**December 5, 2025**

### **Subject: Request for Proposal – Website Modernization and Hosting Platform**

To Whom It May Concern,

Jefferson County, West Virginia invites qualified vendors to submit proposals for the design, development, and hosting of a modern, secure, and compliant website platform to serve our residents, businesses, and civic partners. This initiative is a cornerstone of our broader digital infrastructure modernization strategy and reflects our commitment to accessibility, transparency, and operational excellence.

The selected vendor will be entrusted with migrating our legacy on-premise website ([jeffersoncountywv.org](http://jeffersoncountywv.org)) to a cloud-hosted platform under the new domain **jeffcowv.gov**. The platform must meet ADA (WCAG 2.1 AA or higher) and IPC/PCI DSS compliance standards, support embedded media and livestreaming, and provide intuitive content management tools for non-technical staff. Robust analytics, disaster recovery, and scalable architecture are essential.

To ensure alignment with Jefferson County's vision, all proposals must include a **custom-built sample website or interactive prototype specifically designed for Jefferson County, WV**. This sample must reflect the County's branding, civic mission, and modernization goals. Generic portfolio examples or previously developed sites will not be accepted. The sample will allow our evaluation team to assess actual vendor capabilities in usability, accessibility, visual clarity, and civic engagement potential.

We look forward to reviewing proposals that reflect innovation, fiscal responsibility, and a deep understanding of government operations. Jefferson County is committed to a transparent and collaborative selection process, and we welcome vendors who share our values of public stewardship and community empowerment.

Key dates for vendor engagement:

- Deadline to Express Interest: December 19, 2025
- Deadline to Submit Clarifying Questions: January 2, 2026
- Final Proposal Submission Deadline: January 30, 2026

We appreciate your consideration and look forward to reviewing proposals that align with our mission to modernize infrastructure while honoring the trust of our constituents.

**Sincerely,** Jefferson County Procurement Office

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## Request for Proposal (RFP)

# Jefferson County, West Virginia

## Website Modernization and Hosting Platform

### 1. Introduction

Jefferson County, WV is seeking proposals from qualified vendors to design, develop, and host a modern, secure, and compliant website platform to replace the County's current on-premise website ([jeffersoncountywv.org](http://jeffersoncountywv.org)). The new platform must meet accessibility and payment compliance standards, support embedded media and livestreaming, provide robust analytics, and be intuitive for non-technical staff to manage.

This initiative is time-sensitive and critical to the County's digital infrastructure modernization efforts. Vendors must demonstrate the ability to deliver a complete solution efficiently and with minimal disruption.

The final website will be deployed under the **jeffcowv.gov** domain, replacing the current [jeffersoncountywv.org](http://jeffersoncountywv.org) site.

### 2. Project Objectives

The selected vendor will be responsible for:

- Migrating content from the current on-premise website to a secure, cloud-hosted platform
- Delivering a clean, modern, mobile-responsive design
- Ensuring full ADA compliance (WCAG 2.1 AA or higher)
- Ensuring IPC/PCI DSS compliance for secure credit card processing
- Supporting embedded video and livestreaming (e.g., YouTube Live)
- Providing analytics and reporting tools for traffic, accessibility, and engagement
- Offering a user-friendly CMS suitable for non-developers
- Minimizing ongoing development requirements and training overhead
- Ensuring scalability, security, and disaster recovery capabilities

### 3. Scope of Work

Vendors must provide:

#### *A. Discovery & Planning*

- Stakeholder interviews and needs assessment
- Content audit and gap analysis
- Accessibility and compliance review

### *B. Design & Development*

- Mobile-first, ADA-compliant design templates
- Embedded media support (YouTube, Vimeo, livestreams)
- Secure payment portal integration (IPC/PCI DSS compliant)
- Analytics and reporting dashboard setup

### *C. Migration Services*

- Full migration of existing content and assets
- Redirect mapping and SEO preservation
- Archival of legacy materials

### *D. Hosting & Infrastructure*

- Secure cloud hosting (no on-prem hardware required)
- SSL encryption, firewall protection, and daily backups
- Disaster recovery and uptime guarantees

### *E. Compliance & Security*

- ADA/WCAG 2.1 AA certification
- IPC/PCI DSS compliance documentation
- Privacy policy and terms of use integration

### *F. CMS & Training*

- Intuitive content management system
- Role-based access control
- Training for County staff (virtual or in-person)

### *G. Support & Maintenance*

- Ongoing technical support
- SLA for uptime and issue resolution
- Optional content updates and enhancements
- The desired contract is one in which the vendor delivers, installs, implements, and passes an acceptance test on equipment and software, training, and documentation.
- Any equipment proposed must have technical support available during normal business hours and 24/7 support if needed.

## **4. Project Phases & Timeline Requirements**

This project is time-sensitive. Vendors must include a phased implementation plan with a proposed timeline from project inception to full completion.

Each phase should include:

- Key activities and deliverables
- Estimated duration
- Milestone checkpoints
- Dependencies or risks

Jefferson County will prioritize vendors who demonstrate:

- A realistic and efficient timeline
- Clear accountability for each phase
- Flexibility to accommodate County feedback
- Commitment to meeting compliance and operational deadlines

## 5. Proposal Requirements

All proposals must include:

- Company overview and relevant experience
- Examples of government or county websites developed
- **Sample Website Submission:** Vendors must submit a **custom-built sample website or interactive prototype specifically designed for Jefferson County, WV**. This sample must reflect the County's branding, civic mission, and modernization goals. Generic portfolio examples or previously developed sites will not be accepted. The sample should demonstrate the vendor's actual capabilities in:
  - ADA-compliant design (WCAG 2.1 AA)
  - CMS usability for non-technical staff
  - Embedded media and livestreaming integration
  - Mobile responsiveness and visual clarity
  - Scalable architecture and civic engagement features
- Detailed project timeline and milestones
- Itemized cost breakdown (design, development, hosting, support)
- Description of CMS and user interface
- Compliance certifications (ADA, IPC/PCI)
- Hosting architecture and security protocols
- References from similar projects

## 6. Evaluation Criteria

Proposals will be evaluated based on:

- Alignment with project objectives and scope
- Experience with government clients
- Quality and usability of proposed CMS
- Clarity and transparency of pricing
- Demonstrated ADA and IPC compliance
- Migration strategy and support
- Responsiveness and proposed timeline

- **Sample Website Evaluation**

## **7. Legal**

Price is an important consideration in this process, but not the only consideration. Other factors include track record of successes at other municipalities or utilities, identification and understanding of the County's requirements as embodied in the following list of questions, and experience and qualifications of key personnel.

This will be a competitive negotiation process. The County reserves the right to reject all bids and issue another Request for Proposal (RFP). This RFP does not commit Jefferson County to reimburse vendors for proposal submission costs. During the evaluation process, the County reserves the right to request additional information or clarifications from the respondents or to allow corrections of errors or omissions.

Jefferson County reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether or not that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between Jefferson County and the firm selected.

Proposals shall not be available for inspection by responders to this RFP until interviews and field visits are completed and a contract has been awarded and accepted. After contract award, all proposals become matter of public record and are available for inspection by the general public.

If, in the opinion of Jefferson County, a Quote contains false or misleading statements of references that do not support a function, attribute, capability or condition as contended by the vendor, it might be rejected.

Jefferson County reserves the right to obtain clarification of any point in a vendor's quote or to obtain additional information necessary to properly evaluate a particular quote. Failure of a vendor to respond to such a request for additional information of clarification may result in rejection of a vendor's quote.

Jefferson County will develop a contract for purchase. The bidder will supply a sample contract that will provide a guideline for Jefferson County to use in developing a contract.

The contents of the quote and all statements made within it will become, at the option of Jefferson County, a contractual obligation if a contract ensues. Failure of the successful bidder to accept this obligation may result in cancellation of the award.

All materials submitted in response to this RFP will become the property of Jefferson County. It is understood that the proposal will become part of the official file on this matter without obligation on the part of the County except as to the disclosure restrictions as identified by the respondent.

The respondent must invoke the protection of this section prior to or upon submission of the data or other materials, and must identify the specific area or scope of data or other materials to be protected and state the reasons why protection is necessary.

Potential vendors are solely responsible for their own expenses, if any, in preparing a response to this Request for Proposal. This would include any costs incurred during functional demonstrations or subsequent negotiations.

The County does not anticipate providing any work space or equipment to the Respondent. Respondents should identify any work space, equipment, or general supplies needed to perform the work related to this RFP in their response.

In the event that the selected Respondent shall for any reason or through any cause be in default of the terms of the contract, The County may give the Respondent written notice of such default by certified mail/return receipt requested. Unless otherwise provided, the Respondent shall have ten (10) days from the date such notice is received to cure the default. Upon failure to cure the default, The County may immediately cancel and terminate the contract as of mailing date of the default notice, and the vendor shall be responsible for all damages resulting from such default. Upon termination, the Respondent shall cease performance of any further work under the contract and turn over to The County any work in process for which payment has been made. In the event of violations of law, safety or health standards and regulations, the contract may be immediately cancelled and terminated by The County and provisions herein with respect to opportunity to cure default shall not be applicable.

The County may at any time, and for any reason, terminate the contract by written notice to the Respondent specifying the termination date, which shall be not less than thirty (30) days from the date such notice is mailed. Notice shall be given to the Respondent by certified mail/return receipt requested.

In the event of such termination, the Respondent shall be paid such amount as shall compensate the Respondent for work satisfactorily completed and accepted by The County at the time of termination. If The County terminates the contract, the Respondent shall withdraw its personnel and equipment, cease performance of any further work under the contract, and turn over to The County any work completed or in process for which payment has been made.

This proposal and any resulting contract shall be governed in all respects by laws of the State of West Virginia "without regard to its choice of law rules," and any litigation with respect thereto shall be brought in the Circuit Court of Jefferson County, West Virginia. The contract shall comply with all applicable Federal, State, and Town laws, rules, ordinances, and regulations, which may in any manner affect the performance of the Contract.

The proposal of any contractor or contractors who engage in collusion shall be rejected. Any contractor who submits more than one proposal in such manner as to make it appear that the proposals submitted are on a competitive basis from different parties shall be considered a collusive contractor.

Except as otherwise permitted by law, proposals shall remain irrevocable for a period of one hundred and twenty (120) calendar days pursuant to receipt of the proposal. No Respondent who is permitted to withdraw a proposal shall, for compensation, supply any material or labor to or perform any subcontract or other work agreement for the person or firm to whom the contract is awarded or otherwise benefit, directly or indirectly, from the performance of the project for which the withdrawn proposal was submitted.

After the date and time established for receipt of proposals by the County, any contact, in regard to the proposal initiated by any Respondents with any County official, other than the Purchasing Agent and the County staff acting at the direction of the County Commission is expressly prohibited. Any unauthorized contact may be deemed grounds for disqualification of any Respondent from further review.

The County reserves the right to modify the scope after reviewing the proposals, and may request such a modified scope for the top proposal(s).

**Equal Opportunity**

The County complies with all federal and state Equal Opportunity Laws, orders and regulations and shall not discriminate against any applicant on the basis of age, race, color, religion, sex, disability, national origin, marital status, veteran status or sexual orientation.



# Vendor Submission Packet

## Jefferson County Website Modernization and Hosting Platform

### Required Submission Components

All proposals must include the following, organized and labeled clearly:

#### 1. Cover Letter

- Brief introduction of the vendor
- Statement of interest and understanding of project scope

#### 2. Company Overview

- Legal name, headquarters, years in operation
- Organizational structure and key personnel
- Relevant experience with government or civic clients

#### 3. Custom Sample Website or Interactive Prototype

- Vendors must submit a **custom-built sample website or interactive prototype specifically designed for Jefferson County, WV.**
- This sample must reflect the County's branding, civic mission, and modernization goals.
- Generic portfolio examples or previously developed sites will **not** be accepted.
- The sample must demonstrate actual vendor capabilities in:
  - ADA-compliant design (WCAG 2.1 AA)
  - CMS usability for non-technical staff
  - Embedded media and livestreaming integration
  - Mobile responsiveness and visual clarity
  - Scalable architecture and civic engagement features

#### 4. Project Timeline & Milestones

- Phased implementation plan
- Estimated durations, dependencies, and risks
- Milestone checkpoints and accountability

#### 5. Itemized Cost Breakdown

- Design, development, migration, hosting, training, support
- Optional services and enhancements

## **6. CMS Description**

- Interface overview
- Role-based access features
- Training and documentation approach

## **7. Compliance Certifications**

- ADA/WCAG 2.1 AA
- IPC/PCI DSS for payment processing
- Privacy policy and terms of use integration

## **8. Hosting Architecture & Security Protocols**

- Cloud infrastructure overview
- SSL, firewall, backup, and disaster recovery strategy

## **9. References**

- Minimum of three government or civic clients
- Project summaries and contact information

# Vendor Scoring Rubric

Each proposal will be evaluated using the following weighted criteria:

Category	Description	Points
Project Understanding	Clarity of scope alignment and modernization goals	10
Government Experience	Relevant civic or county website deployments	10
Custom Sample Website Evaluation	See detailed breakdown below	30
CMS Usability & Training	Intuitive interface, role-based access, and training plan	10
Compliance Certifications	ADA/WCAG 2.1 AA and IPC/PCI DSS documentation	10
Hosting & Security Architecture	Cloud readiness, encryption, backup, and disaster recovery	10
Cost Transparency	Clear, itemized pricing with optional services	10
Timeline & Milestones	Realistic, phased plan with accountability and flexibility	10

**Total: 100 Points**

## Custom Sample Website Evaluation Sub-Rubric (30 Points)

Subcategory	Description	Points
Design Quality & Visual Appeal	Clean, modern, mobile-responsive layout with intuitive navigation	6
ADA Compliance Implementation	Demonstrated adherence to WCAG 2.1 AA standards (e.g., alt text, contrast, ARIA)	6
CMS Usability	Ease of use for non-technical staff, role-based access, content editing	6
Media Integration	Embedded video, livestream capability, and layout flexibility	4
Performance & Responsiveness	Page load speed, responsiveness across devices and browsers	4

Subcategory	Description	Points
Innovation & Scalability	Unique features, future-proofing, and adaptability to County growth	4

**Total: 30 Points**