

Yuba County Flood Control Website Qualifications Appraisal

The following is a qualifications appraisal request for Marketing and Technical partners to work with the County on a Flood Control Website. Selection shall be done in a two phased approach. This qualifications appraisal will be used to select qualified partners who will then be asked to submit a proposal for completing the actual project. We will accept qualifications statements from the following entities:

- 1) Marketing Firms, for the marketing portion only.
- 2) Technical Firms, for the technical portion only.
- 3) Single Firm which can provide Marketing and Technical Partner support.
- 4) Individual Marketing Firm or Technical Firm can submit in partnership with another firm.

Qualifications Appraisal Timeline

December 7th – Qualifications Appraisal information distributed.

December 7th – 21st – Respondents review materials & prepare response, and submit any questions.

County will post responses to questions online:

<http://www.co.yuba.ca.us/Departments/Admin%20Services/purchasing%20solicitaions.aspx>

December 21st – Responses to Qualifications Appraisal due to Yuba County by 5pm.

January 2011 – County will select qualified partners who will be asked to submit a proposal by month end.

February 2011 – County will select partner, complete contracting process and begin work.

Project Vision

To display Yuba County's excellence and leadership in emergency management and flood control by providing a forward thinking communication center for our citizens, emergency responders, educators and the media. The focus of the solution shall be on simplicity in design, ease of use and maintenance, and the richness of information available.

Project Goals

- Show county's leadership in flood control initiatives.

- Act as a communication hub for preparedness, and for communication sharing during emergency flood events.
- Develop content that is what consumers of the site want and need.
- Develop a unique, simple and effective design and interface.
- Host the solution off site from the County to ensure availability in a disaster situation.
- Technical design and hosting solution shall ensure high availability and seamlessly scale in the case of an emergency event.
- Site content must be easily maintained by non-technical staff, current vision is for use of a web content management system, to be recommended by partner.

Marketing Partner Requirements

Marketing Partner will do the following:

1. Act as the graphic and interface design lead, which shall include:
 - Develop overall ‘vision’ for the site with supporting branding, graphics and user interface layout.
 - County desires a site that makes a statement with its simple, effective design that is not typical of this kind of web site.
2. Develop content for the site. Work with expected user groups to develop material that will be most useful to the intended audience. This will include organizing and holding community meetings, as well as meetings with at least one agency in the County, in addition to the County stakeholders.

The website may contain some or all of the suggestions listed in Appendix A, and may also include additional items. This list is intended as a beginning point and it is expected that the Marketing partner will assist in driving the finalized list based on input from the expected user audiences. The site may also be delivered in iterations with the most critical content delivered first.

3. Develop and execute publicity plan for completed site.
4. Recommend appropriate e-marketing plan for distribution of information from this site on an ongoing basis, which shall include email marketing, list management and required tools or services for appropriate email marketing.

Technology Partner Requirements

Technology Partner will do the following:

1. Implement a Web site with the following high level requirements:

- Multi page, enterprise level system (expect 20-40 pages, for potential content view Appendix A)
 - Consistent with Marketing partner design and vision
 - Use industry best practices for web site design and maintenance including comments in code, full technical documentation, use of style sheets and other best practices to be agreed upon with County technical staff prior to project beginning.
 - Recommend, provide and use a web content management system.
 - Framework and structure for easy set up of new pages.
 - Use development tools consistent with existing County standard tools. When new tools need to be used or selected, it shall be done with the approval of the County, and pricing shall include appropriate licenses for County use in supporting this web site.
 - Design & implement for ADA accessibility compliance.
2. Implement RSS feeds and other bandwidth friendly communication methods to be used in actual emergency events.
 3. Implement GIS maps, and ability to update 'on the fly.'
 4. Implement email list management and distribution capabilities. Recommend solution, select in conjunction with County, and provide solution. It is not expected that email would be used in an actual emergency event; rather it would be used in the preparedness and education section of the site.
 5. Provide project management for the project, including
 - Project planning, customer & team communication; roll out planning, milestone planning and tracking, action items list and tracking.
 - Provide test plans and results, including stress testing to demonstrate viability of solution in an actual emergency.
 6. Design and selection of hosting solution.
 - Should be high availability and easily scalable.
 - Select hosting solution upon approval from County.

Partner Qualifications

Qualified partners will be selected based on the quality of their references, their demonstrated ability to successfully complete a project of the size and scope outlined, the fiscal soundness of the partner, and their creative and technical expertise.

Please submit 4 copies of a Qualifications packet that addresses the following:

We will accept qualifications statements from the following entities:

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Please include the following section letters and headings in your proposal for ease of review.

- A. Firm Name
- B. Entity type (1-4 above. If 4, please provide C. through F for both firms with a joint H, and include how you would work together and structure the team.)
- C. Years in Business
- D. Total annual sales or billings for last 5 years.
- E. Proposed project team, list of key members and their qualifications and experience.
- F. 3-5 References from similarly sized projects. If you have government experiences please include a reference from at least one government project. Include active web sites for review.
- G. Subcontractors you would plan to use (if any).
- H. General Qualifications Statement. Tell us your understanding of the project, what your high level approach would be, and why you are qualified to complete the project. Please be information rich while being concise.
- I. Qualifications assessment may include a telephone or on site interview.

Submit to:

Yuba County Information Technology
915 8th Street, Ste 119
Marysville, CA 95901
Attention: Tara Repka Flores, Assistant Director Administrative Services
tflores@co.yuba.ca.us

Submissions are due December 21st at 5:00pm. All questions must be submitted in writing, and answers will be posted on web site for review by all.

Appendix A

Emergency Preparation and Preparedness

- ❖ How to be prepared for the rainy season.
- ❖ Stress personal preparedness
 - Family emergency plans – provide forms, instructions and videos
 - securing home
 - shutting off gas and electricity when appropriate
 - business plans
 - 72 hour self sufficiency
 - Medications
 - Pet and large animal preparedness
- ❖ Extensive Community Contact information
 - For cities and districts an interactive GIS map showing their sphere of influence.
 - Contact information for all schools in the Operational Area, with an interactive map showing their location.
 - Advising parents to know how they will be notified by the school in case of an emergency, what is the school’s policy, and developing a plan.
- ❖ Overview of the WARN system and its abilities.
- ❖ Touch on countywide emergency operations plan and annexes. How were/are they developed and why.
- ❖ Flood insurance information
- ❖ Information on how to volunteer for local volunteer organizations.

Community Education

- ❖ What do emergency services really do? More than the text book “Plan, Prepare, Recover, Mitigate” answer, include how this occurs. Explain how Emergency Services benefits the citizens of Yuba County.
- ❖ Emergency Event History
- ❖ Flood Control History
- ❖ Yuba County Water Agency History
- ❖ Educational page directed at providing new information each month on preparedness through video or touch on something that had occurred in the OA, such as an exercise or training that was taped. Directors Blog.
- ❖ Brief description of Disaster Council, their responsibilities and the process.

- ❖ Information for our employees and their role, and how they can help prepare themselves and their family in case of a significant event. Can have Robert as the CAO/OES Director chime in on their responsibilities as disaster service workers and what his expectations are and how employees will be notified of an impending event and or when their services are needed.
- ❖ Gloss over NIMS, SEMS, ICS and how they allow for coordination and their requirements.
- ❖ Information on counties history of high water events, which have led to the current floodplain management efforts, with pictures of both.
- ❖ Explain what an EOC is and a brief overview of why it is used, including the capabilities, with photos and possibly a video. Who works in the EOC and what training do they have. Including the JIC and call center.
- ❖ Nicer page dedicated to the MICV, which provides more information. How it came to be, what it is used for and what are its capabilities. With photos and video clip.
- ❖ OA capabilities, SWAT team, operable and interoperable communications, etc.

Emergency Active Event Communication Center

- ❖ What to expect from sheltering process and assembly areas.
- ❖ Page that provides up to date information for citizens, how they may request assistance as well as information on where they may receive additional current conditions. A GIS map showing where a significant incident is actually occurring.
- ❖ Facebook and Twitter set up as RSS feed, to send out updated information.