



**Boulder County Procurement
1325 Pearl Street
Boulder, CO 80302**

SUBMISSION INSTRUCTIONS

Reference Number: RFP-168-25

Project Name: Boulder County Website Branding/Design

Background:

Boulder County is looking for a vendor to help with the website refresh project. We'd like the vendor to conduct a review of our website, which may include focus groups (internally and externally) to determine requirements around ease of use, navigation, information architecture, look and feel, and provide recommendations for an updated design.

The purpose of this project is to request a review of the county's existing website (bouldercounty.gov) to enhance user experience with ease of navigation and digital accessibility, so all users have access to county news, resources and services, while including the latest functionality and ensuring sustainability.

Boulder County's website is the organization's most efficient and effective method for sharing information with the community and a vital communication tool for the county. Whether for electronic, print or peer-to-peer communication, the county routinely directs the public to the website for additional information. The website is the county's digital front door for online services.

The website receives roughly 2.9 million visitors and 7.5 million-page views a year.

The current version of the county's website was launched in 2017, and it uses an open-source content management system, WordPress.

Instructions:

Boulder County uses a [Boulder County Bonfire portal](#) for accepting and evaluating proposals digitally:

- To post the Proposal
- To receive any questions or inquiries
- To issue any associated addenda
- To post award notices

Proposals must be submitted electronically on or before the Close Date at [Boulder County Bonfire portal](#).

Important: Submissions will not be accepted by email, fax or hand-delivery; unless otherwise noted.

Documents should not be embedded within uploaded files, as the embedded files will not be accessible or evaluated.

Contact:

To contact Boulder County Purchasing or ask questions in relation to this proposal, respondents must register on [Boulder County Bonfire portal](#) and initiate the communication electronically through the **Vendor Discussions** or the **Ask a Question** feature.

All questions must be received on or before the Deadline for Submission of Clarifications, as specified in the Schedule of Events. Boulder County will not accept any respondent's communications by any other means, except as specifically stated in this proposal.

Addendum:

At any time prior to the Close Date, Boulder County may alter, clarify, amend, delete or add to, in whole or in part, any terms or provisions of this proposal.

In order to afford the Bidders a reasonable time for taking into account a material amendment (the materiality of which Boulder County in its own discretion may determine) or for any other reason, Boulder County may, at its own discretion, extend the Close Date.

For the most up-to-date project information refer to our Bonfire portal.

All vendor submissions may be amended, but only before the Close Date on [Boulder County Bonfire portal](#).

Need Help:

To assist with registration and submission of responses, learn how to get started with Bonfire, watch this [training video](#). For questions or support when using the platform, [access the Bonfire online knowledge base](#), search the FAQ or contact the Bonfire support team at support@gobonfire.com.

Americans with Disabilities Act (ADA): Boulder County aims to ensure all digital content and documents are accessible. While efforts have been made to maximize accessibility, some types of content have inherent technical limitations. For alternate formats or accommodations, please submit an [ADA Web Accommodation Request Form](#) or email ADA@bouldercounty.gov, or call 303-441-1386. [View the county's accessibility statement.](#)