

Town of Bloomfield
Request for Proposals
For
Web Content Management System
PUBLIC BID NO. 1022

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A Introduction

The Town of Bloomfield through its Purchasing and Insurance Coordinator is requesting proposals for a Web Content Management Solution that will reduce web site maintenance, improve productivity and provide better management and control of the Town of Bloomfield Website. This solution will replace the Town's current web platform. The proposed solution must be able to support all specifications and requirements identified in this RFP. The selected firm shall report to and be responsible to the Town Manager's Office through the Information Systems and Technology Department.

There is no expressed or implied obligation for the Town of Bloomfield to reimburse responding firms for any expense incurred in preparing proposals in response to this request.

To be considered, five copies of sealed proposals must be submitted to the Town of Bloomfield Purchasing and Insurance Coordinator, Finance Dept., Town Hall, 800 Bloomfield Ave., 2nd Floor, Bloomfield, CT 06002 by 1:00 p.m. on January 10, 2011. The envelope should be clearly marked on the outside "Proposal for Web Content Management due January 10, 2011, Public Bid No. 1022". Proposals received after the date and time specified will not be considered. The Town of Bloomfield reserves the right to reject any or all proposals submitted. Proposals submitted will be evaluated by a committee consisting of various department heads and the Purchasing and Insurance Coordinator.

B Scope of Work

Current Site:

Currently, the Town of Bloomfield's website (www.bloomfieldct.org) is maintained by a private contractor and hosted by our e-mail provider. The information in it constantly needs to be updated. All modifications to the web site currently flow through a central point of contact at the Town of Bloomfield and are done by the contractor. The process is tedious, time consuming and costly.

Desired Site:

The Town of Bloomfield wants to be able to maintain its own web site content and provide more interactive features to site visitors. The Town of Bloomfield needs a web based, database driven content management solution that will allow designated employees to effectively manage the site content. The solution should not require any special software to be installed on the desktop. Updating web site content should not require knowledge of HTML and should be able to be performed by someone with basic computer skills. The Town of Bloomfield wants to decentralize web site maintenance; therefore, the solution needs to provide the appropriate level of security and content approval.

The Town of Bloomfield needs the web site on a platform that allows them to effectively integrate the site with their back office business applications. This will allow the Town of Bloomfield to provide better and more cost effective services to the people.

Rather than license the software, the Town of Bloomfield would prefer to enter into an Applications Services Provider (ASP) agreement with the supplier. The ASP agreement should include web site hosting and software leasing.

C Requirements for Proposal (General)

The Town of Bloomfield prefers proposals to be concise and easy to understand. Do not include unnecessary or extraneous information. Please format the proposal with the following sections. Include all information requested.

Section I – Executive Summary

This section should include a brief overview of the key elements of your proposal. Highlight any features or areas that differentiate your services and products from competitors.

Section II – Corporate Profile

This section should include a brief overview and history of your company, to include the organizational structure and target technologies. Highlight information regarding municipal clients and knowledge and experience in Content Management Solutions.

Section III – Technical Specifications

Provide the technical information about the proposed system requested in section ‘**D – Requirements for Proposal II (Technical)**’ of this Request for Proposal. Include all points requested. Information provided should be explained as it relates to the Town of Bloomfield. Do not simply include brochures or technical documents as an explanation of the system proposed.

Section IV – Implementation/Conversion

1. Create a phased implementation plan for installation of the proposed solution. This implementation plan should be detailed.
2. Include an approximate timeline for installation of each phase. Include a single point of contact for each stage of implementation.
3. Include any requirements that will be the responsibility of the Town of Bloomfield for implementation.

Section V – Training

Outline the training process required for key Town of Bloomfield personnel to effectively maintain the proposed software solution. The training should include technical training for IT staff that covers topics such as installation, configuration, and maintenance of the proposed solution.

Section VI – Warranties and Support

1. Provide warranty information. Be sure to list any and all exclusions to the warranty offered.
2. Provide support services options. Please include hours of operation, response times, etc. Is 24x7 support available? At what cost?
3. Include information about customer support services, trouble reporting, and maintenance agreements.

Section VII – Cost Information

Please break out the cost into the following components.

1. Software and installation system costs for Web hosting and software leasing.
2. Training costs to include travel expenses, i.e. per diem.
3. Freight charges, if any.
4. Annual maintenance costs over a five-year period.
5. Hourly rate for custom updates. (Indicate the number of updates available in base cost)
6. Price for Web add-on modules that are not part of base system.
7. Cost of any conversions.

Section VIII – Additional Information

1. Provide the number of municipal content management installations your company has performed.
2. Also include a list of five references of municipal customers with similar installations as the proposed system. Include company name, address, phone number, and point of contact.

Section VIII -- Appendixes

Include any additional information relevant to the proposal.

D Requirements for Proposal II (Technical)

Please provide the following information in the submitted proposal.

Functional Specifications:

The content management solution should support the functionality in the existing website. The solution should also provide the additional features listed below.

1. **Content Management** – The solution should provide a secured browser-based interface that will allow an employee with basic computer skills to manage the web site and act as a Content Editor. The solution should have the flexibility and functionality to allow each page to be uniquely formatted. Content Editors should be able to navigate the site for editing in the same manner that they would navigate the site for viewing.
2. **Content Approval** – The solution should allow at least two levels of content approval before a piece of content can be displayed on the web site.
3. **Web Site Page Creation** – The solution should not limit the number of pages. Users should be able to create new pages from pre-defined templates or submit completely new pages using an external editor.
4. **Web Site Page Management** – The solution should allow Content Editors to modify page titles and meta keywords for all of the editable pages in the site. Additionally, advanced editors should be able to rename and move pages in the site hierarchy when necessary, and all links in the managed site should be updated with the new path information. History of these changes should be tracked and managed by the Content Approval process.
5. **Image and File Uploading** – The solution should allow multiple file types to be easily uploaded to the site. File types include PDF, Microsoft Office files, graphics, audio, video, etc. Once on the site, these images and files should be able to be renamed (with the change going through the Content Approval process), and any pages linking to the renamed file should be automatically updated with the new link. A page should be able to display/process multiple images and/or files.
6. **Standardized links to other information sources on the web.**
7. **Site Search Functionality** – The solutions should allow site visitors to search for content published to the site.
8. **Role Based Security** - The solution should allow certain roles to be defined for people accessing the administration site. Roles may include content creator, page creator, content approver, etc. Different roles would give grant access to different functions in the administration site. Roles would also limit where user may publish content in the site. For example, a Human Resource person should not be able to publish content in the Procurements section of the site, and vice versa.

9. **Web Application Integration** – The solution should allow integration with other web applications in order to maximize the types of information and functionality supported by the site. Web application integration should support the ability of web applications to maintain context as the user navigates the application while still presenting the user with the navigation and style elements of the website.
10. **Dynamic Navigation Bars** – The solution should provide hierarchical navigation bars that can be easily managed by adding and removing pages and external links to the navigation bar. Any changes to the navigation bars should follow the same approval process that is used for Content Approval.
11. **Time Sensitive Information** - The solution should provide a mechanism whereby specific content can be earmarked as being time sensitive, with that information rolling on to or off of the site at a time designated by a Content Editor. Content Editors should still be able to view and maintain the content and change the time designations relevant to the content regardless of the status of the content.
12. **Search Engine Support** – The solution should maintain its content in such a way as to maximize the ability of third-party search engines (i.e. Google or Yahoo) to index and categorize the site. For example, database-driven content management solutions should not rely on query string parameters to determine the content to render because the query string information is often truncated by the search engines when indexing the page.
13. **External Editor Integration** – The solution should allow certain advanced users to maintain the site using a third-party editor, such as Microsoft FrontPage or Macromedia Dream weaver. Any changes made using these tools should still go through the Content Approval process before going live.
14. **Forms and Questions** – The solutions should allow any number of forms and associated questions to be created and displayed on any page of the site. A form is defined as a page that allows a visitor to supply information. Questions are considered to include free-form fields such as Name, Telephone, Birth date, etc. The forms should also allow for the user to define questions with a limited set of valid responses from which the respondent may choose. The responses to the questions on the forms should be captured in a database for reporting purposes.
15. **Calendar of Events** – The solution should allow numerous graphical event calendars. The calendar should be searchable, and have the ability to be filtered by event location and event type. Visitors should be able to submit an event to the Town for posting to the calendar.
16. **Newsletter Mail Outs** – The solution should allow multiple newsletters and associated mailing lists to be maintained through the administration site. Website Visitors should be able to subscribe and unsubscribe to the newsletter(s) of their choice. The administrator should be able to use the site to transmit the newsletters in HTML or plain text format. The site may also be configured to automatically post new newsletters to the public website upon transmission.

17. **Search Customization** – The solution should allow the Town to identify certain keywords with specific pages in the site. By doing so, those pages so identified would be ranked highest in any search result containing that keyword.
18. **Application Service Provider Specifications** - Rather than license the software for the Internet, the Town of Bloomfield would prefer to enter into an ASP agreement with the supplier. The ASP agreement should include web site hosting and software leasing. The Town of Bloomfield will continue to manage their email. Minimum requirements for the hosting portion of the ASP agreement should include the following service:
- A. Web site hosting for the public web site and administration site (if separate).
 - B. Six (6) public IP addresses, one (1) outbound SMTP mail server, DNS services for six (6) domain names.
 - C. Database access via website only.
 - D. Online web site usage statistics.
 - E. Backup of data to disk and tape (daily and weekly).
 - F. High-speed, Internet connection.
 - G. 24 x 7 monitoring of web site availability with e-mail alerts to support personnel in the event of failure.
 - H. Server maintenance including hardware, software updates, and anti-virus.
 - I. Physical data center security, power and climate control.
 - J. Data Storage: up to 2 gigabytes (RAID 1 / RAID 5) for web pages and database.
 - K. Bandwidth: up to 4 gigabytes of data transfer per month.
 - L. Page Views: up to 50,000 web page views per month.
19. **Existing Web Site Conversion** - The existing web site files take up approximately 1500MB. A cost to convert the existing web site to the proposed solution should be provided in the response.
20. **Indicate system features:**
- A. Does the system allow custom navigation according to content availability?
 - B. Does the system support J2EE?
 - C. What type of logic coding is system developed in Java or JavaScript?
 - D. Does system provide integration services for future integrations with backend systems for transaction capabilities?
 - E. Does site support HTTP, HTTPS and SSL3?
 - F. Are HTML pages written to the Web Server, which makes them vulnerable to outside attack?
 - G. Does the system use propriety languages, operating systems, and other such devices?
 - H. Does the proposed solution support Web Services?
 - I. Does the proposed solution support 508 compliance in accordance with the American with Disabilities Act?
21. **System Integration Services** - The solution should be built on a platform with tools that make it efficient to integrate the web site with other Town of Bloomfield business system. The solution provider should have the business and technical experience and skills necessary to assist the Town of Bloomfield in this endeavor. The following are some of the areas that the Town of Bloomfield plans to explore after the solution are implemented.
- A. Recreation Center Sports and Event Registration
 - B. Process payment transactions for property taxes, permits, utility bills, etc.

C. Citizens Request Tracking System

22. **Web modules** - Please provide a list and cost of other optional Web based modules your company has developed.

E Additional Information

A **bi-weekly mandatory** meeting will be required between Town of Bloomfield personnel and key members of the installation/conversion team until project completion. If the vendor's primary point of contact is unavailable for a particular meeting, another representative from the company must be available to attend the meeting.

F Terms and Conditions

During the evaluation process, the Town of Bloomfield reserves the right, where it may serve the Town's best interest, to request additional information or clarifications from proposers. At the discretion of the Town of Bloomfield, firms submitting proposals may be requested to make oral presentations as part of the evaluation process.

The Town of Bloomfield reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the Town of Bloomfield and the firm selected.

Questions regarding this request for proposal should be directed to:

Sandy Rosenberg
Town of Bloomfield
800 Bloomfield Ave.
Bloomfield, CT 06002
(860) 769-3539

Questions regarding the bid/purchasing/contract process should be directed to:

Joanne Douglas

Town of Bloomfield

Purchasing and Insurance Coordinator
Town of Bloomfield
800 Bloomfield Ave.
Bloomfield, CT 06002
(860) 769-3534

A 3-year contract for ongoing services is contemplated, subject to the annual review and recommendation of the evaluation committee, the satisfactory negotiation of terms (including a price acceptable to both the Town of Bloomfield and the selected firm), and the annual funding of an appropriation for this purpose by the Common Council of the Town of Bloomfield. Payment of service will be made upon receipt of a yearly invoice.

If any addenda are issued on this request for proposals, they will be made available on the Town of Bloomfield website, www.bloomfieldct.org. However, it shall be the sole responsibility of those offering proposals to contact the Purchasing and Insurance Coordinator prior to submitting their proposals to determine whether any addenda have been issued.

INSURANCE REQUIREMENTS AND INDEMNIFICATION

Consultant shall agree to maintain in force at all times during which services are to be performed professional liability insurance with limits of no less than \$1,000,000. If such coverage is on a claims-made basis, consultant must agree to maintain, either through a claims-made contract or the use of an extended discovery provision, coverage for three years after the conclusion of all services performed under the agreement.

Consultant shall agree to maintain in force at all times during which services are to be performed the following coverages placed with company(ies) licensed by the State of Connecticut which have at least an "A-" VIII policyholders' rating according to BEST Publication's latest edition Key Rating Guide:

Commercial General Liability:	General Aggregate	\$2,000,000
	Prod./Compl. Operations	
	Aggregate	\$2,000,000
	Occ. Aggregate	\$1,000,000
Automobile Liability:	Liability Limit	\$1,000,000
Workers' Comp. and Employer's Liability:	\$100,000 each accident \$500,000 disease policy \$100,000 disease accident limit	

"The Town of Bloomfield and Board of Education" are to be named as "Additional Insured". Original, completed certificate of insurance must be presented to the Purchasing and Insurance Coordinator prior to purchase order/contract issuance.

HOLD HARMLESS AGREEMENT:-- The Consultant, its agents and assigns shall indemnify and hold harmless the Town of Bloomfield and the Bloomfield Board of Education, including but not limited to, its elected officials, its officers, and agents, ("the Town") from any and all claims made against the Town, including but not limited to,

damages, awards, costs and reasonable attorneys fees, to the extent any such claim directly and proximately results from the wrongful, willful or negligent performance of services by the Consultant during the Consultant's performance of this Agreement or any other Agreements of the Consultant entered into by reason thereof. The Town agrees to give the Consultant prompt notice of any such claim and absent a conflict of interest, an opportunity to control the defense thereof.

G Selection Process

General

The selection committee, which is comprised of representatives from various departments within the Town of Bloomfield, will evaluate all qualifying proposals. All requirements in this RFP should be satisfied to ensure that the proposal will qualify for consideration. The Town of Bloomfield desires to receive only proposals from firms who can demonstrate the specified qualifications mentioned this RFP.

Proposers References

Current and previous municipal clients of each firm that submits a proposal may be approached with specific questions regarding performance. Responses to these questions will be used as part of the evaluation process.

Proposal Evaluation Criteria

The following criteria will be used by the Selection Committee to evaluate all proposals. The order in which they are listed is not intended to imply any ranking of importance:

1. Responsiveness of the written proposal to the purpose and scope of the project.
2. Reputation and professional qualifications of the specific individuals assigned to complete the project.
3. Experience with Connecticut governmental entities in the completion of similar programs.
4. Cost of the work to be done.

Final Selection

The Selection Committee will present their recommendation to the Town Manager for final selection.