

**REQUEST FOR PROPOSALS FOR
ON-LINE RECREATION DEPARTMENT REGISTRATION SERVICES
TOWN OF AVON, CONNECTICUT
11/12-4**

The Town of Avon is seeking written responses to a Request for Proposal (RFP) to purchase software and services necessary to offer on-line registration for Recreation Department programs.

The Town is an affirmative action/equal opportunity employer. Minority/Women's Business Enterprises are encouraged to apply.

One (1) original and three (3) copies of proposals must be submitted to the Town Manager's Office, 60 West Main Street, Avon, CT 06001 by **10:00 a.m. on Wednesday, October 19, 2011**. Proposal forms are available at the Town Manager's Office or by accessing the Town's web page at www.town.avon.ct.us under "Opportunities" Public Bids and RFP's. Proposals must be submitted in sealed envelopes marked "Proposal for On-Line Recreation Department Registration Services."

Brandon Robertson
Town Manager
Town of Avon

REQUEST FOR PROPOSALS

ON-LINE RECREATION DEPARTMENT REGISTRATION SERVICES

11/12-4

I. GENERAL INFORMATION

- 1.1 Issuing Office:** This Request for Proposals (RFP) is issued by the Town of Avon, Connecticut.
- 1.2 Purpose:** It is the intent of the Town to retain services necessary for the Town of Avon to offer on-line registration of Recreation Department programs to its residents.
- 1.3 Proposals:** All proposals received by the Town in response to this RFP will be retained. Submissions must:
- A. Constitute a complete response to this RFP, using the Proposal Form provided in this document (page 6).
 - B. Include one (1) original and three (3) copies. The price proposal and/or fee structure must, at minimum, include the following: registrant transaction fees (flat vs. percentage) for credit card payments, check/debit payments, and cash payments; Town one-time start-up fees; and Town annual license and/or maintenance fees.
 - C. Proposal must be received by:

The Office of the Town Manager
60 West Main Street
Avon, CT 06001

no later than **10:00 a.m. on Wednesday, October 19, 2011.** Envelopes must be clearly marked "Proposal for On-Line Recreation Department Registration Services". Firms mailing proposals should allow for normal delivery time to ensure timely receipt of their proposals. **Proposals may not be submitted by e-mail.**
 - D. Must be signed by an official authorized to bind the firm to its provisions.
 - E. Must include a statement that the proposal remains valid for a period of at least sixty (60) days from the date of its submission.

1.4 Rejection of Proposals: The Town reserves the right to reject any and all proposals received as a result of this RFP.

1.5 Communications Concerning RFP: All questions relevant to the development of a proposal are to be directed to:

Mr. Glenn M. Marston
Director of Recreation & Parks
Phone: (860) 409-4332
E-mail: gmarston@town.avon.ct.us

Any questions determined to be of interest to all prospective firms will be answered in writing and provided to all firms either by mail or by e-mail.

Except as authorized by Mr. Marston, no vendor may contact any other employee or elected or appointed official of the Town with respect to the RFP or the submission of a bid.

1.6 Additional Information:

- A. Revisions or addenda to the RFP:** In the event it becomes necessary to revise or supplement any part of the RFP, the revision or supplement will be provided to all prospective firms either by U.S. mail or by e-mail.
- B. Experience:** Firms with experience in the development of software and services for on-line registration by users of municipal recreation programs are encouraged to apply.
- C. Incurring Costs:** The Towns will not be liable for any costs incurred by a firm in the preparation or submission of a proposal.
- D. Civil Rights Compliance:** Where applicable, firms must comply with the Civil Rights Act of 1964, the Equal Employment Act, and the Connecticut Fair Employment Practices Act.
- E. News Releases:** News releases pertaining to this RFP or the services, study or project to which it relates will not be made without prior approval, and then only in coordination with the Towns.
- F. Acceptance of Proposal Content:** The contents of the successful proposal may, at the Town's option, become part of the contract entered into by the successful firm and the Town.

II. CONTENT OF PROPOSALS

2.1 Scope of Services

Proposals should address each of the following services. In this way, the Town can evaluate each proposal as to whether or not it best meets the Town's interests and needs:

- A.** Provision and off-site hosting of a web-based infrastructure that allows residents interested in signing up for various programs offered by the Town's Recreation Department to accomplish that on-line at their convenience. The Town will not host the program on its server.
- B.** The program should have features such as: email confirmation to the registrant about the status of their enrollment; secure on-line payments; historical receipts; customized reports for tracking and auditing purposes; the ability to create catalogs of class information; and a facility reservation module that interacts with program registration. This list is descriptive only and proposers are encouraged to list all the features of their programs in their response.

2.2 Other Requirements

Proposals should also include the following:

- A.** Brief statement as to the firm's particular abilities and qualifications related to this project.
- B.** List of municipalities in Connecticut and other states for which the firm has provided similar services in the last three years, including online registration participation rates, i.e. online registration divided by total registration for the department or those programs serviced by the firm.
- C.** The names and contact information for references listed in 2.2.B.
- D.** Description of where and how transaction fees for credit card, check/debit, and cash payments made by the registrants are processed.
- E.** Description of (a) how much room Avon will have on your server for files and (b) your policy on retention of these files.
- F.** Whether the Town will be able to choose which credit cards will be accepted for payment through the system?

- G. With the Facility Reservation module, we want the public to be able to look up to see if a facility is available and reserve to a “pending approval” file.
- H. Resumes of key personnel who would be assigned to this project.
- I. Additional information or documentation that may be useful and applicable to this project.
- J. Estimated timeline for start-up, including data conversion, set-up, and going live.
- K. Description of opportunities for ongoing training.
- L. An overview of customizable reporting features, such as financial reports, member reports, usage reports, etc., by day, week, month, etc.
- M. Prior to contract, the winning firm will be required to show evidence of insurance coverage of a kind and in an amount satisfactory to the Town. The Town’s insurance requirements are attached to this RFP in Exhibit A.
- N. Information concerning any suits filed, judgments entered or claims made against the firm during the last five years with respect to (a) on-line registration services provided by the firm or (b) any declaration of default or termination for cause against the firm with respect to such services. In addition, state whether during the past five years the firm has been suspended from bidding or entering into any government contract.

III. SELECTION PROCESS

3.1 Review Process: All proposals will be reviewed by a committee comprised of the Recreation & Parks Staff and a member of the Town’s Information Technology Committee.

The Towns reserve the right to waive non-material deficiencies in any proposal.

Proposals will be evaluated based on what is deemed to be in the best interests of the Town, including such factors as the bidder’s experience and expertise in developing software and services necessary to conduct on-line registration programs for municipal recreation departments, the clarity and creativity of the proposal, recommendations of entities for which the bidder has previously provided services, the persons to be

assigned to the project by the bidder, ease of website use, and total cost. Cost will not be the sole factor in evaluating bids.

A short list of finalists will be developed and firms may be interviewed by the Selection Committee after the proposals are received. Specific information required for the interviews will be provided to finalists at the time of notification.

If interviews are held, they will be 30-45 minutes long. Initial presentations will be limited to 15 minutes. The final 15-30 minutes will be reserved for questions from the Selection Committee and subsequent discussion. The key person to be assigned to this project must be present at this interview.

The Selection Committee expects to recommend a firm to the Avon Town Manager for approval in November 2011, with the expectation that the online registration system will be operational (live) on January 1, 2012.

Selection of the firm with the preferred proposal does not provide any contract rights to that firm. Any such rights shall accrue only if and when the Town and the firm execute a binding contract. The Town reserves the right to negotiate with the successful firm in any manner necessary to best serve the interests of the Town. If the Town fails to reach an agreement with the successful bidder, the Town may commence negotiations with an alternative bidder or reject all bids and reinstitute the RFP process.

Should the Town wish to move forward, a sample contract may be requested electronically for review by the Town's attorney.

[Proposal Cover Page Form]

**REQUEST FOR PROPOSALS FOR
ON-LINE RECREATION DEPARTMENT REGISTRATION SERVICES
TOWN OF AVON, CONNECTICUT**

The undersigned has read, understands, and affirms his compliance with the requirements contained in the Request for Proposals for On-Line Recreation Department Registration Services for Town of Avon. The undersigned submits this proposal in good faith and without collusion with any other person, individual or firm.

The proposal consists of this cover page and the following attachments:

Name and Address of Firm:

Name, Title and Contact Information (phone, fax, email) of Authorized Representative:

Signature of Authorized Representative:

(Attach additional sheets as necessary)

EXHIBIT A

The Contractor must procure and maintain for the duration of the contract insurance against claims for injuries to persons or damage for property which may arise from or in connection with the performance of the contractor's work by the individual or firm, his agents, representatives, employees or subcontractors.

The Contractor must provide a current Certificate of Insurance to the Assistant to the Town Manager with the following requirements:

General Liability & Automobile Coverage Requirements:

- a. Commercial General Liability:

Each Occurrence:	\$1,000,000
Personal/Advertising Injury Per Occurrence:	\$1,000,000
General Aggregate:	\$2,000,000
Product/Completed Operations Aggregate	\$2,000,000
Damage to Rented Premises	\$ 100,000
- b. Automobile Liability:

Each Accident:	\$1,000,000
Hired/Non-owned Auto Liability	\$1,000,000
- c. Worker's Compensation, as required by Connecticut State statutes.
- d. The "Town of Avon" is to appear as an additional insured on the contractor's general liability and automobile liability Certificates of Insurance.
- e. All insurance is to be provided by a company authorized to issue such insurance in the State of Connecticut with a Best rating of no less than A- : VII.
- f. The contractor shall furnish the Town with certificates of insurance effecting coverage required by this clause. The certificates and endorsements for each insurance policy are to be signed by a person authorized by that insurer to bind coverage on its behalf. The certificates and endorsements are to be received and approved by the Town before work commences. Renewal of expiring certificates shall be filed thirty (30) days prior to expiration. The Town reserves the right to require complete, certified copies of all required policies, at any time.
- g. It is desired by the Town that no insurance be canceled or modified without thirty (30) days written notice by registered U.S. Mail to: Town Manager, Town of Avon, 60 West Main Street, Avon, Connecticut 06001-3743. Endorsements to the contractor's policies may be used to comply with this requirement.
- h. The limits of insurance may either be met as stated above, or in combination with an umbrella or excess liability policy.