



TOWN OF GREENWICH

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Town Hall • 101 Field Point Road • Greenwich, CT 06830

July 31, 2015

**** ADDENDUM #5 ****

TOWN OF GREENWICH, CT

REQUEST FOR PROPOSAL (RFP) #7159 NEW DEADLINE: 8/21/15 AT 3:00 PM

**WEB SITE DESIGN AND BUILD/DEVELOPMENT
FOR NATHANIEL WITHERELL**

- **The deadline for proposals has been extended to 8/21/15 at 3:00 PM**

Question #1: The RFP states that images shall be tagged with text optimized descriptions for people with disabilities. How do you envision the interface? By default, every image will contain the title, name, ALT tag and description fields. However it's the site's administrator's responsibility to enter the information in order to contain the text-based information per image. Please let us know if you need anything beyond this. The RFP states that monthly calendar pages that link to descriptions of events and activities are a must. Is there any preference among a 3rd party Web-based Calendar (such as Google calendar, Facebook Events, Eventbrite..etc.) or a hosted approach (handled by the site's CMS)? What approach you choose has a major impact on the amount of time we need to allocate. Do you expect you will handle the uploading and posting of these media files (videos and podcast) through a platforms such as YouTube, Vimeo, SoundCloud, iTunes, etc. so that the site will only handle the embedding and publication? Or do you want the backend CMS to handle the file upload and streaming (this is much more difficult for many reasons and based on your answer you may need a different type of hosting solution).

Answer #1: The selected vendor shall become the website's administrator. In that regard, a fee-based service contract shall be used and the selected vendor shall support ongoing website changes and blog submissions. This revision in the scope of services is in lieu of a CMS and the requisite training of Witherell staff to support said CMS.

Respondents shall formulate their proposal based on the **revised questionnaire** that accompanies this addendum #5

Question #2: The RFP states that visitors shall be able to register for events, sign up to volunteer and donate. Paypal seems to be your current chosen platform handling donations. What type of Paypal account do you have (Business, Premier, etc.)? Do you want to continue with PayPal or are you looking for a more robust eCommerce solution? This makes it much more complex and includes handling credit card payments, security (SSL certificate) etc. For paid events, are you interested in a 3rd party specializing in events such as Eventbrite..etc.?

Answer 2: Currently TNW has a business PayPal account. TNW is open to exploring other options (besides PayPal). In the end TNW wants a more robust e-commerce site which provides the flexibility to change registration and payment options in alignment with our calendar of events (golf outing, luncheon, annual appeal).

Question #3: The RFP states that the site shall include an active blog that shall share a consistent look and feel with the rest of the site. Are there going to be multiple levels of approvals required before content is put up on the site? For example, will there be outside content development that then has to be approved by the internal administrator before going live? If so, should we plan to set up multiple user and permission levels to allow for final posting approval, i.e. someone writes a blog post and submits it, but a higher-level user must go in and approve it before it goes live? How many levels will we need?

Answer #3: Nathaniel Witherell will approve blog entries. Blog materials are initiated singularly by Nathaniel Witherell, therefore only one level of approval is required.

Question #4: The RFP states that the site shall offer photographic tours of TNW. What form will these take? Are they videos, a series of stills or some other, more elaborated approach such as a virtual walk-through? Will they be supplied complete and just need to be uploaded onto the site? Or will you need help with the creation process? Do you have examples you could share with us that convey your expectations?

Answer #4: A virtual tour is not needed. Photographic entries will be limited to stills and videos.

Question #5: Do you currently have CRM in place and if so what are you using? (such as Salesforce, Zoho, Insightly, etc.) Do you have Google Analytics data and if so would you provide the data? What are your expectations— special marketing goals, etc.?

Answer #5: A CRM is not currently utilized. We use Google analytics to track use of the webpage and will provide the successful bidder with access information

Question #6: How do you envision the email marketing interface? For example, one of our clients has various types of targeted emails (MailChimp) they send out which are then automatically integrated into the site where they can be accessed. Is that what you are talking about or is there some other functionality you have in mind? Signing up for emails and integrating the emails into current lists isn't an issue.

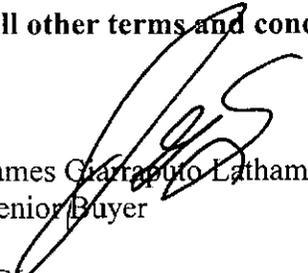
Answer #6: The functions we require include signing up for email and integrating email into our current lists. We also want to continue providing an email pathway to allow users to make contact with us by requesting information or asking questions.

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Question #7: We almost exclusively use 3rd party integration these days (YouTube, Vimeo, etc). There are so many advantages over embedded players. Is this your intent?

Answer #7: Yes.

All other terms and conditions remain unchanged.



James Giarraputo Latham, CPPB
Senior Buyer

JGL:am

REVISED: Per Addendum #5, July 31, 2015

Proposal Format and Submission Requirements for RFP #7159

The respondent shall deliver one complete original proposal, and three (3) complete copies of the proposal to the Purchasing Department before the deadline. Respondents should also include one CD or Flash Drive containing a PDF of the complete original proposal.

At the very beginning of the proposal, the respondent should include a letter of transmittal signed by an individual authorized to bind the contractor.

The respondent should repeat each of the following questions, followed by the answer and/or form. Answers should be concise, but complete. Respondents are expected to respond specifically to each question in this section. Failure to respond to all applicable questions and form requirements in this section may result in rejection of the proposal.

1. State the firm's full company name and home office address. Describe the organizational structure. List the name and occupation of those individuals serving on the organization's Board of Directors, and list the name of any entity or person owning 10% or more of the organization.
2. List the name, title, mailing address, telephone number, facsimile number and email address of the contact person for this proposal. The contact person must be authorized to sign this contract for the firm.
3. Describe the organization, management philosophy, and provide a brief history of the company. Describe your key competitive advantages.
4. List the individuals who will be working on the site: Team leader, designer(s), IT people, others. Designate a point person for project and provide their contact information as well as all other team members working on this site. Provide a complete resume' for each staff member who will be assigned to work on this project and explain how the proposed staff's background, experience and knowledge will ensure the success of this project. Provide copies of staff's relevant licenses, certifications, and awards.

Explain how the staff assigned to work on this project will be available throughout the engagement for regular consultation and will attend appropriate/required meetings with TNW to present ideas and to review designs for the proposed website.

5. Explain how the firm has a minimum of three (3) years recent experience designing websites for nonprofit and other commercial enterprises. Provide examples of URLs that you have built for both nonprofit and business entities. Include contact information of references from other relevant clients.
6. ~~Recommend CMS platform to be used and hosting requirements; offer two (2) suitable~~

~~approaches to the CMS implementation. If open source program use, customize it. (Deleted as per addendum #5)~~

7. Recommend e-commerce process for fundraising, event payment, auto-gift receipt reply messages and tracking platform (such as Network for Good, for example). (2-3 options with representative costs).

~~8. Provide at least two (2) options for home page design and site navigation. (Deleted as per Addendum #1)~~

9. Describe the testing and quality assurance protocol prior to launch.

10. Describe the post-launch support and the level of maintenance you anticipate.

11. Describe the details of the warranty your firm will provide for all deliverables.

12. Describe the training your firm will provide to TNW staff for on-going CMS maintenance.

13. Provide your fee structure, and a payment schedule to accomplish the scope of work. Provide the number of rounds of revisions included in your price.

14. Provide a timetable for completion of the scope of work (all deliverables).

15. Include the Non- Collusion Form and the Insurance Procedure Form with your proposal.