



TOWN OF GROTON

REQUEST FOR PROPOSAL

19-20

WEBSITE REDESIGN

April 2019



TOWN OF GROTON

BIDDER INFORMATION

BID NUMBER: 19-20
BID OPENING: 2:30 P.M. April 23, 2019
LOCATION: Purchasing Office, Groton Town Hall
ADDRESS: 45 Fort Hill Road, Groton, CT 06340

Sealed proposals will be received by Eileen Cardillo, Purchasing Agent of the Town of Groton, until 2:30 P.M. on APRIL 23, 2019 for **RFP 19-20 Website Redesign** for the Town of Groton in accordance with the specifications and information.

Proposal Schedule

Issuance of RFP: APRIL 2, 2019

Vendor submissions due: APRIL 23, 2019 no later than 2:30 p.m.

Vendor reviews and reference checks: TBD

Proposals received after **2:30 P.M.** on **April 23, 2019** will not be accepted.

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TOWN OF GROTON

It is the intent of this "Request for Proposal" to establish a vendor to supply the Town of Groton with **redesign of its current website**. The prospective bidder must complete the bid form and company information sheet, but need not return the entire Invitation to Bid. The bidder is not to include any taxes from which the Town is exempted by law. The Town will complete any tax exemption forms that the successful vendor may require if such forms are within the Town's legal parameters.

2. BID SUBMISSION

The proposal shall be submitted to the Office of the Purchasing Agent no later than 2:30 P.M. on **APRIL 23, 2019** at which time they will be publicly opened and only the names of the vendors will be read aloud. Proposals received after that date and time will not be considered by the Town of Groton. Proposals should be in a sealed envelope, addressed to the Office of the Purchasing Agent, marked **RFP 19-20 Website Redesign**. PLEASE PROVIDE INFORMATION AND PRICING AS REQUESTED IN THE SPECIFICATIONS. The Town of Groton Purchasing Division shall receipt stamp each bid received. The date of the stamp shall prevail over any postmark date. The Town of Groton assumes no liability for any postal service delays.

PLEASE SUBMIT 5 HARD COPIES OF YOUR PROPOSAL AND A THUMB DRIVE or CD.

3. WITHDRAWAL OF BIDS

No bidder may withdraw their bid for a period of 120 days after the actual date of the bid opening, during which time prices will be firm. Bids may be withdrawn by written authorization only and only if withdrawal request is received one (1) day or more prior to the bid opening. The proposed prices in this bid shall hold through each delivery date indicated.

Costs for the preparation of this proposal are to be borne entirely by the bidders. They shall not in any way be charged to the Town of Groton. All submissions become the property of the Town of Groton to use as required to meet the objectives of this bid.

4. BID BONDS, CERTIFIED CHECKS OR CASHIER'S CHECKS (SEE BID FORM)

When required each bid shall be accompanied by a bid bond signed by a surety company authorized to do business in Connecticut or by a cashier's check or certified check made payable to the Town of Groton. The amount of the bid deposit will be 0% of the total base bid unless otherwise specified.

Bond amount required: 0%

5. PERFORMANCE BOND

If required by the bid specifications, the successful bidder may be required to provide a performance bond. The performance bond shall be made out in favor of the Town of Groton. The performance bond shall be required as security by the successful bidder for faithful performance of his contract. This performance bond shall be required within ten (10) days of the award notification. The performance bond must be written by a surety company licensed to conduct business in the State of Connecticut. The successful bidder, upon failure or refusal to furnish within ten (10) days the required performance bond, shall forfeit their bid deposit to the Town of Groton as liquidated damages.

Bond Amount Required: **0%**

6. VENDOR QUALIFICATION

Each vendor shall present evidence that they are normally engaged in the purveying of the type of service proposed. The vendor shall make themselves thoroughly familiar with the contents of the notice before submitting his/her proposal. The vendor automatically acknowledges and accepts all of the provisions, conditions, and specifications of this notice. No proposal shall be considered from vendors who are unable to show that they are normally engaged in the purveying of the type of materials/equipment or workmanship proposed. For any type of service, construction or commodity, the vendor certifies that his product or service meets all local, State and Federal regulations applicable to his/her product or service. The vendor is responsible for complying with all ordinances, laws and regulations affecting their particular product or service and holds the Town of Groton harmless for any claims for damages whether bodily, personal or property due to the avoidance of any requirement of any governing body. All, bidders, in order for their proposals to be considered, must not be delinquent on any property tax or fees issued by the Town. Bidders shall certify that neither they nor any business or corporation fully or partially owned by the bidder is not delinquent on Town property taxes or fees.

7. DELIVERY

All prices quoted shall include any and all **shipping, handling, insurance, training, consulting, out of pocket expense, and delivery** charges.

8. ACCEPTANCE OR REJECTION

The Town reserves the right to accept or reject any and all bids and to waive any minor deviations from our bid requirements if it is in the best interest of the Town to do so.

9. PAYMENT TERMS

The Town agrees to pay for the material/equipment/service within thirty (30) days after acceptance. Acceptance means 100% delivery of satisfactory merchandise to comply

with our specifications. If a vendor wishes to offer a prepayment discount he/she must provide a separate sheet with his/her bid showing the terms of the discount and the advantage to the Town of Groton in accepting this prepayment discount. Prepayment in no way forfeits any right of the Town to complete satisfaction with the purchase nor does it relieve the vendor of any responsibility to perform as required in the bid document.

10. SUPPLEMENTAL INFORMATION

The vendor must submit with their proposals the detailed specifications, descriptive literature and all necessary details on the material/equipment/service they propose to furnish in order that the Town may have full information available when analyzing the bids. In cases where an item is identified by a manufacturer's name, trade name, catalog number or reference it is understood that the bidder proposes to furnish the item so identified and does not propose to furnish an "equal" unless the proposed "equal" is identified. The reference to the manufacturer's name, trade name or catalog number is intended to be descriptive, not restrictive and is used to indicate to the prospective bidder articles that will be satisfactory. Bids on other makes will be considered provided the bidder clearly states the item being proposed is an exception but an equal on the bid form. The Purchasing Agent reserves the right to approve as an equal or to reject as not being equal any article that the bidder proposes to furnish which contains major or minor variations from the specification requirements.

11. MULTIPLE BIDS

No bidder will be allowed to offer more than one bid price on each item even though alternate models or styles may meet the specifications. Alternates will be considered only if requested by the Town of Groton.

12. EXCEPTIONS TO SPECIFICATIONS

If the material/equipment/services offered differ from the provisions contained in this specification, such differences must be explained in detail on the sheets attached to this bid and if such deviations do not depart from the intent of this notice and are in the best interest of the Town, the bid will receive careful consideration. The absence of written deviations will hold the bidder strictly accountable to the Town of Groton to the specifications as written.

13. TESTS

Before approval, the Town Manager or his agent shall have the right to inspect and test the materials and equipment furnished in accordance with this notice. When samples are required from bidders receiving the award, the samples may be retained by the Town of Groton until the delivery of the bid items. Bidders whose samples are retained may pick them up after the delivery of the bid items has been accepted by the Town. Bidders shall be responsible for delivery and removal of samples. Cost of delivery and removal of samples is to be the responsibility of the bidder. All samples are to be marked "Samples"

and delivered to the purchasing office. The package must indicate the name of the bidder, item enclosed and the bid number. Failure to properly identify the samples relieves the Town from any responsibility for their safe return and may disqualify the bidder from bidding.

14. INQUIRIES

Any inquiries for this bid shall be directed via email to Eileen Cardillo, Purchasing Agent, at ecardillo@groton-ct.gov by 12:00 P.M. seven (7) days prior to bid opening date. Pricing shall not be discussed with any individual in the Town other than the Purchasing Agent. Once a bid date has been established only questions relevant to the technical aspects of the bid or how to properly complete the bid form may be addressed. Any vendor contacting any individual other than those named in this section may have their bid rejected by the Purchasing Agent. If addendum's clarifying the bid or providing additional information to bidders are necessary the Purchasing Agent of the Town can, at his/her option, extend the date of the bid opening. It is assumed that each vendor submitting a bid will have made himself/herself familiar with the requirements of the specifications and requested an on-site review if necessary so that his/her bid is all inclusive as per the intent of the specifications.

15. MATERIALS AND EQUIPMENT

All materials/equipment shall be furnished complete and ready for use as indicated in specifications. Any materials/equipment not specifically mentioned herein, but which is necessary for the successful installation and/or operation of the systems shall be specified and quoted by the bidder.

16. GUARANTEE

The bidder guarantees that all articles offered for sale fully comply with the specifications. All expenses covering return of and replacement of defective or improper merchandise will be assumed by the vendor. In no instance shall the vendor refer the Town to any distributor or manufacturer for settlement of any claim arising from defective or improper merchandise. If the vendor shall fail to replace or repair any defective or improper merchandise within 30 days from date of notice, the Town may make the necessary corrective arrangements and deduct the cost from money due the vendor or bill the vendor. The vendor agrees to reimburse the Town in such instances. Samples of any warranties or guarantees which will apply to the goods being offered for sale shall be included as part of this bid.

17. BASIS FOR SELECTION OF VENDOR

The Purchasing Office reserves the right to reject the bid of a bidder who has previously failed to perform properly or complete on time bids of a similar nature or a bid of a bidder who upon investigation by the Town has shown that he/she is not in a position to perform the contract. The Town's review procedure in evaluating the bids received will include, but

not be limited to, performance review, warranties, maintenance contract content, costs and availability, installation costs, reputation of manufacturer, qualification and experience of personnel, understanding of assignment and work plan, and previous experience. A demonstration of your product may also be required by the Town. All of this will be used in order to determine the **LOWEST** responsive bidder for the project or purchase. **This is an evaluated bid and will be evaluated based on criteria stated within the document.** References are required for this project. Please attach a list of references with names and phone numbers to the bid form.

18. QUANTITY/CONTRACT LENGTH

The Town of Groton reserves the right to purchase more or less than the quantity of items specified or may withdraw any or all requested items. Vendors are advised that the contract may be awarded in whole or in part. The Town of Groton is not bound to accept a proposal in its entirety. The Town of Groton may cancel this contract at any time if in the opinion of the Town the firm is not performing as stated in the specifications.

19. TIE BIDS

If two (2) or more bidders submit identical bids and are equally qualified, the decision of the Town to make award to one or more of such bidders shall be final. The Town, after determining that each bidder would provide equal benefit to the Town, shall set a separate date for a public drawing to determine the bidder that will be awarded the contract. The bidders involved will be notified in writing of when this drawing will be and will be notified in writing of the chosen vendor.

20. AVAILABILITY OF FUNDS

A bid or contract shall be considered executory only to the extent of appropriation available to each agency for the purchase of such articles. The Town's extended obligation on these contracts that anticipate extended funding through successive fiscal periods shall be contingent upon actual appropriations for the following fiscal years. Any bid or contract let for more than one fiscal period is also contingent upon performance of the vendor meeting the specifications. If, in the determination of the Town of Groton, a vendor is not meeting the requirement of the specifications the Town may terminate the bid or contract with 30 days written notice to the vendor. This can occur at any time during the contract period.

21. BID ALTERATIONS/SIDETRACK AGREEMENTS

No alterations or sidetrack agreements changing the specifications shall be valid unless made in writing to the Town and signed by the Purchasing Agent and department head. This agreement must be sent to the Purchasing Agent of the Town of Groton for consideration and review.

22. ALTERNATIVE/RECYCLED PRODUCTS

Wherever possible, the Town of Groton would like to receive quotes from vendors on products that are environmentally safe, in that they do not contain toxic chemicals as identified under Subpart z. of the OSHA "Right to Know" standard, or products that contain recycled material and post-consumer material, or re-refined motor oils, etc. We would like to purchase products that do not require special disposal requirements or respirator requirements where possible and are not harmful to others, including animals. If these products could be supplied as an alternative to what is being requested please provide a special sheet attached to the bid form showing the price of the item, the item being substituted and the new or alternative product. Please also supply the manufacturer's literature describing the product and its uses. IF POSSIBLE, AND IF NOT INFLUENCING THE COST IN ANY WAY THE TOWN OF GROTON WOULD LIKE TO RECEIVE ALL PROPOSALS ON PAPER AND IN BINDERS MEETING OR EXCEEDING THE EPA GUIDELINES FOR PAPER. THIS SHOULD BE SO NOTED ON YOUR PROPOSAL IF YOU COMPLY.

PLEASE PROVIDE A SEPARATE SECTION ATTACHED TO THE BID FORM IF YOU WOULD SUGGEST USING REMANUFACTURED OR RECYCLED PRODUCTS FOR THIS PROJECT. ANY SUBSTITUTION OF A PRODUCT OF THIS TYPE MUST MEET PROVEN CONSTRUCTION STANDARDS AS RECOGNIZED BY THE STATE AND FEDERAL GOVERNMENT.

23. OTHER

The Town of Groton is eligible in most cases to receive GSA pricing and Federal and State contract pricing options as well as Cooperative Purchasing Agreements. Each bidder should check with the applicable State or Federal Agency to determine if the government pricing for such commodities has been extended to political subdivisions.

The Town of Groton is an Affirmative Action/Equal Employment Opportunity Employer. The Town of Groton and any vendor awarded this project shall comply with the regulations of the United States Department of Transportation (Title 49, Code of Federal Regulations, Part 21), issued in implementation of Title VI of the Civil Rights Act of 1964, 78 Statute 252, 42 United States code 2000d to 2000d-4. Further, the Town of Groton and any vendor awarded this contract warrants that in the performance of this project, it will not discriminate or permit discrimination against any person or group of persons on the grounds of race, color, religion, national origin, sex or physical disability, including, but not limited to blindness, unless it is shown to be that such disability prevents performance of the work involved, in any manner prohibited by the laws of the United States, or the State of Connecticut, and further agrees to provide the Commission on Human Rights and Opportunities with such information requested by the Commission concerning the employment practices and procedures of the Town of Groton and any vendor awarded this contract as related to the provisions of this section. (Section 4-114a of the General Statutes of Connecticut as revised.)

The Town of Groton shall follow the State of Connecticut Department of Transportation minority business affirmative action program as approved by the United States Department of Transportation.

The Town of Groton accepts no liability for the product until it is completely received and installed on the Town of Groton's premises. All vendors are responsible for the equipment while in transit to the Town of Groton.

The Town of Groton has extensive insurance requirements that must be met for certain services. If insurance is required it will be so stated in the Invitation to Bid and all vendors are expected to meet those requirements in full by providing a certificate of insurance at least ten (10) days prior to the start of any contract or service by the vendor awarded the bid. Any vendor unable to provide the required insurance shall forfeit his right to the bid award and the Town will reject his bid. The vendor is required to maintain insurance for delivery and handling until the units are signed for by the Town of Groton representative. THE TOWN OF GROTON DOES NOT ASSUME ANY RESPONSIBILITY FOR THE EQUIPMENT UNTIL IT IS ON SITE AND IN THE CARE, CUSTODY AND CONTROL OF THE TOWN. THE VENDOR IS RESPONSIBLE FOR THE PRODUCT LIABILITY COVERAGE.

THE VENDOR MUST HAVE EVIDENCE OF WORKER'S COMPENSATION COVERAGE IF HIS EMPLOYEES ARE DELIVERING THE ITEMS. IF THE VENDOR CONTRACTS WITH A DELIVERY FIRM; THAT FIRM IS THE RESPONSIBILITY OF THE VENDOR DURING ALL DELIVERY TO THE TOWN OF GROTON FACILITY AND UNTIL THE DELIVERY VEHICLE AND INDIVIDUALS LEAVE THE TOWN OF GROTON PREMISES.

Insurance Requirements

Consultant shall agree to maintain in force at all times during the contract the following minimum coverages and shall name Town of Groton as an Additional Insured on a primary and non-contributory basis to all policies, except Workers Compensation. **All policies should also include a Waiver of Subrogation.**

Insurance shall be written with Carriers approved in the State of Connecticut and with a minimum AM Best's Rating of "A"-VIII. In addition, all Carriers are subject to approval by Town of Groton.

		(Minimum Limits)
General Liability	Each Occurrence	\$2,000,000
	General Aggregate	\$2,000,000
	Products/Completed Operations	\$1,000,000
	Aggregate	
Professional Liability	Each Occurrence	\$1,000,000
	General Aggregate	\$1,000,000

If any policy is written on a "Claims Made" basis, the policy must be continually renewed for a minimum of two (2) years from the completion date of this contract. If the policy is replaced and/or the retroactive date is changed, then the expiring policy must be endorsed to extend the reporting period for claims for the policy in effect during the contract for two (2) years from the completion date.

Workers' Compensation and Employers' Liability	WC Statutory Limits EL Each Accident EL Disease Each Employee EL Disease Policy Limit	\$100,000 \$100,000 \$500,000
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Original, completed Certificates of Insurance must be presented to Town of Groton prior to contract issuance. Consultant agrees to provide replacement/renewal certificates at least 30 days prior to the expiration date of the policies. Should any of the above described policies be cancelled, limits reduced or coverage altered, 30 days written notice must be given to the Town.

**ATTACHMENT FOR CONTRACTORS
TOWN OF GROTON
"OSHA LOCK OUT TAG OUT STANDARD REQUIREMENTS"
HAZARD COMMUNICATION REQUIREMENTS**

HAZARDOUS COMMUNICATION: The Town of Groton requires that any vendor or contractor using hazardous materials or any material that would fall under the OSHA "Right to Know" standard provide a list to the Town of Groton of those materials that will be used while on Town property as well as the safety data sheets for those products. Conversely, the Town of Groton shall inform the Contractor of where the "Employee Right to Know" station is in the area where they are working so that the Contractor's employees can be aware of any substances that they may encounter while working within the Town of Groton workplace.

LOCK-OUT TAG-OUT STANDARD: The Town of Groton requires that any contractor that maintains or is hired to work on any Town equipment abide by the OSHA "Lock Out Tag Out" standard. The Contractor must provide his worker's with locks, hasps and keys approved by OSHA for the proper locking and tagging out of equipment from its power source according to the OSHA standard. The Town of Groton is not responsible for providing the Contractor with the locks and hasps. The Contractor is responsible for complying with this standard and assuring that all of his employees comply with it while working on Town of Groton equipment. The Town requires that any Contractor's equipment brought onto Town property by the Contractor be properly locked or tagged out from its power source in accordance with the OSHA standard.

The Town of Groton does maintain a bidder's list of qualified vendors. The Town may, at its option, mail specifications to these bidders as a courtesy. The Town is under no

obligation to notify vendors of bid opening dates. The Town of Groton posts its Invitations to Bid and Requests for Proposals on its website as well as the State of Connecticut Department of Administrative Services' web portal.

The Town of Groton does not discriminate against individuals with disabilities as provided in the Americans with Disabilities Act (ADA). The Town expects that the vendors and/or contractors that it does business with will comply with the Americans with Disabilities Act to the extent required by law. If awarded a contract with the Town, the successful vendor/contractor will be required to sign a statement agreeing to comply with the provisions of the ADA.

I AGREE TO COMPLY WITH THE AMERICANS WITH DISABILITIES ACT (ADA) TO THE EXTENT REQUIRED BY LAW.

VENDOR/CONTRACTOR

The following information is requested by the Town of Groton. You are not required to answer these questions.

Has your business been in existence for one (1) full year?

Is your company based in Connecticut?

Have the gross receipts for your company been less than \$3,000,000 for the most recently completed fiscal year?

Is 51% or more of the stock in the company owned by a person or persons who are minorities as defined in sec 32-9n of the Connecticut General Statutes?

Do minorities/women play an active role in the day-to-day affairs of the business?

COMPANY _____

REPRESENTATIVE _____

PHONE _____

ADDRESS _____

EMAIL ADDRESS _____

Overview

The Town of Groton is seeking to redesign its current website and provide enhanced online services, simplify content management, provide better information and customer service to its residents and businesses while meeting high standards for design quality and visual appeal.

An effective redesign would be a portal to Town services and information to keep users engaged; however the redesign must ensure that content sought is easily found and navigation remains user friendly. These attributes hold true on the back end, and that the Town staff also have an easy to navigate and user friendly experience to provide content and services.

The Town of Groton seeks the assistance of a company with a proven track record that can accomplish all of the functionality identified in the RFP but has the flexibility to work within budget constraints. The Town is also seeking a company that has the capability and experience of integrating additional features for the future.

Background

The Town of Groton serves a population of approximately 40,000 residents over 31 square miles along the banks of the Thames River. It is the home of the Naval Submarine Base and is a regional center for commerce and industry while its shoreline location and its many historical sites have made the region a prime tourist attraction.

Existing Website

The existing website was developed in Classic ASP and went live in 2001. The Staff from Parks and Recreation and the Library are currently maintaining their own pages using Dreamweaver, Expression Web, or other software. All other departments submit their updates to the Town's IT staff. The current website contains **300 pages**.

- Our email is handled by Microsoft Exchange Online (Office 365) and is locked down with an SPF record and DKIM so all external mail relay's will need to provide information to preserve email delivery.
- We have an in house Geographic Information System (GIS) application that is hosted between internal databases and web server to a reverse proxy in our DMZ. These sites are gis.groton-ct.gov a subdomain of our registered .gov.
- We have an in house ERP system that are handled by internal database and application servers and hosted by a web site in our DMZ.
- We have an Organization Wildcard certificate provided by GoDaddy.

- Our current Groton-ct.gov site is hosted through GoDaddy using the Plesk application.

Objectives

- Redesign the current website to reflect trends that indicate more people access online data via mobile devices.
- Maintain a consistent branded look throughout all pages on the website
- Allow the Town of Groton significant control and management of the site including adding pages, modifying content, monitoring its usage and making the site responsive to changing users and Town needs.
- Partnership with a firm that has experience with municipal websites and a history of support and technical training.
- Allow users easy access to Town services and information.
- Cost effective implementation and maintenance.
- A secure site that prevents unauthorized access and damage to the site itself.

Project Goals

- Usability
 - Ease of use for customers to navigate and find information and services
 - ADA compliance on multiple platforms
 - Enhanced integration with social media and video streaming
 - Users have the ability to create a personalized experience based on their preference
 - Pages can be easily translated to multiple languages
- Sustainability
 - Develop a structure that is efficient and easily understood and sustainable by staff
 - Content management solution that can be used by both experienced and novice staff
 - A solution that includes templates, WYS/WYG editing, ADA compliance, responsive design, content approval workflows and is search engine friendly
- Flexibility
 - A solution that allows for regular site “refreshers” to maintain users interest
- Marketing/Branding
 - The website helps promote the Town’s goals, services and messages.
 - Representative of the diverse community of Groton

- Provides information to residents and businesses to enhance service delivery
- Future potential
 - The Town is committed to expanding online services, so the solution will need to be adaptable and flexible to meet future needs.

Scope of Services

Work shall include all labor, graphic design, graphic content and other resources necessary to develop and deliver a website of professional appearance and function that is in accordance with industry standards. It is desired that the new website be developed using a content management system platform to allow for ease of maintenance by Town staff. The selected vendor will also provide user training regarding site maintenance, content migration and provide a site warranty for a year.

The site must translate easily to mobile devices and maintain a professional appearance. It should be browser agnostic. All current functions and features must be maintained unless the vendor can demonstrate a more efficient way to provide the function. The Town must have the ability to create forms for people to complete online and submit to the appropriate Town department. Users must be able to sign up or opt-in for email updates of Town events that they have an interest in such as bid notices, job postings, Library and Parks and Recreation programs. Residents must have the ability to view livestreaming of Town Council meetings and videos of previous meetings and events. Provide an advanced search capability that shows all possible actions to take depending on the words entered by the user. For example, the user enters “vote” and a list of possible pages that deal with voting are displayed. The site must have the ability for Town staff to edit content on demand, manage documents, upload meeting agendas and minutes, calendars, etc. There should be the ability to assign granular permissions to users and groups with the ability to approve web posting by departments based on permissions.

The website should integrate with existing applications such as Quality Data Service, Tyler, GIS, Vermont Systems, Constant Contact and SIRSI/Dynix. There should be options for adding e-commerce solutions.

Vendor Qualifications

The desired qualifications are outlined below. Respondents are to submit a written narrative corresponding to each of the items below:

1. Company profile

- a) Office locations including a business address
- b) Years in business

- c) Demonstrated company financial stability
- d) If the company provides hosting, where are the hosting centers located?
- e) What is your record for on-time site launches?
- f) Does the Town own the website and data once it's completed?

2. Municipal website design experience

- a) Connecticut or other municipal clients (names and website URLs)
- b) References (minimum of three with contact information provided)
- c) Any case studies that show the results your website designs provided for municipalities
- d) What web standards and best practices do you follow?

3. Team members/roles

- a) Outline the qualifications of all team members
- b) Who will be the project manager and what is his/her experience?
- c) How will the project be managed?
- d) Can the Town choose the designer within your firm, based on their individual portfolio for the project?
- e) Will there be any outsourcing or 3rd party working on this project?
- f) What is the projected timeline for the project completion after the contract has been awarded?
- g) What is the role of Town staff in the process?

4. Vendor service capabilities

- a) What web development services are offered?
- b) Does your company create custom design websites or use pre-made templates?
- c) Does your solution have workflow for approval of web posting by department or division?
- d) How do you brand/market the Town's website
- e) Site hosting? If so is it Linux, Windows or etc.
- f) Availability of self- service documentation and technical support
- g) What is the guarantee uptime of the hosted web site?
- h) Do you have a redundancy to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden surges of resources? Please explain.
- i) Do you provide live technical support during the work day for EST?
- j) If so, what are the hours it is offered?
- k) Is there a 24x7 customer support portal provided?

- l) How often will the site be checked for ADA compliance after going live? (i.e. monthly, quarterly, etc.) is there a charge for this service?
- m) What kind of security features are provided for both Town staff and users
- n) What steps are taken if the web site is hacked or malfunctions?
- o) Does your solution provide a public request online so the public can submit items online through the web site?
- p) Will the website offer the capability to have a customer fill out an online form and submit has a PDF, or have the data populate a PDF form?
- q) Does your solution include E-Notification services for the public and vendors to sign up for notices
- r) What E-commerce services are available for use with the site?
- s) E-mail options that are available for use with the site?
- t) How does your solution provide for the distribution of newsletters? (Like Constant Contact) – Please explain?
- u) Does your solution include social media integration into the web site?
- v) Is the social media integration included in the price? If not, what is the cost?
- w) How much user training provided for your solution?
- x) How would the Town re-train key personnel? Is there is a cost for this service? How much?
- y) Is on-line user training available? Is access unlimited?
- z) What analytical reporting is provided after the site goes live? Is this included in the cost? If not, what is the cost?
- aa) Do you built search engine optimization into websites?
- bb) If so, is there any charge or is this build into the maintenance contracts?
- cc) Whatever servers end up hosting our Groton-ct.gov site will need to be able to contact our internal web hosting resources, what is the process in the new CMS for making sure these links resolve properly?
- dd) If we need to host future web sites locally will the new provider be able to work with us on this?
- ee) What is the procedure for renewing/installing future certificates (Given that they will be wildcard what files do they expect since CSR/Key is only issued once)?



TOWN OF GROTON

Cost Proposal

Respondents shall provide a not to exceed cost of providing the services as described in this requests for proposals. This is an evaluated bid solicitation; all costs provided shall not be utilized as the sole basis of selection and shall not be considered as binding upon the respondent. Once the successful respondent is selected the Town may negotiate for additional services based on the rate based scheduled submitted.

Cost proposal should address the following questions and components:

- a) Provide a detailed breakdown of all the modules that are included in this RFP.
- b) Provide a detail breakdown of all modules and costs that your company offers that are outside the scope of this RFP.
- c) What is the procedure and cost for work outside the project's initial quote or agreed upon deliverables? Provide list of hourly rates for any additional services.
- d) The current Town domain is registered through DotGov.gov – will this be an issue?
- e) What is the cost of hosting the site at your location?
- f) Is there an extra charge for Google Translate?
- g) Is the content review and re-architecture of the Town's current web site included in the RFP costs?
- h) If so, provide itemized cost proposal for review/re-architecture/migration that specifies what comes with the base proposal (number of hours, pages or amount of data)
- i) What is the cost of additional review/re-architecture/migration services, if needed
- j) What are the limits on storage space? Is there a maximum amount of storage?
- k) What is the cost if the Town exceeds storage space?
- l) How many revisions are included in this proposal?
- m) Can the Town move the CMS and webpage to another hosting facility?
- n) Is there any cost to the Town if it chooses to move to another hosting facility?
- o) Is there a scheduled website refresh and analysis included in the RFP?
- p) What is the timeframe for the website refresh?
- q) What is the cost for user training or retraining of key personnel in the future?
- r) Is site maintenance provided?
- s) Are custom, individual departmental headers and navigation included in the RFP? IF so, how many? If not, what is the cost?

Provide the annual website annual maintenance for years 2-5.

Maintenance Year 2: _____

Maintenance Year 3: _____

Maintenance Year 4: _____

Maintenance Year 5: _____

Provide Total Cost of web page redesign: \$ _____

Provide Cost of first year annual maintenance: \$ _____

Total cost for the web page redesign & 1st Year Maintenance of the Town's website: \$ _____

List exceptions to specifications on page 22.

EVALUATION CRITERIA: Qualified proposals meeting a minimum of **55** technical points will be evaluated by a Town selection committee based the following criteria:

Technical Section	Total Possible Points
Municipal Website Design/Experience	5
Team Members/Roles	15
Vendor Service Capabilities	25
Cost Section	25
Total Technical	70
Cost	
Cost (w/first year maint costs added)	*30
Total Technical & Cost	100

The Town may or may not request or require a presentation of finalists.
(*low bidder automatically receives 30 points all other bidders points are determined based on the formula below):
Low bid cost / your cost * available points (30)

EXCEPTIONS TO SPECIFICATIONS:

BY: _____
Print & Sign Name/Title

VENDOR _____