

## Township of Lyndhurst

### NOTICE FOR THE SOLICITATION OF QUALIFICATIONS FOR SERVICES UNDER A FAIR AND OPEN PROCESS (TOTAL COST NOT TO EXCEED \$36,000)

Please be advised that the Township of Lyndhurst is accepting sealed proposals for the following service:

The Township of Lyndhurst is looking to update their web presence and incorporate the latest web technology. Upon completion of the development of the site, all content, coding and graphics will become the sole property of Township of Lyndhurst.

#### **The Township's website shall:**

- Be streamlined, with consistent and intuitive navigation, with a simple look and feel to allow meaningful 'at a glance' connections for all Township residents, businesses and visitors from the homepage, and further exploration of all pages.
- Consistently communicate the services that the Township provides, highlight our full range of programs and services in order to empower and connect users with relevant information resources to the services they wish to connect with.
- Present comprehensive information and resources in an easy to use format directed towards Township residents, businesses, visitors, prospective residents, other government agencies, civic groups, associations, youth and senior citizen groups, and any person or agency seeking to conduct business with, or obtain information about the Township of Lyndhurst.
- Increase awareness of the Township of Lyndhurst services and promote involvement through programs and events.
- Enhance current website functions and add various functionalities and features that will make it consistent with the latest industry standards, including but not limited to those related to accessibility, interactive content, search ability, RSS-feeds, and traffic tracking/advanced analytics such as Google Analytics or better.
- Communicate time-sensitive details of news articles, legal notices, Township Committee and other board agendas and packets and other time sensitive items.
- Be easily upgradeable and portable.
- Integrate Social Media into the Township website (e.g. Facebook, Twitter, YouTube etc.)

- Communicate the Township's goals of providing efficient and effective services for its residents and a business friendly environment for its business community.

To be effective, our website must be:

- Aesthetically pleasing
- Informative
- Quick to operate, stable and secure
- Easy to navigate
- Easy to update and archive
- Easy and effective 'search' of content
- Utilize the latest web standards
- Be mobile device friendly or present an alternate mobile friendly site
- Be Fully ADA Compliant as per current legislative requirements both federally and in the State of NJ.

Bidders may be asked to supply a mockup of the design and/or past design work for the Township's review.

Proposals shall be submitted, in writing, to Thomas F. Carroll, Qualified Purchasing Agent, at the Office of the Township Clerk, 253 Stuyvesant Avenue, Lyndhurst, NJ no later than 2:00 p.m., prevailing time on Wednesday, February 5, 2014 at which time they will be opened in public.

Those submitting proposals are required to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27 et seq.

All professionals must submit a copy of their New Jersey Business Registration certificate with their proposal.

Contracts will be awarded as provided by law at a public meeting.

THIS PROPOSAL IS BEING SOLICITED THROUGH A FAIR AND OPEN PROCESS IN ACCORDANCE WITH N.J.S.A.19:44A-20.5 et seq.

By order of the Board of Commissioners of the Township of Lyndhurst

Thomas F. Carroll  
Qualified Purchasing Agent