

Introduction and Purpose

Technical Specifications and Requirements

The Township of Lyndhurst is seeking proposals for a company to redesign, enhance and host a municipal website that provides the following features and conforms to the following specifications:

General

A common and consistent user experience throughout with easy access to the services provided by the Township.

The ability to support multiple calendars in one site, for example, a Township meeting calendar and a community events calendar.

The ability to create web forms dynamically and change existing ones for submission to Township staff via email.

The ability for residents and the public to be able to download web forms from the site.

The ability for Township staff to audit all changes to the site.

A “links” page with a redirection disclaimer prior to exiting the site.

Ability to host audio files of recorded board and Township Committee meetings for streaming and/or downloads.

All content that currently exists on the police, recreation and municipal website will be consolidated into one master website. The information shall be all encompassing and detailed for each department and may contain multiple pages and/or links.

Implement a Content Management System (CMS) that is simple, straightforward, and allows Township staff to easily update content through a web interface with administrative controls that will allow for multi-user authoring, reviewing, and publishing. The CMS will also need to allow Township administrators the ability to easily modify all elements of the site design layout after the initial launch. Should the Township elect to utilize a CMS system, the system must have a facility for keeping and maintaining usernames/passwords. Preference is for 2 or 3-factor authentication with the ability to assign role based permission and granular access control (per page, site, group of sites etc.)

Online Form/Document Library Management: There are many PDF documents, maps, notes, minutes, etc. that must be tracked, organized and published.

The site must have Intranet capability.

Automatic Backups/SLA

The site shall have automated backups and appropriate redundancies with a minimum of two (2) servers in dispersed geographic locations.

Provider must schedule server maintenance/updates, and up/down times with the Township.

The Provider must provide at least 99.99% uptime of the site. The Provider must list any deviation from this service level agreement in their response.

Search

All content on the site, inclusive of PDF documents, web pages, etc. will be indexed and available for search through a site provided search tool to appear on all pages.

The site must be optimized for all search engines and provide the needed metadata and structure for SEARCH Engine Optimization.

Site search results should provide the ability for filter and sort.

RSS Feed

The site should have the ability for end users to subscribe to RSS feeds where appropriate (ex. an RSS feed for "Township News", a separate RSS feed for Bid Opportunities etc.)

Design and Information Architecture

Site must employ best practices around design, navigation, usability and overall user experience.

Usability testing shall be conducted.

Look/feel and navigation must be intuitive and consistent.

ADA Considerations

Website will comply with current ADA legislative requirements both at the State and Federal levels.

Security and Incident Response

All breaches must be reported to the Township within two hours of discovery of the incident. Upon request, respondents must provide an outline of measures taken to secure the Township's website. Furthermore, all companies must provide an incident response plan to the Township for any and all security breaches.

Optional Features

The Township at its option will elect to select a system that conforms to the following features and specifications. The Township reserves the right to choose the options which best meets their needs. Bidders should include cost, any exceptions, and how their system uses any of the following items.

A Bidder may propose a system that is not a Content Management System (CMS), however the respondent should note how updates will be made to the system, and the timeframe in which items will be posted under normal operation conditions as well as any after hours and emergency procedures and timeframes for posting. These timeframes should be stated as a Service Level Agreement.

Photo and Video Gallery: Manageable via web interface.

The ability to implement, at our discretion, downloading of bids, with an online bid tracking and submittal system.

The ability for an advanced selective email subscription system. For example, an end user may only want to subscribe to updates about DPW or Bid opportunities.

The ability to add “sub-sites” of similar look and feel to the Township main site and/or of a completely different look and feel to the Township main site (www.holmdeltownship-nj.com) at the Township’s discretion.

These sites may be a sub-domain of the Township’s existing domain such as abc.holmdeltownship.org or as a completely new domain such as holmdeltownship.org.

Bidders must list all costs for any and all of these scenarios. The prices must be maintained throughout the term of the contract as the Township may endeavor to add sites at any time.

Please include the following information when responding:

Company history, including number of years in the business, size of staff and their experience.

References of prior clients including URL of the example site. Please be sure to include municipal clients if any are available. A minimum of five (5) references is required.

Cost clearly outlined for any and all fees including but not limited to Installation, Design, Training, Ongoing support and maintenance, migration of old site data, etc. A pricing page is included for this purpose.

Explain in detail your design process and any limitations on the process as far as time, number of revisions etc.

List any and all features that are included in the system that the Township may opt into in the future and if there are any associated charges.

List any and all maximums or limits on usage such as data transfer per month, number of emails sent, data stored, etc. and the pricing tiers associated with those limits.

Outline of the implementation process and relative timeline for full implementation.

Disclosure Statement, Affirmative Action, and Business Registration Certificate and all other items as outlined.

Pricing

All proposals should include detailed pricing ON the form provided. Additional details may be attached. Submission shall include all services to be provided to the Township that may or may not be outlined in this Request for Proposal along with the duration of that service. The price for the services outlined shall be all-inclusive.

General Requirements

Only companies located within the United States will be considered for this project.

Provider must be available for meetings at the Township when required. There shall be no additional costs associated with meetings required or requested by the Township.

No tasks may be outsourced to third parties located outside the United States.

SERVICE PERFORMANCE WITHIN U.S. – Under N.J.S.A. 52:34-13.2, all contracts primarily for services awarded shall be performed within the United States.

A shift to performance of services outside the United States during the term of the contract shall be deemed a breach of contract. If, during the term of the contract, the contractor or subcontractor, proceeds to shift the performance of any of the services outside the United States, the contractor shall be deemed to be in breach of its contract.

Data must be stored in facilities within the 48 contiguous United States of America and the contractor must provide the precise location of the Township's data records, upon request; explicit recognition and binding agreement that all data, records and information are the exclusive property of the Township of Holmdel

At a minimum, each proposal shall contain the following:

1. A narrative concerning the company's understanding of the scope of work and his/her intention to comply with all of the required work tasks. If there are exceptions, they should be clearly defined and noted.
2. A brief narrative on the company's history and similar types of work performed within the last five years. Please name the municipalities you represent along with a contact person and phone number for each.
3. No sub consultants are permitted.
4. Bidders to comply with the requirements of P.L. 1975, C.127 (Affirmative Action).
5. Bidders to provide Business Registration Certificate. Bidders are required to comply with the requirements of P.L. 2004, c.57 (Business Registration). A copy of the Business Registration Certificate issued by the Department of the Treasury, Division of Revenue must be submitted prior to award of contract.
6. RESERVED

7. The Township reserves the right to reject all proposals.
8. Bidders to furnish Stockholder Disclosure of Ownership, P.L. 1977, c.33.
9. Bidders to provide ten (10)copies of proposal submission.
10. Additional requirements may be outlined in the Information to Bidders boilerplate.

Bidders will be evaluated in the following areas:

1. Cost Competitiveness including one-time costs and reoccurring costs.
2. Aesthetics of prior design work/Aesthetics of Proposed Site
3. Usability of Proposed Design/Past Designs
4. References and experience
5. Understanding of the scope of work and approach to the work.
6. Time frame for completion of design, setup and implementation
7. In addition to the criteria outlined above, the Township of Lyndhurst reserves the right to conduct an interview (or interviews) with prospective bidders.
8. Award subject to availability of funds.

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.

PROPOSAL FORM

All proposals should include this page or, on a separate page, pricing with these five categories listed in this order. Additional pricing information may be attached if necessary. 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 Thursday, January 30, 2014 at which time they will be opened in public.

Startup, design and installation costs. This should include hourly rates; or, if a fixed rate, any limitation on number of hours that would be spent getting the Township's new website operational.

Annual fees for hosting and licensing.

Any additional site fees (per site)

Any additional design fees (include explanation)

Any other fees (please explain and note if they are one time or recurring, optional or required)

Company Name

Company Representative (signature)

Print Name

Address

Phone

Email

Date