

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 take notice that the Township of Lyndhurst is requesting accepting sealed proposals for the following service:

**Maintenance of the Township of Lyndhurst Website (2015).  
The services shall include either the development and hosting of a new website or the maintenance and hosting of the existing Township of Lyndhurst website.**

The Township of Lyndhurst desires to improve the township's web presence and incorporate the latest web technology into the current web utilized by the township or have a new website designed for the Township of Lyndhurst. Upon completion of the development of the website or the maintenance of the existing website, all content, coding and graphics will become the sole property of Township of Lyndhurst, including any and all content and coding that was in existence prior to January 1, 2015.

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 the full range of programs and services provided by the township to connect users with relevant information resources to the services they may 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. The responsible party awarded a contract shall teach and show the township's administrative staff how to post all content to the web site.

To be effective, the 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 federal and state requirements.

Respondents may be asked to supply a sample of the web design and/or past web design work for the township's review.

Respondents shall state a fee for service as stipulated and required in the proposal form.

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 11:00 a.m., prevailing time on Monday, December 29, 2014 at which time the proposals 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 respondents must submit a copy of their New Jersey Business Registration certificate with their proposal.

This notice, the submitted proposal, which is accepted by the township, and the resolution or letter awarding the service to the responsible respondent shall be considered a springing contract whereby the terms and conditions stated in these specified documents shall be considered a binding agreement. Any such springing contract is subject to a thirty (30) day termination provision by the Township of Lyndhurst for any reason whatsoever, or no reason. A contract, including a springing contract, will be awarded at a public meeting of the Board of Commissioners. All work required by this notice shall be performed in a high quality manner.

Please refer to the Technical Specifications and Requirements pertaining to the Solicitation of Proposals, Maintenance of the Township of Lyndhurst Website (2015). These specifications include the springing contract requirements.

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

Thomas F. Carroll  
Qualified Purchasing Agent  
December 10, 2014

**Technical Specifications and Requirements.**  
**Solicitation of Proposals.**  
**Maintenance of the Township of Lyndhurst Website (2015).**

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

Section 1. General. The website provided and hosted (or designed and maintained) shall:

Provide a common and consistent user experience throughout with easy access to the services provided by the township.

Have:

- 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 post and audit all updates and changes to the site. The successful respondent shall train and show township staff how to post and add content to the website.
- a "links" page with a redirection disclaimer prior to exiting the site.
- ability to host audio files of recorded board and Township Commission 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.

Section 2. The successful respondent shall:

A. 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 staff 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.).

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

C. The site must have Intranet capability.

#### D. Automatic Backups/SLA

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

E. The successful respondent (or “provider”) must schedule server maintenance/updates, and up/down times with the township.

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

#### Section 3. Search of the Website.

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.

#### Section 4. RSS Feed.

The site MUST 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.)

#### Section 5. 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.

#### Section 6. ADA Considerations.

Website will comply with current federal and state ADA requirements.

#### Section 7. Security and Incident Response.

All security breaches of the website 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 respondents must provide an incident response plan to the township for any and all security breaches. Failure to comply with this Section shall be deemed an incurable breach of contract and will automatically exclude the award of contract to the respondent in violation.

#### Section 8 A.

##### Optional Features

The township at its sole option may 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. Respondents must include cost, any exceptions, and how their system uses any of the following items.

A respondent 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 clearly stated in a written statement made a part of the respondent's proposal.

An optional 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's primary site and/or of a completely different look and feel to the primary website. This provision shall be implemented at the township's sole discretion.

Section 8B. Bidders must list all costs for any these proposed scenarios. The prices must be maintained throughout the term of the contract as the township may endeavor to add sites at any time.

Section 9. Please include the following information when responding:

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

B. 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.

C. 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 fee (pricing of service) section is hereinafter included for this purpose.

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

E. 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.

F. 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.

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

Section 10. Required: Disclosure Statement, Affirmative Action, and Business Registration Certificate and all other items as outlined herein or in the Notice.

Section 11. Pricing.

All proposals should include detailed pricing ON the form provided. Additional details may be attached by the respondent. 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.

Section 12. Specific 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 cost associated with meeting(s) 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

Section 13. Content of proposal. 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 of Lyndhurst 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.

Section 14. This Solicitation (or Request) for Proposals as well as the notice to prospective respondents and the submitted proposal, which is accepted by the township, and the resolution or letter awarding the service to the responsible respondent shall be considered a springing contract whereby the terms and conditions stated in these specified documents shall be considered a binding agreement. Any such springing contract is subject to a thirty (30) day termination provision by the Township of Lyndhurst for any reason whatsoever, or no reason. A contract, including a springing contract, will be awarded at a public meeting of the Board of Commissioners. All work required by this notice shall be performed in a high quality manner.

**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. The award of contract and payment for service(s) is expressly subject to availability of budget 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 11:00 a.m., prevailing time on Monday, December 29, 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 to implement the township’s new website.

**Contractual Requirement AS TO TOWNSHIP OF LYNDHURST PROPERTY.**

**The taxpayers of the Township of Lyndhurst have paid for the current and future website and any updates thereto. As such the website is the property of the township. The respondent to be awarded a contract hereto shall without equivocation turn over the website coding and all content related work –in other words, the entire website shall be turned over in electronic form to the Township of Lyndhurst-on or before September 1, 2015.**

The following is the proposed monthly fee(s) for hosting and licensing the website:  
\$ \_\_\_\_\_

Any additional site fee for new website design. No obligation exists for the township to pay this sum: \$ \_\_\_\_\_

The undersigned hereby certifies the accuracy of the herein stated proposal. It is understood that all work shall be the property of the Township of Lyndhurst. By signing below I (we) fully understand that this is a springing contract and we shall abide by the terms and conditions hereof without exception.

\_\_\_\_\_  
Company Name (Or Individual Respondent)

\_\_\_\_\_  
Company Representative (signature)

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Date