



Request for Proposal

Website Design and Hosting Services

All proposals must be submitted to:

Borough of Highlands New Jersey
ATTN: Timothy Hill, Borough Administrator
Highlands Borough Hall
171 Bay Avenue
Highlands NJ 07732

Prior to and no later than 4:00 pm, Friday, June 12, 2015
Responses will be considered for award by the Borough of Highlands
New Jersey with all proposals firm for 90 days following the opening
thereof.

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1. RFP Overview

1.1. Background

The Borough of Highlands (“Town”), New Jersey was incorporated as a borough in 1900, is run by a council-manager form of government. The Town is located at the mouth of the Shrewsbury river and the entrance to Sandy Hook. The community of approximately 5,000 residents enjoys being “where the Jersey Shore Begins”.

The Town’s website (www.HighlandsNJ.us and related domains) was originally released in 1997 and has gone through several redesigns, currently hosted with (Shore Grafx www.shoregrafx.com). While the site meets many of the Town’s needs, it has several shortcomings including, but not limited to: not fully satisfying accessibility goals; failing to take advantage of the latest technological advances deemed important to citizens and businesses; not being designed for mobility and viewing on mobile devices.

As described in this RFP, the Town wishes to select a vendor to redesign its current website and to provide website hosting services. The redesigned website will be the official website of the Town and will maintain its domain name of www.HighlandsNJ.us and add the domain name of www.HighlandsNJ.gov.

1.2. Purpose of RFP

The purpose of this Request for Proposal (RFP) is to identify and select a vendor with a proven record of accomplishment in the planning, development, implementation, support, and hosting. The selected vendor must be capable of providing all services, including ongoing hosting, or provide a partnership to account for all needs. In addition, the vendor must offer a robust content management system (CMS) that allows Town staff and Counsel members to easily update website content. The Town desires a single vendor for all services identified in the RFP.

The Town is seeking a vendor that will take full responsibility for all aspects of the Town’s website, CMS, and related hosting. The scope of services should include all software, hardware, training, and other services required to support the implementation, support, and ongoing hosting of the new site. As a minimum, the vendor’s services should include the following:

- Design and configuration.
- Interfaces to Town’s data/systems.
- Implementation consulting.
- Administrative and staff training.
- Content migration and conversion.
- Testing
- Documentation.
- Project management.
- Reporting.
- Hosting.
- Ongoing maintenance and operations support.

1.3. Town Objectives

The major priorities of the Town’s new website are to:

- Communicate information efficiently and effectively.
- Promote community events.
- Promote a self-service government.
- Increase economic development.

The objective of this RFP is to establish a long-term relationship with a vendor capable of supporting the Town’s current and future needs and committed to the constant evolution of the proposed solution and hosting services.

The new website should strengthen the relationship between the Town and citizens/business by meeting the evolving expectations of

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the public for secure and reliable online services that are accessible from any operating platform (i.e. Windows, iOS, Android, etc.).

The Town has a website committee chaired by Councilwoman Tara Ryan, and includes two residents with digital research and marketing backgrounds. The committee's goal is to develop a website that promotes the Town through a welcoming, inclusive, sophisticated, user-friendly, and intuitive site that focuses on two-way communication, information sharing, and interaction with past, current, and future residents and businesses.

The new website should be visually attractive, interesting, dynamic, unique, and provide useful, relevant, current information with the ability to conduct business online for convenience and efficiency. The committee anticipates frequent updates to draw constituents and other visitors to the website. The site(s) must be accessible and functional using all of the common web browsers, operating systems, and mobile devices being used today, support a high degree of "uptime" and be easy to maintain content by staff and officials with limited technical expertise. The new website should also support the use of older/slower devices so that web pages have very short load times.

During implementation, the committee will be responsible for coordinating and communicating features and content and assisting with implementation of the new website.

The committee's goals of implementing a new website include:

- Implementing a CMS that streamlines the processes associated with managing, updating, and maintaining the website, as well as adding future content sections and sub-sites.
- Improving the user experience when interacting with the website.
- Improving the website's information architecture to provide easy and intuitive navigation and search capabilities.
- Providing a new look and feel that reflects current technology and the Town's diverse make-up and vision.
- Improving and expanding on-line services.
- Implementing a consistent look and feel across all pages on the website and solidifying style rules to ensure consistent look is maintained regardless of the device and/or browser used to access the website.
- Addressing current and future Americans with Disabilities Act accessibility guidelines and any other applicable state and federal accessibility requirements.
- Providing Town officials and administrators with the tools and training to create and maintain pages to meet the Town's needs while maintaining design and navigation consistency.
- Enabling linking to other websites for special needs and functions provided by third-party vendors such as utility bill presentation and payment, tax payment, parking ticket payment, crime statistics, etc.
- Ensuring the host site provides secure and consistent website availability, with ample warning of upgrades and scheduled outages.

1.4. Audience

Primary:

- Current residents, volunteers, parents, community members and employees.

Secondary:

- Vacationers and business owners.

1.5. Existing Website

The Town's website is currently hosted with ShoreGrafx (<http://www.shoregrafx.com>).

The following table provides a listing of current interfaces and/or third party applications that exist on our website. There are also numerous links to third party support and reference sites that must be included in the new site. A complete list and desired location will be given to selected vendor upon project start.

Application / Function / Feature	Hosted by	Location / URL (Click on link for actual URL as text may have been shorted to fit in table)
Online traffic ticket payments		http://njcourts.judiciary.state.nj.us/njmcdirect/atwep2/home.do
Online Ordinances		http://clerkshq.com/default.ashx?clientsite=highlands-nj

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1.6. Selection Process

The following figure illustrates the selection process the Town intends to follow. The selection process outlined in this RFP is designed to select a vendor in 2015.

SELECTION PROCESS



The process is intended to determine the vendor – or vendors when partnered within a combined proposal - and technologies best qualified to fulfill the requirements of the RFP.

The evaluation of proposals will allow the Town to identify a short-list of qualified vendors. Selection of the short-list of qualified vendors shall be based upon the criteria identified in Section 4 Proposal Evaluation.

The short-list of qualified vendors will then be invited to an on-site interview and solution demonstration.

After all evaluation of proposals, on-site interviews, and demonstrations are completed, the Town will select the finalist vendor as determined by the Town in its sole discretion. The Town and the finalist vendor will enter into final contract negotiations finalist vendor’s proposal as the base document. The negotiations are intended to result in a contract that is deemed by the town, in its sole discretion, to be in the Town’s best interests. After the final negotiations, the Town will make a recommendation to the Town Council regarding contract award. In the event that the Town determines in its sole discretion that a satisfactory agreement cannot be entered into with the finalist vendor, the Town reserves the right to enter into contract negotiations with an alternative vendor.

Submittal of a proposal does not guarantee a vendor will be invited to demonstrate nor does it obligate the Town to purchase or contract for a website and/or related services either now or in the future. In the event that no vendor has submitted what the Town deems to be an acceptable proposal, the Town reserves the right to reject all proposals.

1.7. Timeline

The Town expects to begin project implementation in August 2015 and anticipates a three- to four-month implementation timeframe. Vendors should be prepared to propose a solution and approach that meets this timeline, or propose an alternative based on vendor’s past experience with similar efforts.

1.8. RFP Schedule of Events

The RFP Schedule of Events, identifies the town’s best estimate of the schedule that will be followed. The Town realizes the vendor procurement and selection schedule represents an aggressive timeline; however, time is of the essence and the Town encourages vendors to carefully consider and plan according to the presented schedule of events.

Event	Date
Town Issues RFP	Wednesday, April 22, 2015
Deadline for Letter of Intent to Propose	4 PM, Wednesday, May 20, 2015
Deadline for Written Questions and Comments	4 PM, Wednesday, May 20, 2015
Town Issues Responses to Written Questions and Comments	Wednesday, May 27, 2015
Deadline for Submitting a Proposal	4 PM, Friday, June 12, 2015

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Event	Date
Town Completes Short-list Evaluations	Friday, June 26, 2015
Town Notifies Short-listed Vendors	Friday, June 26, 2015
Short-listed Vendor Interviews and Presentations	Friday, July 10, 2015
Town Determines Finalist(s) for Contract Negotiations	Friday, July 10, 2015
Authorization of Award to Selected Vendor	Monday, July 20, 2015
Project Start Date	Monday, August 17, 2015
Go-Live*	Tuesday, December 15, 2015*

The Town reserves the right, at its sole discretion, to adjust this schedule, as it deems necessary. Notification of any adjustment to the RFP Schedule of Events will be provided to all vendors that submitted a Letter of Intent to Respond.

Go-Live Date is negotiable with vendor based on timing and budget impacts.

1.9. Borough Administrator

All communications concerning this RFP should be submitted in email to the Borough Administrator Timothy Hill (thill@highlandsborough.org). All requests for additional information or clarification should be asked of the Borough Administrator. All vendors who have notified the Town of their intent to respond to the RFP will be provided, via e-mail, with a copy of any question submitted and the answer given by the Town. The town is not responsible for delayed or lost e-mail, regardless of the cause.

Vendor contact with anyone else in the Town related to this RFP is expressly forbidden and may result in disqualification of the vendor's bid.

1.10. Proposal Preparation Costs

The Town will not pay any costs associated with the preparation, submittal, or presentation of any proposal.

1.11. RFP Amendment and Cancellation

The Town reserves the unilateral right to amend this RFP in writing at any time. The Town also reserves the right to cancel or reissue all or any part of the RFP at its sole discretion. If an amendment is issued, it will be provided to all vendors who have submitted a Letter of Intent to Respond. Vendors will respond to the final written RFP including any exhibits, attachments, and amendments issued by the Town.

1.12. Questions Pertaining to the RFP

Specific questions concerning the RFP should be submitted via email to the Borough Administrator, before the date identified in section 1.8, RFP Schedule of Events. Vendor questions should clearly identify the relevant section of the RFP related to the question being asked.

All questions and the Town's responses will be emailed to all vendors submitting a Letter of Intent to Respond.

1.13. Letter of Intent to Respond

Vendors who anticipate submitting a proposal should register by submitting an email indicating a vendor's intent to respond to this RFP. The letter of intent should be emailed to the Borough Administrator. The following information should be included in the Letter of Intent to Respond:

- Vendor's name.
- Name, title, and contact information of the main contact.

Submittal of a Letter of Intent to Respond, by the specified deadline, is highly desirable for submitting a proposal, and is necessary to ensure a vendor's receipt of RFP amendments and other communications regarding the RFP. The Letter of Intent does not bind vendors

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to submitting a proposal. Not submitting a Letter of Intent does not preclude a vendor from submitting a proposal by the required deadline.

1.14. Proposal Submittal

Proposals will be submitted electronically no later than the proposal deadline time and date detailed in section 1.9, RFP Schedule of Events. Proposals received after this date and time will not be considered.

Vendors must submit an electronic copy in an acrobat (.pdf) file to the Borough Administrator identified in section 1.9. The subject line of the email should be “[your company name] response to Highlands website RFP.” The body of the email should identify the following:

Proposal for Town Website

Name of Vendor

Vendor’s Address

Vendor’s Telephone Number Vendor’s Contact Person

Contact Person’s Telephone Number Contact Person’s Email Address

Vendors are solely responsible for ensuring the proposal is received and readable by the Town contact prior to the deadline. The Town will indicate successful receipt of the vendor’s proposal with an email reply to the submitter that acknowledges receipt. It is the responsibility of the vendor to follow-up with Town prior to the submittal deadline should they not receive acknowledgement. Any questions or follow-up should be directed to the Borough Administrator identified in section 1.9.

2. System Requirements

The Vendor must deliver to the Town a new fully operational website based on the following requirements.

2.1 Previous Research

As a first step in updating the digital platform, the web committee conducted a heuristic review and resident survey. This provided a foundation for this RFP. User input into the overall direction of a redesigned portal establishes the voice of the user — what they want to see and how they want to see it — at the very start of the process. The initial focus on the user experience provides a solid foundation that can (and should) be iterated upon as the website requirements come into focus. Both the juristic review and the resident survey can be located at <http://tinyurl.com/highlandswbresults>.

2.2 Website Requirements

Item #	Functional Specifications	Mandatory, Desired, Optional.	Comply? Yes No Partial	Vendor Comment / Solution
2.2.1	Provide uniformity of design at is visually attractive, intuitive and easy to use,	M		
2.2.2	Ability to have homepage slideshow feature where fresh images are displayed frequently. Must have the ability to optionally display the photographer’s name, and link to an email or website.	D		
2.2.3	Provide search capabilities. The search should allow site visitors to do keyword searches of the content, including PDF and standard Microsoft Office documents.	M		
2.2.4	Do not allow deleted pages to be accessible via search.	M		
2.2.5	Provide a site map that automatically updates to reflect webpage add/change/deletes.	M		

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Item #	Functional Specifications	Mandatory, Desired, Optional.	Comply? Yes No Partial	Vendor Comment / Solution
2.2.6	Provide a printer-friendly style for all pages	O		
2.2.7	Easy creation and management of data collection forms that allow for data capture into a database. Collection using SSL.	M		
2.2.8	Providing automated notifications to borough staff and officials when visitors complete forms or other activities (e.g. job interest, contact us, etc.). Ability to route forms to the appropriate staff or official.	M		
2.2.9	Ability to link to external webpages and web applications from any page within the site.	M		
2.2.10	Support for content and/or page based subscription capabilities such as RSS.	M		
2.2.11	Content posted to the site can be promoted to one or more twitter feeds, Facebook pages, and/or other social media as they are posted to our website.	M		
2.2.12	Ability to support sub-blogs from town officials, such as a Mayor's Corner.	M		
2.2.13	Ability to control access to some areas of the website through user ID and password.	M		
2.2.14	Ability to activate a content area at the top of all pages to alert citizens in case of breaking news or disaster. Integrate systems such as CodeRED, Nixle, or other like systems is desired.	M		
2.2.15	Site analysis and usage tracking (to the page level) to show the analysis how the public is using the website.	M		
2.2.16	Ability to link to social networking sites, including multiple accounts in each service. Sites desired include: Facebook, Twitter, YouTube, Vimeo, Flickr, Nixle, Next Door, and Pinterest.	M		
2.2.17	Interactive calendar.	M		
2.2.18	Ability to support calendaring via iCal or similar technology, allowing site visitors to import an event into their calendar application such as Outlook or Apple Calendar.	O		
2.2.19	Support a Town-wide master calendar and sub-calendars that include events, meetings, holidays, etc. The calendars should allow management from a main calendar and allow events to be embedded across the website by content/subject matter category. (Example: Embed only scheduled council meetings on council page)	O		
2.2.20	Calendar events should have the ability to be shared on social media.	M		
2.2.21	Allow citizens to submit calendar events for approval by Town staff.	O		
2.2.22	Provide a comprehensive web-based, easy-to-use solution that includes, but is not limited to, template creation, security and approval levels, WYSIWYG content editor, versioning, content scheduling, etc.	M		
2.2.23	Ability to set system to automatically update content upon approval of edited page.	M		
2.2.24	Ability to schedule system to add/update/delete content upon approval of edited page and schedule.	M		

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Item #	Functional Specifications	Mandatory, Desired, Optional.	Comply? Yes No Partial	Vendor Comment / Solution
2.2.25	Ability to give a Town staff member both edit and approval for their designated areas of responsibility as well as to assign proxies during periods of absences.	M		
2.2.26	Provide comprehensive training and user help documentation.	M		
2.2.27	Provide spell-check and grammar correction functionality.	D		
2.2.28	Support for various file types for viewing and/or downloading (e.g. xls, .tif, .bmp, .jpg, .pdf, etc.)	M		
2.2.29	Support viewing of video and/or photo galleries from Town-provided content.	M		
2.2.30	Support photo galleries and videos hosted on another site (i.e. Instagram, flickr, etc.)	O		
2.2.31	Support the posting of maps and allow dynamic linking to GIS maps or Google Maps.	O		
2.2.32	Allow content editors flexibility in determining size and position of page features such as photographs.	O		
2.2.33	Provide comprehensive audit capability to see who is modifying what and when.	O		
2.2.34	Automatic replication of navigation and menu changes to all related pages with no additional data entry.	M		
2.2.35	Ability to add, change, and/or delete links between pages and/or to other websites as needed, with no vendor intervention required.	M		
2.2.36	Ability to use CMS with Windows or OSX using IE, Firefox, Chrome, Safari and other common browsers.	M		
2.2.37	Allow CMS to be securely accessible via external access - outside of our internal network.	M		
2.2.38	Provide the ability to archive outdated documents and images.	O		
2.2.39	Ability to optimize uploaded pictures and graphic files for quickest page loading.	O		
2.2.40	Ability to create and manage document galleries to organize and publish documents according to subject matter.	O		
2.2.41	Support for versioning and indexing of content to meet legal and policy-based Records Retention and Retrieval requirements.	M		
2.2.42	Provide multi-lingual Content Integration with website content translation capabilities.	D		
2.2.43	The website includes a page of contacts at the borough of Highlands, NJ. This directory should include a position, name of current person in that position, phone number, and email address. The email address should be a live email link to directly email a question.	M		
2.2.44	Ability to map (alias) key pages to English-based URLs for marketing purposes and ease of access (e.g. http://highlandsnj.gov/building would be the link to the Building Division webpage, regardless of the actual page name in the CMS.). A mapping of pages to URLs will be provided by the borough not to exceed 50.	D		

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2.3 Non-Functional Requirements

Item #	Non-Functional Specifications	Mandatory, Desired, Optional.	Comply? Yes No Partial	Vendor Comment / Solution
2.3.1	Site should be designed for IE11, Firefox, Chrome and Safari 7. The site should not break on earlier browser versions, but degrade in functionality gracefully.	M		
2.3.2	Site should provide seamless access and rendering of all site content from all major mobile devices (i.e. iPhones, iPads, Android phones, tablets, etc.).	M		
2.3.3	Site should not require plugins.	M		
2.3.4	The site should be developed to meet all federally mandated access requirements (ADA) adopted by the Federal Access Board under Section 508 subsection 1194.22 of the Rehabilitation Act.	M		
2.3.5	Site must be built in accordance to the (WCAG) Web Content Accessibility Guidelines 2.0, provided by the WC3.	M		
2.3.6	Webpages should load on average between 2 and 3 seconds. Mobile pages load times should on average be no longer than 6 to 10 seconds.	D		
2.3.7	Provide measures that prevent security breaches and access to confidential data collected and stored. The security methods of the website can withstand security attacks including, but not limited to, Cross Site Scripting (XSS), Cross Site Request Forgeries (CSRF), and SQL Injection.	M		
2.3.8	Provide immediate notification of any known or suspected breach and follow on investigation to assess breach and implement changes to remove risk.	M		
2.3.9	Provide telephone support with a 4 hour response from 7 AM – 5 PM EST Monday through Friday.	D		
2.3.10	Provide emergency telephone support with 4 hour response from 5:01 PM to 6:59 AM EST Monday – Friday and on weekends and holidays.	D		
2.3.11	URL's should be meaningful for better bookmarking and search engine use. Example: http://www.highlandsnj.gov/council/members.html is preferred to http://www.highlandsnj.gov/index.asp?sid=23939	D		

2.4 Web Hosting Requirements

Item #	Web Hosting Requirements	Mandatory, Desired, Optional.	Comply? Yes No Partial	Vendor Comment / Solution
2.4.1	Provide hosted website in secure, state-of-the-art data center.	M		
2.4.2	Provide hosted website in vendor owned and operated data center. If not, please identify 3rd party that is providing the hosting.	O		
2.4.3	Host website in redundant facilities in the event the primary facility is inaccessible from the internet.	D		

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Item #	Web Hosting Requirements	Mandatory, Desired, Optional.	Comply? Yes No Partial	Vendor Comment / Solution
2.4.4	Provide hosted website on high availability hardware (i.e. virtualization)	O		
2.4.5	Provide hosted website in data center located outside the 50-year flood plain.	M		
2.4.6	Provide website and intranet access on a 24x7 basis with 99.99% uptime. If not, please provide clear description of guarantee availability.	D	ffff	
2.4.7	Maintenance/downtime scheduled outside of normal business hours, with at least 2 weeks advance notice to Town. If not, please provide clear description of process for scheduling downtime and notifying borough.	D	fff	
2.4.8	Technical support for system outages responds to priority service calls 24x7 with 2 hours guaranteed response time.	D	ffff	
2.4.9	Site monitored for outages 24x7.	M	ffff	
2.4.10	Ensure full system backups and provide recovery services to minimize impact to the town.	M		

3. Proposal Submission Requirements

The Vendor must deliver to the Town a new fully operational website based on the following requirements.

3.1. General Instructions

Proposals should be prepared simply and economically and provide a straightforward, concise description of the vendor's company, qualifications, proposed solution, and capabilities to satisfy the requirements of this RFP. Emphasis should be on completeness and clarity of content.

Proposals should be organized consistent with the outline provided in this section of the RFP. Vendors must follow all formats and address all portions of the RFP set forth herein providing all information requested. Vendors may retype or duplicate any portion of this RFP for use in responding to the RFP.

Proposer shall submit five paper copies and one electronic copy in PDF format of their proposal to the Borough Administrator listed in section 1.9.

3.2. Proposal Format

Proposals must cover the following sections, using the below section labels where appropriate:

- Transmittal Letter
- Executive Summary
- Company Information
- Company Qualifications
- References
- Proposed Solution
- Implementation Approach
- Ongoing Support and Hosting Services
- Pricing

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3.3. Transmittal Letter

The proposal must provide a written transmittal of the proposal in the form of a standard business letter. The Transmittal letter will reference and respond to each of the following bulleted items.

- Signature of a company officer empowered to bind the vendor to the provisions of this RFP and any contract awarded pursuant to it.
- A statement indicating the proposal remains valid for at least 90 days
- A statement that the vendor or any individual who will perform work for the vendor is free of any conflict of interest (e.g., employment by the Town.)

3.4. Company Information

This section of the proposal must include the following company information:

- Provide the legal entity name and form of business (i.e. Corporation, LLC, etc.).
- Identify if the vendor is a subsidiary of a larger company. If so, whom?
- Provide the proposal contact name, address, phone number, and email address.
- Identify the location of company headquarters and office, which will support the implementation.
- Identify the location, hours of operation, and contact information of ongoing maintenance and support staff.
- Identify all subcontractors and associated scope of work.
- Identify any pending litigation against the vendor.
- Identify if vendor has filed any bankruptcy or insolvency processing in the last 10 years.

Vendors are required to provide all requested information. Failure to provide a full response may provide a basis for disqualification.

3.5. Company Qualifications

The vendor should identify company and staff qualifications and experience in implementing solutions. More specifically, this section should identify the following:

- Describe your experience in government/municipal website planning, design, development, hosting, and support.
- Identify some examples of your existing client base, including the number of clients you provided the services being proposed here.

3.6. References

The vendor must provide at least three references. References should be for websites that have been implemented in the last three years. The Town prefers references from local government agencies and businesses. For each reference, vendor should provide the following information:

- Entity name
- Customer contact information (name, title, phone, and email)
- Scope of work performed identifying the services provided and solutions implemented
- Project start and end date
- Website URL(s)

3.7. Proposed Solution

In this section, the vendor should identify the proposed solution up to and including the following:

- Provide a comprehensive overview of the solution proposed.
- Complete the "Vendor Comment / Solution" column in section three that addresses each requirement individually. Clearly indicate whether the proposed solution meets, does not meet, or would require customization or a third-party solution.
- Based on the vendor's experience and expertise, identify any additional proposed features, functions, or capabilities that the Town should consider to meet the Town's stated goals.

3.8. Implementation Approach

The vendor should address the following:

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- Provide a project organization chart highlighting the key staff who will be assigned to accomplish the work required by this RFP and illustrating the lines of authority and designate the individual responsible for the completion of each service component and deliverable. Provide brief bios for the project manager and assigned key project personnel.
- Describe your implementation methodology and approach. This includes the tools and techniques that will be used and methodologies that the firm will employ.
- Describe the roles and responsibilities of both the Town and vendor staff during each phase of implementation. In addition, provide an estimated level of effort for the Town staff during implementation.
- Provide a project schedule that includes all tasks, deliverables, milestones, and resources required. The Town seeks a detailed understanding of the work plan that will be followed to ensure success.
- Describe your user acceptance testing methodology and criteria for success. Also, outline the responsibilities of Town staff during user acceptance testing.
- Describe your training strategy/plan that includes current and future employees of Town in the use of the CMS as well as other functions/features Town staff will need to use and administer the site.
- Refresh strategy. Vendor is to describe their strategy for keeping the site fresh and current with the technologies as they change.

3.9. Ongoing Support and Hosting Services

The vendor should address the following:

- Describe ongoing support processes, procedures, and methods. At a minimum, the description should identify hours of support, methods to access support, after-hours support, and response time commitments.
- Describe software release/update frequency and procedures to perform updates.
- Describe the proposed hosting services and associated ongoing service level commitments that ensure a high performing and availability website.
- Describe security and backup and disaster recovery processes and procedures.

If the vendor is proposing a partnered hosting provider for their proposal, the above should be addressed for each vendor individually.

3.10. Pricing

The Town is seeking a clear and comprehensive understanding of all costs associated with the planning, design, development, implementation, hosting, and ongoing maintenance of the proposed website and CMS software. In this section, the vendor must itemize all costs. For ongoing costs vendor is to include options for one, three, and five-years.

Vendor pricing should be provided for the following;

- Software licensing
- Hardware
- Third-party solutions
- Integration/Interfaces – provide level of effort and hourly rate
- Implementation services – provide level of effort and hourly rate by implementation phase
- Ongoing support and maintenance
- Optional products or services
- Travel

4. Proposal Evaluation

After the proposals are received, the Town shall review and evaluate them for responsiveness to the RFP in order to determine whether the proposer possesses the qualifications necessary for the satisfactory performance of the services required. The Town may also investigate qualifications of all proposers to whom the award is contemplated, and the Town may request clarifications of proposals directly from one or more proposers.

In reviewing the proposals, the Town will consider the following:

- The qualifications (including education, training, licenses, experience and past performance) of the proposer and its agents, employees and sub-consultants in completing projects of a similar type, size, and complexity. The Town may consider proposer's timely and accurate completion of similar projects within budget.

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- The feasibility of the proposal based upon the methodology of the proposed scope of services to meet the Town's needs, the quality of services proposed, and the reasonableness of the total project costs and of the proposed time period over which the work will be completed.
- Proposer understanding of the work to be completed based upon the clarity of the proposal and responsiveness to this RFP. The Town will not assume that a proposer will perform services not specifically detailed in its submitted proposal.
- Quality, clarity, completeness, and responsiveness of proposal.
- Ability to provide a website and CMS that meet the current and future vision and needs of the Town
- Proven ability to plan, design, develop, implement, and support the website, and CMS.
- Demonstrated ability to work in a cooperative and collaborative manner with clients.
- Proposed timeline.
- Anticipated value and price.
- Perceived risk or lack thereof.
- References for each of the primary product(s) and service(s) proposed
- Results of interviews, demonstrations, and site visits.
- Reasonableness of proposed terms and conditions of draft legal agreement(s)
- Ability to negotiate and execute a contract in a timely manner.

The Town reserves the right, at its sole discretion, to request clarifications of proposals or to conduct discussions for the purpose of clarification with any or all vendors. The purpose of any such discussions shall be to ensure full understanding of the proposal. Discussions shall be limited to specific sections of the proposal identified by the Town and, if held, shall be after initial evaluation of proposals are complete. If clarifications are made as a result of such discussion, the vendor shall put such clarifications in writing.

5. General Requirements

5.1. Collusion

By submitting a response to the RFP, each vendor represents and warrants that its response is genuine and is not made in the interest of or on behalf of any person not named therein; that the vendor has not directly induced or solicited any other person to submit a sham response or any other person to refrain from submitting a response; and that the vendor has not in any manner sought collusion to secure any improper advantage over any other person submitting a response.

5.2. Gratuities

No person will offer, give or agree to give any Town employee or its representatives any gratuity, discount, or offer of employment in connection with the award of contract by the Town. No Town employee or its representatives will solicit, demand, accept, or agree to accept from any other person a gratuity, discount, or offer of employment in connection with a Town contract.

5.3. Required Review and Waiver of Objections by Vendor

Vendors should carefully review this RFP and all attachments for comments, questions, defects, objections, or any other matter requiring clarification or correction (collectively called "comments"). Comments concerning RFP objections must be made in email and received by the Town no later than the "Deadline for Written Questions and Comments" detailed in the RFP Schedule of Events. This will allow issuance of any necessary amendments and help prevent the opening of defective proposals upon which contract award could not be made.

Protests based on any objection will be considered waived and invalid if these faults have not been brought to the attention of the Town, in writing, by the deadline for written questions and comments.

5.4. Proposal Withdrawal

To withdraw a proposal, the vendor must submit a written request, signed by an authorized representative, to the Borough Administrator. After withdrawing a previously submitted proposal, the vendor may submit another proposal at any time up to the deadline for submitting proposals.

5.5. Proposal Errors

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Vendors are liable for all errors or omissions contained in their proposals. Vendors will not be allowed unilaterally to alter proposal documents after the deadline for submitting a proposal.

5.6. Incorrect Proposal Information

If the Town determines that a vendor has provided, for consideration in the evaluation process or contract negotiations, incorrect information which the vendor knew or should have known was materially incorrect, that proposal will be determined non-responsive, and the proposal will be rejected.

5.7. Right to Refuse Personnel

The Town reserves the right to refuse, at its sole discretion, any subcontractors or any personnel provided by the prime contractor or its subcontractors. The Town reserves the right to interview and approve vendor's key staff. Vendor's staff may be subject to the Town's background and drug-testing processes at any time.

5.8. Proposal of Additional Services

If a vendor indicates an offer of services in addition to those required by and described in this RFP, these additional services may be added to the contract before contract signing at the sole discretion of the Town.

5.9. Conflict of Interest and Proposal Restrictions

By submitting a response to the RFP, the vendor certifies that no amount will be paid directly or indirectly to an employee or official of the Town as wages, compensation, or gifts in exchange for acting as an officer, agent, employee, subcontractor, or consultant to the vendor in connection with the procurement under this RFP.

Any individual, company, or other entity involved in assisting the Town in the development, formulation, or drafting of this RFP or its scope of services will be considered to have been given information that would afford an unfair advantage over other vendors, and said individual, company, or other entity may not submit a proposal in response to this RFP.

5.10. Contract Negotiations

After a review of the proposals and completion of the reference checks, interviews, and demonstration, the Town intends to enter into contract negotiations with the finalist vendor. These negotiations could include all aspects of services, proposed legal agreement terms and conditions, and fees. Negotiations are intended to result in a contract, which is deemed by the Town, in its sole discretion, to be in the Town's best interests. In the event that the Town determines in its sole discretion that a satisfactory agreement cannot be entered into with the finalist vendor, the Town reserves the right to enter into contract negotiations with an alternative vendor.

The Town also reserves the right to identify more than one finalist vendor, to enter into contract negotiations with more than one finalist vendor simultaneously, and to award the contract to any such finalist vendor with whom it is negotiating.

An agreement will not be binding on the Town unless and until it is approved by the Town Council and executed by authorized representatives of the Town and of the vendor.

The Town has a standard indemnity provision that it includes in all contracts. If Vendor proposes to change the Town's standard indemnity provision, vendor must provide its proposed revisions and the reasons therefor. The following is the Town's standard indemnity provision:

The City has a standard indemnity provision that it includes in all contracts. If Vendor proposes to change the City's standard indemnity provision, vendor must provide its proposed revisions and the reasons therefor. The following is the City's standard indemnity provision:

Hold Harmless. Contractor shall, to the fullest extent allowed by law, with respect to all services performed in connection with this Agreement, defend with counsel acceptable to Town, indemnify, and hold Town, its officers, employees, agents, and volunteers ("Indemnitees"), harmless from and against any and all claims that arise out of, pertain to, or relate to the negligence, recklessness, or willful misconduct of the Contractor, subcontractor, or anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable ("Claims"). Contractor will bear all losses, costs, damages, expense and liability of every kind, nature and description, including attorneys' fees, experts fees, court costs and disbursements, that arise out of, pertain to, or relate to such Claims, whether directly or indirectly ("Liability"). Such obligations to defend, hold harmless and indemnify the Town shall not apply to the extent that such Liability is caused by the sole negligence or willful misconduct of the Town.

With respect to third party claims against the Contractor, the Contractor waives any and all rights of any type of express or implied indemnity against the Indemnitees.

However, notwithstanding the foregoing, nothing in this Agreement shall be construed to exempt the Town from its own fraud, willful injury to the person or property of another, or violation of law.

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The Parties expressly agree that any reasonable payment, attorney's fee, cost or expense Town incurs or makes to or on behalf of an injured employee under the Town's self-administered workers' compensation is included as a Liability for the purposes of this section.

5.11. Right of Rejection

The Town reserves the right, at its sole discretion, to reject any and all proposals or to cancel this RFP in its entirety at any time prior to final contract award.

Any proposal received which does not meet the requirements of this RFP may be considered to be nonresponsive, and the proposal may be rejected. Vendors must comply with all of the terms of this RFP and all applicable State laws and regulations.

The Town reserves the right, at its sole discretion, to waive variances in technical proposals provided such action is in the best interest of the Town. Where the Town waives minor variances in proposals, such waiver does not modify the RFP requirements or excuse the vendor from full compliance with the RFP. Notwithstanding any minor variance, the Town may hold any vendor to strict compliance with the RFP.

5.12. Disclosure of Proposal Contents

All proposals and other materials submitted in response to this RFP procurement process become the property of the Town. Selection or rejection of a proposal does not affect this right. All proposal information, including detailed price and cost information, will be held in confidence during the evaluation process. Upon the completion of the evaluation of proposals, the proposals and associated materials will be open for review by the public to the extent allowed by the New Jersey Open Public Records Act, (P.L. 2001, c. 404).

By submitting a proposal, the vendor acknowledges and accepts that the contents of the proposal and associated documents will become open to public inspection. If a request is made for information marked "confidential," the Town will provide the vendor who submitted such information with reasonable notice to allow the vendor to seek protection from disclosure by a court of competent jurisdiction.

5.13. Severability

If any provision of this RFP is declared by a court to be illegal or in conflict with any law, the validity of the remaining terms and provisions will not be affected; and, the rights and obligations of the Town and vendors will be construed and enforced as if the RFP did not contain the particular provision held to be invalid.

5.14. RFP and Proposal Incorporated into Final Contract

This RFP and the successful proposal will be incorporated into the final contract.

5.15. Proposal Amendment

The Town will not accept any amendments, revisions, or alterations to proposals after the deadline for proposal submittal unless such is requested, in writing, by the Town.

5.16. Warranty

The selected vendor will warrant that the proposed solution will conform in all material respects to the requirements and specifications as stated in this RFP and as demonstrated during the evaluation process. In addition, the requirements as stated in this RFP will become part of the subsequent agreements.

5.17. Rights of the Town

The Town reserves the right to:

- Make the selection based on its sole discretion.
- Reject any and all proposals.
- Issue subsequent Requests for Proposals.
- Postpone opening proposals if necessary for any reason.
- Remedy errors in the Request for Proposal process.
- Approve or disapprove the use of particular subcontractors.
- Negotiate with any, all, or none of the vendors.
- Accept other than the lowest offer.
- Waive informalities and irregularities in the proposals.
- Enter into an agreement with another vendor in the event the originally selected Vendor defaults or fails to execute an agreement with the Town.

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