

CITY OF NORWICH
RFP 12-01
Request for Proposal

Web Site Design, Development, Hosting & Maintenance Services

The City of Norwich invites Proposal Submissions from experienced website design firms ("Firms") to conduct a comprehensive redesign of its current website. The City anticipates that such re-design shall be in accordance with industry best practices for information architecture, improve the usability, design, navigation, and overall management of the City's website to better inform and educate the public and provide an enhanced, consistent and streamlined means of conducting business with the City. Proposals are invited from qualified firms with demonstrated experience and success in the development, implementation and management of municipal, state, federal or other multi-user public agency websites. All content and graphics will become the sole property of the City of Norwich.

The information and instructions set forth below are designed to solicit responses that will demonstrate the Firm's capability, approach, and commitment to satisfying the City.

Note: The term "Firm" shall also include their respective agents, representatives, employees or subcontractors; and the term "City of Norwich" (hereinafter called the "City") shall include their respective officers, agents, officials, employees, volunteers, boards and commissions.

Interested firms must return one hard copy and one electronic copy (on CD or thumb drive) or their proposal to: William Block, City Purchasing Agent, City Hall, Rm. 104, 100 Broadway, Norwich, CT 06360 no later than Wednesday, February 1, 2012 at 3:00 PM EST.

Complete copies of this RFP may be obtained at the Office of the Purchasing Agent at the address listed above or online at the State of Connecticut DAS Web Portal or at the City of Norwich web site www.norwichct.org by clicking on Public Bids/Proposals.

Questions regarding this proposal should be directed to the Project manager, Mr. Josh Pothier, Deputy Comptroller, jpothier@cityofnorwich.org.

William Block

City Purchasing Agent

The City of Norwich is an affirmative action/equal opportunity employer

City of Norwich, Connecticut
Request for Proposal (RFP) # 12-01
Web Site Design, Development, Hosting & Maintenance Services
Due: 3:00 PM EST Wednesday, February 1, 2012

Summary

The City of Norwich invites Proposal Submissions from experienced website design firms (“Firms”) to conduct a comprehensive redesign of its current website. The City anticipates that such re-design shall be in accordance with industry best practices for information architecture, improve the usability, design, navigation, and overall management of the City’s website to better inform and educate the public and provide an enhanced, consistent and streamlined means of conducting business with the City. Proposals are invited from qualified firms with demonstrated experience and success in the development, implementation and management of municipal, state, federal or other multi-user public agency websites. All content and graphics will become the sole property of the City of Norwich.

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PROJECT SPECIFICATIONS

Project Background:

Description of the City

Norwich, founded in 1659, is Connecticut's 24th largest city with a population of 40,493. The City was incorporated in May 1784. The Town and City were consolidated on January 1, 1952. Norwich covers an area of 27.1 square miles located 40 miles southeast of Hartford surrounded by Montville, Preston, Lisbon, Sprague, Franklin and Bozrah.

The City has a fairly diverse population. In its 2011-12 budget document, Norwich Public Schools noted that 34 languages are spoken in the school district. Besides English, the most common languages are: Spanish, Haitian Creole, Cantonese, Mandarin, and Cape Verdean Creole.

The City operates under a Council/Manager form of government. The City Manager is appointed by the Council and serves as the Chief Executive Officer. The City Council consists of six members and one Mayor, all elected at large.

The website is managed by the Finance Department. The Finance Department is also responsible for accounting, financial reporting, budgeting, payroll, purchasing, risk management, accounts payable, information technology and tax collection.

Additional information about the City and its operations may be found on the City's website: www.norwichct.org.

Overview of the Existing Conditions

The City's current website has fallen behind current industry standards and best practices of usability, accessibility and navigation. In 2006, the City changed from having a website with centralized content management hosted on a City server to a decentralized content management system hosted by an outside vendor.

The current City website has modules for:

- User administration
- Content management
- Complaint monitoring
- Event calendars
- E-mail distribution lists

The City currently has about 55 users who can update the content on the website. In a recent review of user activity, over a two-month period, 20 users logged in to make changes and only 7 of them logged in more than 10 times. The City's website has roughly 140 pages and 500 files occupying 2GB of space.

Over the last three fiscal years, the City's website has had the following number of visits:

2008-09	149,317
2009-10	165,923
2010-11	170,527

The City's website uses Google Translate to translate its content into other languages.

In November and December 2011, the City conducted a survey on its www.norwichct.org website to which it received over 120 responses. Between the input provided from the surveys and reports generated from the City's content management system, we found:

- Users *usually* find the information they are looking for

- The content is *moderately* up-to-date
- The website is *difficult* to navigate
- Users feel that the website is *moderately* professional and *not very visually appealing*
- For the various departments' pages on the website, several have not been visited by the average user. Those that have visited these pages generally rate the pages as *Somewhat Useful* to *Usually Useful*.
- Overall, Norwich's website was rated between *About the Same* and *Slightly Worse* compared to other government websites.
- 80.9% of the respondents were over 34 years old and 41.8% were over 54 years old
- Users look for the following information most often:
 1. Local events listings
 2. Public Meeting calendars, agenda, minutes
 3. Find contact information for city officials
 4. Employment opportunities
 5. Bid/ RFP/ RFQ listings
 6. Tax assessment
 7. Land records
- The following are the most frequent problems noted on the survey:
 1. Website is too static
 2. Difficult to navigate
 3. Information is outdated
 4. Can't find meeting agenda, minutes
 5. Can't find forms

Other Software Systems Used by the City

Department	Name of Software	Brief Description	Any interface with/ through City website?
Public Utilities	People GIS	Geographic information system	Not yet
Finance	MUNIS Version 7.5	Financial management software (accounting, HR, payroll, purchasing, A/P)	Not yet
Finance/ Assessor	Quality Data Service, Inc.	Property tax assessment and collection	Yes – taxpayers may look up and pay tax bills
Assessor	Vision Government Solutions	Computer-assisted mass appraisal	Yes – taxpayers may search properties for assessment information
Parking Commission	Complus Data Innovations	Parking ticket collection software	Yes - People may look up and pay their parking tickets through www.parkingticketpayment.com
City Clerk	New Vision Systems	Land records and other City Clerk records management	Yes – citizens may sign up to have online access to land records system. This is often used by title searchers.
Police	Tritech IMC	Police records management, computer-aided dispatch	Not yet
Fire	Tritech IMC	Fire records management	Not yet

The www.norwichct.org site is the source of information for many of the city's departments and authorities, however there are separate websites for several City of Norwich departments and authorities. These other websites do not use the same content management system as the www.norwichct.org site.

- Norwich Community Emergency Response Team: www.cityofnorwichemergencymanagement.org
- Norwich Fire Department: www.norwichfire.org
- Norwich Golf Course Authority: www.norwichgolf.com
- Norwich Ice Rink Authority: www.norwichrink.com, www.norwichskatingschool.org
- Norwich Police Department: www.norwichpolice.org
- Norwich Public Schools: www.norwichpublicschools.org

- Norwich Public Utilities: www.norwichpublicutilities.com

Scope of Work

The selected firm will have demonstrated the ability to design and implement a municipal website that meets most, if not all, of the initiatives listed below. Based on available budget and cost, it is conceivable that this project *may* be approached in phases. The initiatives and goals of the site are allocated to phases which may be adjusted depending on designs:

1. Needs Assessment

- a. Conduct a comprehensive needs assessment to ascertain the needs, wants, desires and usage patterns of user Departments and Agencies of the City's website. Prioritize the current needs, identify the existing resources, and develop a gap analysis. Such assessment would be developed from the information that is gathered through meetings with City Departments, City Agencies, City staff personnel and the general public.
- b. Conduct interviews with City Department Heads, Supervisors and staff to ascertain a thorough understanding of the current conditions, current level of service, current processes and desired level of service. Additionally, ascertain any existing and or proposed projects which might influence the design.
- c. Provide a comparative analysis report that summarizes the current design standards for public websites, provides an overview of similar surrounding communities' level of service and program, and finally provide a comprehensive overview of our website as it compares with current design standards and those of the surrounding communities as they relate specifically to the City's stated objective.

2. Draft Design

Utilizing the City's feedback to your needs assessment report, develop a draft design and layout of individual web pages as well as the organization of the overall website itself, including all related information architecture design tasks. Such design shall, at a minimum, incorporate the following:

Improve Aesthetics

- Provide a new, fresh, innovative and creative graphic design platform
- Incorporate graphics that depict Norwich's assets, such as its: rich history, downtown marina, municipal golf course, Single-A baseball team (Connecticut Tigers), Victorian-era neighborhoods, parks and recreation programs and facilities, economic development initiatives
- Design pages and menus that are easy to navigate

Keep Existing Functionalities

- Have the ability to translate the site into several languages
- Searchable Frequently Asked Questions (FAQ) listing
- Tracking of website activity with Google Analytics or similar tool
- Email distribution list subscriptions
- Citizen complaint system
- Ability to schedule content to be posted at a future date

Add New Functionalities

- Accommodate unique home page requirements – ability for news flashes, emergency notices, banners or teasers, seasonal information, weather info, etc.
- Events Calendar program that, in the case of public meetings, can be linked to uploaded agenda, minutes, video, etc. related to that meeting
- Allow public to add events to community calendar, subject to approval by a City employee before posting them live
- Searchable City contact listing with links to department pages
- Scrolling pictures on homepage or other pages to give site a more dynamic feel. The ability to add or replace pictures at any point.
- Have a flexible enough platform to give us the ability to consolidate other department/ agency websites into the www.norwichct.org site over time without losing any of the functionality from those other websites
- Ability to have system-generated links to the top 5 or 10 most visited parts of the website on our homepage
- Ability to add a time stamp on each page which indicates when the page was last updated and by whom.
- Ability to register for programs and/or reserve facilities online
- The ability to customize URL's so that they were more user-friendly. Example: "www.norwichct.org/finance " instead of "www.norwichct.org/content/43/97/default.aspx"

Content Management System (CMS)

- Deliver large amounts of constantly changing information to a variety of audiences.
- Role based to control access
- Centralized management of all web content and links
- Ability to upload and manage documents and media in various web ready formats
- Allow for the automatic archive of content
- Tiered administration rights for publishing
- Incorporate a security model that meets and or exceeds industry best practices concerning the management, operational, and technical controls (safeguards and/or countermeasures) to protect the confidentiality, integrity, and availability of the website and its information.
- Ability to force users to use standard fonts.

Optional items:

- An Employees Only section which employees could log into to view information about benefits and download forms, etc.
- Ability to add "calculators" where employees could estimate their pension benefits or real estate developers could estimate their property tax bills or building permit fees.
- Ability for citizens to have personalized dashboards.
- Ability to stream video and web casting of recorded video
- Other functions which Firm believes might enhance the City's website.

3. Implementation

- Implement the finalized design and train employees on the CMS post implementation and supplement training with online resources.
- Proposal should include cost of perpetual software licensing and provision for annual maintenance agreement to cover all regular customer support, maintenance, and upgrades.

- Proposal must include the migration of all data currently publicly accessible onto the new CMS platform.
- Implementation of a logging function to maintain a record of administrative transaction by authenticated users is required.
- The Firm and the City's Project Manager shall hold progress meetings as often as necessary, but in no case less than twice per month until the final plan is approved. The Firm shall supply the Project Manager with at least two copies of all completed or partially completed reports, studies, forecasts, maps or plans at least five (5) working days before each progress meeting. The Project Manager shall schedule the progress meetings and other meetings, as necessary, at key times during the development of the Design.

PROPOSAL SUBMISSION REQUIREMENTS

Firms should submit a sealed package of one hardcopy and one electronic copy (on CD or thumb drive) of their proposal to the attention of William Block, Purchasing Agent, Finance Department-Room 104, 100 Broadway, Norwich, CT 06360-4431.

Any questions on this RFP prior to submission may be e-mailed to the Project Manager, Josh Pothier jpothier@cityofnorwich.org on or before 3:00 PM EST on January 18, 2012.

Letter of Interest

The letter should be signed by a duly authorized officer of the Firm and include a statement that:

The undersigned hereby declares that he/she has carefully examined the requirements as stipulated in this RFP and understands that in signing this proposal he/she waives all right to plead any misunderstanding regarding the same.

The undersigned further understands and agrees that he/she will furnish and provide all the necessary staffing, subcontractors, services, office support, travel expenses, and other items of whatever nature, and to do and perform all the work necessary under the aforesaid conditions, to carry out the contract and to accept in full compensation therefore the amount of the contract as agreed to by the Firm and the City.

It is further understood and agreed that all information included in, attached to, or required by the RFP shall be public record upon delivery to the City.

The letter should also include general information about the Firm, such as: description of all services offered, the total years in business, number of employees, office location(s), etc.

Proposed Project Work Plan for Project

The Project Work Plan should include a project plan describing the general work tasks, methods and means to be used and personnel assigned to the project. It shall include task/phase completion dates and key meeting/presentation dates. The Firm should detail its strategy and approach toward redesigning the City's website. Clearly define the Firm's and the City's responsibilities during the web site design process. Include the support the Firm will provide during design and transition to the new website, including training, help, contact methods, hours of support, etc. Provide a detailed projected timeline (please be as comprehensive as possible).

Key Personnel

Provide a complete list of the key personnel that will be assigned to this project and all subcontractors working on the project, along with resumes that provides an overview of their professional experience (project and dates) and their role/responsibility in the project. Indicate how much time for each person, including the Project Manger, will be dedicated to this project and each person's role/responsibility with this project.

If subcontractors are to be used, please list firm name, address, name of principal, phone number, e-mail address, and indicate portion or section of work subcontractor will be performing.

List of Similar Projects with References

Provide a list of a minimum of four similar relevant projects, together with information on the project scope, client, location, budget, common issues, services provided, and number of days from design to launch. Graphic plans and other illustrations are welcome.

Provide client references, including names, titles, addresses, telephone numbers, and e-mail addresses for these projects.

Proposed Fees

Provide the Proposed Project Cost for Services in a detailed itemized work format. The Project Cost for these Services shall be a "not to exceed cost for services." Reimbursable items shall be included in this total cost, unless otherwise specified.

Needs Assessment

Professional Services

Draft Design Component

Professional Services

Implementation

Professional Services

Training

Software Licensing

Implementation subtotal 0

Total Mandatory Items 0

Optional items:

Employees Only section

"Calculators" function

Streaming video

Other items (please list)

Total Optional items 0

Ongoing Costs

	Fiscal year ending 6/30/2012 (partial year)	Fiscal Year ending 6/30/2013	Fiscal Year ending 6/30/2014	Fiscal Year ending 6/30/2015	Fiscal Year ending 6/30/2016	Fiscal Year ending 6/30/2017
Maintenance, updates, support						
Hosting fees						
Other (please describe):						
	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

Insurance Coverage Requirements

The City of Norwich is requiring insurance coverage as listed below for this work.

At least five days before the Contract is executed and prior to commencement of work there under the Firm will be required to file with the Purchasing Agent a certificate of insurance, executed by an authorized representative of the insurance company satisfactory to the Purchasing Agent and in an acceptable form. The policy shall name the City of Norwich as an Additional Insured and state that, with respect to the award, the Firm carries insurance in accordance with the following requirements:

INSURANCE RIDER

The Firm shall provide and maintain insurance coverage related to its services in connection with the Project in compliance with the following requirements.

The insurance required shall be written for not less than the scope and limits of insurance specified hereunder, or required by applicable federal, state and/or municipal law, regulation or requirement, whichever coverage requirement is greater. It is agreed and understood that the scope and limits of insurance specified hereunder are minimum requirements and shall in no way limit or preclude the City from requiring additional limits and coverage to be provided under the Firm's policies.

A. Minimum Scope and Limits of Insurance:

Workers' Compensation insurance: With respect to all operations the Firm performs, it shall carry workers' compensation insurance in accordance with the requirements of the laws of the State of Connecticut, and employer's liability limits of One Hundred Thousand Dollars (\$100,000.00) coverage for each accident, One Hundred Thousand Dollars (\$100,000.00) coverage for each employee by disease, Five Hundred Thousand (\$500,000.00) policy limit coverage for disease.

Commercial General Liability: With respect to all operations the Firm performs it shall carry Commercial General Liability insurance providing for a total limit of One Million Dollars (\$1,000,000.00) coverage per occurrence for all damages arising out of bodily injury, personal injury, property damage, products/completed operations, and contractual liability coverage for the indemnification obligations arising under this contract. Each annual aggregate limit shall not be less than Two Million Dollars (\$2,000,000.00).

Automobile Liability: With respect to each owned, non-owned, or hired vehicles the Firm shall carry Automobile Liability insurance providing Five Hundred Thousand Dollars (\$500,000.00) coverage per accident for bodily injury and property damage.

Errors and Omissions/Professional Liability: With respect to any damage caused by an error, omission or any negligent or wrongful act of the Firm or any subcontractor or sub-consultant in connection with any professional services performed under this Agreement the Firm shall carry One Million Dollars (\$1,000,000.00) coverage per claim.

Acceptability of Insurers: The Firm's policies shall be written by insurance companies licensed to do business in the State of Connecticut, with an AM Best rating of A-VII or otherwise acceptable to the City.

Subcontractors: The Firm shall require all subcontractors to provide the same "minimum scope and limits of insurance" as required herein, with the exception of Errors and Omissions/Professional Liability insurance, unless Errors and Omissions/Professional Liability insurance is applicable to the Work performed by the subcontractor. All Certificates of Insurance shall be provided to the City's Purchasing Agent as required herein.

Aggregate Limits: Any aggregate limits must be declared to and be approved by the City. It is agreed that the Firm shall notify the City whenever fifty percent (50%) of the aggregate limits are eroded during the required coverage period. If the aggregate limit is eroded for the full limit, the Firm agrees to reinstate or purchase additional limits to meet the minimum limit requirements stated herein. Any premium for such shall be paid by the Firm.

Deductibles and Self-Insured Retentions: Any deductible or self-insured retention must be declared to and approved by the City. All deductibles or self-insured retentions are the sole responsibility of the Firm to pay and/or to indemnify.

Notice of Cancellation or Nonrenewal: Each insurance policy required shall be endorsed to state that coverage shall not be suspended, voided, cancelled, or reduced in coverage or in limits except after thirty (30) days prior written notice has been given to the City.

Additional Insured: The liability insurance coverage, except Errors and Omissions, Professional Liability, or Workers' Compensation, if included, required for the performance of the Project shall include the City as an Additional Insured with respect to the Firm's activities to be performed under this Agreement. Coverage shall be primary and non-contributory with any other insurance and self-insurance.

Certificate of Insurance: As evidence of the insurance coverage required by this Agreement, the Firm shall furnish Certificate(s) of Insurance to Purchasing Agent's Office prior to the Firm's commencement of services under this Agreement. The Certificate(s) will specify all parties who are endorsed on the policy as an Additional Insured (or Loss Payees). The Certificates and endorsements for each insurance policy are to be signed by a person authorized by the insurer to bind coverage on its behalf. Renewals of expiring Certificates shall be filed thirty (30) days prior to expiration. The City reserves the right to require complete, certified copies of all required policies at any time.

All insurance documents required should be mailed to the William Block, Purchasing Agent, 100 Broadway, Norwich, CT 06360-4431.

Waiver of requirements: The Purchasing Agent may vary these insurance requirements at Purchasing Agent's sole discretion if Purchasing Agent determines that the City's interests will be adequately protected by the provision of different types or other amounts of coverage.

Other Information

Provide any other information you deem relevant to support and or enhance your proposal. The City may request additional information from you subsequent to your responding to this proposal.

EVALUATION CRITERIA

Evaluation of responding Firms will be based on the ability to demonstrate that the Firm can meet PROPOSAL SUBMISSION REQUIREMENTS listed above based on the information included in the RFP, interviews, reviews of similar projects and references from Firms' clients. Cost is not the primary factor in evaluating proposals.

PROJECT TIMETABLE

RFP issued	Friday, January 6, 2012
Deadline for questions on the RFP	3:00 PM EST Wednesday, January 18, 2012
RFP Responses Deadline	3:00 PM EST Wednesday, February 1, 2012
RFP Interviews	Week of February 13-17, 2012
RFP Decision	Week of February 20-24, 2012
Completion of Needs Assessment Report	Within 45 days of contract execution
Completion of Draft Design	Within 90 days of contract execution
Implementation & Training	Within 120 days of contract execution