



## **REQUEST FOR PROPOSAL (RFP)**

Redesign, Development, and Hosting of the  
Westbrook, Ct-Wide Website

[www.WestbrookCt.US](http://www.WestbrookCt.US)

Issued by the Town of Westbrook, Ct  
866 Boston Post Road, Westbrook, CT 06498

C/O Noel Bishop, First Selectman

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Dated: July 31, 2017

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# 1 Introduction

## 1.1 Overview

The Town of Westbrook, Ct has issued this Request for Proposal (RFP) in order to select and contract with a company (“vendor”) to create a new website [www.westbrookct.us](http://www.westbrookct.us) that is a modern, highly attractive, and responsive web design.

The Town is seeking proposals from highly qualified, experienced website development companies to design, develop and implement its public-facing website. The chosen strategic partner must be a firm that has experience in managing local government website design projects, and expertise with best practices regarding:

- successful website redesign
- information architecture
- website development and deployment/training
- website hosting
- social media integration
- search engine optimization
- providing safe, secure ecommerce and online services
- responsive design that is mobile friendly
- user-friendly administration and maintenance

This RFP does not obligate the town to award a contract or complete the project and the Town of Westbrook, CT reserves the right to cancel the solicitation if it is considered to be in its best interest.

As the town has not enlisted the services of a professional consultant to assist with the development of these specifications and as the town does not employ any professionals

dealing with this particular subject matter on its staff, the town therefore does not guarantee the total accuracy of these specifications, nor that the total system as intended has been absolutely and definitively described to the last detail. Because of this limitation, should a bidder find any material discrepancy, deficiency, or omission from these specifications, or should any doubt arise as to the content or meaning, or should further general clarification be desirable from a system quality and operational standpoint, the bidder should submit a written request, (fax is acceptable), to the address listed herein for the receipt of bids, so that a written addendum may be issued to all prospective bidders.



Additionally, we are inviting bidders to propose options that provide for cost savings and value engineering. Bidders should include the cost estimate(s) for Alternate Bids on the Bid Sheets, in the spaces allocated, and provide a short description of the experience and any fabrication approach. Submission of Alternate Bids is optional.

## 1.2 About Westbrook, CT

The Town of Westbrook, in Middlesex County, is located in southern Connecticut is a quaint shoreline community nestled on the banks of Long Island Sound between New Haven and New London. We celebrate a history that began as Westbrook was incorporated as a town in 1840. Timber from local white oak and chestnut forests sustained a shipbuilding industry that flourished for nearly a century. The most famous vessel associated with the town of Westbrook is the *Turtle*, the world's first submarine, invented by Westbrook-native David Bushnell. By the 1870s, the area had become a popular summer resort town—a characteristic it still retains today.

The population as of the last (2010) census was Listed as 6,938 people, but with new housing developments, continued economic development and one of the best school districts in the state of Connecticut, it continues to be a growing community in the area.

The town's organization structure consists of a town government that includes a First Selectman along with two Board of Selectmen officials and a six-member Board of Finance. Other town departments and various boards which may be considered as utilizing the web services can be found listed in Appendix A.

The current website (<http://westbrookct.us/>) was developed by a local resident and continues to be maintained on that same volunteer basis. It is currently hosted at ADVANCED INTERNET TECHNOLOGIES, INC.

### 1.3 Project Timeline

Project Timeline Dates:

RFP Release Date	28-Jul-17
Written Questions Due	11-Aug-17
Response to Vendor Questions	18-Aug-17
Proposal Deadline	25-Aug-17 (by 12:00 noon)
Completion of Proposal Evaluations	31-Aug-17
Presentations by Selected Vendors	13-Sep-17
Final Vendor Selection	28-Sep-17
Content Management System Installation, Training, and Testing	01-Oct-17 – 30-Nov_17
Anticipated Website Launch	04-Dec-17

#### 1.4 Town of Westbrook, Ct - Contact Information

This RFP is issued by Town of Westbrook, Ct, 866 Boston Post Road, Westbrook, CT 06498, C/O: First Selectman, Noel Bishop: [nbishop@westbrookct.us](mailto:nbishop@westbrookct.us); phone: 860-399-3040 x 1112.

The First Selectman shall be the sole point of contact for all questions or requests for additional information.

All contact with elected officials or personnel employed by the Town of Westbrook except for the contact person(s) named above with respect to this RFP shall be prohibited. Improper contact may constitute grounds for rejection of your proposal.

#### 1.5 RFP Inquiries

All inquiries regarding this RFP including requests for additional information or clarification and proposed modifications or amendments to the RFP must be submitted in writing in accordance with 1.3 and 1.4 above to Noel Bishop, First Selectman. All such RFP inquiries must be received no later than **the close of business (4:00 p.m. local time) on August 11, 2017** and must be labeled "Town of Westbrook, Ct Website Design, Development, and Hosting" Each inquiry must include the inquirer's name, firm, telephone number and email address. Each inquiry should begin by referencing the RFP page number and section to which it relates.

The Town of Westbrook will attempt to provide any assistance or additional information of a reasonable nature that may be requested by interested vendors.

Inquiries received after **August 11, 2017 at 4:00 p.m. (local time)**, the deadline **will not** be considered. All inquiries received before the deadline will be compiled and answered.

Responses to inquiries will be posted on the Town of Westbrook's RFP website, located at [www.westbrookct.us](http://www.westbrookct.us) .

#### 1.6 Terms of Service

The Town of Westbrook wishes to engage a vendor for the duration of this project and for any needed on-going maintenance services. Specific deliverables related to the scope of work for this project will be included in the final agreement.

## **2 Goals and Background**

### **2.1 Project Objectives and Goals**

*The primary objectives and goals of the website redesign are as follows:*

#### **2.1.1 Interactive and Engaging Website**

We are seeking to redesign our website to include an intuitive, easy-to-use interface that allows residents, visitors, and business partners to complete their tasks quickly and easily regardless of the device they are using. The solution should also be easy to maintain for our administrators and content creators, streamline business operations and increase productivity, which will include online form processing and payments.

#### **2.1.2 Purpose of Our New Website**

Our new site should:

- Serve the needs of all users by letting them easily find what they are seeking, providing them with access to key services on a 24x7 basis, allowing them to share information and interact with town staff;
- Promote transparency of our local government by making it easy for us to share and post information, and for our users to find and interact with the information;
- Represent or brand our community for residents, visitors, businesses, and elected officials, and showcase our community in a way that highlights why this is a great place to live, visit and do business;
- Provide a pleasant and delightful experience to all users by making it easy for them to complete their tasks or find what they want in a straightforward manner; and,
- Be strategic and nimble, and focus on making our content useful, interactive, and engaging.

We know that things will change in the future, and we want our site to adapt and remain relevant.

#### **2.1.3 Customers**

We take a broad customer-centric view of our community since we view anyone who visits our website or community as a customer. Our website is our digital front door and our goal is to focus on the needs of our customers, and on improving our interactions and engagement with our customer base.

#### **2.1.4 Strategic Partnership**

We want a vendor partner who understands the local government market, who will help guide us to where we want to be today, and provide ongoing services and support to keep us there in the future.

#### **2.1.5 Research Based Design**

We want a site that meets the unique needs of the community, we are not looking for a cookie-cutter or templated solution. Our vendor should employ a strategic research-based and data-driven process to gather input, define expectations, and design a consistent, user-friendly navigation framework for the website that meets the needs of all users.

#### **2.1.6 Responsive Site**

Visitors to our site will utilize a wide variety of devices to access our website, including computers, tablets, and mobile smart phones. Our new website should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen. This will ensure that all users will be able to view our site, no matter what device they are using.

#### **2.1.7 Accessible Site**

Our new website should comply with World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines (WCAG) 2.0 (Level AA compliance) and Section 508 of the Rehabilitation Act of 1973. In addition, the vendor should follow best practices, voluntary standards and guidelines developed by the World Wide Web Consortium's (W3C) Web Accessibility Initiative (WAI), and train our users in creating accessible content.

#### **2.1.8 Flexible Solution**

The new site should build upon proven and accepted website development standards while maintaining flexibility to easily grow and add new functionality over time and with minimal cost. The solution should also accommodate existing auxiliary department sites to maintain a unique look and feel, but share overall infrastructure and features.

#### **2.1.8 Robust Hosting Environment**

We are seeking a hosted website solution that should include guaranteed uptime backed by a Service Level Agreement, Full disaster recovery and detection and mitigation of malicious cyber-attacks.

#### **2.1.9 CMS**

**The Vendor's hosted Software as a Service (SaaS) content** management solution (CMS) should be in a state of constant evolution and improvement. The

annual subscription fee should cover ongoing support plus regular monthly updates and improvements to existing features of the CMS and incorporate new enhancements and features over time. This will enable us to adapt to an evolving marketplace and for our site to continually meet our customers' needs.

### **2.1.10 Simplify and Streamline Administration**

*The solution should:*

- Simplify website administration, allowing users of all skill levels to update assigned sections of the website and,
- Streamline business operations and reduce the amount of time taken to enhance and maintain the site.

## **2.2 Target Audiences**

*Audiences served by the website will include:*

- Residents and potential residents of varying backgrounds, reading and language ability
- Potential visitors to the community
- Businesses operating in the community and/or businesses looking to relocate to the community
- State/county/local government and non-profit agencies that support and complement our community's business
- Elected and appointed officials
- Community members and organizations
- Local and national media
- Local school districts and students
- Land owners and developers (resident and non-resident)

## **2.3 Our Current Environment**

*This is a summary of our existing website environment:*

### **2.3.1 Existing Website**

The existing website was launched as a volunteer project.

### **2.3.2 Content Management**

The website consists of web pages managed by a volunteer using a web editor.

### **2.3.3 Content Strategy**

We would like vendors to provide best practices and possibly, additional training or consulting services, for content strategy. Vendors should also provide best practices and suggestions for developing content with plain language standards. We would like each department and or organization that has content to be able to access and update content **ONLY WITHIN** their section of the website.

#### **2.3.4 Website Documents**

The site contains numerous documents (MS Word, Excel, PowerPoint, and PDF).

#### **2.3.5 Website Platform**

The site has been developed with an undisclosed web editor.

#### **2.3.6 Website Hosting**

The site is hosted at Advanced Internet Technologies, Inc. (<https://www.ait.com>).

### **3 Scope of Work**

#### **3.1 Vendor Experience and Development Criteria**

Preference will be given to vendors with experience developing local government websites, with special attention given to vendors' breadth of experience, references, number of years of experience and expertise of staff.

**Additional development criteria include:**

##### **3.1.1 Collaborative Effort**

The website will be developed through the cooperation of the Town of Westbrook and the vendor, and facilitated under the supervision of a dedicated project management professional in the direct employ of the vendor.

##### **3.1.2 Skilled Team**

Vendor will supply an experienced project manager with resumes of the team to show user experience, design, and development professionals to supplement the development process led by the project manager. This team should include staff members skilled in local government website user experience, navigation and information architecture, local government website design, accessibility, and support and training of the content management system.

##### **3.1.3 Proven Development Process**

Vendor should have a proven development process and flexible timeline structure that favors the availability and time commitment of the Town of Westbrook.

##### **3.1.4 Proven Content Management System**

The proposed content management software must be a proven platform for website development and local government website architecture. Development that is requested and approved by the Town of Westbrook should be performed by the vendor utilizing agile software development methodologies that encourage collaboration between the developer and the Town of Westbrook.

##### **3.1.5 Internal Development Staff**

The Town of Westbrook prefers a vendor utilizing its own development staff rather than subcontracting pieces of the project development to additional vendors.

#### **3.2 Design Guidelines and Qualifications**



The design of the website should be welcoming, attractive and created by a member or members of the vendor's professional design staff. The final version of the design should be a collaborative effort between the Town of Westbrook and the vendor, incorporating elements that effectively represent the Town of Westbrook's brand and image through a data-driven and consultative development process.

The vendor should utilize a data-driven design process to gather information to complete a comprehensive redesign of our website.

*The techniques should include the best practices of usability and user experience, notably:*

### **3.2.1 Stakeholder Survey**

The vendor should survey key stakeholders - elected officials, managers, content creators, internal users - from our Town of Westbrook with the purpose of validating goals and tasks for the new website.

### **3.2.2 Online Community Survey**

The vendor should utilize an online community survey to gather key information about the level of satisfaction and to determine the most common tasks and potential goals of users.

### **3.2.3 Homepage Heat Mapping**

The vendor should use heat mapping to collect real-time analytics about every action taken on the current site to review functionality and behavior. The heat mapping should include where people have clicked, scrolled, and hovered on the page.

### **3.2.4 Accessibility Validation (WCAG 2.0)**

The vendor should analyze the twelve W3C guidelines for accessibility of the current site and make recommendations for the new site.

### **3.2.5 Site Analytics**

The vendor should utilize historical site analytics to understand patterns and information useful to the development of the new site.

### **3.2.6 Mobile Usability**

The vendor should analyze the current site for mobile usability and review the mobile site statistics to understand the needs of the current visitors.

### **3.2.7 User Usability Testing**

Usability testing allows vendor to conduct user research with participants in their natural environment to test interaction and identify issues with navigation and layout.

The result of the usability design study should be a written report with design recommendations and a wireframe version of the proposed new website that will be used to develop homepage and interior page design concepts.

*Specific design guidelines include:*

### **3.2.8 Accessibility**

Website design and associated elements should comply with Web Content Accessibility Guidelines (WCAG) 2.0 and Section 508 of the Rehabilitation Act.

### **3.2.9 Consistent Website Design**

Website design must remain consistent throughout all pages to maximize usability, except where differentiating between departments or sections of the website as requested by the Town of Westbrook.

### **3.2.10 Design Overview**

Website design must be visually appealing, incorporating the Town of Westbrook's colors and logo where appropriate.

### **3.2.11 Design Process**

The vendor shall develop an original design for the Town of Westbrook and over a period of time during the development of the website, consult with key members of the Town of Westbrook's website redesign committee to make revisions and alterations to the vendor's original design submission.

### **3.2.12 Easy Updating**

Design elements should include background images, photographs, logos, and buttons that are easily updated or swapped out by our staff at any time and without incurring any additional implementation or update charges.

### **3.2.13 Website Design and Content Ownership**

Ownership of the website design and all content should be transferred to the Town of Westbrook upon completion of the project.

### **3.3 Responsive Website**

We recognize that there are two ways to build a responsive website - using responsive design and adaptive design. Responsive design provides one layout that fluidly changes depending on the size of the screen. Adaptive design has several distinct layouts for multiple screen sizes that is built for the distinct needs of that device. We are seeking a vendor partner who has experience in both approaches and who will recommend the best solution for our needs.

The vendor is expected to produce a responsive website for the Town of Westbrook to meet the needs of users accessing the site on a variety of devices, including computers, tablets and smart phones. Vendor must have proven success in previous responsive design projects. The solution should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen. This will ensure that all users will be able to view our site, no matter what device they are using.

*The project is expected to include:*

#### **3.3.1 Clean Visual Design**

The design should incorporate the Town of Westbrook's logo and branding as identified in 3.2.

#### **3.3.2 Responsive Site Creation That Includes, But Not Limited To:**

- 3.3.2.1 Creation of responsive templates;
- 3.3.2.2 Creation of fluid grids;
- 3.3.2.3 Navigation redesign;
- 3.3.2.4 Taxonomy and site map;
- 3.3.2.5 Image adjustments; and,
- 3.3.2.6 Ability to adjust or modify responsive views on individual pages or templates.

### **3.4 System Functionality**

The vendor's proposed Content Management System (CMS) should be a browser, web-based application that provides the core of the entire development process, being both the platform for development and the tool by which system administrators and contributors can update the new website. The CMS may feature plug-in applications or modules that enhance the functionality of the website, though core features should center around ease-

of-use, flexibility and, for ongoing stability, an established information architecture and hosting environment.

***The CMS must allow non-technical content contributors the following abilities:***

#### **3.4.1 Administrative Dashboard**

The administrative portion of the CMS shall be accessible for all content contributors and feature a customizable interface that displays critical shortcuts, on-site items that require attention, recent activity logs and an internal messaging system that displays administrative messages and updated information.

#### **3.4.2 Automatic Sitemap**

The CMS should automatically create and update a sitemap and on-page breadcrumbs when content is added, edited, or removed from the site.

#### **3.4.3 Content Expiration**

A notification of the expiration of site content shall be received by content owners through notifications available via the CMS, including a dashboard administrative display and e-mail notifications. The dashboard should also detail the dates for when specific content was last updated and allow for notifications when certain time periods are reached.

#### **3.4.4 Content Management**

A way to add, edit and move content directly on an assigned webpage without the need to utilize or be trained on a back-end administrative system (i.e. HTML).

#### **3.4.5 Content Preview**

Content publishers must have the ability to preview changes prior to publishing on the site.

#### **3.4.6 Content Scheduling**

Content added to the site, whether as part of page content or additions to plug-in applications or modular elements shall feature delayed posting and automatic expiration abilities.

#### **3.4.7 Hyperlinking**

Users who wish to add simple links - either internal or external - should be provided with an option to do so through an automatic hyperlinking option.

#### **3.4.8 Menu Updates**

Content publishers should be able to add and update menu items if assigned the appropriate permission level.

### **3.4.9 Online Help and Training Videos**

24/7 access to support materials including, but not limited to: online training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars (live and archived), request forms, online education courses and support related updates through common social networking mediums as they exist.

### **3.4.10 Page Templates**

3.4.10.1 Content publishers must have the option to use pre-created page templates to assist in the formatting and development of new content.

3.4.10.2 Content publishers should have the ability to place widgets or content blocks on page templates that serve specific purposes and streamline the template building process.

Widgets can represent any key function such as calendars, directory, e-notification, FAQs, search, etc. Widgets should have settings to customize their look and function to meet specific needs.

3.4.10.3 Content publishers must have the option to share templates with and use templates from a wider community pool which shares consistent page development.

### **3.4.11 PDF Conversion**

Ability to convert documents to PDFs via an included PDF conversion tool.

### **3.4.12 Spell Check**

Editor should include spell-check functionality.

### **3.4.13 Support Access**

Trained content creators of the CMS shall have access to live support via e-mail or phone during vendor's normal business hours.

### **3.4.14 WYSIWYG Editor**

The CMS must have an advanced WYSIWYG rich text editor for content additions and updates that, while allowing flexibility for higher-end content contributors, is simple and straightforward, giving basic content contributors a basic set of fewer options to alter established site styles.

***The system shall also include the following features for use by administrative users:***

#### **3.4.15 Approval Workflow**

The ability to manage administrative access to the site through a permission system that defines in-system rights and workflows including content approval for both general content and modular applications that are included as a part of the CMS. Administrators should be able to define the workflow, assign the workflow to content groups and content types, and assign users to workflow rules. The system should support three or more approval levels.

#### **3.4.16 CMS Activity Reporting**

A report detailing all changes and activity taking place on the website through content contributors and administrators, which can be filtered by contributor, start and end dates, times, by content type and by action taken, and exportable.

#### **3.4.17 Content Categories**

Administrators shall have the ability to create content categories within CMS applications and modules and edit the parameters for categories.

#### **3.4.18 Emergency Live Support**

Designated administrators shall have access to live support for emergencies. Please specify the timeframes for emergency support.

#### **3.4.19 Graphics Administration**

Administration of on-site banners and graphics, with the ability to add new banners and on-site graphical elements and assign those elements to specified areas of the site.

#### **3.4.20 Login History**

A separate history report detailing user login history, including the user type, the date and time of the attempted login, the IP address of the user and whether or not the login attempt was successful.

#### **3.4.21 Menu Administration**

Administrators shall have the ability to add, edit, update, and move menu items, affecting overall site structure and organization.

#### **3.4.22 Permissions**

The permission system shall be divisible into both user administration and group administration, allowing permission levels to be attributed to groups to which users can be added.

#### **3.4.23 Site Search Statistics**

Access to site search statistics, including the ability to filter searched terms by date and time, which can also be exported.

#### **3.4.24 User-friendly URLs**

System should allow for creation of user-friendly URLs.

### **3.5 System Administration**

#### **3.5.1 Broken Link Review**

An administrative center for reviewing quality assurance, including detailing broken links on the website, including the referring page location so that links can be corrected.

#### **3.5.2 Dynamic Menu Structure**

A dynamic menu structure, with the ability to easily add, edit, move, and delete menu items in multiple structural areas of the site.

#### **3.5.3 Infinite Menu Levels**

An infinite menu level system that allows the addition of an unlimited number of menu levels by the Town of Westbrook.

#### **3.5.4 Infinite Page Structure**

An infinite page structure system that allows the addition of an unlimited number of pages by the Town of Westbrook.

#### **3.5.5 SSL Certificate**

If necessary, one or more SSL certificates to encrypt data contained in site transmissions.

#### **3.5.6 Website Analytics**

An administrative center for reviewing, filtering, and exporting overall website statistics, including the ability to view statistics by page or section and presenting the information in a graphical representation (e.g. Google Analytics).

### **3.6 System Features**

#### **3.6.1 Accessibility Add-Ons**

Accessibility software embedded in the website that offers users access to larger fonts and audible content where applicable.

#### **3.6.2 Active Directory Integration**

The solution should have Active Directory integration or other hierarchical groupings for authentication.

### **3.6.3 Advanced Site Search**

*Provide an internal site search that:*

- 3.6.3.1 Users should be able to sort search results by date, content, title or relevance; users should be able to filter by type of content and easily apply advanced search techniques, such as Boolean (allow the use of AND, OR and NOT), if desired.
- 3.6.3.2 Administrators should be able to tune the search results by using synonyms for common words or terms, and promote pages through the use of keywords.
- 3.6.3.3 Search functionality should allow for searching web content as well as the contents of files (PDFs, Word Documents, etc.)
- 3.6.3.4 Is contained exclusively within the Town of Westbrook's site and not outsourced to an external page hosted by a search provider such as Google.

### **3.6.4 APIs, Import and Export**

Major components should have import and export capabilities, and APIs (Application Programming Interfaces) should be defined.

### **3.6.5 Apply for Permits**

The proposed solution should have the capability for citizens to apply for permits and the ability to electronically track the different stages of the application process. Ability to integrate this process with CRM managed processes which may already be in place.

### **3.6.6 Blogging**

Solution should allow the creation of multiple blogs to be used by different individuals or departments within our organization. Blogging functionality should include the ability to tag or categorize posts, include a calendar and commenting functions.

### **3.6.7 Business Directory**

Solution should have a local business directory that can be used to promote local industry and businesses. The directory should be an interactive index which can include name, address, link, photo, etc. Business information should be able to be



entered by our staff, submitted by the business (subject to approval), or imported from another source.

### **3.6.8 Calendar**

Users should have quick and easy access to add, import, export and update calendar listings, with editing methods available through a direct, front-end interface or a robust back-end interface.

### **3.6.9 Citizen Request Management Tool**

Solution should have a citizen request module that allows citizens to submit requests using quick and easy forms and provides online progress tracking. The administrative side of the solution should allow for creating rule-based workflow and automatic deadline notification.

### **3.6.10 Contact Us Form**

Capability for citizens to contact Town of Westbrook staff through the use of a “contact us” form on the site for each division and department.

### **3.6.11 Department/Division Pages**

A-Z Guide and Department/Division pages for navigating the site will be available, but as a secondary option; primary site organization should be citizen centric and function based.

### **3.6.12 Document Archive**

A document archive should exist for specified categories of documents with built-in filtering abilities and search capabilities.

### **3.6.13 Document Storage**

An on-site document storage application with unlimited levels of folders, providing centralized storage of any type of file.

### **3.6.14 E-Notifications**

The town is seeking a tool that provides a sign-up box allowing users to add their email addresses to receive important notices. Users should be able to set their preferences and should have their sign-up validated via a confirmation email. This functionality should be integrated with calendar, job postings, news, and RFP postings.

### **3.6.15 E-Newsletter**

Solution should have E-newsletter tool functionality.

### **3.6.16 Embedded Audio/Video/Media and Social Media**

Easy embedding of audio, video, and other media, and social-networking applications with associated embedded codes.

### **3.6.17 Emergency Alert**

Solution should have an easily visible and changeable emergency alert notification functionality that link to critical on-site information.

### **3.6.18 Emergency Home Page**

Solution should have ability to create and easily swap out home page for emergencies, voting results or other short-term purposes.

### **3.6.19 Event Calendar**

An event calendar application that allows an unlimited number of calendar categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category. The following features should also be available:

3.6.19.1 Capability to set up calendar events as single or recurring events, with options for daily, weekly, monthly, or annual recurrences.

3.6.19.2 Calendar events shall provide space for full descriptions including the ability to post images, tables, and video within the description.

3.6.19.3 The site visitor shall be able to view calendars by a list of events, a week view or a month view.

3.6.19.4 Calendars shall be filterable by category, a start date, and an end date, with the ability to search for keywords.

3.6.19.5 Ability for site visitors to subscribe to updates from individual calendar categories through e-mail (HTML or plain-text) or SMS text messages.

### **3.6.20 Event Registration**

Capability for citizens to easily register for events, classes and/or make appointments on the website. Registration for appointments must be secure so that registrant information is not publicly available. Ability to pay online for events that have a cost associated with them.

### **3.6.21 Extranet**

The solution should have the capability to deliver an extranet or password protected area of the website available only to those users approved to access secure content (e.g. Internal town hall employee accessible web pages).

### **3.6.22 Facilities Reservation**

Solution should have an online reservation function to make it convenient for visitors and residents to schedule local facilities (e.g. Library Function Room).

### **3.6.23 FAQ Tool**

Solution should have a FAQ application that allows an unlimited number of FAQ categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category.

### **3.6.24 Form Creator**

Solution should have an online form development tool for the Town of Westbrook to develop interactive forms:

3.6.24.1 Ability to have unlimited categories of forms, with an unlimited number of forms in each category.

3.6.24.2 Ability for citizens to complete and submit forms electronically.

3.6.24.3 Method by which form data is stored in a database and can be exported in a usable format from the CMS.

3.6.24.4 Capability to merge forms with other applications of the CMS.

3.6.24.5 Ability to customize forms for other applications of the CMS and tie directly into those tools.

3.6.24.6 Ability to customize forms to accept and process payments through integrated e-commerce functionality with or without the need to connect to a third-party software source (e.g. PayPal).

3.6.24.7 Ability to import items from forms available via third party sources (state agencies) and replicate on Town of Westbrook forms.

### **3.6.25 GIS Mapping**

Ability to integrate and/or link with the Town of Westbrook's GIS mapping applications.

### **3.6.25 HTML Code**

The solution should have the capability to view the HTML code of any individual page and directly add or alter the code as necessary.

### **3.6.26 iFrame Functionality**

The solution should have iFrame functionality to seamlessly embed other documents within any HTML page. Examples of embedded content include videos, third party applications, Slideshare documents, etc.

### **3.6.27 Image Management**

Image management tools for the addition of images to on-site content through web pages and modular elements associated with the CMS.

3.6.27.1 Image editing abilities on uploaded images, including the ability to change opacity, resize images dynamically based on width and height, ability to constrain proportions, flip images, rotate images, crop images, restore images and save altered images as a thumbnail or alteration of the original upload or to replace the original upload with the altered image.

3.6.27.2 Capacity to upload multiple images at one time and associate images with specific pages; the maximum file size should be no less than two (2) megabytes.

3.6.27.3 Ability to preview images prior to association with on-site content.

3.6.27.4 Ability to alter image properties, including image width, image height, capability to associate or disassociate width and height, border color, border width, image alignment, margins, and application of CSS classes from overall website styles.

3.6.27.5 Full accessibility options provided in an easy-to-use interface that promotes all image-based aspects relating to Section 508 of the Rehabilitation Act, including specification of alternate text and long descriptions. (<https://www.section508.gov/content/learn>)

### **3.6.28 Intranet**

As an option, the solution should have a “true” intranet that can be implemented and hosted on our servers behind our firewall for increased privacy and security of our internal data. The intranet solution should leverage the same content management system and allow us to share content easily with our public website without having to duplicate data. The intranet should contain the following: document storage, news, calendar, forms, staff directory and workflow. We understand that the intranet may include an additional setup and maintenance fee, and is not necessarily in the current scope.

### **3.6.29 Job Posts**

A job posting page solution should have a component to simplify the job posting process to reduce overall HR administrative time and costs. Users should be able

to filter available positions by category, type of position, posting date and salary. Administrators should be able to define categories and classification of job posting.

### **3.6.30 Job Application Manager**

The solution should have a module that helps town hiring managers save time by streamlining and simplifying the creation, customization, and management of online job applications. Functionality should include the ability to create application questions, mark questions as sensitive and encrypt answers, email templating to send customized notifications to applicants, personalized login accounts for job seekers to view the status of their application, and filter capabilities to create and view application lists on date, status, and other parameters.

### **3.6.31 Language Translation**

Solution should have functionality to have multiple language translations. Specifically, we would like to include the following languages in our solution: (Spanish, Portuguese).

### **3.6.32 Mapping**

Solution should include image mapping tools to create clickable maps or images with multiple hyperlinked points.

### **3.6.33 Mega Menus**

The solution should provide capability for fully-customizable mega menus, including options to define the number of levels of navigation, columns, and the ability to place widgets (images, content, and calendars) on the menu. Mega Menus should be unique to each main navigation item.

### **3.6.34 Meetings Manager**

The solution should have a module that allows staff to efficiently manage council and commission meeting process including the ability to submit meeting agenda items, build agendas, and log minutes. Functionality should include the ability to create different types of meetings and items, customizable approval workflows and an agenda builder with drag-and-drop feature to organize and finalize an agenda.

### **3.6.35 News Posting**

The solution should have the ability for use to post press releases, features stories and “what’s new” content on the site. News content should have an auto archiving functionality to archive posts after a certain time-frame. The News should also have RSS feeds automatically available if desired by website visitors.

### **3.6.36 One-Click Social Media**

Provide the ability to cross-post content from the CMS to the Town of Westbrook's social networking accounts.

#### **3.6.37 Online Payments**

The solution should have an integrated online payment functionality where transaction information can be directly transmitted securely to a third-part vendor who would then process the credit card or e-check, and remit the funds into a specific bank account. Transactions should be logged into a local database for reconciliation and reporting purposes. For security purposes, credit card and confidential financial information should not be stored on the system. The solution should integrate with online forms.

#### **3.6.38 Online Polling**

The solution should have the ability to create and provide a poll on the website. Depending on the poll settings, the poll will appear on the public website inside a polls widget. The functionality should include the ability to add, edit, import, export and copy the poll. The administrator should be able to define a poll category and capture/display poll results.

#### **3.6.39 Photo Slideshows**

Creation of slideshows using multiple images and common tools found in the image management portion of the website CMS. This includes the ability to alter the order, speed, transition type, duration, and layout of on- site slideshows.

#### **3.6.40 Remote Login and Update**

Secure access for employees to work remotely and/or update the site through the use of a mobile device.

#### **3.6.41 RFP Posts**

Should include an RFP postings area where RFPs can be posted along with amendments and updates. RFPs should be schedulable and should have the capability to automatically expire on a certain date to ensure that the site is always up-to-date.

#### **3.6.42 RSS Feeds**

Solution should have feeds to keep users and subscribers up-to-date on important events, news, and announcements from the website. Users should be able to subscribe from any RSS reader.

#### **3.6.43 Service Directory**

A service directory organizes the functions of an organization instead of departments. This is key to serving the needs of the town by letting users search

by topic or services. The service directory should allow users to search by keyword and should filter by category.

#### **3.6.44 Single Sign-on**

Should have a component where registered users can log in, view, and update their information, all from their dashboard. Registered members can be added through the CMS, imported from a spreadsheet or users can add themselves via the frontend user interface.

#### **3.6.45 Social Media Integration**

Integrate Twitter and Facebook feeds and other social tools, including the ability to comment on specific pages and/or events through social media as well as share pages/content where appropriate.

#### **3.6.46 Staff Directory**

A staff directory with unlimited levels of departments and groups, with options for expanded staff biographies and images; e-mail addresses associated with directory listings shall be automatically obscured from automated methods e-mail collection.

#### **3.6.47 Streaming Video Center**

Provide capability for storing video for up to 25 meetings per year with an average of 4 hours per meeting, and 120 hours of specialty content per year.

#### **3.6.48 Tagging**

Ability to tag any content and search, sort or view based on those tags (use of hashtags).

#### **3.6.49 Third Party Integration**

Ability to integrate/link with existing 3<sup>rd</sup> party applications.

#### **3.6.50 User-centered Content**

Organization of the site content will be functional and user-centered for ease of use by citizens and business.

### **3.7 Ongoing Services**

The Town of Westbrook is interested in understanding the ongoing services that you provide to all customers, such as:

#### **3.7.1 Access to On-Demand Training Library**

Do you have an on-demand library of training videos and materials?

### **3.7.2 Annual Consulting Hours**

Do you offer a certain number of consulting hours as part of the base annual fee? Can these consulting hours be used to help us keep our website fresh and engaging? For example, we may have some mini-projects such as creating or redesigning buttons, refreshing images, etc.

### **3.7.3 Free Website Re-Design**

Do you offer a free site refresh at the end of our contract? What is included in the free re-design?

### **3.7.4 Training and Best Practice Webinars**

Do you offer regular training and best practice webinars? Are these webinars recorded and viewable at a later date?

## **3.8 Optional Services**

We are also interested in understanding other additional professional services available with your solution:

### **3.8.1 Accessibility Consulting**

Do you offer any assistance with helping us comply with accessibility issues and creating accessible content?

### **3.8.2 Advanced Training**

Do you offer any advanced training or onsite training options beyond the base package? Or do you offer an annual refresher training for existing and new users who may have missed the original training?

### **3.8.3 Content Strategy**

Do you offer any advanced training or assistance to help us with managing our content, working with users to write in the plain language style or review our existing content?

### **3.8.4 Dedicated Account Manager**

Do you offer an option to have a dedicated account manager to contact for any support issues?

### **3.8.5 Departmental Branding**



Do you offer any separate packages or services that will allow us to have different design themes or subsites for some of our main departments? Some differentiators would include department logo in header, unique color scheme and background, separate font style, custom page templates, custom wireframe, new custom widgets, separate navigation and menus, different header and footer configurations, standalone search, and separate Google analytics.

### **3.8.6 Health Check Analysis**

Do you offer any ongoing services to help us monitor the health and usefulness of our site?

### **3.8.7 Off-Peak Office Hours**

Do you offer off-peak office hours where we can call in during a set time to get answers to non-critical issues?

### **3.8.8 New User Training Webinars**

Do you offer scheduled or periodic training webinars for new users?

### **3.8.9 Premium Disaster Recovery**

Do you offer a premium disaster recovery solution beyond your base package that would give us 99.99% uptime guarantee and less than 5-minute recovery time?

### **3.8.10 Site Analytics Reporting**

Do you offer ongoing assistance with helping us analyze our site statistics and recommending changes to make sure our website continues to meet our users' needs?

## **3.9 Technology/Platform Requirements**

### **3.9.1 Browser Support**

The Town of Westbrook is looking for the new website to support mobile and desktop versions of Apple Safari, Google Chrome, Microsoft Internet Explorer and Edge, and Mozilla Firefox. The site should support all versions of the browsers that have been released within the last 5 years.

### **3.9.2 DDoS Mitigation**

The hosted solution should protect the website against Distributed Denial of Service (DDoS) and other cyberattacks, and should be able to detect and mitigate malicious traffic within seconds. The solution should have smart-detection technology that can identify the source and analyze the behavior of the attack.

### **3.9.3 Disaster Recovery**

In the event of any outage impacting the primary data center, the hosting solution must have a disaster recovery or backup data center where our website visitors will continue to be able to access our site. The Recovery Time Objective (RTO) should be 60 minutes or less and the data replication (Recovery Point Object or RPO) should be 15 minutes or less.

#### **3.9.4 Hosting Data Center and Backup Data Center**

The hosting platform must be in a certified data center (SSAE 16 Type II Compliant) with multiple layers of security access, redundant ISP providers, backup power and redundant generator, and firewall protection.

#### **3.9.5 Page Load Time**

The solution should ensure that pages load on an average of 1.5 seconds or less.

#### **3.9.6 Programming Experience**

Explain your company's experience with other programming capabilities that would be useful in developing websites.

#### **3.9.7 Responsive CMS Recommendation**

The Town of Westbrook is looking to have the vendor recommend a content management system. Explain your firm's experience utilizing recommended CMS in designing responsive websites.

#### **3.9.8 System Uptime Guarantee**

The hosting platform should have a guaranteed uptime of 99.9% and be backed by a Service Level Agreement (SLA).

#### **3.9.9 Third Party Plugins**

The Town of Westbrook will allow the vendor to use third-party plugins where appropriate as potential solutions for a requirement.

#### **3.9.10 Web and Database Servers**

Preference will be given to vendors that split website management between web servers and SQL database servers in order to optimize load time and efficiency in the hosting environment.

### **3.10 Maintenance and Support**

It is preferred that the vendor's CMS, including all features and modular applications associated with the CMS, have qualified and available support included as a part of ongoing services to maintain the CMS, using guidelines, structures and materials meeting the following criteria:

### **3.10.1 Online Training Videos**

An online repository of training videos for the purposes of fully training new staff members or retraining existing staff members.

### **3.10.2 Support**

The vendor shall provide access to live support available via e-mail or phone during vendor's normal business hours. The support team must be fluent in the functionality and uses of both the content management system's features and associated applications and modules.

### **3.10.3 Support Materials**

24/7 access to support materials including, but not limited to: online training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars (live and archived), request forms, online education courses and support-related updates through common social networking mediums.

### **3.10.4 Support Service Level Agreement**

In all submitted proposals, vendors shall be able to produce a Service Level Agreement that details the guarantee of customer support as well as an operative issue escalation process.

While website content updates are to be managed by the Town of Westbrook through the CMS, vendor must commit to regular maintenance and updating of the CMS and associated applications for the purposes of keeping the existing software up-to-date as well as introducing new functionality and applications.

*Vendor shall commit to:*

### **3.10.5 CMS Development Process**

An internal process dedicated to reviewing new technologies and implementing development projects in order to provide a more robust CMS with additional features and applications.

### **3.10.6 CMS Improvements**

Regular maintenance of the CMS to improve existing functionality and, when appropriate, take the Town of Westbrook's requests into consideration.

### **3.10.7 CMS New Features**

Rolling upgrades of the solution that strengthen and update the CMS's functionality and associated applications.

### **3.10.8 Software Service Level Agreement**

In all submitted proposals, vendors shall be able to produce a Service Level Agreement that details guarantee of upgrades and the dedicated process for improving the software purchased by the Town of Westbrook.

### **3.11 Additional Options**

Although the Town of Westbrook has these specific requirements listed in this RFP, it is also interested in your ideas for the approach of redesigning the style of the Town of Westbrook's website. We encourage respondents to consider and propose alternative solutions and recommendations. We are particularly interested in specific web functionality that your company may have already developed and deployed for other customers.

## **4 Evaluation of Proposals**

### **4.1 Evaluation of Submitted Proposals**

The Town of Westbrook intends to conduct a comprehensive, fair, and impartial evaluation of proposals received in response to this RFP. All proposals that are properly submitted will be evaluated using the evaluation criteria listed below. All proposals that are properly submitted will be evaluated by the Evaluation Committee that will make recommendations for the award.

### **4.2 Evaluation**

Proposals will be distributed to the members of the Evaluation Committee for evaluation utilizing the criteria set forth in this document (above).

### **4.3 Interviews and Demonstrations**

Each interview session could require an on-site demo and presentation.

### **4.4 Recommendation for Award**

After the interviews have been conducted, the Evaluation Committee shall recommend to the Board of Selectmen the Successful Vendor, based on the outcome of the review and interview processes. The Board of Selectmen reserves the right to make an award, not to make an award or to cancel this RFP either before or after the date of the RFP response deadline.

### **4.5 Contract Discussions**

Upon approval by the Boards of Selectmen and Finance, the Town of Westbrook shall enter into contract discussions with the Successful Vendor. If the terms and conditions of a contract cannot be successfully established within a reasonable amount of time (as determined by the Town of Westbrook), then contract discussions will be terminated and contract discussions with the next highest-ranking Vendor will commence. Negotiations

shall continue at the sole option of the Town of Westbrook until a contract is signed and approved or all proposals are rejected and the RFP is withdrawn.

**4.6 Notice of Award**

All vendors submitting a response to this RFP will be notified in writing of the award of a contract if and when an award is made. If no award is made, all vendors will be notified accordingly. For the purposes of this RFP, an award shall be deemed to have been made upon the completion of contract negotiations.

## 5 Vendor Qualifications and Obligations

All questions contained in this RFP must be answered. Failure by a vendor to answer all questions may result in the proposal being rejected. It should be noted that all documents submitted are subject to the requirements of the Connecticut Freedom of Information Act (<http://www.ct.gov/foi>).

### 5.1 Documents to Be Submitted

Vendor must submit the following information, clearly marked as **“Personal and Confidential”**, to be considered (include the corresponding item number with each response):

#### 5.1.1 Executive Summary

- 5.1.1.1 Summarize on one page or less the key products and services you are proposing. Explain which RFP requirements these products are intended to meet and the benefits if we use these products and services.
- 5.1.2.2 Summarize your overall strategy and approach for delivering web redesign and development projects.

#### 5.1.2 Corporate Profile

- 5.1.2.1 Provide a brief overview of your company history and philosophy.
- 5.1.2.2 State the year you started in the business of selling CMS solutions and web design services.
- 5.1.2.3 Where is the company’s headquarters located?
- 5.1.2.4 Describe the process of how your company works with remote customers.
- 5.1.2.5 Provide the total number of your company’s employees and the number of employees in user experience and web design.
- 5.1.2.6 List your company’s sales for the previous four years.
- 5.1.2.7 Specify the number of public sector vs. private sector clients.
- 5.1.2.8 Indicate whether the business is a parent or subsidiary.
- 5.1.2.9 What percentage of revenues does this offered product represent to your company versus other products and/or services?
- 5.1.2.10 Indicate if the company incurred an annual operating loss in the last 5

years.

5.1.2.11 Has the company had a workforce reduction during the past 5 years?

### **5.1.3 Vendor System Information**

5.1.3.1 For hosted solutions, describe your hardware and software configuration as an "Attachment A".

5.1.3.2 Describe the architecture, programming languages and tools used to develop your proposed solution.

5.1.3.3 Provide details on the licensing requirements and a copy of software license agreements as an "Attachment B" in your response.

5.1.3.4 Describe your Distributed Denial of Service (DDoS) Mitigation solution.

5.1.3.5 Describe your disaster recovery solution, including Recovery Time Objective (RTO) and Recovery Point Objective (RPO).

### **5.1.4 Services and Implementation**

5.1.4.1 Provide an in-depth list of your firm's capabilities.

5.1.4.2 Explain your firm's experience in developing responsive websites.

5.1.4.3 Describe your organization's experience with implementing multi-lingual websites.

5.1.4.4 Identify what uniquely distinguishes your offering from your competitors.

5.1.4.5 Describe your experience in implementing public sector and local government market solutions.

5.1.4.6 Describe your implementation approach, project management tools and methodologies for the proposed solution.

5.1.4.7 Submit a detailed implementation plan which will address requirements, customizations, content migration, implementation schedule, delivery milestones and responsibilities for each party as an "Attachment C" in your response.

5.1.4.8 Describe any optional services that could be included with our solution:

- Advanced training
- Content strategy

- Departmental branding
- Site health checks
- Site analytics reporting

### 5.1.5 Client Examples

- 5.1.5.1 Provide three examples of responsive **MUNICIPAL** websites your firm has developed. Clearly explain the design objectives, the outcome and whether your firm managed the entire site or specific modules or applications within the site.
- 5.1.5.2 Provide three client references in your proposal, including a current contact name, organization name, phone number and email.

### 5.1.6 Project Team

- 5.1.6.1 The success of the design and implementation depends on several factors including experienced project management, a planned approach and coordination of content population. The selected vendor must provide an experienced project manager to lead the implementation process.
- 5.1.6.2 Define the process, project management and team structure that would execute our type of solution.
- 5.1.6.3 Define the interim project reviews you will utilize to gain team, management and key stakeholder buy-in and approval to move to subsequent phases of the project.
- 5.1.6.4 Define and describe the team members that would execute a project for the Town of Westbrook. Identify their experience, roles, and length of time with your organization. Specify the primary point of contact.
- 5.1.6.5 Define how your process manages or mitigates client changes throughout the life of a project.

### 5.1.7 Documentation

- 5.1.7.1 Provide a list of the technical documentation you provide prior to the implementation and full roll-out.
- 5.1.7.2 How often is documentation updated?



5.1.7.3 Is online assistance available with your system?

### **5.1.8 Training**

5.1.8.1 Describe the training that accompanies the system implementation.

5.1.8.2 What types of training materials are provided?

5.1.8.3 Do you offer on-site training?

5.1.8.4 Do you offer train-the-trainer classes?

5.1.8.5 Describe your training staff's qualifications and experience.

### **5.1.9 Software Support and Maintenance**

5.1.9.1 Describe the software support/maintenance programs available.

5.1.9.2 Does the maintenance program include all future software upgrades?

5.1.9.3 Describe the hours of support you provide? Where is it located? Is it staffed by your own employees or is it a third-party facility? Briefly discuss technical support staffing numbers, staff experience, etc.

5.1.9.4 Describe your issue escalation policy and procedure.

5.1.9.5 What are recommended client staffing requirements for ongoing support of the proposed solution? Discuss in terms of full-time equivalents (FTEs).

5.1.9.6 Do you have a guaranteed uptime? Describe your service level agreement for uptime.

### **5.1.10 Warranty**

The Town of Westbrook requires that a warranty be included with the proposed solution.

5.1.10.1 Describe the warranty offered with your proposed solution.

5.1.10.2 Do the same support commitments apply during the warranty period as during the maintenance contract period?

### **5.1.11 Costs**

The Town of Westbrook prefers a firm quote on the full website redesign, development, and hosting. Given that statement, we also want to ensure a competitive bid from each potential vendor.

If your company prefers to provide a firm quotation covering only certain phases of this type of project, ensure that each phase is fully and clearly described and is denoted as a firm or budgetary quotation. At a minimum, it is required that each vendor provides a budgetary proposal for the full scope of the work described in this RFP.

Provide detailed pricing information for the proposed solution. Include list prices and discounted prices. Only include licenses as required for the different roles of users (administrator, view only, etc.). Break pricing down by project phases if appropriate.

#### ***Services and Support Costs:***

- 5.1.11.1 Implementation of Web Site Design.
- 5.1.11.2 Implementation Services.
- 5.1.11.3 Training Services.
- 5.1.11.4 Software Support and Maintenance.
- 5.1.11.5 Hourly billing rates for each job classification that will or could be utilized during the project and/or post “go-live”.
- 5.1.11.6 Other Services and Costs (please specify).

#### ***Ongoing Costs:***

- 5.1.11.7 Annual Hosting or Subscription Fee(s).
- 5.1.11.8 Hourly Rates for custom development.
- 5.1.11.9 Other ongoing costs.

#### ***Optional Costs:***

- 5.1.11.1 Provide a brief description and cost associated with options provided under Section 3.10 (Maintenance and Support).

## **5.2 Pending Litigation**

Vendors must list and summarize all pending or threatened litigation, administrative or regulatory proceedings or similar matters. The Successful Vendor shall have a continuing obligation to disclose any such actions during the period of this RFP process and any contract resulting from this RFP.

## **5.3 Non-Collusion**

By submission of a proposal, each vendor certifies, and in the case of a joint proposal, each party thereto certifies as to his own organization, that this proposal has been arrived at independently, without consultation, communication, or other agreement as to any matter relating to this proposal with any other bidder or with any competitor and that this proposal is in all respects fair and is made without collusion or fraud.

## **5.4 Affirmative Action**

The vendor will not discriminate or permit discrimination against any person or group of persons on the grounds of race, color, religious creed, age, marital status, national origin, sex, sexual orientation, mental disability, or physical disability, unless it is shown by such vendor that such disability prevents performance of the work involved, in any manner prohibited by the law of the United States or of the State of Connecticut.

## 6 Submission Format and Delivery Requirements

### 6.1 Proposal Response Delivery

One fully “electronic” version sent via email to First Selectman, Noel Bishop at [nbishop@westbrookct.us](mailto:nbishop@westbrookct.us) and ten (10) hard copies clearly marked as “**Personal and Confidential**” of the complete proposal shall be delivered to the Town by the deadline as noted and addressed to:

**First Selectman, Noel Bishop  
Town of Westbrook, Ct  
866 Boston Post Road  
Westbrook, CT 06498.**

All proposals, responses, inquiries, or correspondence relating to or in reference to this RFP, and all reports, charts, and other documentation submitted by the Vendor shall become the property of the Town of Westbrook when received. The Town further reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the Vendor of the conditions contained in this RFP.

### 6.2 Date and Hour of Submission

Once again, responses must be received on or before the close of business (4:00 p.m. local time) on August 25, 2017. Any proposal that has not been received at the above address by this date and time shall be disqualified from further consideration.

### 6.3 Acceptance or Rejection of Submissions

The Town of Westbrook reserves the right to reject any or all proposals, to waive technicalities or irregularities and to accept any proposal it determines to be in the Town of Westbrook’s best interest. The acceptance of any proposal submission shall not in any way cause the Town of Westbrook to incur any liability or obligation to the vendor, financial or otherwise. The Town of Westbrook may cancel the RFP in whole or part without making any award at its sole discretion, without any liability being incurred by the Town of Westbrook to any vendor for any expense, cost, loss, or damage incurred or suffered by the vendor as a result of such withdrawal.

### 6.4 Costs for Document Development

Costs for developing the response to this RFP are entirely the responsibility of the proposing party and shall not be chargeable in any manner to the Town of Westbrook. All Vendors agree to provide all such additional information as, and when, requested at their own expense. No vendor in supplying such information shall be allowed to change the pricing or other cost quotations originally submitted.

## **6.5 Proposal Validity**

A proposal submitted in response to this RFP is irrevocable for 90 days from the date of submission. The Town of Westbrook reserves the right to withdraw a bid acceptance at any time if in the opinion of the Town of Westbrook the vendor is unwilling or unable to enter into a form of contract satisfactory to the Town of Westbrook. Acceptance will be defined as the Board of Selectmen selecting you as our provider of service for the intent of negotiating a contract for services.

## **6.6 Completeness of Proposal Information**

The Town is not responsible for locating or securing any information that is not identified in the Vendor's proposal and reasonably available to the Town. To ensure that sufficient information is available, the Vendor must furnish as a part of the proposal all descriptive material necessary for the Town to (1) determine whether the product offered meets the requirements of the RFP and (2) establish exactly what the Vendor proposes to furnish in terms of supplies, materials, and services.

## **6.7 Contract Evaluation and Award**

The Town of Westbrook reserves the right to execute any of the following options:

- Issue no contract award for any of the services described within this RFP;
- Award all services to one vendor;
- Issue contract awards for any combination of services and vendor(s), either all or part of the business as the Town of Westbrook sees fit;
- The Town of Westbrook is not obligated to accept the lowest price or most technologically advanced proposal.

All participating vendors will be notified promptly of bid acceptance or rejection.

## **6.8 Contract Negotiation and Execution**

It is the intent of the Town of Westbrook that after the successful vendor has been selected, the Town of Westbrook and the selected vendor will enter into contract negotiations containing all terms and conditions of the proposed service. Any acceptance of a proposal is contingent upon the execution of a written contract and the Town of Westbrook shall not be contractually bound to any bidder prior to the execution of such written contractual agreement. The contents of the bid submitted shall become part of the contractual obligation and incorporated by reference into the ensuing contract. The contract with a successful vendor will include penalties for non-performance and failure to meet the proposal implementation schedule.

Contract execution is contingent upon approval by the Town's Board of Selectmen.

## 6.5 Proposal Submission Certification

By submitting a proposal, vendor certifies that he or she has carefully examined all the documents for the project and has carefully and thoroughly reviewed this RFP, and understands the nature and scope of the work to be done and the terms and conditions thereof. The vendor further agrees that the performance time specified is a reasonable time.

## 6.6 Insurance & Indemnification Requirements

The Town of Westbrook is requiring insurance coverage as listed below for this work.

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

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

### 6.6.1 Insurance Rider

The Contractor 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 Town from requiring additional limits and coverage to be provided under the Contractor's policies. All insurance documents required can be included in the response materials as noted in Section 6.1 of this document or delivered separately to the **Town of Westbrook, Attention: Noel Bishop, First Selectman, 866 Boston Post Road, Westbrook, CT 06498**

### Minimum Scope and Limits of Insurance

#### 6.6.1.1. Workers' Compensation insurance:

With respect to all operations the Contractor 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.

**6.6.1.2. Commercial General Liability:**

With respect to all operations the Contractor 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).

**6.6.1.3. Automobile Liability:**

With respect to each owned, non-owned, or hired vehicles the Contractor shall carry Automobile Liability insurance providing One Million Dollars (\$1,000,000.00) coverage per accident for bodily injury and property damage. If the contractor is a Hazardous Waste Hauler (trucker) or responsible for the removal of hazardous materials, then Automobile Liability in the amount of \$5,000,000.00 combined single limit is required.

**6.6.1.4. Environmental Liability**

If applicable, based on the Contractor's Scope of Work, the Contractor is required to provide environmental and remediation insurance in the amount of \$10,000,000.00 per claim limit and \$10,000,000.00 aggregate limit. If a deductible applies, state the per claim/aggregate deductible amount.

**6.6.1.5. Errors and Omissions/Professional Liability**

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

**6.6.1.6. "Tail" Coverage**

If any of the required liability insurance is on a "claims-made" basis, "tail" coverage will be required at the completion of the Project for a duration of twenty-four (24) months, or the maximum time period reasonably available in the marketplace. Contractor shall furnish certification of "tail" coverage as described or continuous "claims-made" liability coverage for twenty-four (24) months following Project completion. Continuous "claims made" coverage will be acceptable in lieu of "tail" coverage provided its retroactive date is on or before the effective date of this Agreement. If continuous "claims made" coverage is used, Contractor shall be required to keep the coverage in effect for a duration of not less than twenty-four (24) months from the date of final completion of the Project.

**6.6.1.7. Acceptability of Insurers**

The Contractor'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 Town.

**6.6.1.8. Subcontractors**

The Contractor 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 Town as required herein.

**6.6.1.9. Aggregate Limits**

Any aggregate limits must be declared to and be approved by the Town. It is agreed that the Contractor shall notify the Town 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 Contractor agrees to reinstate or purchase additional limits to meet the minimum limit requirements stated herein. Any premium for such shall be paid by the Contractor.

**6.6.1.10. Deductibles and Self-Insured Retentions**

Any deductible or self-insured retention must be declared to and approved by the Town. All deductibles or self-insured retentions are the sole responsibility of the Contractor to pay and/or to indemnify.

**6.6.1.11. 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 by certified mail, return receipt requested, has been given to the Town.

**6.6.1.12. Waiver of Governmental Immunity**

Unless requested otherwise by the Town, the Contractor and its insurer shall waive governmental immunity as defense and shall not use the defense of governmental immunity in the adjustment of claims or in the defense of any suit brought against the Town.

**6.6.1.13. 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 Town as an Additional Insured with respect to the Contractor's activities to be performed under this Agreement. Coverage shall be primary and non-contributory with any other insurance and self-insurance.

**6.6.1.14. Certificate of Insurance**

As evidence of the insurance coverage required by this Agreement, the Contractor shall furnish Certificate(s) of Insurance to the Town prior to the Contractor'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 Town reserves the right to require complete, certified copies of all required policies at any time.

**6.6.1.15. Waiver of Requirements**

The Town of Westbrook may vary these insurance requirements at its sole discretion if it determines that its interests will be adequately protected by the provision of different types or other amounts of coverage.

**6.6.1.16. Cyber Risk Insurance**

For all vendors who provide software development or installation, storage (including cloud computing), or host, use, or access Town of Westbrook data:

Subject to the limit of at least \$1,000,000 per claim to be maintained for the duration of the agreement and three years following its termination, to respond to privacy and network security liability claims including, but not limited to:

- Liability arising from theft, dissemination, and/or use of Town of Westbrook confidential information, including, but not limited to, bank, credit card account, and personally identifiable information such as name, address, social-security numbers, etc., regardless of how the information is stored or transmitted.
- Network security liability arising from (i) the unauthorized access to, use of, or tampering with computer systems, including hacker attacks; or (ii) the inability of an authorized third party to gain access to supplier systems and/or Town of Westbrook data, including denial of service, unless caused by a mechanical or electrical failure.
- Liability arising from the introduction of a computer virus into, or otherwise causing damage to, a customer's or third person's computer, computer system, network, or similar computer-related property and the data, software, and programs thereon.
- Crisis-management expenses (i.e., notification, public relations, reputation damage, forensics, etc.) for a data breach.

## Appendix A

### List of Westbrook, Ct Boards/Commissions/Committees

- ❖ [Ad-Hoc Demolition Delay Committee](#)
- ❖ [Ad-Hoc Energy Committee](#)
- ❖ [Ad-Hoc Technology Committee](#)
- ❖ [Blight Ordinance Committee](#)
- ❖ [Board of Assessment Appeals](#)
- ❖ [Board of Fire Commissioners](#)
- ❖ [Building Department](#)
- ❖ [Conservation](#)
- ❖ [Economic Development](#)
- ❖ [Emergency Management](#)
- ❖ [Engineering](#)
- ❖ [Facilities Management](#)
- ❖ [Finance](#)
- ❖ [Fire](#)
- ❖ [Fire Marshal](#)
- ❖ [First Selectman](#)
- ❖ [Harbor Commission](#)
- ❖ [Harbor Patrol](#)
- ❖ [Health & Safety Committee](#)
- ❖ [Human Resources/Personnel](#)
- ❖ [Inland Wetland Watercourses](#)
- ❖ [Land Use](#)
- ❖ [Legal](#)
- ❖ [Library](#)
- ❖ [Planning](#)
- ❖ [Police](#)
- ❖ [Police Advisory/Traffic Authority](#)
- ❖ [Public Health](#)
- ❖ [Public Works](#)
- ❖ [Recreation](#)
- ❖ [Registrar of Voters](#)
- ❖ [Retirement/Pension Board](#)
- ❖ [Senior Center](#)
- ❖ [Social Services](#)
- ❖ [Tax Assessor](#)
- ❖ [Tax Collector](#)
- ❖ [Town Center](#)
- ❖ [Town Clerk](#)
- ❖ [Treasurer](#)
- ❖ [Visiting Nurse Association](#)
- ❖ [Water Pollution Control](#)
- ❖ [Zoning](#)
- ❖ [Zoning Board of Appeals](#)