

# TOWN OF ROCHESTER

50 Scenic Drive • P.O. Box 65 • Accord, NY 12404  
Area Code 845

Town Clerk 626-7384  
Supervisor 626-3043  
Highway Dept 626-7221  
Assessor 626-0920  
Transfer Station 626-5273



Code Enforcement 626-2433  
Planning Board 626-2434  
Zoning Board 626-2434  
Court House 626-2522  
Youth Commission 626-2115

## INVITATION FOR PROPOSAL WEBSITE DESIGN, IMPLEMENTATION, SUPPORT, AND HOSTING

The **Town of Rochester** hereafter called (**Town**) is publicizing this **Request for Proposal (RFP)** to solicit proposals for **WEBSITE DESIGN, IMPLEMENTATION, SUPPORT, AND HOSTING (Contractor)**, including but not limited to provide municipal website design, implementation, client support, and hosting services for the townofrochester.ny.gov website at the highest level of services to the Town. The Contractor shall provide the Services based on the services specified in the Request for Proposals document.

### INTENTION of TOWN

The Town is seeking proposals from qualified, knowledgeable, and experienced companies to provide municipal website design, support, and hosting to support the Town's needs. We encourage companies to submit the most comprehensive proposal possible offering the highest quality of service.

The Town of Rochester is an Equal Opportunity Employer. We encourage all small and minority-owned firms, women's business enterprises, veteran owned businesses to apply.

The nature of the service will be ongoing support and coordination primarily with the Town Supervisor and Town Clerk to ensure proper implementation of the website. The company chosen will need to work closely with a variety of departments within the organization, providing support as needed or instructed. Contractor will provide general professional services on an as-needed basis primarily during normal business hours: M-F 8:00 a.m. to 4:00 p.m. either remotely or on-site. However, the vendor may be requested to be available 24 hours a day 7 days a week, including holidays.

### Minimum Qualifications

The vendor is expected to

- Provide website design and hosting.
- Coordinate with the Town in terms of any photo or text resources required for the site.
- Provide accurate timeline for design and implementation.
- Adhere to this schedule to ensure timely delivery of the redesigned website.
- Provide training to employees and administrators

**REQUEST FOR PROPOSAL DOCUMENT AVAILABILITY**

All interested parties are invited to secure the request for proposals document beginning February 22, 2022.

**PROPOSAL DUE DATE**

Six (6) hard copies and one (1) electronic media response to this RFP must be hand delivered or mailed to the below-named person at the below-named address no later than **noon on Friday March 18, 2022. Emailed proposals will not be accepted.**

Each proposal is to be enclosed and sealed in an envelope marked with the name of the vendor and the materials for which the proposal is submitted.

Kathleen Gundberg, Town Clerk  
PO Box 65,  
50 Scenic Road,  
Accord, NY 12404.  
845) 626-7384.  
[kgundberg@townofrochester.ny.gov](mailto:kgundberg@townofrochester.ny.gov).

**REQUESTS OF QUESTIONS & CLARIFICATION**

Please address any questions or clarifications concerning this RFP by email on or before March 4, 2022, at 4:00PM to:

Michael Baden, Town Supervisor  
[mbaden@townofrochester.ny.gov](mailto:mbaden@townofrochester.ny.gov)

All questions and clarifications will be answered by an emailed factsheet, which will be sent to all who secure a copy of this RFP from the Town Clerk or who request to be added to the list.

**TIMETABLE**

|                    |                                    |
|--------------------|------------------------------------|
| February 22, 2022, | RFP published                      |
| March 4, 2022,     | Questions & Clarifications due     |
| March 8, 2022,     | Questions & Clarifications answers |
| March 18, 2022,    | Proposal deadline 12:00 Noon       |
| March 31, 2022,    | Anticipated decision on proposals  |

**CONTRACT TERM**

The term of the resulting contract shall be in effect for an Initial Term of three (3) years, commencing on or about April 21, 2022, and terminating on April 30, 2025, unless sooner terminated by mutual agreement of both parties. Prior to expiration of the Initial Term, the Contract may be extended by mutual agreement, for a “to be determined” Extension Term.

## **QUALIFICATIONS**

Respondents to this RFP should have the following qualifications:

- Should have and show previous experience in designing and implementing municipal websites.
- Should be knowledgeable of all requirements indicated on municipal websites, as well as current best practices and design principles.

## **SCOPE OF SERVICES**

The successful company shall agree to the contract with the Town to provide the following:

1. Determine the Town's needs for an updated and redesigned website.
2. The website redesign needs to incorporate a single landing page built to serve the Town website directories at <http://townofrochester.ny.gov/>. The landing page should welcome the community to the website. The landing page will feature the Town's logo/branding.
3. Make suggestions, utilizing examples, until a design is understood.
4. Provide the first draft of the home page for a review of format, templates, and general design.
5. Work with Town staff and provide regular updates, to be agreed upon at the time of the award.
6. Present finalized website on time and on budget.
7. Provide all necessary access to the website for the Town staff to have full control of the content.
8. Provide any necessary technical support the length of the contract after implementation.
9. Provide website hosting services including but not limited to software updates, website health checks, backups, search engine indexing, and security.
10. Analytics installation and monitoring.

## **OTHER POTENTIAL SERVICES**

- The contractor shall manage the Town's email system and ensure domain names are maintained properly as needed. Existing email information shall be migrated to the system.
- Website Hosting
- Document management
- Backup and replication services
- Attend meetings when requested by Town staff.
- Participate in the Town's budget process, when requested.

## **INSURANCE**

- Contractor shall, at its own expense, carry and maintain, during the period of performance:
  - State required Worker's Compensation Insurance and Employer's Liability Insurance for its employees with limits of \$2,000,000, per occurrence, or evidence of self-insurance where permitted by law.
  - Comprehensive General Liability Insurance with minimum limits of \$2,000,000 and on which the Town, its Board Members, employees, agents, and volunteers are named as additional insured

## **CONFIDENTIALITY**

Confidentiality of computer information and data is vital. The selected contractor and their employees will be required to sign and adhere to a confidentiality clause that information in the system must remain confidential under penalty of law.

## **NOT INCLUDED**

The contract to be awarded does not obligate the Town to purchase computer equipment, hardware devices, cabling, licenses, software et al from the successful vendor, however the Town may choose to do so based on the vendor's recommendations.

The Town's procurement policy will be utilized for all purchases of hardware, peripherals, or software and may require multiple quotes.

## **RESPONSE REQUIREMENTS**

- By submitting a proposal, you represent that you have (1) thoroughly examined and become familiar with the scope of services outlined in this RFP and (2) can achieve a positive outcome attaining all the Town's objectives.
- **An "Affidavit of Non-Collusion" is attached and forms a part of this proposal. Failure to sign this statement will constitute grounds for rejection of the proposal.**
- Prior to submitting a response, the Respondent must carefully review this Solicitation and any addenda subsequently issued. The Respondent is responsible for seeking any clarification or information needed to respond. The Respondent is solely responsible for any deficiencies in the response submitted.
- The Respondent must review the terms and conditions set forth in the specimen contract attached hereto and, in the submittal, specifically identify any provisions the Respondent finds unacceptable or desires to negotiate.
- The Respondent is solely responsible for all costs, direct or indirect, incurred responding to this Solicitation. The Town will incur no obligation or liability in connection with the submittal of a response.
- The Town shall have no obligation to review or consider and reserves the right to reject any Proposal that fails to satisfy or conform to any RFP requirements, while it also reserves the right to waive any irregularities, at its discretion.
- Purchases made by the Town of Rochester are not subject to state or local taxes or federal excise taxes. Exemption certificates will be furnished upon request.
- Each vendor must state that no officer of the Town of Rochester or member of the town board is directly or indirectly interested in the proposal.
- Proposals shall remain firm, pending award, for a period not to exceed sixty (60) days from the proposal opening date.

## **RESPONSE CONTENT**

**A responsive submittal should include the following sections and specific item requests:**

### **Website Requirements**

- There will be two to three overall town designated website administrators plus additional departments heads who will be delegated the ability to edit specific pages for content, but not design.
- Editing of text should be easily completed by town employees in a “cut and paste” methodology.
- An example or demonstration of what our website redesign might look like is requested but not required.

### **Mandatory Website Features:**

- Landing Page
- Mobile-Friendly Design
- Backups
- Site Search
- Easy content management
- Hosting with software updates
- Calendar of Events
- Site Map
- Ability for Sign Up for Notices
- SSL certificate
- ADA Compliance
- Permission-based login (Manager level controls)
- Unique and Custom Homepage Design

### **Desired Website Features:**

- FAQ Page
- Fillable forms on site
- Slideshows
- Published Notices are syndicated to social media
- Online Payments
- Video Hosting

### **Proposal Summary**

- Provide a statement of how your firm differentiates itself from other firms.
- Provide a conceptual plan for meeting the Scope of Services, in a manner that you believe is appropriate for the Town. Indicate how the resources of your firm (e.g., number and type of personnel allocated by hours) will be allocated.
- **Timeline of Transition from Current to New Website**
- **Training and guidance that will be provided after the site is created**
- Provide a statement describing the degree of work that is to be subcontracted, if any.

### **Qualifications Statement**

- A brief description of the firm or business entity, including firm history, number of employees, organization structure, ownership structure and expertise.
- Resumes of the consultant's employees who could work on the project
- Estimated fraction of each person's time devoted to the project
- Name of the technical lead person
- Identification of any sub-contracting of services – name of firm, specific services, applicable experience, and reference-contacts
- Advantages of your company and explanation of your services, including the flexibility of your product to evolve as the Town's needs might change
- A description of how your firm communicates with clients regarding the status of assigned duties.

### **Consultant's Background**

- General information about Consultant (i.e., location of office(s), years in business, organization chart, number and titles of staff, and any certifications or degrees).
- Name, title, experiences, and qualifications of the personnel that will be assigned to the Town to perform the Scope of Services.
- A list of three (3) past and current clients for website design and hosting, especially municipal clients. Include name, address, and phone number, and size of company. Provide a brief description of the services provided and dates of service.
- Any other relevant information that Respondent believes would assist the Town in evaluating the submittal.

### **PROPOSED FEES**

Fee should include all costs to the Town for the duration of the three-year contract.

- Specify website design fee
- Specify annual fee for hosting services for each year of years one, two, and three, including any change in annual pricing.
- Specify all hourly rates for additional services, including all travel time, night, weekend, and holiday surcharges.
- Describe any additional financial investment by the Town to implement the resulting agreement

### **ADDITIONAL SERVICES**

Specify whether Respondent can provide any value-added services to the Town either for a fee or as a complimentary service to the Town.

## **EVALUATION AND SELECTION**

The Town intends to enter a contract with the consulting organization that in the Town's opinion best meets the responsiveness and price criteria described below, however, this RFP does not commit the Town to select or enter a contract with any organization, and the Town reserves the right to reject any and all proposals.

### **Evaluation of Compliance**

#### **"Best Value" Evaluation Score**

- The Town will utilize a "Best Value" system point ranking system to aid in the evaluation process.
  - 1. Completeness of response to RFP as outlined in this solicitation.
  - 2. Knowledge of municipal web presence, which has been presented in past projects.
  - 3. Implementation schedule and organization of project timeline.
  - 4. Ability to support the company's product after implementation.
  - 5. The ability of the broker(s) to meet or exceed the requirements defined in the RFP.
  - 6. Fee schedule
- Scores will be tabulated based on the scoring method below and the Town Board will determine which, if any, vendors will be asked to attend an interview with the Town Board.
- The total score will be made up of the total of three values
  - Responsiveness Score (maximum 100)
  - Price Score (maximum 60)
  - Bonus Points (if added by the Town Board, maximum 10)
- The maximum number of combined responsiveness and price points is 160, plus 10 possible bonus points.
- The maximum values of 100 and 60 points approximately represent an 5/3 ratio between responsiveness and price. The ratio may be different for actual point values.
- The Town reserves the right to use its discretion to eliminate proposals deemed unacceptable.
- The Town Board will determine whether the proposals comply with this RFP and will reject late proposals. Failure to meet the requirements will affect the evaluation and may result in rejection.

### **Evaluation of Responsiveness Scoring**

- The Town will determine whether any failure to supply information, or the quality of information, will result in rejection or downgrading a proposal. Consultants who do not rank sufficiently high need not be considered for price evaluation and selection. Consultants whose proposals meet minimum responsiveness requirements will be eligible for further consideration.
- The four Councilpersons and the Town Supervisor will independently evaluate and score proposals for the responsiveness scoring value.
- Each will separately determine how well proposals satisfy the RFP objectives in terms of responsiveness, and we will rank proposals, without consideration of price, using a point ranking system (unless otherwise specified). The Town will consider references in this portion of the evaluation.
- The average of the five scores will be utilized to formulate the evaluation of responsiveness score for each vendor.

### Responsiveness of Proposal Points

The following list describes the responsiveness evaluation point system.

- The maximum number of points for responsiveness is 100.
- Consultants who receive less than an average of 70 responsiveness points will not be further considered for price evaluation and selection.
- The following table identifies the responsiveness evaluation criteria and their relative weights (points).

| <b>Responsiveness Criteria</b>   | <b>Points</b> |
|--|---------------|
| Quality and comprehensiveness of the proposal  | 20            |
| Qualifications of Vendor   | 20            |
| Bidder's experience on projects of similar scope and size/ Qualifications and experience of proposed consulting team members | 20            |
| Timeline of Transition   | 20            |
| Future Product Support   | 20            |
| Total  | 100           |

### Evaluation of Price Scoring

- The Town will calculate prices based upon the bidder's design fee + the total of the hosting fee for the duration of the 3-year contract.
- The Town will rank prices on a relative basis. The maximum number of price points is 60.
- The Town will determine price points for a proposal using the following formula.
- Maximum price points (60) X (lowest price / bidder's price) = price points
- The Town reserves the right to disqualify proposals having prices that appear unrealistic or significantly understated for the services offered.

### Bonus Points

The Town Board may, at its discretion, award up to 10 bonus points for the following services

- M/WBE certified vendor
- Veteran owned vendor
- Local vendor from Ulster County or any contiguous county
- Any additional value-added services by a vendor which may increase the desirability of a particular vendor,

### Alternate Evaluation

If Town receives three or fewer proposals, it may evaluate them using a simple comparative analysis of the elements of responsiveness and price instead of the announced method of evaluation.



Bid Item \_\_\_\_\_

Date of Issue: \_\_\_\_\_

### NON- COLLUSIVE BIDDING CERTIFICATION

In accordance with the provisions of section 103-d of the General Municipal Law as amended, the following " Non-Collusive Bidding Certification" is and shall become a part of this proposal: A. By submission certifies, and, in the case of a joint bid, each party there to certifies as to its own organization, under penalty of perjury, that to the best of his knowledge and belief; 1.the prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor; 2.unless otherwise required by law, the prices which been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to openings, directly or indirectly, to any other bidder or to any competitor; 3.no attempt has been made or will be made by the bidder to induce any other person, partnership, or corporation to submit or not to submit a bid for the purpose of restriction of competition.

\_\_\_\_\_  
Sign Here, Please

In accordance with the provisions of section 103-a of the General Municipal Law the following clause is hereby inserted to provide;

" That upon refusal of a person, when called before a grand jury to testify concerning any transaction or contract with the State, any political subdivision thereof, a public authority or with any public department, agency, or official of the State or of a public authority, to sign a waiver of immunity against subsequent criminal prosecution or to answer any relevant question concerning such transaction or contract, A. such person, and any firm, partnership or corporation of which he is a member, partner, director or officer shall be disqualified from there-after selling to or submitting bids to or receiving awards from or entering into any contracts with any municipal corporation or any public department, agency, or official thereof, for goods, work or services, for a period of five years after such refusal, and to provide also that B. any and all contracts made with any municipal corporation or any public department, agency, or official thereof, since the effective date of this law, by such person, and by any firm, partnership, or corporation or terminated by the member, partner, director, or officer may be cancelled or terminated by the municipal corporation with out incurring any penalty or damages on account of such cancellation or termination, but any monies owing by the municipal corporation for goods delivered or work done prior to the cancellation or termination shall be paid."