

Hamburg Community Development

6100 South Park Avenue * Hamburg * New York * 14075
(716) 648 - 6216 * www.townofhamburgny.com/cdbg

Director of Community Development: Christopher Hull

Hamburg Town Board: Supervisor Steven J. Walters * Councilman Thomas M. Best, Jr. * Councilman Michael P. Quinn, Jr.



October 31, 2016

**Notice of Request for Proposals (RFP)
“Professional Services”
Town of Hamburg
Department of Community Development
for
“Information Technology - Website Services”**

Please take notice that the Town of Hamburg Department of Community Development will accept proposals for **“Information Technology - Website Services”** for use with its online housing and community development programs. In order to be considered, a statement of proposals must be submitted in writing by **12:00 p.m. (noon) on Wednesday, November 16, 2016**. Detailed information to be included in your statement of proposals can be obtained by contacting the:

**Town of Hamburg
Department of Community Development
6100 South Park Avenue
Hamburg, New York 14075
Phone: (716) 648-6216
E-Mail: chull@townofhamburgny.com
ATTN: Christopher Hull; Director of Community Development**

NOTICE

Attention is called to the fact that Community Development Funds from the U.S. Department of Housing and Urban Development are being used for this project and, therefore, compliance with Title VI and other applicable provisions of the Civil Rights Act of 1964; Executive Order 11246 (Buffalo Plan); Section 3 of the Housing and Urban Development Act of 1968 as amended; Section 109 of Order 11625 (Utilization of Minority Business Enterprises); Davis-Bacon and Related Acts is required.

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Request For Proposal

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REQUEST FOR PROPOSALS:

The intent of the Town of Hamburg, Department of Community Development is to select a qualified company to provide **Information Technology Professional Services** on behalf of the Town of Hamburg Department of Community Development for its new website.

The Town of Hamburg Department of Community Development is seeking to update its website to enhance the user experience, simplify content management, provide better information and enhanced customer service to its clients and residents within our community. In doing so, the company shall also meet high standards for design quality and visual appeal. Effective websites provide interactive content that keeps its users engaged and coming back. Effective websites also must ensure that content sought is easily found and that navigation remains user friendly.

Within the Town of Hamburg, the management of online content has been decentralized to individual departments. Decisions on what or how much content to provide has been given to each department. In this scenario, there are limitations to what can be accomplished together as a township or individually by each department. Therefore, the Department of Community Development is looking to partner with a company that will be able to assist it in getting its specific message out to its clients/residents. In doing this, the Department of Community Development seeks the assistance of a company that can accomplish all of the functionality identified within this RFP but has the flexibility of providing this functionality over a specific period of time. This period of time is required due to budgetary constraints and funding availability. It also seeks a company that has the capability of integrating additional features that may be required in the future, within the time frame outlined within the RFP.

Any contract entered into would require Hamburg Town Board approval, which should be accomplished on Monday, November 28, 2016. Based upon this timing, any contract could begin as early as Tuesday, November 29, 2016 and would end upon the completion of all services listed within said "Scope of Services" or as at the completion of the time frame included within any Contract signed for these services. It is anticipated that any contract shall include all of the initial website development as well as website maintenance, emergency contingencies for site outages and also an option for a website revamp prior to the end of two full years. (Contract start - to contract end shall be a minimum of two (2) years, with all maintenance included, with a priced option for a third (3rd) year and another priced option for a fourth (4th) year. In addition to the above, please include a priced option for a website re-design after the end of contract period (year three or four).

Please include pricing for the website design and development and cost for fully managed web housing services per contract year one and two as a lump sum, then the price the optional years three and four separately.

GENERAL INFORMATION:

Issuing Office and Point of Contact:

- * **This Request For Proposal is issued by the Town of Hamburg Department of Community Development.**

- ▶ After reviewing the submitted proposals, the Town of Hamburg may hold interviews with the three respondents viewed to be the most appropriate to assist in finalizing the selection of the consultant. In addition, during these interviews, the town can request “best and final offers” to be submitted from the final three respondents for this Request for Proposal.

Format for Proposals:

There is no restriction on the length of the proposals. However, respondents are encouraged to be as concise as possible. All proposals shall be organized in the following format:

Qualifications:

Professional respondents responding to this “Request for Proposals” should include the following information within their proposals.

- 1) Project Understanding & Implementation: Demonstration of understanding of the project requirements that will be applicable for project implementation.
- 2) Experience: A brief summary of any other experience or familiarity you have within the area of this project. Please emphasize any and all related work. Include resumes for all persons to be involved with this project.
- 3) Relevant Community Development Block Grant (CDBG) Contract Experience: A summary of any other experience or familiarity you have within the areas of the federal Community Development Block Grant program. Again, please emphasize any and all related work. The Town of Hamburg must research all respondents to ensure none are listed as “debarred” by the United States Department of Housing and Urban Development (HUD).

Technical Proposal Response:

The following information must be provided by all respondents. Such information shall include;

- 1) Narrative explaining the approach to the project, products and its plan to address the task breakdown within the Scope of Services.
- 2) Work schedule and cost estimate for all activities within the Scope of Services.
- 3) Any proposed changes or additional areas to be considered for the project. (Optional)

Time Frame:

Although the consultant will be expected to be flexible in work requests from the Town of Hamburg, it is expected that all tasks outlined in the Scope of Services will be completed over the contract period. Work start shall mean written authorization from the Town of Hamburg to proceed and not necessarily the date of the signing of the contract. The contract period for the purpose of this RFP is tentatively set for Tuesday, November 29, 2016 through to the end of the contract, which shall be the end of the contract signed for this RFP.

CRITERIA FOR CONSULTANT SELECTION

The following criteria shall be used to provide the Town of Hamburg with a basic system to analyze the consultant selection process.

1) Understanding of the Tasks:

- ▶ Does the consultant have a clear view of the requested Scope of Services and time frame?
- ▶ Has the consultant responded in a manner that shows clear understanding of the project, federal procedures and the objective of the project?
- ▶ **Has the consultant followed the Scope of Services and included the requested work within its proposal as outlined within the Scope of Services?**
- ▶ Has the consultant added any suggestions that would benefit the scope of the work to be performed?

2) Experience and Qualifications:

- ▶ Does the consultant have the proper experience in related, quality work and projects?
- ▶ Has the consultant worked with the Town of Hamburg or worked with other municipal governments previously?
- ▶ Has the consultant worked with federal Community Development Block Grant procedures previously?

3) Technical Approach:

- ▶ Does the respondents proposed steps to implementation make sense and is there any creativity within the approach proposed, including any suggestions that might enhance the project or to enhance the recovery of funds and/or reduce costs within the project?

4) Cost:

- ▶ Is the cost of the Scope of Service real and reasonable as relating to this request/project?

5) Evaluation:

- a) The proposals will be reviewed by the Town of Hamburg based upon the above criteria. It is anticipated that a decision will be made within fifteen (15) days of the opening of the proposals.
- b) The Town of Hamburg retains the right to hold further interviews with respondents it considers to be within a competitive cost range after the initial review of the submitted proposals.

- c) This competitive cost range will include respondents who, after a review and scoring of their proposals, appear to have the greatest potential to satisfy the terms and conditions of the RFP. Interviews may either include oral presentations to the selection panel or phone interviews completed by a panel representative.
- d) After the interviews, respondents can be asked to submit a “best and final offer” to the Town of Hamburg who will review the interview process along with the “best and final offers”, if submitted, to make a decision as to which consultant will be selected.

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SCOPE OF SERVICES

The intent of this “RFP” is to allow the Town of Hamburg Department of Community Development to evaluate vendor experience, qualifications and capabilities for developing and implementing a new website to be utilized for its department. This new website must be capable of running off of the current/existing Town of Hamburg website, yet also be able to run on its own while performing the following:

All respondents shall include the following within their written Proposals/Pricing. As indicated, please provide a separate and total price for each item over the proposed contract period which shall be a minimum of two (2) years with an option for a third and fourth year.

- I) **Hosting Capabilities:** Be responsible for converting, inputting and formatting, as necessary/required all content within the existing departments website. If this is not possible, the respondent shall create new content in conjunction with the Department of Community Development. The Department shall supply its proprietary content to the respondent for use with the new website in electronic format (jpegs, .gif, .txt, .doc, .ai, .pdf, etc.). The respondent shall work with the Department of Community Development regarding all aspects to design, development, operation, and maintenance during the full contract period. The respondent shall, if required, register the website URL with Internet site engines, directories, catalogue services, indexes, as well as and any and all other Internet search services. (Approvals to be secured by the respondent in advance).
- II) Be mobile friendly to all standard portable devices as well as computers while also being “search” friendly within search parameters (ie: Google).
- III) Allow for interactive forms so our clients can submit housing program applications as well as their documentation via a secure/confidential portal to a designated server/cloud.
- IV) Allow for the payment and tracking of client housing loans via a secure/confidential system that is only accessible by our department and our financial institution(s).
- V) Allow for interaction with other federal, state and municipal websites and any grant software/forms. (This shall only be minimal to everyday type uses and specific to only the federal Integrated Disbursement Information System (IDIS) via the United States Department of Housing and Urban Development (HUD) which we are required to utilize with our programs).
- VI) Allow for the use of and be compatible with ARC GIS; Geo Forms and survey creation/submission.

Each respondent shall submit a written narrative corresponding to each of the six (6) items shown above and for the information listed below within sections A - I. Please submit a price for each of the six (6) items above over the contract period, which shall be a minimum of two years, with an option for a third and fourth year.

Furthermore, each respondent shall submit a written narrative corresponding to each of the items shown below within sections A - I, with specific cost amounts for each of the specific Integrated Content Management System (CMS) Components/Tools listed below:

A) Introduction:

- 1) Company Summary, Profile and History

B) Office Contact Information/Location:

C) Demonstrate company financial stability:

D) Describe Proposed Team:

- 1) Names, titles, roles with all resumes.

E) Provide Municipal Website Design Experience:

- 1) Please include a minimum of three (3) references, including the following contact information:
 - a) Client name; Website URL; Contract duration; client contact person and title; phone; E-mail address + anything else relevant.
- 2) Provide any municipal award winning websites designed by vendor. (List by name and website URL)

F) Project Development Approach:

- 1) Proposed timeline based upon town's time-table.
- 2) Outline all project phases and town's role, where necessary.
 - a) Explain the design process, if not included in the project phases.
 - b) Outline how sites will meet all federal, state, county and municipal government ADA requirements.

G) Training/Consulting Services:

- 1) Include information on types available (on-site/web-based) and pricing.
- 2) Describe any accessible, self-service documentation and technical support (videos and training manuals, etc.).

H) Support, Hosting and Maintenance:

- 1) Describe support services including days/hours of normal coverage; response time; emergency support, etc.
- 2) Provision for software updates (include licensing information) and site maintenance.
- 3) Describe security level of hosting facility(ies).

- 4) Describe appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges.

I) Integrated Content Management System (CMS) Components/Tools:

The CMS listing in the Functionality Table below represents functional categories and is not complete. Others can/should be recommended/added. The respondent must be able to provide the desired components shown, however, possible budgetary constraints may require that this be implemented in phases over time. Suggestions should be recommended for forgotten and/or missing categories and/or services:

<u>Component/ Module</u>	<u>Function</u>
Agenda Management	Upload, create and manage meeting/hearing agendas.
Archive Center	Store documents, minutes, newsletters, public hearings, etc.
Automatic expirations	Expiration dating.
Broken Links Finder	Site visitors can enter comments concerning how they accessed the page.
Browser Based Administration	Update, delete and create template based web pages.
Calendar	Update/publish calendar for the department.
Citizen Sourcing Tool	Encourages citizen idea submission, discussions, funding requests, hearing responses, etc.
Directories/Listings	Staff, Lists and Links to Agencies/Departments.
Document Center	Upload/download capability, back-end ability, searches.
Dynamic Page Components	Page-specific content.
E-Notifications	Electronic subscription, scheduled notifications, SMS subscribers.
Forward To a Friend	E-Mail extension.
Frequently Asked Questions	Content
GIS Capability	Mapping for online use (we will have the ARC-GIS Online license).
Intranet/Extranet	User restricted pages.
Hosting Capabilities	Converting, inputting and formatting all current content website content to the new website.
LDAP and/or ADFS Integration	Lightweight Directory Access Protocol Custom Mobile Apps.
Mobile Browsing	Website viewable on smart-phones and tablets
Multi-Lingual Support	Content
News & Announcements	Content
News Releases	Online publishing
Online Forms	Forms/publishing/tracking
Online Payments	Secure online transactions and payment set-up.
Online Viewing	Account activity for loans.
Photo Center	Display community photos in a central location.
Printable Pages	Print-friendly function.
Request Tracking	Citizens can submit requests.

RFP/RFQ/Bid Posting	Content
Rotating Photos/Banners	Dynamic image displays.
Quick Links	Links can be placed directly on the pages.
Site Search	Internal site search engine, site search log.
Site Statistics	Analytics and site audit reports.
Sitemap & Breadcrumbs	Automatic updating.
Social Media Interface	Facebook feeds and connections.
Spotlight	Ability to highlight important text on one or more pages.
Unique Department Home Page	URL
* Video Hosting	List as an option: (With live streaming video capabilities for public hearings and meetings).
Website Visitor Profile	Visitors can pick and choose the information that automatically becomes fed to their profile upon site login.
Other Suggestions for use.	List specific suggestions in a separate section.

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APPENDIX "A"

REQUEST FOR PROPOSAL INFORMATION TECHNOLOGY PROFESSIONAL SERVICES "LIMITATION TO LIABILITY CERTIFICATION"

{Completely fill out and return with your RFP submission}

With my signature below, I hereby acknowledge that I understand the following:

- 1) The Town of Hamburg does not assume responsibility nor liability for costs incurred by consultants responding to the Request for Proposal and Qualifications or for any subsequent requests for interviews, additional data, etc., prior to the issuance of a contract by the Town of Hamburg Department of Community Development.
- 2) The Town of Hamburg, The United States Department of Housing and Urban Development, The State of New York or the County of Erie, its employees or agents are NOT responsible or liable for any breach of contract, accident liability or damage which might arise from my participation with this Request for Proposal.
- 3) (I) have read and completely understand all information provided within this Request for Proposal.

Signature

Title

Date

Printed Name

Company/Firm/Agency

Federal ID Number:

STATE OF NEW YORK)
COUNTY OF ERIE) SS:

On the ____ day of _____, in the year 2016, before me, the undersigned, a notary public in and for said state, personally appeared _____, personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.

Notary Public