

Received: 5/13/22  
2:20pm  
Nicole Charest, ATC

TOWN OF DURHAM  
Office of the First Selectman  
30 Town House Road  
P.O. Box 428  
Durham, CT 06422

**REQUEST FOR PROPOSAL**  
**Website Development, Design Programming & Hosting Services**  
**Specifications and Requirements**

**BOARD OF SELECTMEN**

Laura Francis, First Selectman  
John Szewczyk, Selectman  
George M. Eames, IV, Selectman

**LEGAL NOTICE  
REQUEST FOR PROPOSAL  
TOWN OF DURHAM**

The Town of Durham requests qualifications/proposals from qualified firms or individuals for professional and technical services required to redesign the Town's website, including, but not limited to redesign, train and provide periodic technical support to the Town, and that sealed proposals be submitted for the following: "Website Development, Design, Programming & Hosting Services".

Four copies of said proposal must be in a sealed envelope clearly marked **PROPOSAL FOR WEBSITE SERVICES ENCLOSED**.

All inquiries should be directed to: Laura L. Francis, First Selectman, Durham, 860-349-3625

All sealed proposals will be accepted at the First Selectman's office until 2:00 PM, Friday, May 27, 2022 and will be opened at that time and date. No FAXED or e-mailed proposals will be accepted.

Specifications and proposal documents may be obtained from Town Hall - 30 Town House Road, [www.townofdurhamct.org/bids](http://www.townofdurhamct.org/bids), emailing [jlehet@townofdurhamct.org](mailto:jlehet@townofdurhamct.org) or by calling (860) 349-3625

The Town of Durham reserves the right to waive any informalities or defects in any proposal. The Town reserves the right to accept other than the lowest proposal if the Board of Selectmen, in its sole discretion, deems it to be in the best interest of the Town to do so. Proposals, amendments to proposals or withdrawal of proposals after the time set for proposal acceptance will not be considered.

Laura L. Francis  
First Selectman

Dated at Durham, Connecticut  
Friday, May 13, 2022

## **General Terms and Conditions**

### **RFP Amendments**

The Town reserves the right to change the schedule or issue amendments to this RFP at any time. The Town also reserves the right to cancel or reissue this RFP.

### **Vendor's Cost to Develop Proposal**

Costs for developing proposals in response to this RFP are entirely the obligation of the vendor and shall not be chargeable in any manner to the Town.

### **Withdrawal of Proposals**

Proposals may be withdrawn at any time prior to the submission time specified in this RFP, provided notification is received in writing. Proposals cannot be changed or withdrawn after the time designated for closing of the RFP.

### **Rejection of Proposals – Waiver of Informalities or Irregularities**

The Town reserves the right to reject any or all proposals, to waive any minor informalities or irregularities contained in any proposal, and to accept any proposal deemed to be in the best interest of the Town.

### **Single Response**

A single response to the RFP may be deemed a failure of competition. In such case the Town reserves the right to terminate or reissue the RFP, or to negotiate with submitting vendor.

### **Proposal Validity Period**

Submission of the proposal will signify the vendor's agreement that its proposal and the content thereof are valid for 180 days following the submission deadline and will become part of the contract that is negotiated between the Town and the successful vendor.

### **Public Records**

Documents submitted in response to this request for proposals become a public record upon submission to the Town, subject to mandatory disclosure upon request by any person, unless the documents are exempted from public disclosure by a specific provision of law.

### **Contract Award and Execution**

The Town reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted on the most favorable terms the vendor can offer. It is understood that the proposal will become a part of the official file on this matter without obligation to the Town.

The Town reserves the right to request clarification of information submitted and to request additional information from any vendor.

The general terms, conditions, and specifications of the RFP as proposed by the Town and the successful vendor's response, as amended by agreements between the Town and the vendor, will become part of the contract documents. Additionally, the Town will verify vendor representations that appear in the proposal. Failure of the vendor's products to meet the mandatory specifications may result in elimination of the vendor from competition or in contract cancellation or termination.

The vendor selected as the apparently successful vendor will be expected to enter into a contract with the Town. The Town reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP, and which is not approved by the Town Attorney.

If the selected vendor fails to sign the contract within five (5) business days of delivery of the final contract, the Town may elect to cancel the award and award the contract to the next responsible vendor.

Defense, Indemnification, Hold Harmless and Insurance Requirements

In addition to other standard contractual terms the Town will need, the Town will require the selected vendor to comply with the defense, indemnification, hold harmless and insurance requirements as outlined below.

Vendor shall defend, indemnify, and hold the Town, its officers, officials, employees and volunteers, their agents, designees, and heirs, harmless from any and all claims, demands, injuries, damages, losses, judgements, or suits including attorney fees, arising out of, or resulting from the acts, errors or omissions of the vendor in performance of this Agreement. This provision shall survive termination of the agreement.

The existence of insurance shall in no way limit the scope of this indemnification.

The vendor shall procure and maintain, for the duration of this Agreement, General Insurance shall provide coverage for each occurrence in the amount of \$1,000,000 combined single limit resulting from injury to or destruction of property against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the vendor, as well as agents, representatives, employees, or subcontractors of the vendor. Subject to that limit per accident or occurrence, the policy shall provide at total or aggregate coverage of \$2,000,00 for all damages during the policy period. This coverage shall be primary and non-contributory.

The cost of such insurance shall be paid by the vendor.

Each insurance policy shall state that the insurance company shall agree to investigate and defend the Towns against all damages, even if groundless.

Equal Opportunity Compliance

The Town is an equal opportunity employer and requires all vendors to comply with policies and regulations concerning equal opportunity.

The vendor, in the performance of this Agreement, agrees not to discriminate in its employment due to the employee's or applicant's race, religion, national origin, ancestry, sex, sexual preference, age, or physical handicap.

Other Compliance Requirements

In addition to the nondiscrimination and affirmative action compliance requirements previously listed, the vendor awarded a contract shall comply with federal, state, and local laws, statutes, and ordinances relative to the execution of the work. This requirement includes, but is not limited to, protection of public and employee safety and health, environmental protection, waste reduction and recycling, the protection of natural resources, permits, fees, taxes, and similar subjects.

Ownership of Documents

Any reports, studies, conclusions, and summaries prepared by vendors responding to this RFP shall become the property of the Town.

Confidentiality of Information

All information and data furnished to the vendor by the Town, and all other documents to which the vendor's employees have access during the term of the contract, shall be treated as confidential to the Town. The successful vendor will be expected to enter into a nondisclosure agreement with the Town. Any oral or written disclosure to unauthorized individuals is prohibited.

## **Project Overview**

The Town of Durham (hereinafter also referred to as the “Town”) is seeking a provider of development, design, programming, customer support, hosting, and maintenance services for a new municipal website.

The new website will incorporate the content from the current town website [www.townofdurhamct.org](http://www.townofdurhamct.org). Addition of other Town departments will be discussed during the design phase. School and library web sites will remain separate, with prominent links.

The goal for the Town is to have a website with the technology to support online services, provide full site searchability, facilitate content creation and editing, house a calendar of events system, and create an overall inviting and engaging web design interface that may be viewed on either a desktop or mobile web browser. The Town is requesting qualifications from vendors specializing in web design services able to meet the requirements in this document for the Town’s new website. The successful vendor’s ability to convert existing content from the current site is necessary.

The Successful Bidder (hereinafter referred to as “Provider”), will propose design and site organization, with final design approval coming from the town. Initial content, a process for ongoing content management, and administrator training will be coordinated with the town and a representative from each of the various departments. It is understood that the new website and all web content will be the property of the Town of Durham.

## **Scope of Services**

The primary goal of this project is to replace the current website with a new and improved website along with an updated Content Management System. The new website will be easier for users to navigate, more efficient for Town Staff to manage, and provide a wide variety of services to the citizens of the Town of Durham. The Vendor shall provide a platform and user interface that shall be able to grow with the Town and its services. The Vendor will provide the Town with an information ready, turn-key website with current/pertinent content from the existing site migrated

## **Features and Goals**

### **Required Features**

- **Content Management**  
Upgraded Content Management System that allows town staff to fully edit and manage pages with minimal training. Formatting of content should be consistent and automatic across all pages using templates but allowing for additional formatting edits if necessary. Users should be able to post content without needing to spend time heavily reformatting (changing fonts, sizes, spacing etc.). Migration of all content from old website
- **General**  
ADA and Section 508 compliant
- **Alert System**  
Ability to post notices for residents through an alert system on the homepage or through email list. Residents should have the option to sign up to receive notifications from some or all departments.
- **Archiving/Back up**  
Automatic archiving of old content as pages are updated and ability for town staff to access said archived content easily, backups of all archived and active content, assist in compliance with State FOIA and Record Retention requirements
- **Calendar**  
Calendar which is integrated with a news and events portion of the homepage as well as social media.
- **Design**  
Responsive design allowing site to function fully on desktop and mobile devices of various screen sizes, intuitive navigation allowing information to be easily found by residents, consistent navigation tools across all pages, automatic indexing and uploading of content posted in one location to various related locations on the website. For example, an agenda posted to the calendar is then automatically posted on the agenda page and on the corresponding commission page.

- Editing  
Ability to restrict who can edit content, allowing departments to manage their own pages with a few users having complete administrative access, allow for an unlimited number of pages to be added, implement electronic workflows for all proposed web postings for approval and promotion.
- Forms  
Ability to create or upload data entry forms that send email notifications and update an internal database, capability to create online surveys, allow residents to submit requests for service through a form which is then viewable only by town staff before approval
- Images and Video  
Centralized image and photo library, ability to create photo albums/galleries that can be embedded into webpages, provide the ability to attach captions to photos, ability to upload and store video files, ability to display streaming video feeds
- Integration  
Ability to embed other sites/applications into the website, ability to send out email blasts to distribution lists
- Multiple Languages  
Provide the ability to easily display the entire site in multiple languages through Google Translate
- News  
Provide tools for creating and managing news items and press releases
- Search  
Provide a powerful integrated search engine that can index managed content, allow ranking or prioritizing of search results, and searches should be across all content types
- Security  
Vendors shall be able to provide an overview of security, encryption, and other website protections to ensure the town's website and content management systems are safe and secure
- Statistics  
Provide access to user analytics
- Training  
Provide training for staff and content users, provide robust manual and/or help function/help desk for technical administration of the Content Management System (CMS)
- Updates  
Periodic updates to website functionality and security included in cost.

#### Overall Goals

- Link Social Media to events calendar and website content to keep residents informed across multiple platforms
- Improve efficiency with which town staff can upload and edit content.
- Provide quick, easy access to frequently requested information, identifying most requested services and making them easily accessible from multiple locations on the website.
- Create a consistent design and interface allowing for easy navigation
- Identify most requested information and services and highlight those on the webpages
- Redesign the look and feel of the website to reflect modern municipal websites
- Integrate the website with other products used for online services and expand the online services offered to residents
- Identify and provide web management tools to comply with state of Connecticut Public Records Retention guidelines
- Create a search function which searches through all site content.

## General Administrative Information

### Submission of Proposals

Please submit four (4) copies in a sealed envelope bearing on the outside the name of the firm, full address, name of the project for which the proposal is submitted, and date and time proposal is due. If forwarded by mail, the sealed envelope containing the proposal must be enclosed in another envelope addressed to: First Selectman's Office, Town of Durham, 30 Town House Road, P.O. Box 428, Durham, CT 06422, PROPOSAL FOR WEBSITE SERVICES ENCLOSED.

### **Include signed copy of non-collusion statement**

These proposals must be received by the Town no later than 2:00 PM, Friday, May 27, 2022. Proposals received after the date and time prescribed shall not be considered for contract award and shall be returned to the offeror.

Prior to the opening of proposals, bidders may correct, modify, or withdraw their proposals. A bidder who wishes to withdraw a Proposal must make the request in writing to the First Selectman. Any correction or modification to a proposal must be submitted in writing and in a sealed envelope clearly identifying the envelope as being a correction or modification to the Bidder's Proposal.

### Schedule

The Town of Durham would like the new website transition to be completed by the close of the fiscal year (June 30, 2023) according to the following target dates.

Request for Proposal issued	Friday, May 13, 2022
Response to RFP due prior to 2:00pm	Friday, May 27, 2022

## Requested Vendor Documentation

1. **Introductory Information:** The vendor should provide some brief background including a brief company history, physical office location(s), approximate staff count, and a sense of the company's current client focus / size.
2. **Sample Customer Websites:** The vendor should provide the URL addresses of a minimum of three other customer websites, preferably websites of public sector organizations similar to our organizations. A vendor is welcome to provide more than three URL addresses.
3. **Technical Background:** The vendor should provide a brief summary of the technical background of their offering. Specifically, the technologies used by the vendor's solution, any add-on local machine technologies required by individuals editing the site, the vendor's ability to continue to provide new enhancements as website technology and standards grow in the future, and the vendor's history/capability to provide reliable uptime / safeguards from outages. Additionally, address if the solution is cloud hosted by the vendor, or locally hosted by the client, or potentially either. Please indicate the pertinent information including: site reliability, security and redundancy, preview stages areas, telecommunications access, application back-up and disaster recovery.
4. **Support System:** The vendor should provide a summary of how service is provided during the implementation process as well as how ongoing support is provided following the launch and going forward into the day-to-day future.
5. **Anticipated Timeline / Process:** While an exact commitment is not needed at this point in the process, the vendor should speak to what a typical timeline / process would look like, such a likely length of duration, the typical components/phases/items in the process, and the responsibilities of the vendor vs. the responsibilities of the Town / District. This should provide a sense of the typical process for a project of this type.
6. **Design Approach:** The vendor should provide a summary of how website design is addressed. Specifically, what capabilities/staffing does the vendor have to address design; is the offering based on a limited number of established templates or is it customized per client or is it a combination of both; and how are future desired

design changes handled.

7. **Content Management System / Website Capabilities:** The vendor should speak to whether or not their solution includes the capabilities listed on the attached chart (see Exhibit A). This chart is available as a stand-alone Microsoft Word document and vendors are encouraged to use this document in their submission.
8. **Training Services:** The Town desires the vendor to provide training so that department administrators will be able to update their own pages. Please indicate the length and time required to train on the product. Describe the training plan in detail. Also provide information on any on-going training and support services.

**Costs**

Please use the following template to submit pricing and include a fee schedule. If hourly, please indicate an estimated total hours. Indicate “not-applicable” or “included in cost” for each item where a cost is not provided.

**Exhibit A**

Item	One time Cost	Annual Cost	Notes
Website design			
Content migration			
Training services			
Hosting services			
Maintenance and Support services			

**Methodology**

Services shall be performed in the following manner:

- Provider shall act as an independent contractor at all times throughout the term of this contract.
- Provider shall designate one person as the primary point of contact.
- All of Provider’s staff shall conduct themselves in a professional manner at all times while doing business with the Town.
- Provider shall be available for consultation during normal business hours. An afterhours number and contact shall be provided.
- All communications regarding changes to this proposal between the Provider and any the Town shall be written.

**BASIS FOR THE AWARD**

The Town shall conduct a preliminary evaluation of all proposals on the basis of the information provided with the proposal. After reviewing proposals the Town will invite the highest rated vendors to present to the town.

Exhibit B

**Town of Durham**  
**Non-Collusive Bid Statement**

REQUEST FOR PROPOSAL  
Website Development, Design, Programming & Hosting Services

Project: \_\_\_\_\_

Bid Opening Date: \_\_\_\_\_

Bidder's name and address: \_\_\_\_\_

Name of person signing this statement: (PLEASE PRINT):  
\_\_\_\_\_

**To the Town of Durham:**

1. The bid has been arrived at by the bidder independently and has been submitted without collusion and without any agreement, understanding, or planned common cause of action with any other vendor of material, supplies, equipment, or services described in the invitation to bid, designed to limit independent bidding or competition.
2. The contents of the bid have not been communicated by the bidder or its employees or agents to any person not an employee or person prior to the official opening of the bid.

Dated at: \_\_\_\_\_

On: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_