

City of Salem, Massachusetts



Request for Proposals

T-18

**Website Redesign**

November 22, 2017

**PROPOSALS DUE:**

**Wednesday, December 6<sup>th</sup>, 2017, 11:00AM**

\*Late proposals will be rejected

Yeimi Colon  
Acting Purchasing Agent  
93 Washington Street, 2<sup>nd</sup> Floor  
Salem, MA 01970  
[ycolon@salem.com](mailto:ycolon@salem.com)  
(978) 619-5695

**WEBSITE REDESIGN  
T-18  
COVER SHEET**

Proposer: \_\_\_\_\_

Street Address: \_\_\_\_\_  
(Number and Street) (City) (State) (Zip)

Taxpayer  
Identification No: \_\_\_\_\_  
(Social Security Number) (Federal Identification Number)

Contact Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Fax: \_\_\_\_\_

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

Name: \_\_\_\_\_

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

Date: \_\_\_\_\_

**WEBSITE REDESIGN  
T-18  
CHECKLIST**

**Submissions:**

	Yes	No
1. Cover Sheet		
2. Proposer's Checklist (this sheet)		
3. Certifications		
• Non-Collusion		
• Tax Compliance		
• Certificate of Corporate Bidder		
4. Responses to Submission Requirements 1-6		
5. Acknowledgement of Addenda: _____ (if applicable) #s		

<p style="text-align: center;"><b>WEBSITE REDESIGN</b> <b>T-18</b> <b>REQUIRED CERTIFICATIONS</b></p>
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**1. NON-COLLUSION:**

The undersigned certifies under penalties of perjury that this bid or proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club, or other organization, entity, or group of individuals.

**2. TAX COMPLIANCE:**

Pursuant to M.G.L. c. 62C, §49A, I certify under the penalties of perjury that, to the best of my knowledge and belief, I am in compliance with all laws of the Commonwealth relating to taxes, reporting of employees and contractors, and withholding and remitting child support.

**3. CORPORATE BIDDER** *(if applicable):*

I, \_\_\_\_\_ certify that I am the \_\_\_\_\_ of the corporation named as Bidder in the Bid included herein, that \_\_\_\_\_, who signed said Bid on behalf of the Bidder was then \_\_\_\_\_ of said corporation, that I know his signature, that his signature thereon is genuine and that said Bid was duly signed, sealed and executed for and in behalf of said corporation by authority of its governing body.

(Corporate Seal)

\_\_\_\_\_  
(Secretary-Clerk)

\_\_\_\_\_  
(Signature of authorized individual submitting proposal)

\_\_\_\_\_  
(Printed Name)

\_\_\_\_\_  
(Name of Proposer)

\_\_\_\_\_  
(Federal Tax Identification or Social Security Number)

\_\_\_\_\_  
(Date)

<b>PART 1. GENERAL INFORMATION</b>
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**1.1 PROCUREMENT DESCRIPTION**

The Salem Public Schools is seeking a firm to design a new website. Proposals should include separate pricing and narrative proposals for hosting options, as well.

**1.2 APPROVAL**

Any contract that may result from the procurement shall be subject to the approval of the Mayor of the City of Salem.

**1.3 INCORPORATION BY REFERENCE**

All requirements, specifications, terms and conditions described in this Request for Proposals ('RFP') shall be incorporated by reference into any contract that may result.

**1.4 TIME FOR AWARD**

Any contract that may result from the procurement shall be awarded within forty five (45) days after the proposal due date. The time for award may be extended for up to 45 additional days by mutual agreement between the Salem Public Schools and the most advantageous proposer.

**1.5 RIGHT TO CANCEL/REJECT**

The City reserves the right to cancel this RFP or reject in whole or in part any and all proposals if the City determines that cancellation or rejection serves the best interests of the City.

**1.6 TAXATION**

Purchases made by the City are exempt from the payment of Federal excise tax and the payment of Commonwealth of Massachusetts sales tax and any such taxes must not be included in the proposal pricing.

Copies of the City's tax exempt paperwork shall be available upon request of the selected contractor.

**1.7 OBTAINING THE REQUEST FOR PROPOSALS**

The RFP shall be available beginning, Wednesday November 22, 2017.

The RFP and related documents shall be available for free download from the City's Purchasing Department website at <http://www.salem.com/purchasing> under "Open Procurements"

Hardcopies of the RFP and related documents may be obtained at the Office of the Purchasing Agent, 93 Washington Street, Salem, MA 01970, during regular office hours:

Monday-Wednesday: 8:00 AM – 4:00 PM

Thursday: 8:00 AM – 7:00 PM

Friday: 8:00 AM – 12:00 PM

<b>PART 2. INSTRUCTIONS TO PROPOSERS</b>
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## **2.1 REQUIREMENTS AND SUBMISSIONS**

Below please find a description of the requirements and submissions that must be included as part of a proposal.

### **2.1.1 PROPOSAL COMPONENTS**

The following items must be submitted in order for the proposal to be considered:

☐ **NON-COLLUSION FORM**

Every proposal must include a certification of good faith, certifying that the proposal was made in good faith and without collusion or fraud. See 'Non-Collusion Form' attached.

☐ **TAX COMPLIANCE FORM**

Every proposal must include a written certification that the proposer has complied with all state laws relating to taxes, reporting of employees and contractors, and child support. See 'Tax Compliance Form' attached.

☐ **CORPORATE BIDDER FORM**

If the proposal is being submitted by a corporation the proposal must include a certification that the individual submitting the bid has been authorized to bind the corporation. See 'Certificate of Corporate Authority' attached.

☐ **SUBMITTALS**

1. Statement of firm/team capacity, qualifications and experience including experience working with a public school district.

2. Project descriptions and list of references for 3 communities where you have performed services similar to those included in this request. Preference will be given to services performed in Massachusetts for communities of similar size and complexity.

References shall include contact person and telephone number. Project descriptions shall be relevant to the services requested herein.

3. Identification and description of the proposed project team and key staff that will perform the services, including resumes and specific related experience.

4. Provide a list of current and future contracted projects, with client reference contact information, being performed by the team listed in Item #1 of these requirements.

5. Provide a pricing sheet, including total project price, and the circumstances under which additional costs may be incurred. Include the job title and hourly rate of any employees that may be providing services for the project described herein.  
(Separately sealed)

6. Provide a separate pricing sheet outlining costs of proposed hosting options  
(Separately sealed).

## **2.2 PROPOSAL DELIVERY**

Below please find a description of the manner in which sealed proposals must be submitted.

### **2.2.1 DUE DATE AND TIME**

Proposals shall be received by the Office of the Purchasing Agent on or before **Wednesday December 6, 2017, 11:00 AM**

Any proposal received after that time shall be rejected as non-responsive.

### **2.2.2 ADDRESS**

Sealed proposals shall be delivered to the Office of the Purchasing Agent, 93 Washington Street, 2nd Floor, Salem MA 01970.

Facsimile and email submissions will not be accepted.

### **2.2.3 HOURS OF OPERATION**

Proposals must be delivered during the normal hours of operation of the City of Salem:

Monday-Wednesday:	8:00 AM-4:00 PM
Thursday:	8:00 AM-7:00 PM
Friday:	8:00 AM-12:00 PM

### **2.2.4 COPIES**

Proposers must submit one (1) original and one (2) copies of the proposal. Price proposals must be submitted in separate, sealed envelopes.

### **2.2.5 LABELING**

Each proposal shall be labeled with (1) the proposal number and title, (2) the proposal due date, (3) the name of the proposer.

## **2.3 SIGNATURES**

A proposal must be signed as follows: 1) if the proposer is an individual, by her/him personally; 2) if the proposer is a partnership, by the name of the partnership, followed by the signature of each general partner; and 3) if the proposer is a corporation, by the

authorized officer, whose signature must be attested to by the clerk/secretary of the corporation, and with the corporate seal affixed.

## **2.4 QUESTIONS, CHANGES, MODIFICATIONS AND WITHDRAWALS**

### **2.4.1 QUESTIONS**

Questions concerning this RFP must be submitted in writing to: Yeimi Colon at ycolon@salem.com. Written responses will be mailed to all bidders on record as having picked up the RFP.

### **2.4.2 CHANGES**

If any changes are made to this RFP, addenda will be issued. Addenda will be posted in the Office of the Purchasing Agent, on the website and e-mailed to all proposers on record as having picked up the RFP.

### **2.4.3 MODIFICATIONS AND WITHDRAWALS**

A proposer may correct, modify, or withdraw a proposals by written notice received by the City of Salem prior to the time and date set the proposal due date.

Modifications must be submitted in a sealed envelope clearly labeled "Modification No. \_\_" to the address listed in part one of this section. Each modification must be numbered in sequence, and must reference the RFP.

After the proposal due date, a proposer may not change any provision of the proposal in a manner prejudicial to the interests of the City or fair competition. Minor informalities will be waived or the proposer will be allowed to correct them.

## **2.5 UNFORESEEN OFFICE CLOSURES**

If, at the time of the scheduled due date, 93 Washington Street, 2nd Floor, Salem, MA 01970, is closed due to uncontrolled events such as fire, snow, ice, wind, or building evacuation, the due date will be postponed until 2:00 PM on the next normal business day. Proposals will be accepted until that date and time.



### PART 3. SCOPE OF SERVICES

The selected firm will assist the Salem Public Schools in designing and potentially hosting a website that meets the following minimum requirements:

#### **Target Audience:**

The Salem Public Schools' website will be designed to meet the needs of the following:

- Families of students attending schools in the district
- Families of students who may attend schools in the district (families moving to Salem, with pre-school aged children, whose children attend other schools, etc.)
- Community members
- Students within the district
- Staff members of the district
- Potential employees

#### **Functionality:**

This is not a comprehensive list of all functionality the site will have, but a representative idea of the goals the district has for the website:

- **Content Management System:** The website must be built on a content management system that allows for all areas of the site to be easily updated.
- **Responsive Design:** The website must be responsive so that it seamlessly adjusts to fit desktops, laptops, tablets, smartphones, etc. In addition, the site must be compliant with Mac and PC, and with latest versions of Internet Explorer, Mozilla Firefox, Google Chrome and Safari.
- **Search Engine Optimization:** The Content Management System must include the ability to alter title tags, meta descriptions, alt tags and headers. The site must be built to be easily accessed by search engines.
- **Social Media Integration:** The site should include the ability for web content to be shared to social media networks. The district's social media networks must be linked to the website to allow for easy access.
- **Contact Forms:** The website must include responsive contact forms, allowing forms to be completed and sent to the correct staff member.
- **Website Analytics:** Analytics tracking must be integrated on the site to allow for website visitor tracking, page tracking, etc. Google analytics is preferred.
- **News Feeds:** The news feed must aggregate external stories daily, and have the ability to archive news.
- **Calendar of Events:** The website must include integrated calendars from all twelve schools, and the overall district calendar, with detail and ability for users to add their personal calendars and linking options for directions to events.
- **Emergency Notification:** The district currently uses Blackboard Connect for emergency messaging, and would like the website to interface with that program. At minimum, the website must allow the district to create homepage alerts.
- **Open or Limited Viewership:** The site should have the ability to authenticate users to give families, students and staff access to specific sections.
- **Native Mobile App for Families:** Ideally, the site will include an IOS and Android app that brings full functionality for more important sections for families.
- **Integration:** The site must easily integrate with the district's Student Information System (Aspen), and online payment vendors (TBD)

- **Site Searching:** The site must contain an easily located and powerful search function.
- **Searchable Directories:** The site should allow users to search for appropriate contacts.
- **Translation:** The site must be able to be translated into many languages.
- **School Pages:** Each school will have a portion of the site, with a separate and integrated calendar, contact pages, and access to social media feeds for that particular school. Pages should be developed with a consistent format and structure, with the ability to customize banners and information. In addition, these pages should allow for quick links to popular features.
- **Responsive Forms:** The website must support the creation and completion of responsive forms that can be submitted directly through the website to the appropriate department.

### **Design Phase:**

The district has identified a project team that will meet with the selected proposer throughout the project. The district's Chief of Communications will serve as the primary contact and district lead on the project.

A usability study should be conducted at the start of the project to assess community need and gather feedback from a variety of stakeholders. Following the usability study, content identified as necessary will need to be migrated to the new site.

The website should be uncluttered, minimizing the number of 'clicks' needed to access information. The district will concurrently be developing brand standards that will be incorporated into the site, and the site should include controls on brand integrity, including minimizing the ability of users to modify fonts and design, while allowing for easily customized content.

### **Proposal Instructions:**

Proposer should clearly address how it plans to accomplish each element outlined in the RFP response, as well as provide a proposed project schedule. In addition, the proposal should address the technical aspects of the site, including the platform on which it will be built.

Options and recommendations for hosting should be described and priced separately.

Price proposals must be submitted in separate, sealed envelopes.

## PART 4. EVALUATION AND SELECTION

### 3.3 COMPARATIVE CRITERIA

Each proposal shall be reviewed and rated as either “Highly Advantageous,” “Advantageous,” “Non-advantageous” or “Unacceptable.”

1. Understanding of the City’s needs for the type of discipline of work proposed herein:

**Highly advantageous** if outstanding understanding and approach description given.

**Advantageous** if good understanding and approach description given.

**Non-advantageous** if fair understanding and approach description given.

**Unacceptable** if no understanding is submitted.

2. Project descriptions and list of references from communities in Massachusetts of similar size and project complexity, completed or still ongoing during the past 5 years, where you have performed services similar to those proposed herein:

**Highly advantageous** if more than four (4) similar projects successfully completed within the past five (5) years;

**Advantageous** if between three (3) similar projects successfully completed in the last five (5) years;

**Non-advantageous** if less than three (3) similar projects successfully completed in the last five (5) years; and

**Unacceptable** if no similar projects completed within the last five (5) years.

3. Identify and set forth qualifications of the in-house staff and outside consultants who will work on the discipline of work proposed herein. Include the individual who will serve as the contact person and have primary responsibility for the project. Include resumes and specific related experience for all members who will work on the project. The technical team shall not include office support or clerical staff:

**Highly advantageous** if all members of the technical team have more than ten (10) years of relevant work experience working together as a team and technical qualifications;

**Advantageous** if all members of the technical team have between five (5) and ten (10) years experience and technical qualifications;

**Non-advantageous** if all members of the technical team have less than five (5) years experience and technical qualifications; and

**Unacceptable** if any member has no experience and technical qualifications.

4. Quality of References:

**Highly advantageous** if all references are positive;

**Advantageous** if references are positive with some minor negative feedback;

**Non-advantageous** if one (1) negative reference; and  
**Unacceptable** if two (2) or more negative references.

5. Quality of presentation of proposal to the City:

**Highly advantageous** if of outstanding quality;  
**Advantageous** if of good quality;  
**Non-advantageous** if of fair quality: and  
**Unacceptable** if of less than fair quality.

### 3.4 SELECTION

Submittals will be evaluated by the Review Committee upon the basis of the Minimum Qualifications, the Evaluation Criteria for Selection set forth and other appropriate factors. Submissions will then be ranked in the order of qualification. The ranked proposals will be further reviewed and evaluated, including reference checks and past performance on similar projects. This further review and evaluation may include interviews or the opportunity for the respondents to provide additional information to the School District.

There is no specific page limit for this RFP, however, submitters are asked to keep their submittals as succinct as possible.

The City reserves the right to request further information from the three highest ranked applicants.

The City of Salem reserves the right to reject any or all proposals, to omit any item or items called for, or to accept the proposal deemed in the best interest of the City.

<b>PART 5. TERMS AND CONDITIONS</b>
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**5.1 TERM OF AGREEMENT**

It is the expectation that the firm selected will complete the implementation of the project by May 1, 2018. Additional services may be required after that date to troubleshoot and provide ongoing support.

**Services are expected to begin on or around December 1, 2017.**

**5.2 ASSIGNMENT AND SUBCONTRACTING**

The selected contractor(s) shall not assign, sell, subcontract or otherwise transfer any interest in this agreement without the prior written consent of the City.

**5.3 EXAMINATION**

By submitting a proposal, the Proposer warrants that he has fully acquainted himself with all conditions and restrictions pertaining to the work and the execution thereof. No claim for any extra or extension of time will be allowed for failure to observe this requirement.

**5.4 INSURANCE REQUIRMENTS**

No special insurance requirements are required for the work under this Request for Proposals. However, the Proposer agrees to maintain premises operations and vehicle liability insurance in force with coverages and limits of liability typically maintained by Proposers performing work of a scope and nature similar to that called for under this RFP, but in no event less than the coverages and/or limits required by Washington state law. Such insurance shall include "The City of Salem/Salem Public Schools" as an additional insured for primary and non-contributory limits of liability. Workers compensation insurance shall also be maintained as required by the Commonwealth of Massachusetts.

Failure to provide written proof to the Salem Public Schools and continue in force such insurance as aforesaid shall be deemed a material breach of the contract, and may constitute sufficient grounds for immediate termination of the same.

**5.5 INDEMNIFICATION**

Unless otherwise provided by law, the Operator will indemnify and hold harmless the City against any and all liability, loss, damages, costs or expenses for personal injury or damage to real or tangible personal property which the City may sustain, incur or be required to pay, arising out of or in connection with the performance of the Contract by reason of any negligent action/inaction or willful misconduct by the Contractor, its agents, servants or employees.

**5.6 FEDERAL AND STATE LAW**

The selected contractor shall comply with all applicable Federal, State and Local laws and ordinances.

## **5.7     SAMPLE AGREEMENT**

See 'Sample Agreement' attached.

**CITY OF SALEM**  
Department  
Supply/Services  
**Contract Number:**

1. THIS AGREEMENT made and concluded this \_\_\_ day of \_\_\_ in the year Two Thousand \_\_\_ by and between \_\_\_\_\_; hereinafter referred to as the (Vendor) and the City of Salem, 93 Washington Street, Salem, MA 01970, a municipal corporation established under the laws of the Commonwealth of Massachusetts, acting by and through its Mayor, Kimberley Driscoll; its Purchasing Agent, Whitney Haskell; and its \_\_\_\_\_; thereto duly authorized, hereinafter referred to as the (City).
2. WITNESSETH, that the said Vendor has agreed and by these presents does agree, for the consideration hereinafter contained to provide \_\_\_\_\_ pursuant to the Vendor's proposal/bid dated \_\_\_\_\_. (and attached hereto.)
3. In case of any alteration of this contract, so much thereof as is not necessarily affected by the change, shall remain in force upon all parties hereto; and no payment for \_\_\_\_\_ under such alteration shall be made until the completion of the whole contract, and the adjustment and payment of the bill when rendered for same shall release and discharge the said City from any and all claims or liability on account of \_\_\_\_\_ furnished under this contract, or any alteration thereof.
4. **Performance Period:**
5. The Vendor shall not assign or transfer this contract, or any part thereof without the prior written consent of the Purchasing Agent of said City.
6. And the said Vendor further agrees to indemnify and save harmless the said City of Salem, its officers and agents from all claims and actions of every name and description brought against the said City, or its officers and agents, for or on account of any injury or damage received or sustained by any person, structure or property, by or from the said Vendor, servants or agents, or by, or on account of, any act or omission of the said Vendor, or servants or agents, in the performance of this contract; and the Vendor hereby agrees that so much of the money due to under, and by virtue of, this agreement, as shall be considered necessary by said Purchasing Agent, may be retained by the City until all such suits or claims for damages as aforesaid, shall have been settled, and evidence furnished to the satisfaction of said Purchasing Agent, provided, however, that notice of such claims, in writing and signed by the claimants, shall be previously filed in the offices of the City Clerk of said City.
7. It is furthermore agreed by the Vendor that the performance of this contract shall be strictly in accordance with its bid/proposal dated \_\_\_\_\_, now on file at the Office of the City Purchasing Agent of Salem, Massachusetts, which bid/proposal is hereby made a part of this contract by reference.
8. IN CONSIDERATION WHEREOF, the City agrees to pay to the Vendor \_\_\_\_\_ (\$\_\_\_\_\_), said payment to be made within thirty days from receipt and acceptance of a reasonably detailed invoice. **THE ABOVE CONTRACT NUMBER MUST BE REFERENCED ON ALL INVOICES IN ORDER FOR THE VENDOR TO BE PAID.**

## **9. Insurance Coverage:**

**General** - The Vendor shall before commencing performance of the Contract be responsible for providing and maintaining insurance coverage in force for the life of the Contract of the kind and in adequate amounts to secure all of the obligations under the Contract and with insurance companies licensed to write insurance in the Commonwealth of Massachusetts. All such insurance carried shall not be less than the kinds and amounts designated herein, and the Vendor agrees that the stipulation herein of the kinds and limits of coverage shall in no way limit the liability of the Vendor to any such kinds and amounts of insurance coverage. All policies issued shall indemnify and save harmless the City of Salem, its agents and employees from any and all claims for damages to persons or property as may rise out of the performance of this Contract.

No special insurance requirements are required for the work under this Request for Proposals. However, the Proposer agrees to maintain premises operations and vehicle liability insurance in force with coverages and limits of liability typically maintained by Proposers performing work of a scope and nature similar to that called for under this RFP, but in no event less than the coverages and/or limits required by Washington state law. Such insurance shall include "The City of Salem/Salem Public Schools" as an additional insured for primary and non-contributory limits of liability. Workers compensation insurance shall also be maintained as required by the Commonwealth of Massachusetts.

- 10.** This Agreement may be terminated upon thirty (30) days prior written notice for failure of Vendor to provide adequate service as determined by the Purchasing Agent.
- 11.** This Agreement will be governed by and construed in accordance with the laws of the Commonwealth of Massachusetts. This Agreement is subject to the provisions of Massachusetts's law, and to all lawful implementing regulations, as amended from time to time.
- 12.** IN WITNESS WHEREOF the said; (\_\_\_\_); Vendor hath caused these presents and an instrument of like tenor to be executed in its name and behalf by a properly authorized officer of said company.  
An instrument of like tenor to be executed by the City in its name and behalf by its Mayor; its Purchasing Agent, and \_\_\_\_\_.



All duly authorized as aforesaid, and its corporate seal to be hereto affixed.

\_\_\_\_\_  
By:

**CITY OF SALEM:**  
By:

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Kimberley Driscoll,  
Mayor

\_\_\_\_\_  
Authorized Officer (print name)

\_\_\_\_\_  
Laurie Giardella,  
Finance Director

\_\_\_\_\_  
Title

\_\_\_\_\_  
Margarita Ruiz,  
Superintendent of Schools

\_\_\_\_\_  
Yeimi Colon  
Acting Purchasing Agent

Approved as to form:

\_\_\_\_\_  
Elizabeth Rennard, Esq.,  
City Solicitor