



REQUEST FOR PROPOSAL (RFP)

Town of Arlington Website

RFP # 12-52

The Town of Arlington, Massachusetts (the Town) acting through the Town Manager is requesting proposals from qualified individuals and firms to update its website (www.arlingtonma.gov) and email broadcast system with a highly flexible and scalable Content Management System (CMS) to support the communication and customer service goals of Arlington, MA and improve staff efficiency. As part of this RFP, the Town also seeks ongoing hosting, security, and support services (3-year contract).

A copy of the RFP outlining the requirements for submission is available at the address below, between the hours of 8:00 a.m. and 4:00 p.m., Mondays through Wednesdays; 8:00 a.m. and 7:00 p.m. on Thursdays; and 8:00 a.m. and noon on Fridays, or from the Purchasing Agent at dlanzillotti@town.arlington.ma.us. The Proposal may be viewed and downloaded from the Town website www.arlingtonma.gov/purchasing.

Proposals are invited and will be received by the Purchasing Officer, Town of Arlington, Massachusetts on or before 4:00 p.m., January 22, 2013 at the Town Manager's/Purchasing Office, Town Hall Annex 2nd floor, 730 Massachusetts Avenue, Arlington, MA 02476. Proposals delivered after the appointed time and date will not be considered.

The Town reserves the right to cancel any request for proposals, and to reject in whole or in part any and all proposals, when it is deemed in the best interests of the Town to do so.

Adam W. Chapdelaine
Town Manager

December 20, 2012

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**TOWN OF ARLINGTON
RFP No. 12-52
REQUEST FOR PROPOSAL**

GENERAL CONDITIONS, REQUIREMENTS AND NOTICE TO PROPOSERS

PROPOSAL FOR: TOWN WEBSITE

TOWN OF ARLINGTON, MA

REQUEST FOR PROPOSAL

The Town of Arlington, Massachusetts (the Town) is seeking to update its website (www.arlingtonma.gov) and email broadcast system with a highly flexible and scalable Content Management System (CMS) to support the communication and customer service goals of Arlington, MA and improve staff efficiency. As part of this RFP, the Town also seeks ongoing hosting, security, and support services (3-year contract). See Section I Strategic & Operational Objectives for details.

Timeline: RFP submissions are due on **01/22/2013 4PM**. The notice of intent to award is expected to be announced on **03/01/2013**. Start date to be determined, but implementation date is on, or before, June 30, 2013. Please see Section II Key Dates for details.

The selected firm or institution is expected to render and/or provide the ongoing annual hosting and support services for a period of three (3) years commencing July 1, 2013. The design-build portion to be determined, but the new site must be live by July 1, 2013.

Proposals: Proposers should include two proposals, one price and one non-price (Plan of Service/Technical Requirements). Please see Submission Requirements in Section III of this document for submission details. The non-price proposal should include a project development timeline and a summary of your process for delivering this project, and should address solutions for requirements found in Section IV Scope of Services. An interview may be conducted with any respondent during the evaluation of the responses. Respondent(s) are expected to be available during this time period for interviews to be held at Arlington Town Hall Annex, 730 Mass. Ave., Arlington, MA.

Please note any requirements you are unable to meet in the "core components" noted in Appendix A, detailed in Section IV, Scope of Services and suggest alternatives or workarounds when appropriate. In cases where future releases of your software will allow you to meet currently unattainable requirements, please furnish specific timeline(s) and functional information that you could commit to in a service agreement, or other recommendations.

Proposal Elements

Design/Build, Training, and Migration (one-time fee)
Annual Support/Security/Hosting (3-year term)

Questions regarding this RFP should be addressed to Domenic Lanzillotti by email at dlanzillotti@town.arlington.ma.us or by phone 781-316-3003.

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Section I

Introduction

The Town of Arlington, Massachusetts (the Town) was founded over 350 years ago and remains proud of its history, even as it has grown into a thoroughly modern community. Arlington is the birthplace of Uncle Sam, the location of the first public children's library, and the site of most of the fighting when the British marched through it returning from the Old North Bridge at the start of the Revolutionary War. Arlington has preserved many of its historical buildings and even recreated its town common. Once a thriving agriculture and mill town, Arlington's excellent access to metropolitan Boston, its friendly neighborhoods, and its vibrant restaurant scene has made it a very desirable place to live, work, and visit.

The Town is seeking to update its website (www.arlingtonma.gov) and email broadcast system with a highly flexible and scalable Content Management System (CMS) to support the communication and customer service goals of all Town departments, improve staff efficiency, and enhance service delivery to residents. The current website is the core of the Town's communication and customer service initiatives. Although we are pleased with our current vendor's ability to provide stellar customer service, support, and hosting services, the software to update the site is cumbersome and not flexible enough to add and manage additional communication channels (such as social media) in an efficient way. It doesn't foster internal collaboration (for example: no WISYWIG, no ability to view content prior to publishing, and other such functional deficiencies) and subsequently staff are not at ease updating the site and do not interact with it as much as they should.

Additionally, the Town's overall web presence is spread out over various 3rd party services and one of our goals is to streamline our properties whenever possible. Appendix A is an overview of our web properties and 3rd party services. Vendors should pay close attention to the "core components" in this document as those are the basic requirements (except email broadcast capabilities, which are highly desirable), with an eye toward how their solution can help us streamline these properties in the future.

The Town is seeking a vendor to work with us in a strategic engagement to re-think the information architecture of our site now and into the future: re-implement our website in a new CMS including calendar functionality; migrate approximately 10,000 pages of content; provide secure hosting and support; and if possible re-implementing the mass email broadcast system on a new platform that integrates into the new CMS.

The next generation of our site needs to be accessible, reliable, flexible, and efficient to meet the increasing demand of information and services from our web-savvy constituents as well as support our staff within our limited resources.

Our audience is existing and prospective residents and businesses. Arlington's population is approximately 42,000 with 19,000 households. The Town currently employs over 400 people and anticipates empowering approximately 40-50 staff members in their communication and customer service initiatives, including internal communications and collaboration.

Section II

Key Dates for the Response

12/18/2012	RFP Issued
01/09/2013 at 2PM	Questions relative to the RFP are due.
01/11/2013	Town will respond to all submitted questions via Addendum which will be posted online at arlingtonma.gov/purchasing . It is the Proposer's responsibility to make certain they have received any/all addenda relating to their bid prior to submission.
01/22/2013 by 4PM	RFP submittal deadline
1/23/2013 - 02/28/2013	Interviews and review period
03/01/2013	Notification of Intent to Award Design/ Build, Training and Support period start date TBD, but site must be live by July 1, 2013.
TBD	Annual Service Date commences on July 1, 2013, launch by June 30, 2013

Section III - Scope of Services

Project Goals & Objectives

Strategic Objectives

While maintaining arlingtonma.gov as a valuable information resource to our constituents and staff, the Town wants to expand its role to accomplish the following strategic objectives:

Inform, educate and engage constituents. Despite considerable user enthusiasm for our services, we can and must do more to deliver information about Town government and service changes. An educated and engaged constituency is better informed when it comes time for decision making and can also keep call volume down to staff when there are service changes and/or interruptions (trash delay, etc).

Make our content more accessible. With approximately 10,000 pages, navigating our site can be overwhelming. To support our transparency efforts, we need to ensure our site is easy to navigate and logical to find information about Town services and functions from whatever devices are available. Responsive Web Design (RWD) practices are required.

Retain and reach new audiences. We do a very good job at providing timely and accurate information about Town activities, but we do not leverage all available communication channels (social media, citizen engagement tools) effectively. A large part of this is our current infrastructure does not handle these new channels in an automated way. A new CMS should address this challenge and help us reach our constituents in ways that are more timely and convenient for them.

Operational Objectives

Build the next generation website with an updated information infrastructure, design, and the flexibility to adapt more readily to current and emerging technologies (mobile) and content delivery mechanisms (RSS/social media) to reach our current audience more conveniently and consistently and strengthen our relationship with them, and to expand our audience. Also, leverage available technologies to improve staff efficiency and output, through improved administrative tools (CMS) and access (computer or mobile updates). We believe an open-source solution will support these goals and is strongly desired. However, we are open to all solutions that will best deliver on our goals.

Reporting: Get to know our constituents more so we can better serve them and allocate resources appropriately. Improve our reporting and analytic capabilities. What content are users looking for? How successful was our last marketing campaign? What doesn't work?

Maintain Consistent Uptime and Data Integrity Maintain a high level of reliability. Our constituents expect, quick and convenient access to content, and storing/archiving content in compliance with Massachusetts Records Retention laws.

Better organize our online content to support and manage day-to-day, project based, and emergency communications for all departments and provide off-line access for collaboration and archiving of content.

Make user and administrative interfaces easier to update and manage. Improve workflow and collaboration within departments and across the organization to support public communication and customer service initiatives.

* **Future ability to extend system to create a Customer Relationship Management (CRM)** solution that integrates and interoperate with existing specialize content management systems such as our GIS database (ESRI v10) and community safety crime database (QED).

* **Future ability to integrate and interoperate with our MUNIS financial software** for the purpose of providing online budget and expenditure reports to the public in a customizable and automatic way.

* **Future option to extend this site to create an Intranet** for internal communications, collaboration, and document sharing is of interest.

**Although not part of the deliverables for this RFP, the ability for this system to expand to provide these services is highly desired. Please include if, and how, your solution solves these goals.*

Scope of Work – Vendor Deliverables

Vendors replying to this RFP will be asked to organize and itemize their proposals into six (6) main areas for the Town's consideration of their services: design & build; content management system (CMS) system; Email notification, migration of existing content from arlingtonma.gov; training in the new CMS; and ongoing hosting, security, and support. This information should be included in the Plan of Service/Technical Services document (Non-Price Proposal) along with a portfolio of comparably priced projects. Vendors are encouraged to include mock-ups and any other graphical submissions (wireframes, storyboards) that may assist in our decision-making.

1. Design & Build: Site Requirements – (arlingtonma.gov)

- a. Redesign the information architecture of arlingtonma.gov into a logical sitemap. (see Appendix B for draft wireframes).
 - i. Improve navigation. Provide flexible navigation that takes advantage of common links across site and ability to reorganize content without manually changing links
 - ii. Include secondary navigation within specific departments.
 - iii. Update look and feel of entire site with the flexibility to customize sub-sections (departments) that are consistent with the Town's brand. We are not looking to replicate our current look and feel. We anticipate the updated information architecture and navigation will drive the design. For graphical changes, we look to the vendor for design options that is compatible with what is being proposed.
 - iv. Include a suite of sub-templates for different content areas of the site.
- b. Implement site-wide search and enhanced SEO capabilities (Google preferred).
- c. Reporting – Integration with Google Analytics and Google Webmaster Tools (permissions, site verifications, health, etc) with the express ability to manage administrative functions so we can more easily track and analyze traffic, visitors, and campaign data.
- d. Seamless integration with existing online properties such as online payments, online GIS maps (iFrames), and other Town content partners (see Appendix A).
- e. Web Accessibility: Website should comply with all ADA / 508 standards.
- f. Responsive Web Design (RWD) - site should be developed for optimal viewing on all devices (desktop to mobile devices).
- g. Integration with additional content distribution channels such as RSS and Social Media (Facebook, Twitter) and having the option to display these channels within our site and ability for users to easily share content (see Appendix B).
- h. Printer friendly pages
- i. Document and image optimization for fast page and image downloads
- j. Multi-language options

2. Content Management System (CMS) Requirements

- a. Content Editor
 - i. WYSIWYG editing capabilities
 - ii. Spell check
 - iii. Element controls to maintain web style guidelines (lock font type and size, prevent color text, etc).
 - iv. Easily allow content editors to enter ADA / 508 standards compliant content, automate as able.
 - v. Content creators have the ability to add meta-data, SEO tags.
 - vi. Content creators can easily, and reliably, update site from computer or mobile device.
- b. Content Management
 - i. Ability to organize and manage uploaded documents and images.
 - ii. Ability to collaborate, offline, in WYSIWYG environment within department and across departments.
 - iii. Ability to manage interactive multimedia top stories (home page) that can also be shared with multiple sections of the site. For example: Snow emergency on home page, DPW home, and Police home (parking ban). Ability to order news stories.
 - iv. Integration with additional content distribution channels such as RSS and Social Media (Facebook, Twitter) and having the option to display these channels within our site easily (see Appendix B).

- v. Interactive photo galleries to publish and display photo assets, and archive them for later retrieval.
 - vi. Dynamic content creation and organization of logically related items into lists that can be shared on multiple pages but managed within single list (or db). Example list content: contacts, boards & committee list, Community Links, Town Bylaws, Rules and Regulations, etc. (see Appendix B).
 - vii. Easy section creation, collaboration, and archiving for short and long-term projects (Mass Ave, Master Plan, Stormwater Series, etc).
 - viii. Scheduling - Ability to specify a publishing date for specific page or section (desirable).
 - ix. Meet records retention and retrieval requirements. Identify and provide web information management tools to comply with the Massachusetts Public Records retention guidelines (Agendas/Minutes). This will include the storing of each information update, the storage and maintenance of any activity on any social networking site or application and should include an easy to administrate application providing for indexing, storage, archiving and retrieval of this information.
 - x. Date/time must be visible on Agendas for Open Meeting Law requirements.
- c. Calendar Functionality (Town Meetings, Community, Park Reservation)
- 1. Integrate with dynamic link content (boards and committee home pages or Community Group) to automatically auto-fill links back to relevant entity.
 - 2. Integrated with dynamic links to meeting or event locations (maps)
 - 3. Ability for site visitor to add a calendar event to common calendar software, iCal, Outlook, etc.
- d. Content Access/Authorization (Permissions)
- i. Management access to the site must support SSL connections (https) and similar security.
 - ii. Ability to centrally add and manage users and specify access rights.
 - iii. Ability to create groups with different access rights.
 - iv. Ability to limit certain group members from specific content and content management functionality.
 - v. Ability to manage logged-in users.
 - vi. Publishing Workflow with ability to customize by security group and user.
 - vii. Audit trail and reports of changes to content within the CMS.
- e. *Future Customer Relationship Management (CRM) Capabilities – highly desirable
- i. Comprehensive private-label, CRM Solution for submitting online requests and customer management that provides standard CRM features (comparable or better than our current CRM Request/Answer Center). The CRM must integrate and interoperate with our existing specialize content management systems such as our GIS database (ESRI v10) and community safety crime database (QED).
 - ii. Vendors should include how the site they are submitting would integrate with this system now, or in the future, as part of the Plan of Service/Technical Proposal.
- f. * Future “Open Checkbook” - desirable
- i. Ability to integrate and interoperate with our MUNIS financial software for the purpose of providing online interactive budget and expenditure reports to the public. See Massachusetts Open Checkbook for reference:
<http://opencheckbook.itd.state.ma.us/analytics/saw.dll?Dashboard>
3. *Email Broadcast – highly desirable
- a. Guarantee timely delivery of bulk emails to our 10 email distribution lists (currently using mailman). Our expectation is that emails will not be delayed, especially our main email list that has approximately 4,500 subscribers.
 - b. Send and post to website and social media/RSS channels simultaneously.
 - c. Easy user interface (WYSIWYG or similar) for administrative functions.

- d. Ability for administrators to send content from computer or mobile device.
 - e. Scheduling capabilities
 - f. Easy and secure opt-in/out subscriptions
 - g. Text and html options
 - h. Comprehensive campaign tracking/analytics and subscription behaviors (for example: opt-in/out tracking by date/time/campaign).
 - i. Ability to add future subscription lists as needed.
 - j. Migration of all (10) existing email subscription lists from mailman.
4. Migration
- a. The Vendor will provide the bulk of migrating content from the current site to new site (approx 10K pages).
 - b. Town requires 4-6 weeks to review and “fine-tune” new site.
 - c. As part of the auditing of the new site, Town staff may be performing some migration functions as we get the site ready for launch (the 4-6 week review period).
 - d. Vendor will work with Town to update domain(s)
5. Training
- a. The Vendor will provide any necessary training and documentation of the CMS to the Town, including common tasks and administrative functions. These functions are to be managed by the Town.
 - b. If vendor offers additional training opportunities as part of their Service Level Agreements (SLA), they should include those services in the Plan of Service/Technical Proposal for consideration.
 - c. Support/Security/Hosting Security - vendor will be responsible for keeping the site secure, including administration environment and applications. Please detail how you would do this.
 - d. Vendor is required to provide back-up and disaster recovery. Please detail model and methodologies
 - e. The Town expects that the awarded vendor will provide premium hosting and support of our website. This means 99.99% uptime and prompt response of technical issues in the system. Please provide data center stats including guarantees of bandwidth and uptime, network redundancy, system monitoring, response time for solving problems, and relevant service level agreements.
 - f. Please provide any application support (development or development assistance) or training your organization would provide as part of this proposal.
 - g. If an open-source solution is chosen, the Town may also develop future modules/functionality in-house, through the awarded vendor, or through a third party. Vendor must state if this is allowable, and under what circumstances, in the Plan of Service/Technical Plan.
 - h. *Proactive site monitoring – highly desirable. Vendor has proactive site monitoring, hacking and irregular behavior detection. If offering this service, please detail.

Town of Arlington Responsibilities

1. Collaborate with the Vendor to provide information necessary to execute this project as described including: determining key services in the updated information architecture that will support easy navigation of the site, specifying any website CMS template requirements, and/or answering any outstanding design, build and migration questions.
2. Audit of content migration pre-launch and some “fine-tuning” migration, if necessary.
3. The Town will provide graphics and brand information as needed.
4. The Town will manage the daily and administrative functions of the site.

Section IV - Submission Requirements

General Information

Proposal Rules

This proposal request is solicited to the general public and a contract will be awarded to the selected proposer pursuant to the rules set forth in Chapter 30B, § 6, of the Massachusetts General Laws, and subject to approval by TOWN OF ARLINGTON.

Certification of Non-Collusion and Tax Attestation Form

All proposers wishing to submit proposals must sign the attached form, which incorporates both an attestation clause regarding a certificate of non-collusion. **The signed form must be submitted with the technical proposal package.**

Corrections

Erasures or other changes in the proposal must be explained or noted over the signature of the consultant.

Conflict of Interest

The proposer agrees that to the extent that such law is applicable to the duties it is to perform hereunder, it will comply with the provisions of the General Laws concerning conflict of interest. The proposer covenants that it presently has no interest and shall not require any interest, direct or indirect, that would conflict in any manner or degree with the performance under the agreement.

No employee of the TOWN OF ARLINGTON and no public official who exercises any function or responsibilities in the review or approval of the undertaking or carrying out of this agreement shall participate in any decision relating to this agreement which affects their personal interest or the interest of any corporation, partnership, or association in which they are directly or indirectly interested or have any financial interest, direct or indirect in this agreement or the proceeds thereof.

Signature

All proposals shall be complete, factual, and signed by an authorized individual of the proposer's company on the appropriate page(s).

Ability and Experience

The TOWN OF ARLINGTON will not award a contract to any proposer that cannot furnish satisfactory evidence its ability and experience.

The TOWN OF ARLINGTON may make such investigations as it deems necessary to determine the above and a proposer shall furnish information requested in this regard and shall furnish it under oath if required.

Contract for Services

The contract(s) for services may be negotiated by the chosen proposer(s) and the TOWN OF ARLINGTON.

Waiver

The TOWN OF ARLINGTON reserves the right to reject any and all proposals, or to waive any informality in the proposal process, if deemed in the TOWN OF ARLINGTON's best interest.

1. Sealed proposals for the Town of Arlington's Town Website RFP project will be received in the Arlington Town Hall, Purchasing Office-Town Hall Annex, on or before **01/22/2013, 4PM** at which time all proposals will be received. No proposals will be accepted after the time and date specified.

The Proposer must submit its Non-Price Proposal and Price Proposal in separate sealed envelopes bearing on the outside the name and address of the Proposer, Proposal Number and addressed to the Director of Purchasing, Arlington Town Hall

The Non-Price Proposal must be properly filled out, signed, sealed and endorsed:
“Town Website – Non-Price Proposal (Plan of Service/Technical Proposal)”

The Price Proposal must be properly filled out, signed, sealed and endorsed:
“Town Website – Price Proposal”.

Telephone responses and faxed replies will not be accepted. No responsibility shall be attached to any person or persons for the premature openings of proposals not properly marked.

2. Proposals that are incomplete, not properly endorsed, or signed, or which are otherwise contrary to these instructions may be rejected as non-responsive by the Town of Arlington.
3. The Proposer will be bound by all applicable statutory provisions of law of the Federal Government, State of Massachusetts and of the TOWN OF ARLINGTON. Certificates of all required insurances will be required prior to executing a contract, if requested by TOWN OF ARLINGTON.
4. **All submitted proposals and associated price quotes must be guaranteed to the TOWN OF ARLINGTON for the term of any awarded contract. If a contract is to be awarded as a result of this RFP, it is expected that the contract will be awarded within ninety (90) days from date of proposal opening.**
5. Purchases made by the TOWN OF ARLINGTON are exempt from the payment of Federal Excise Taxes and State Sales Tax; any such taxes must not be included in the quoted price.
6. The Proposer will not be permitted to either assign or underlet the contract nor assign either legally or equitably, any monies hereunder, or its claim thereto, without the previous written consent of the Town Manager of the TOWN OF ARLINGTON.
- 7 **Prices and performance times quoted must be firm. Shipping and handling of any kind must be quoted (Freight on Board) F.O.B. destination.**
8. **When submitting a proposal, the Proposer shall submit one signed original and three copies of the technical as well as a CD, and one (1) copy of price proposal, which shall constitute part of any awarded contract.**
9. Before submitting a proposal, each Proposer must make a careful study of the specifications contained in this Request for Proposal document and fully assure themselves as to the quality, quantity and type of services that the TOWN OF ARLINGTON is seeking to have performed.
10. The proposal for this work must cover all contingencies, including all labor and materials, printing, postage, etc., necessary for the performance of the services required by the TOWN OF ARLINGTON.
11. **If proposers have any questions to ask about specifications or terms of this Request for Proposal, they must be received by 01/09/2013 by 2PM.** Questions need to be addressed to Domenic Lanzillotti, Purchasing Officer, by email at dlanzillotti@town.arlington.ma.us. Answers will be in the form of an addendum. Responses to these questions will be provided to all respondents. No further consideration will be given after the proposal opening. A proposer may correct, modify, or withdraw a proposal by written notice received by the Purchasing Officer prior to the time and date set for receiving of all proposals.
12. The contract agreement will be in the form customarily employed by the TOWN OF ARLINGTON.
13. The specifications as detailed in the Plan of Service/Technical Proposal will constitute part of the contract.
14. Insurance: Within thirty days after contract award, all insurance policies must be in place and remain in effect for the term of the contract. Subcontractors must meet all insurance requirements also. All required insurance shall be written with such companies qualified to do business in Massachusetts and shall be in accordance with the general laws of the State of Massachusetts. The vendor must

maintain a policy of leading comprehensive public and commercial general liability and owner's protective liability under which the vendor is named as insured and under which the insurer agrees to provide coverage in the minimum amounts set forth below. Workers Compensation coverage must be maintained for all of the vendor's employees as required by Massachusetts general law. The minimum amounts of such General Liability insurance shall be not less than One Million Dollars (\$1,000,000) per occurrence/combined single limit and shall be not less than Two Million Dollars (\$2,000,000) in the aggregate per location. If at any time during the contract the vendor fails to provide insurance as established above, this shall be considered a breach of contract and grounds for the termination of the contract. By accepting the contract, the vendor agrees to indemnify, pay on behalf of, defend and hold harmless the TOWN OF ARLINGTON from and against any and all claims, demands, suits, actions, costs, judgments, whatsoever, including reasonable attorney's fees, which may be imposed upon, incurred by, or asserted against the TOWN OF ARLINGTON by reason of (a) any failure on the part of the vendor to comply with any provision or term required to be performed or complied with by the vendor under this contract, or (b) for the death, injury or property damage suffered by any person on account of or based upon the act, omission, fault, negligence or misconduct of any person whomsoever other than the TOWN OF ARLINGTON. The foregoing indemnity and hold harmless agreement shall include indemnity against all costs, expenses and liabilities incurred in or in connection with any such claim or proceeding brought herein, and the defense thereof with counsel acceptable to the TOWN OF ARLINGTON or counsel selected by an insurance company which has accepted liability for any such claim. The vendor shall furnish the TOWN OF ARLINGTON with certificates of insurance as proof of the above, if requested, at any time.

Section V – Review Criteria

Qualifications

All companies must possess the following minimum qualifications:

1. Companies must have a minimum 3 years experience in providing the required types of services, please include any government/municipal experience. The company, through its written proposal submission, must demonstrate its understanding of the required services and functions that the company must provide/perform under the contract that will result from this Request for Proposal.
2. The company, through its written proposal submission must demonstrate its confidence level, commitment of relevant resources to the TOWN OF ARLINGTON, and reliability and experience to supply the proper services. Please include references.

All proposers must provide written documentation in their proposal, according to the following requirements, as evidence that they meet the minimum requirements listed under “Qualifications.” Each proposer desirous of consideration will submit the following:

1. Include a narrative that discusses your company’s qualifications that should be considered by the TOWN OF ARLINGTON in reaching a decision.
2. Submit the name and telephone number of the person who will be the main contact from the responders company for any awarded contract.
3. The RFP must include a listing of all management and staffing that will be assigned and/or utilized for this project, indicating the number of individuals who will oversee the contract operations involved.
4. Explain in one page or less how your solution will differentiate you from other vendors and why we should choose you as our vendor for this project. List the unique features that give your company a competitive edge in the online industry.

Comparative Criteria

Each of the following questions pertains to information about prospective vendors and their ability to deliver the goods and services described in this RFP, the information provided as part of their Qualifications, as well as their organization’s stability. These questions will be applied to all Technical Proposals/Plan of Services submitted. Questions will receive one rating of Highly Advantageous, Advantageous, Not Advantageous, or Unacceptable. The rating for each question will be used to compile a composite rating for each proposal, to be used in the Selection Process segment of this RFP. **If any question receives a rating of “Unacceptable,” that proposal will be REJECTED.**

In evaluating proposals, the TOWN OF ARLINGTON will consider the following comparative criteria:

Question #1: Compliance with information requested by this RFP

Highly Advantageous	Proposal has complied with information requested in the RFP.
Advantageous	Proposal is in compliance of information requested.
Unacceptable	Proposal has an unacceptable number of significant omissions.

Question #2: References Submitted

Highly Advantageous	References rate the applicant outstanding, or equivalent.
Advantageous	References rate the applicant good, or equivalent.
Not Advantageous	References rate the applicant average, or equivalent.
Unacceptable	References rate the applicant poor, or equivalent.

Question #3: Years of Experience Submitted

Highly Advantageous	Vendor exceeds requirements requested for years of experience, and submission materials and samples provided illustrate a deep understanding of project components and skills necessary to deliver the services described at high quality.
Advantageous	Vendor meets requirements requested for years of experience, and submission materials and samples provided illustrate an understanding of project components and skills necessary to deliver the services described at a satisfactory level.
Unacceptable	Vendor does not meet requirements requested for years of experience, and submission materials and samples provided do not illustrate understanding of project components and skills necessary to deliver the services described.

Question #4 Confidence level of vendor to deliver within RFP timeframe

Highly Advantageous	Very confident
Advantageous	Confident
Not Advantageous	Some reservations
Unacceptable	No confidence

Question # 5 Does the vendor offer a “competitive edge” that sets it apart from other submissions?

Highly Advantageous	Vendor offers a competitive edge, by providing features that will help the Town achieve its short and long-term goals set forth in this RFP.
Advantageous	Vendor offers a competitive edge by providing features that will help the Town achieve its short-term goals set forth in this RFP.
Not Advantageous	Vendor does not offer any competitive edge that differentiates itself from other proposers.

Evaluation Criteria

The TOWN OF ARLINGTON will evaluate all submitted proposals to determine the most advantageous proposal from a responsible and responsive Proposer, taking into consideration the criteria and requirements set forth in this Request for Proposal. Each of the following questions pertains to evaluating the features submitted in the Technical Proposal/Plan of Services. These questions will be applied to all proposals submitted. Questions will receive one rating of Highly Advantageous, Advantageous, Not Advantageous, or Unacceptable. The rating for each question will be used to compile a composite rating for each proposal to be used in the Selection Process segment of this RFP **If any question receives a rating of “Unacceptable,” that proposal will be REJECTED.**

Highly Advantageous	Vendor meets all requirements, plus provides the requirements in a manner that the review committee finds extremely valuable for the short and long-term success of the Town's Communication and Customer Service Goals
Advantageous	Vendor meets all requirements, in a manner that the review committee finds valuable for the short-term success of the Town's Communication and Customer Service Goals.
Not Advantageous	Review Committee has concerns about the vendor's ability to adequately deliver on requirements.
Unacceptable	Vendor does not meet minimum requirements to fulfill this job and has been eliminated.

In evaluating proposals, the TOWN OF ARLINGTON will consider the following evaluation criteria:

- Question #1** Design and Build Requirements
- Question #2** Content Management System (CMS)
- Question #3** Migration
- Question #4** Training
- Question #5** Hosting and Support

For “*desirable and highly desirable features” listed in this RFP, ratings will be Highly Advantageous, Advantageous, and Not Advantageous.

- ***Question #1** Records Retention – highly desirable
- ***Question #2** Email Notification System – highly desirable
- ***Question #3** Future CRM capabilities with integration/interoperability with current systems GIS – highly desirable.
- ***Question #4** Future CRM capabilities with integration/interoperability with current systems Community Safety's Queues Enforth Development, (QED). www.qed.com – highly desirable.
- * **Question #5** Future Open Checkbook-like capabilities with integration/interoperability with current systems – desirable.

SELECTION PROCESS

As a result of this RFP, the TOWN OF ARLINGTON intends to identify a finalist from the proposals received. The Town Website Committee will review all proposals and rate each of the Comparative Selection Criteria questions and assign a composite rating for each proposal. Background checks, requests for additional information, and interviews will be performed as needed.

The Town Website Committee determines the most advantageous proposal, taking into consideration all required qualifications, submission requirements, and comparative and evaluative selection criteria set forth in the Plan of Service/Technical Proposal. Emphasis in selecting a firm will be placed on the chosen firm's level of experience, qualifications, experience of personnel to be assigned, overall services offered, on-going success/satisfaction rate of other clients/contracts on similar current and past projects and overall experience within this category of work.

This Request for Proposal does not commit the TOWN OF ARLINGTON to award a contract, to pay any costs incurred in the preparation of a response to this request, or to procure or contract for any services of any kind.

In the evaluation of any or all proposals, the TOWN OF ARLINGTON, at its discretion, may obtain technical support from outside sources. The Proposers will agree to fully cooperate with the personnel of such outside sources in the evaluation of their proposal. Failure to cooperate may result in the REJECTION of your bid.

TERMINATION CLAUSE

If at any time the TOWN OF ARLINGTON determines that the services of the Proposer are no longer needed, for any reason or funds not appropriated; then the TOWN OF ARLINGTON will have the option to terminate the awarded contract upon thirty (30) days' written notice to the selected responder.

If at any time the selected vendor fails to fulfill or comply with any of the requirements of this awarded proposal, such as shoddy workmanship, improper procedures, supplying sub-standard, improperly trained employees, not adhering to the stated response times, or in any way failing to carryout/perform the necessary duties as stated, etc., the TOWN OF ARLINGTON, at its option, may terminate this contract upon seven to ten (7-10) days written notice to the selected vendor.

Services

Main site - arlingtonma.gov

(Notices, Agendas, Minutes, and most static content)

Email Distribution Lists

(Town Notices, Agendas, Recreation, Field Conditions, etc)

Request/Answer Center

(Online CS portal, Answers, Requests, and Questions)

Online Donations

(AYCC, Food, Fuel)

Arlington Alerts

(Emergency Phone, Text, Email)

Crime Reports

(Online Crime Reports, with email subscription option)

Simplicity Maps

(Online GIS maps, un official Plot lines, Open Spaces, town locations and measuring tools)

Online Inspection Permits

(Online db of completed permits submitted by residents/businesses in-person)

Assessment Data

(Online Assessment db)

Online Tax Payments

(Excise, property, and water bills)

Vendors & Partners

Virtual Town Hall

In-house, Assessor's Office

In-house, Treasurer's Office

In-house, IT/Authorize.net and Elavon

My Rec, Registration/Payments

CodeRED

Web QA

People GIS

Library, In House/vendor, Library

Distribution Channels

ACMi

Local Media

Website Channel

Town Website - arlingtonma.gov
Town Notices, Calendars, Navigation to all properties

**Email Broadcast - highly desirable*
- Town Notices, Recreation Notices, Field Conditions, COA, Bids
- Agendas: Selectmen, School Committee, and BOH,

Laws, Regulations, and Bylaws
- Can we design these in a more dynamic way, i.e. db instead of static files.

Dept. - B/C/C
- Mission
- Projects/Campaign
- Contacts

Calendars
- Town Meetings
- Community
- Park Reservation

Permits/Forms
- PDF Forms
- VTH forms (email)

Minutes Agendas

Transactional Forms
- Permits
- Transaction
- Signature/Payment
- Digital Records
- Integrate with GIS

Building Permits
- Searchable Permits

R/A Center
- Online Requests/Q
- Answerbase
- Customer Account

Recreation
- Registration,
Payment

Online Checkbook
- Integrate with MUNIS

Report Crime Online
- Integrate with QED
- Integrate with GIS

CRM
- Online Requests
- Workorder System
- Customer management
- Integrate with GIS
- Integration with payments

Online Payments
- Property, Excise, and Water

Donations
- Food, Fuel, and AYCC payments

Online Donations
- AYCC

Assessment Data
- property cards

Arlington Alerts
- Emergency phone, text, email

Simplicity Maps
- Online GIS Maps

Libraries
- 12 vendors

Citizen Engagement
- Social Media
- Facebook, Twitter
- Mind Mixer
- Granicus
- Survey Tools
- Eventbrite/Evite like tools (calendar, invite, reminders, survey/polls)

Intranet
- Entire Organization
- Selectmen

Appendix A

Current Online Properties & Distribution Channels

Core project elements and components for future expansion

Project Components

Core Components

Components for New/Consolidated Services

Future Development/Opportunities for Efficiency

Delivery Platforms

Computer

Mobile

Phone, Voice

Print

TV

Appendix B

Draft wireframes arlingtonma.gov

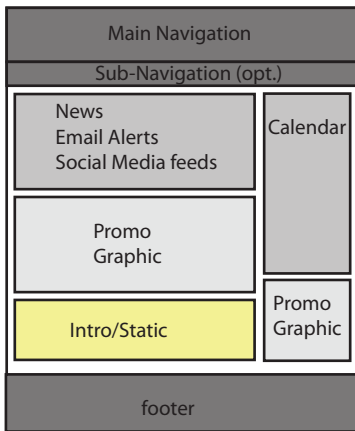
Overview

These website wireframes capture major content elements, both static and dynamic, that meet the following objectives of the Town Website project:

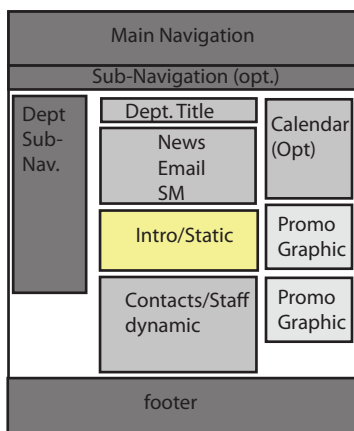
- easier access to information, by improving navigation and search capabilities common documents such as agendas, minutes, notices/calendar, and contacts in a db structure. May be able to extend to other documents that increase over time (archives) such as reports (budget, annual, FinCom, Cap Planning, etc.) with an eye toward bylaws.
- consistent information across the site, by pulling from a common db.
- consistent look and feel across site, by consistent content (consistent design in future phase)
- ability to push to, and include, new channels, by integrating real-time feeds such as email alerts, social media, and similar dynamic content.

These wireframes are purely conceptual to help visualize how the information on the site may work cohesively together. We look to the vendor to provide the best solution to meet our stated goals.

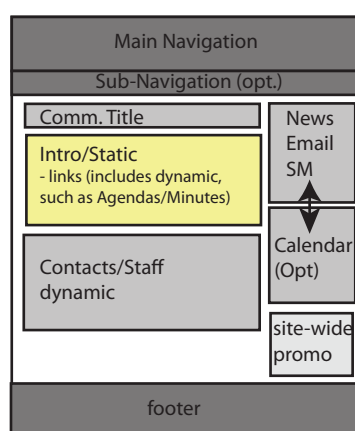
Home Page



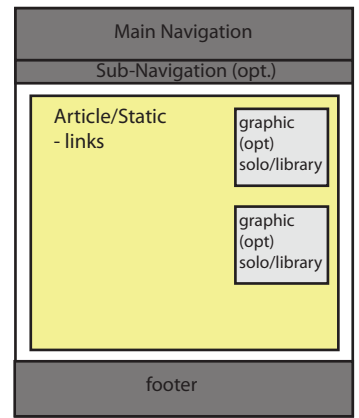
Dept. Home



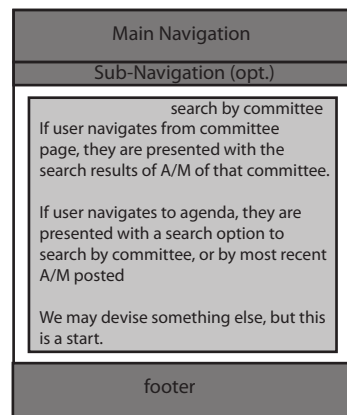
Committee Home



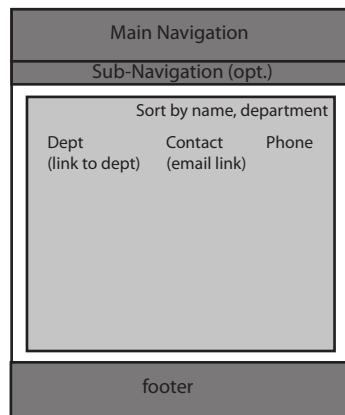
Terminus Page
Article or Static List



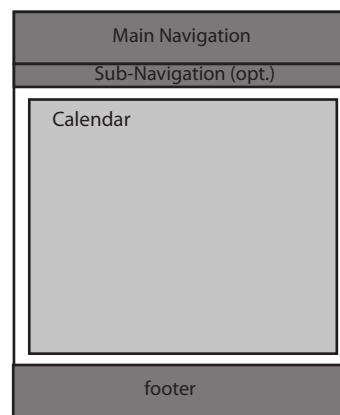
Agendas/Minutes - Dynamic List View
- Can this work for other archives, such as Reports (FY, Annual), Election, etc?



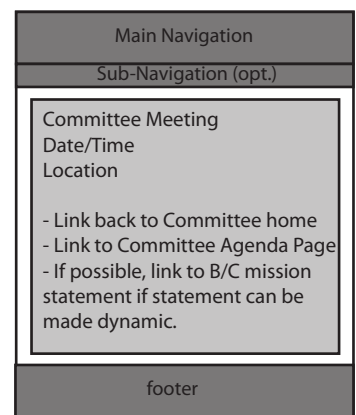
Contacts - Dynamic List View
- alpha list by department, name



Calendar Page
-view by calendar or list,
- monthly, weekly, daily



Event Page
-Meeting Title, Date/Time, Location
- Link back to Committee Home (if applicable)

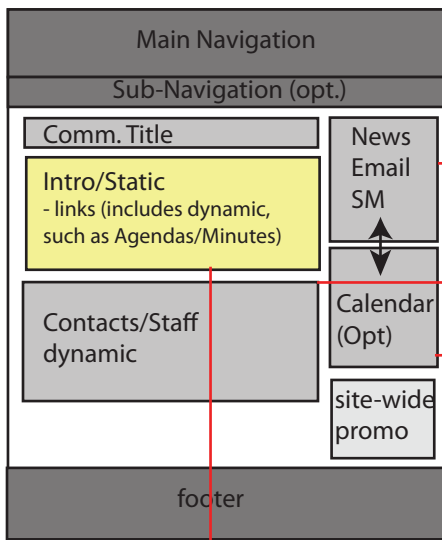


- Navigation
- Dynamic
- Graphic (could be page specific or site-wide)
- Static

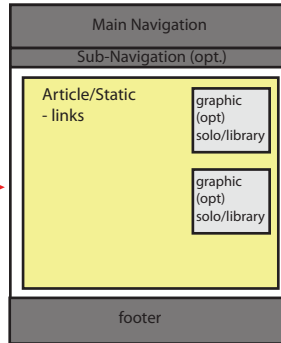
Appendix B

Draft wireframes arlingtonma.gov

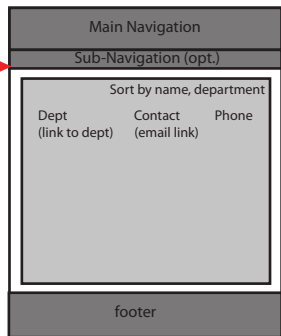
Committee Home



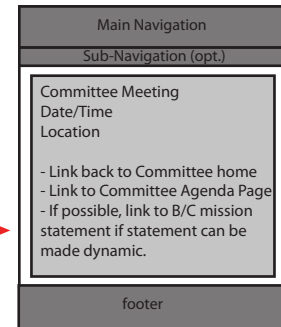
Terminus Page Article or Static List



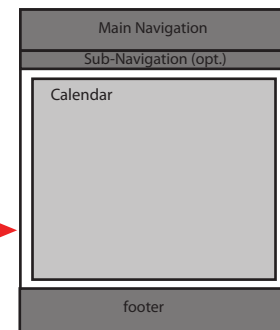
Contacts - Dynamic List View - alpha list by department, name



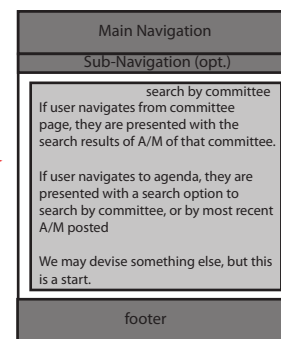
Event Page - Meeting Title, Date/Time, Location - Link back to Committee Home (if applicable)



Calendar Page - view by calendar or list, - monthly, weekly, daily



Agendas/Minutes - Dynamic List View



- Navigation
- Dynamic
- Graphic (could be page specific or site-wide)
- Static

Appendix C

Price Submission Form

Responders must submit pricing in accordance with the instructions included in Section III of this document. Proposers must submit prices for all years of the contract. The proposed pricing is to cover all work/services required for this project as outlined in the Plan of Service/Technical Proposal portion of this R.F.P document. Prices must be all-inclusive, including all costs, fees, charges, expenses, travel, postage, fax and telephone charges, preparation of reports and all meeting attendance if required. No separate fees or costs of any kind will be paid other than the stated prices. However, since there is the potential for Plans of Service/Technical Proposals submitted to vary based on core components and additional features included in this RFP, the Town may need to revise and negotiate final terms before awarding the contract.

Price Escalation Clause

Prices offered by the Responder must be firm and not subject to increase during the term of the contract. Price escalation clauses over and above the total submitted prices are not allowed. Only the total proposed prices will be accepted. Responders cannot insert/include a statement indicating their prices will increase above or beyond their submitted proposed prices due to third party actions or unnamed contingencies. Inclusion of an escalation clause of any kind will result in the REJECTION of the proposal.

*All Price Proposal information must be submitted in a separate sealed envelope. Please refer to the section titled "Scope of Services," in this document for full instructions.

Proposed vendors are forewarned to include all costs in the above pricing schedule as only those listed will be honored and remunerated.

The Respondent must provide a price response. The price response shall be complete and indicate the basis for all charges. For example: retainers, fees per transaction, volume-based schedule of management fees, hourly rates, or other billing formula.

In evaluating the responses, the Town will accept the most advantageous proposal, taking into account the proposals' relative merit and prices. .

You may submit suggestions for additional work that could be performed with the associated costs for this additional work but the core of the requests as outlined and defined in this RFP must all be addressed before any subsequent services will be considered. Conditional responses requiring additional services to be contracted for, above and beyond those services contained in these documents, will not be considered unless the base requirements are offered with no additional obligation on the part of the Town of Arlington.

The Town, however, will not pay for any additional work under this contract without the prior written approval of the Town Manager.

Your signature below acknowledges your understanding of these parameters. The section below must be signed by a person with the authority to commit the price(s) noted.

This form must be included in your response. Failure to do so will result in rejection of the Response. You may, and are encouraged, to add additional text, exhibits, or attachments demonstrating additional support for your price submission

Appendix C (cont.)

Price Submission Form

Pricing and/or Fee:

Cost for Design/Build, Training, and Migration \$ _____

Annual Cost for hosting/support services \$ _____

Total Costs \$ _____

If you included services not included in the RFP, please include cost details below.

Firm or Institution Name: _____

Authorized Signature: _____

Name: _____

Title: _____

Date: _____

Appendix D

Non-Price Submission Form To be returned with Plan of Service/Technical Proposal

Proposal The Town of Arlington is seeking proposals for the purchase of Town Website capabilities.

Proposers' attention is called to Chapter 30B, § 6, of the Massachusetts General Laws. In connection with this statute, Proposer is required to submit the following information and any other information deemed necessary by the Proposer. All of the following information regarding the Proposer must be completed:

Please indicate business type by placing an X next to the appropriate category:

Corporation Partnership Proprietorship

If a Corporation
Full Legal Name _____

State of Incorporation _____

If a Partnership
Full Legal Name _____

If a Proprietorship
Name of Owner or d/b/a _____

Principal Place of Business _____

Place of Business in Massachusetts _____

Business Mailing Address _____

Telephone Number: _____ Ext. _____

Give full names and titles of all the persons and parties who will be in the deliverables of the foregoing proposals. (Note: give first and last names in full; in cases of corporations, give names of President, Treasurer and Manager; and in cases of partnerships give names of the individual partners.)

Name

Title

_____	_____
_____	_____
_____	_____
_____	_____

A foreign corporation is required to submit its certification of incorporation from the State Secretary's Office, as required by the Massachusetts General Laws.

Appendix D (cont.)

Non-Price Submission Form To be returned with Plan of Service/Technical Proposal

Proposal – Town Website, Arlington MA

If this proposal shall be accepted by the TOWN OF ARLINGTON, and the undersigned shall fail to contract as aforesaid within ten (10) days after notice of intent to award contract (not including Saturdays, Sundays or Legal Holidays) from the TOWN OF ARLINGTON to him, according to the address given herewith, that the contract is ready for signature, The TOWN OF ARLINGTON may by option determine that the Proposer has abandoned the contract and thereupon the TOWN OF ARLINGTON has the option to award the contract to another proposer.

I/we certify under the penalties of perjury that to the best of my/our knowledge and belief, I/we have filed all state tax returns and paid all state taxes required under law.

The undersigned further certifies under penalties of perjury that this proposal is made in good faith and is in all respects bona fide, fair and made without collusion or fraud with any other person. As used in this section the word "person" shall mean any natural person, joint venture, partnership, corporation or other business or legal entity. The undersigned certifies that no official or employee of the TOWN OF ARLINGTON is pecuniary interested in this proposal or in the contract which the Proposer agrees to execute or in expected profits to arise therefrom.

The undersigned as Proposer declares that the only parties interested in this proposal as principals are named herein; that the Proposer has carefully examined the specifications therein referred to; and they propose and agree that if this proposal is accepted they will contract with the Owner in accordance with the specifications, to provide all necessary work to be done and also furnish all the materials specified in the manner and time prescribed and according to the requirements as set forth; and that they will take in full payment the sum(s) as offered in this proposal.

Social Security Number or
Federal Identification Number

Type Name of Person Signing Proposal

Date _____

Signature

Title

Company Name

Street Address

TOWN OF ARLINGTON- Location.

Appendix E

CERTIFICATE OF 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.

(Signature of individual submitting bid or proposal)

(Name of individual submitting bid or proposal)

Name of Business

Date

Pursuant to M.G.L. Chapter 62C, Section 49A, I certify under the penalties of perjury that I have complied with all laws of the commonwealth relating to taxes, reporting of employees and contractors, and withholding and remitting child support.

Social Security Number or
Federal Identification Number

Signature of Individual or Responsible
Corporate Officer and Title

**NON-COLLUSION FORMS
MUST BE SIGNED AND
SUBMITTED WITH BID**