

TOWNSHIP OF MAPLEWOOD
574 VALLEY ST.
MAPLEWOOD, NJ 07040

DESIGN AND IMPLEMENTATION OF AN IMPROVED
VERSION OF THE MAPLEWOOD TOWNSHIP'S WEB SITE

ISSUE DATE: MARCH 26, 2010

PROPOSAL DUE DATE: APRIL 14, 2010

Proposals shall be delivered in a sealed envelope clearly marked "Design and Implementation of an Improved Version of the Maplewood Township's Web Site" to the Township of Maplewood Clerk's Office located at 574 Valley St. Maplewood, NJ 07040 no later than 10:00 AM on April 14, 2010 at which time all proposals will be opened.

RFPs and other information may be obtained at the Office of the Maplewood Township Administrator/ Purchasing Agent, 574 Valley Street, Maplewood, New Jersey, during regular business hours 9:00 AM - 4:30 PM.

The Township of Maplewood hereby solicits proposals for design and implementation of an improved version of the Township's web site.

The township's website is currently hosted by Continuous Education Technical Solutions (CETS), Rutgers University at the URL maplewoodnj.org and www.twp.maplewood.nj.us. The township is willing to allow CETS to continue hosting the website. However, the bidder may propose, as an option, a transition of website hosting from CETS to another hosting arrangement. Such a proposal should include all pricing for such hosting, including pricing for traffic generated and/or storage used, if any.

A proposal for completion of this scope of work shall be submitted by Wednesday, April 14, 2010 at 10:00 a.m. The proposal should include an implementation schedule that includes milestones for a review and approval of the visual design, transition of information to the new web site, a live testing interval, and user training for Township personnel. It is acceptable to propose a multi-phase implementation.

The contract for this work will include requirements for adherence to a schedule of deliverables and agreement that intellectual property of website content will revert to the Township. Completion of this scope of work may require discussions with current vendor to address the transition of the website.

We welcome innovative strategies and techniques for achievement of these requirements elegantly and efficiently, and look forward to receiving your proposal.

GENERAL REQUIREMENTS

1. All bidders should provide URLs for similar work that the bidder has performed.
2. The Township currently produces a quarterly printed newsletter known as The Maplewood Leaflet (issues are available in PDF form on the current website). The printed newsletter is likely to be phased out at the end of 2010. The bidder should include proposals for integrating the types of content that would be printed in the newsletter into the website.
3. The website should be designed and tested with all modern web browsers. Nothing should be implemented that is unique to a particular platform, operating system, or browser.
4. The website should provide general information about the Township as well as information about the township's history, maps and locations of township buildings and facilities, township officials with contact information, programs and services provided, details about the form and operation of the local government, and all boards and committees of the township.

5. The website should provide access to all information that is currently available on the existing website; however a redesign is required to better organize and present the existing information.
6. The website shall provide a page for every township department.
7. The website shall optionally support a homepage for each township board and committee.
8. The website should have information about doing business in Maplewood. This includes information about permits and licensing, as well as links to the Special Improvement Districts in the township and to the business community.
9. The website should support providing links to other websites that may have news stories or information that mention the township.
10. The website should have links to neighboring municipalities, the school system, and other appropriate governmental entities such as county and state government.
11. The website is to be managed and updated by Township staff. Staff must be able to easily make changes to the content of the web pages.
12. The website should provide options for advertisement or sponsorship in a way that is uncluttered and not distracting.
13. The website should support secure access for credit card transactions to allow for online payment for services.
14. The website should support online forms to allow for online registration and/or application for services.
15. The website must provide access to Frequently Asked Questions

VISUAL CHARACTERISTICS

1. Every page for the website for the Township of Maplewood must have a common 'look-and-feel'. The visual characteristics of the pages should include
 - a. A bright and attractive color scheme
 - b. An uncluttered interface where information is presented in no more than two or three columns
 - c. A common banner and navigation menu on top of all pages
 - d. An ability to include digital pictures, figures, and maps
2. The home page for the township should include
 - a. An optional scrolling news ticker
 - b. An optional "breaking news" bulletin

- c. An optional “news story” to focus on
3. Each page should include a common mechanism for getting more information or help about the content of the page or about Township information in general.
4. Each page should provide a common mechanism to sign up for e-mail updates or RSS syndication.
5. Pages should provide a print function that allows for information to be printed in a manner that resembles the on-screen rendering of the information.
6. Information such as forms, announcements, memoranda, ordinances, etc. should be displayed on screen, AND should provide a link to download PDF versions of the information.

NAVIGATION

1. Each page shall include a common menu to allow for navigation to anywhere on the website.
2. Information should not require multiple redundant clicks for access. The current implementation, where a user must click several times to download a file, is not acceptable.
3. A site map link should be provided.

INFORMATION

1. A calendar of meetings, events and activities shall be provided.
2. The website shall allow access to and optional downloads of any information that the township may decide to publish. This includes, but is not limited to:
 - a. Legal notices
 - b. Ordinances
 - c. Resolutions
 - d. Meeting minutes
 - e. Public announcements
 - f. Memoranda
 - g. Maps and drawings
 - h. Reports
 - i. Plans
 - j. Bulletins
3. A link to the public portion of the municipal GIS shall be provided
4. A link to the code of the township shall be provided.

5. The township shall be able to highlight certain meetings or upcoming activities on the home page or on other sub pages of the website (for example, upcoming Planning Board activities that are on the calendar may be highlighted on the Planning Board page).
6. In addition to providing information to end-users browsing to the township's website, the township expects to be actively publishing information electronically. The website should support the following:
 - a. The ability to broadcast messages to social media platforms such as Twitter
 - b. The ability to link to Facebook
 - c. An RSS feed for all news updates posted to the website
 - d. A system of calendar reminders
7. The website should support the ability for end users to register and sign up for a variety of e-mail updates, similar in functionality to systems such as PHPlist. Existing email lists must be transitioned to the new system.
8. The website should support the ability to take readership surveys and conduct questionnaires
9. The township is interested in supporting live streaming of meetings, or of making meetings available by podcast. The website should be able to support both of these technologies

UPDATING AND MAINTENANCE

1. The website shall provide secure access for township staff to update the website content.
2. The website must provide an ability to back out changes to a page and to revert to previous versions of the website.
3. The website must provide statistics on traffic to the site, visits to the pages, and counts on downloads of information.

**TOWNSHIP OF MAPLEWOOD
PROPOSAL FORM
DESIGN AND IMPLEMENTATION OF AN IMPROVED
VERSION OF THE TOWNSHIP'S WEB SITE**

PROPOSAL FOR: Design and Implementation of an Improved Version of the Township's Web Site

We the undersigned company, agree to furnish a design and implementation of a web site for the Township of Maplewood, in compliance with all requirements of the Township's specifications as to schedule, quality and delivery to the Township of Maplewood.

PROPOSAL MUST INCLUDE a proposed implementation schedule including any proposed project phasing.

BID PRICING:

Bid amount for delivery exclusive of any proposed optional features:

\$ _____

Bid Amount In Words (please print):

Proposed Option 1:

Description: Transition of Website Hosting

Bid price:

\$ _____

Bid Amount In Words (please print):

[attach description, bid price and amount in words for any additional options]

**TOWNSHIP OF MAPLEWOOD
DESIGN AND IMPLEMENTAION OF AN IMPROVED
VERSION OF THE TOWNSHIP'S WEB SITE**

All prices are exclusive of all taxes and are the basis of delivery to the Township of Maplewood, County of Essex, State of New Jersey.

Each proposal submitted must be on forms supplied by the Township and no other will be accepted. Certain written requirements are specified in this bid to be submitted with the bid package. These requirements must be included in the bid package or the bid will be rejected.

The Township reserves the right to reject any and all bids, either in whole or in part, when, in the judgment of the governing body, the public interest will best be served by doing so; and, where the proposal contains more than one item to be bid upon, to accept the bid or bids of any or all items contained therein, determining low bid either on the basis of comparison of the aggregate of all items bid or on the basis of a comparison of bids, item by item.

Company Name	Federal ID # or Social Security #
Address	City, State, Zip
Print or Type Name and Title of Authorized Agent	Signature of Authorized Agent
Date	Phone
Fax	Email

TOWNSHIP OF MAPLEWOOD
STATEMENT OF OWNERSHIP/STOCKHOLDER DISCLOSURE CERTIFICATION
N.J.S.A. 52:25-24.2 (P.L. 1977 c.33)
THIS STATEMENT SHALL BE INCLUDED WITH BID SUBMISSIONS

1. Legal Name of Business: _____

2. Check One:

- ☐ I certify that the list below contains the names and home addresses of all stockholders holding 10% or more of the issued and outstanding stock of the undersigned.
- ☐ I certify that no one stockholder owns 10% or more of the issued and outstanding stock of the undersigned.

3. Check the box that represents the type of business organization:

- ☐ Partnership ☐ Corporation ☐ Sole Proprietorship
- ☐ Limited Partnership ☐ Limited Liability Partnership ☐ Limited Liability Corporation
- ☐ Subchapter S Corporation ☐ Other _____

4. Complete if the respondent is one of the 3 types of Corporations:

Date Incorporated: _____ Where Incorporated: _____

5. Business Address:

STREET ADDRESS	CITY	STATE	ZIP
TELEPHONE #	FAX #	EMAIL	

6. Owners:

Listed below are the names and addresses of all stockholders, partners or individuals who own 10% or more of its stock of any classes, or who own 10% or greater interest therein.

NAME	HOME ADDRESS
NAME	HOME ADDRESS
NAME	HOME ADDRESS

CONTINUE ON ADDITIONAL SHEETS IF NECESSARY: Yes ☐ No ☐

7. Signature and Notary:

Signature

Signature: _____ Date: _____

Printed Name and Title: _____

Notary

Subscribed and sworn before me this ____ day of _____, 20____.

(Notary Public)

My commission expires:

(Affiant)

(Print name & title of affiant)

(Corporate Seal)

State of _____
County of _____

I, _____ residing in _____
(Name of Affiant) (Name of municipality)
in the County of _____ and State of _____ of full age,
being duly sworn according to law on my oath depose and say that:

I am _____ of the firm of _____
(title or position) (name of firm)
 _____ the bidder making this Proposal for the bid proposal entitled
 _____,
(title of bid proposal)
 and that I executed the said proposal with full authority to do so that said bidder has not, directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free, competitive bidding in connection with the above named project; and that all statements contained in said proposal and in this affidavit are true and correct, and made with full knowledge that the
 _____ relies upon the truth of the statements contained in said
(name of contracting unit)
 Proposal and in the statements contained in this affidavit in awarding the contract for the said project.

I further warrant that no person or selling agency has been employed or retained to solicit or secure such contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, except bona fide employees or bona fide employees or bona fide established commercial or selling agencies maintained by _____.

Subscribed and sworn to
before me this day

20

Signature

(Type or print name of affiant under signature)

Notary public of _____
My Commission expires _____ 20_____

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