

CITY OF NORWICH

RFP 12-06

Request for Proposal

Web Site Redesign and Content Management System (CMS) Services

The City of Norwich Public School District (NPS) invites Proposal Submissions from experienced website design firms ("Firms") to conduct a comprehensive redesign of its current website. Norwich Public School District is looking to change the look and feel of their current website to a more unique branded look, as well as, gain features that will allow the District to grow as an educational provider in the Norwich community. The major areas the District is seeking to capitalize on are greater functionality, mobility, analytics, and unification. The District wants... greater functionality in their CMS and website; to reach a broader audience through a mobile integration; to be able to make more informed decisions based on current data supplied by web analytics; and to have a unified directory for easy lookup. Features the District is seeking for the future are online professional development, registration, and class portals for the middle school classes. This year the District partnered with "Google Apps for Education" to supply a variety of services including sites for teachers. This service will need to be integrated with the new district and school sites.

The information and instructions set forth below are designed to solicit responses that will demonstrate the Firm's capability, approach, and commitment to satisfying the Norwich Public Schools. Note: The term "Firm" shall also include their respective agents, representatives, employees or subcontractors.

Interested firms must return two (2) hard copies and one electronic copy (on CD or thumb drive) or their proposal to: William Block, City Purchasing Agent, City Hall, Rm. 104, 100 Broadway, Norwich, CT 06360 no later than Friday June 22, 2012 at 3:00 PM

Complete copies of this RFP may be obtained at the Office of the Purchasing Agent at the address listed above or online at the State of Connecticut DAS Web Portal or at the City of Norwich web site www.norwichct.org by clicking on Public Bids/Proposals.

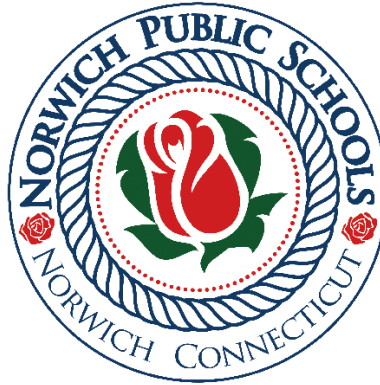
Questions regarding this proposal should be directed to the Project manager, Ms. Jessica Warrender, Webmaster, NPS;
webmaster@norwichpublicschools.org.

William Block

City Purchasing Agent

The City of Norwich is an affirmative action/equal opportunity employer

Norwich Public School District



Request for Proposals for 

Website Redesign and Content Management System (CMS)



DUE: Friday, June 22, 2012 by 3:00 pm (EST)
www.norwichpublicschools.org

Overview

Norwich Public School District is seeking proposals from qualified CMS Service Providers, who specialize in the education industry, to provide a new unique website for a our district and schools, off site web hosting, and 24/4 support. Services must be compliant with Federal E-rate standards, including a valid SPIN number.

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CMS Website Redesign Project

Description, Purpose and Objectives of the Website

Norwich Public School District is looking to change the look and feel of their current website to a more unique branded look, as well as, gain features that will allow the District to grow as an educational provider in the Norwich community. The major areas the District is seeking to capitalize on are greater functionality, mobility, analytics, and unification. The District wants... greater functionality in their CMS and website; to reach a broader audience through a mobile integration; to be able to make more informed decisions based on current data supplied by web analytics; and to have a unified directory for easy lookup. Features the District is seeking for the future are online professional development, registration, and class portals for the middle school classes. This year the District partnered with "Google Apps for Education" to supply a variety of services including sites for teachers. This service will need to be integrated with the new district and school sites.

Background

Norwich Public School District manages 13 schools (Pre-K – 12) to include: 7 elementary schools, 2 middle schools, 1 alternative high school, 2 partner-run schools, and an adult education facility. The District employs over 600 staff members and educates approximately 3,800 students. Norwich Connecticut has a fairly diverse population, supporting 34 languages. Besides English, the most common languages are; Spanish, Haitian Creole, Cantonese, Mandarin, and Cape Verdean Creole.

Additional information about the District may be found at www.norwichpublicschools.org.

Current Conditions

The Norwich Public School District ranges the gamut of operating systems from Windows 98 to iOS5. Most of the computers are on a Windows XP platform for staff use, however, Macs are starting to be heavily populated throughout the district for student use. The district runs on an NT environment, which is currently in the process of being upgraded to Windows 2008. Internet Explorer is the most widely used browser in the district.

Norwich Public School District has a full-time webmaster to make and oversee all changes to the district's websites and social media outlets. Beyond that, 5 other people are allowed to make changes to the district and school sites. The current site has approximately 600 pages (not including teacher sites) and 1360 files (documents and images). Teacher sites will be hosted through Google starting this fall.

Target Audience

The main audience the District wants to target is students, parents, and the community. The Board of Education and staff are secondary targets.

Scope of Work

The Norwich Public School District wants a well-established CMS Service Provider who can take the district to the next level. The Service Provider will have a year to work with the District to develop a unique web presence for the district and thirteen school sites. Below is the scope of what is required at minimum.

Vendor's ability to provide services will be evaluated as part of the selection:

DESIGN

- Unique Design to Norwich Public Schools
- Site Map
- Mobile Site
- Ability to feed multiple social media outlets to the site
- Google Translation
- Standalone Gallery
- Unified Directory
- Best Practices – Navigation, Layout, Code
- Comprehensive Search – Ability to search all documents including HTML, Docs, PDF, etc.
- Pages Optimized for Printing
- Share via Email or Social Media
- W3C Compliant/COPA/ADA/TRUSTe Certified
- Consistent design across all browsers

CMS

- Alert Manager
- Media Manager
- Forms Manager
- News Manager
- User Manager – Import/Export
- Document/Image Manager – Multiple Upload
- Calendar Manager
 - Subscription Based
 - Import/Export
 - Multiple-way Calendar Posting: District-School-School
 - Feeds into popular calendar clients
- Agenda Meeting and Minutes Manager
- Simple to Advanced Editing Capabilities (HTML and CSS)
- Subscription Based Newsletter and Texts
- Ability to fully integrate the Google Apps for Education suite
- Recent Activity List
- Web Analytics
- Broken Link Finder
- Friendly URL Creator
- Full Navigation Control
- Ability to embed content from anywhere
- Customizable Pages/Modules
- Single Sign On Capabilities
- Customizable Calendars for School Menus

- Page Scheduling and Expiration
- Updating & Expired Content Reporting
- Employment Manager with Jobs that will expire
- Mobile Integration Module
- Ability to bookmark pages – frequently used
- 1-Step publishing to website and other social media outlets
- Integration with SIS (Star Base)
- Automatic Archival System

HOSTING

- 99.9 percent uptime
- Enterprise grade data center facility
- Enterprise data center equipment
- Multi-homed, redundant, high capacity internet connectivity
- Best of class network, application, and physical security
- Comprehensive backup and recovery operations
- Administration and management of the network, operating system, application, and physical equipment
- Standards compliant web pages which maintain consistent appearance and functionality when accessed from common Internet browsers—such as Internet Explorer, Firefox, Safari, etc.—and mobile platforms—such as Android, iOS, etc

SUPPORT

- 24/7 support on Priority 1 issues
- Single point of contact via phone, email, support portal, IM support with maximum 24-hour response time
- Online reference manuals and tutorials, including video
- Help desk center for troubleshooting issues
- Webinars
- Staff training, documentation, and support rollout
- End-to-end implementation, training, and adoption strategies

FUTURE REQUIRED FEATURES

- Online Professional Development Portal
- Registration Manager
- Student Portals
- Live Streaming

ADDITIONAL FEATURES (Not Required) May be needed for future use

- Teacher Portal
- Staff Portal
- eCommerce
- Academics Manager
- Teacher Pages

Common Core Requirements

At minimum, 90% of the Service Provider's core features have to be under the ownership of the Service Provider. Any features outside the Service Provider's ownership have to be documented and noted to the District.

Please quote data migration as an option.

Contract

The term of the contract shall be for a period of three (3) years beginning on July 1, 2012, with voluntary annual extensions for an additional two (2) years. The contract may be cancelled by the District with sixty days prior written notice.

The Service Provider may propose a longer contract length, however, the District will require a refresh of the district and schools' homepage after 2-1/2 years for a nominal fee.

Prices must remain firm for the duration of the contract. Contract may be for a time period of up to 5 years.

Issued Contract: A formal contract will be issued by District. The issuance of a purchase order by District to the successful bidder does not form a binding contract. This RFP and proposal response shall become part of any contract between the Service Provider and the District.

The Service Provider shall have total responsibility for meeting the terms and conditions of this contract.

Third-Party Vendors: The Service Provider shall not assign this contract or any part thereof, or any monies owing thereunder, without the prior written approval of the District.

Unforeseen: Omission in the proposal of any provision herein described shall not be construed as to relieve the Service Provider of any responsibility or obligation to the complete and satisfactory delivery, operation, and support of any and all equipment and services.

Default: The Service Providers bid is subject to all terms and conditions as herein established in this RFP and includes price, quality, and delivery. Failure to provide services bid by the agreed project timeline and at the prices bid will be considered contract default and the District reserves the right to declare the contract terminated and to purchase the merchandise on the open market. If a greater price than the contract price has been paid by the District, such increase shall be the Service Provider's responsibility.

Relationship: The Service Provider's relationship to the District in the performance of services that may be required for certain items shall be that of an independent contractor. The personnel performing services under this contract shall at all times be under the Service Provider's exclusive direction and control and shall be employees of the proposer and not employees of the District. Proposer shall cover or insure all of its employees performing services under this contract in compliance with the applicable laws relating to workman's compensation and employers' liability insurance.

Billing

The Service Provider must be willing to accept direct payment from the Schools and Libraries Division (SLD) of the Universal Service Administration Company (USAC) for the eligible portion of services provided.

Funding Commitment Considerations

As described in e-rate program rules, both the Norwich Public School District (District) and the Service Provider will receive a Funding Commitment Decision Letter (FCDL) stating how much of the Service Cost will be paid for by the Schools and Libraries Division (SLD) of the Universal Service Administrative Company (USAC). The portion of the

Service Cost paid for by USAC is defined on the FCDL and is referred to as the Discounted Portion. The difference between the Service Cost and the Discounted Portion is referred to as the Undiscounted Portion. In some cases, the FCDL may state that the funding is completely denied. A "Funding Year" is synonymous to USAC's definition of a funding year, which is generally from July 1st until June 30th of the next year. An FCDL will be issued for each Funding Year, and is only applicable to that Funding Year.

Price and Payment

The District will pay the Service Provider the Amount Due once per Funding Year for the duration of this Agreement. The Amount Due will be paid NET 30 after (a) successful receipt of the FCDL, and (b) start of the current Funding Year.

Price and Payment if Funding is Approved

If the FCDL shows that funding is approved then the District, at its discretion, may choose to have the Amount Due be the Undiscounted Portion instead of the total Service Cost.

Price and Payment if Funding is Denied

If the FCDL states that funding is completely denied for the Services then the District may terminate the Services on or after the date it receives the FCDL by providing a request in writing ("Termination Request") to the Service Provider. The date that the District requests to terminate the Service ("Termination Date") will be at least 15 days after the Termination Request.

Taxes: Proposals shall not include sales tax. Norwich Public School District is exempt from certain Federal Taxes, and exemption certificates will be furnished. The Service Provider is responsible for any taxes that are applicable to the services and products provided.

Schedule of Events

The following is the schedule of events for this project. The schedule may be changed at anytime during the course of the process and will be noted.

RFP Posted	6/7/12
Deadline for Questions	6/15/12, 3PM EST
Proposals Due	6/22/12, 3PM EST
CMS Service Provider Granted Contract	6/30/12
Contract Signed	7/1/12
Build Process Begins	7/1/12
Competition Date	On or Before 7/1/13

Locations

The Service Provider will need to provide the following locations with a web hosting solution under the norwichpublicschools.org address.

Name	Address	City	State	Zip Code	Phone
Norwich Public Schools District	90 Town Street	Norwich	CT	06360	(860) 823 - 4200
Samuel Huntington Elementary School	80 West Town Street	Norwich	CT	06360	(860) 823 - 4204
Thomas W. Mahan Elementary School	94 Salem Turnpike	Norwich	CT	06360	(860) 823 - 4205
John M. Moriarty Elementary School	20 Lawler Lane	Norwich	CT	06360	(860) 823 - 4206
John B. Stanton Elementary School	386 New London Turnpike	Norwich	CT	06360	(860) 823 - 4207
Uncas Elementary School	280 Elizabeth Street Extension	Norwich	CT	06360	(860) 823 - 4208
Veterans Memorial Elementary School	80 Crouch Avenue	Norwich	CT	06360	(860) 823 - 4209
Wequonnoc Elementary School	155 Providence Street	Taftville	CT	06380	(860) 823 - 4210
Kelly Middle School	25 Mahan Drive	Norwich	CT	06360	(860) 823 - 4211
Teachers' Memorial Middle School	15 Teachers Drive	Norwich	CT	06360	(860) 823 - 4212
Thames River Academy	526 East Main Street	Norwich	CT	06360	(860) 823 - 4201
Deborah Tennant-Zinewicz	30 Case Street	Norwich	CT	06360	(860) 823 - 4201
Hickory Street	201 Hickory Street	Norwich	CT	06360	(860) 823 - 4201
Adult Education	191 Hickory Street	Norwich	CT	06360	(860) 823 - 4299

Basis of Award

In keeping with the guidelines of USAC, this RFP will be awarded to the most cost effective Service Provider when compared to services offered. Prices will be the primary factor, but not necessarily the sole factor, in evaluating the RFP's. Other factors of consideration are ability to meet the requirements, product, prior experience including past performance and personnel qualifications, support, and references. The District does not guarantee any award of contract by submitting an RFP.

Factors	Total Point Available
Price/Features Offered	35
Ability to Meet Requirements	20
Product	15
Experience	10
Support	10
References	10
Total Points	100

Right to Reject

The District has the right to reject any proposals that do not meet the requirements in the RFP.

CMS Service Provider Submission

Service Provider Criteria: Before you Apply

- ✓ You must have a valid SPIN number
- ✓ You must be an established CMS Service Provider who specializes in public education
- ✓ You must be able to develop a unique website design for the Norwich Public School District

Proposals

DUE: All proposals must be received no later than Friday, June 22, 2012 by 2:00 pm (EST).

MAIL: Norwich City Hall – Rm 104
William Block, City Purchasing Agent
100 Broadway
Norwich, CT 06360

DIRECTIONS: Fill out and print on single sided sheets. Remember to sign all designated areas. Envelopes need to be clearly marked with “**NPS Web Hosting Bid.**” Service Providers submitting bids need to submit 2 hard copies and 1 digital copy (Flash Drive or CD).

CONTACT: Jessica Warrender, Webmaster | webmaster@norwichpublicschools.org

All questions must be submitted by email no later than one week after RFP was posted. The Q&As will be posted to <http://tinyurl.com/dxyfvus> for all Service Providers to benefit.

Any/all Addendums to the RFPs will be posted at <http://tinyurl.com/dxyfvus>.

Submittals

The following items must be submitted along with the Proposal Response Forms:

- A detailed description on type of service to be provided, addressing each of the bullet points on pages 4 and 5, and how you will provide each of the services listed in the RFP.
- A detailed breakdown of the costs to fully implement the services listed in the RFP, including e-rate reimbursements for eligible services.
- The successful bidder must provide proof of e-rate eligibility as a service provider and certify that they have not been suspended or debarred.
- The successful bidder must be in a position to execute a contract for services prior to July 1, 2012.
- Proof of Insurance
- Description of the equipment (if any) to be installed.
- A list of four (4) current or recent at an educational institution of comparable size and complexity, with at least one (1) being from the state of Connecticut. Customer references must include district name, city/state, web address, contact name, contact phone, contact email, and date of installation.

Insurance Coverage Requirements

Norwich Public School District is requiring insurance coverage as listed below for this work.

At least five days before the Contract is executed and prior to commencement of work there under the Service Provider will be required to file with the Purchasing Agent a certificate of insurance, executed by an authorized representative of the insurance company satisfactory to the Purchasing Agent and in an acceptable form. The policy shall name the Norwich Public Schools District as an Additional Insured and state that, with respect to the award, the Service Provider carries insurance in accordance with the following requirements:

INSURANCE RIDER

The Service Provider shall provide and maintain insurance coverage related to its services in connection with the Project in compliance with the following requirements.

The insurance required shall be written for not less than the scope and limits of insurance specified hereunder, or required by applicable federal, state and/or municipal law, regulation or requirement, whichever coverage requirement is greater. It is agreed and understood that the scope and limits of insurance specified hereunder are minimum requirements and shall in no way limit or preclude the District from requiring additional limits and coverage to be provided under the Service Providers's policies.

Minimum Scope and Limits of Insurance:

Workers' Compensation insurance: With respect to all operations the Service Provider performs, it shall carry workers' compensation insurance in accordance with the requirements of the laws of the State of Connecticut, and employer's liability limits of One Hundred Thousand Dollars (\$100,000.00) coverage for each accident, One Hundred Thousand Dollars (\$100,000.00) coverage for each employee by disease, Five Hundred Thousand (\$500,000.00) policy limit coverage for disease.

Commercial General Liability: With respect to all operations the Service Provider performs it shall carry Commercial General Liability insurance providing for a total limit of One Million Dollars (\$1,000,000.00) coverage per occurrence for all damages arising out of bodily injury, personal injury, property damage, products/completed operations, and contractual liability coverage for the indemnification obligations arising under this contract. Each annual aggregate limit shall not be less than Two Million Dollars (\$2,000,000.00).

Automobile Liability: With respect to each owned, non-owned, or hired vehicles the Service Provider shall carry Automobile Liability insurance providing Five Hundred Thousand Dollars (\$500,000.00) coverage per accident for bodily injury and property damage.

Errors and Omissions/Professional Liability: With respect to any damage caused by an error, omission or any negligent or wrongful act of the Service Provider or any subcontractor or sub-consultant in connection with any professional services performed under this Agreement the Service Provider shall carry One Million Dollars (\$1,000,000.00) coverage per claim.

Acceptability of Insurers: The Service Provider's policies shall be written by insurance companies licensed to do business in the State of Connecticut, with an AM Best rating of A-VII or otherwise acceptable to the District.

Subcontractors: The Service Provider shall require all subcontractors to provide the same "minimum scope and limits of insurance" as required herein, with the exception of Errors and Omissions/Professional Liability insurance, unless Errors and Omissions/Professional Liability insurance is applicable to the Work performed by the subcontractor. All Certificates of Insurance shall be provided to the District's Purchasing Agent as required herein.

Aggregate Limits: Any aggregate limits must be declared to and be approved by the District. It is agreed that the Service Provider shall notify the District whenever fifty percent (50%) of the aggregate limits are eroded during the required coverage period. If the aggregate limit is eroded for the full limit, the Service Provider agrees to reinstate or purchase additional limits to meet the minimum limit requirements stated herein. Any premium for such shall be paid by the Service Provider.

Deductibles and Self-Insured Retentions: Any deductible or self-insured retention must be declared to and approved by the District. All deductibles or self-insured retentions are the sole responsibility of the Service Provider to pay and/or to indemnify.

Notice of Cancellation or Nonrenewal: Each insurance policy required shall be endorsed to state that coverage shall not be suspended, voided, cancelled, or reduced in coverage or in limits except after thirty (30) days prior written notice has been given to the District.

Additional Insured: The liability insurance coverage, except Errors and Omissions, Professional Liability, or Workers' Compensation, if included, required for the performance of the Project shall include the District as an Additional Insured with respect to the Service Provider's activities to be performed under this Agreement. Coverage shall be primary and non-contributory with any other insurance and self-insurance.

Certificate of Insurance: As evidence of the insurance coverage required by this Agreement, the Service Provider shall furnish Certificate(s) of Insurance to Purchasing Agent's Office prior to the Service Provider's commencement of services under this Agreement. The Certificate(s) will specify all parties who are endorsed on the policy as an Additional Insured (or Loss Payees). The Certificates and endorsements for each insurance policy are to be signed by a person authorized by the insurer to bind coverage on its behalf. Renewals of expiring Certificates shall be filed thirty (30) days prior to expiration. The District reserves the right to require complete, certified copies of all required policies at any time.

All insurance documents required should be mailed to the William Block, Purchasing Agent, 100 Broadway, Norwich, CT 06360-4431.

Waiver of requirements: The Purchasing Agent may vary these insurance requirements at Purchasing Agent's sole discretion if Purchasing Agent determines that the District's interests will be adequately protected by the provision of different types or other amounts of coverage.

NORWICH PUBLIC SCHOOL DISTRICT

REQUEST FOR PROPOSAL (RFP)

WEB HOSTING SERVICES

Proposal Closing Date: Friday, June 22, 2012 by 3:00 pm (EST)

PROPOSAL RESPONSE FORM (Page 1 of 6)

Name of Service Provider: _____

Address of Service Provider: _____

Representative's Name: _____

Date: _____

Telephone: _____

Email: _____

E-Rate SPIN: _____

Number of Years in Business: _____

*Authorized Signature: _____

*Signature certifies the proposed solution and services meet all the requirements in this document and the Service Provider will comply with all specified requirements unless exceptions are noted below.

Exceptions to Specifications and/or Comments

PROPOSAL RESPONSE FORM (Page 2 of 6)

Required Pricing Format						
	E-Rate Eligible (One time Cost)	Ineligible (One time Cost)	E-Rate Eligible (Annually)	Ineligible (Annually)	E-Rate Eligible (Multi Year Contact)	Ineligible (Multi Year Contact)
Web Hosting						
Application						
Training						
Support						
Value Added Services						
Other						
SUB-TOTAL						
					TOTAL	

Please quote data migration as an option.

PROPOSAL RESPONSE FORM (Page 3 of 6)

Service Provider's Explanation

Please List Ineligible Expenses:

Please List Value Added Services:

Please List Other:

PROPOSAL RESPONSE FORM (Page 4 of 6)

Service Provider's References

District Name: _____
City/State: _____
Web Address: _____
Contact Name: _____
Contact Number: _____
Contact Email: _____
Date of Installation: _____

District Name: _____
City/State: _____
Web Address: _____
Contact Name: _____
Contact Number: _____
Contact Email: _____
Date of Installation: _____

District Name: _____
City/State: _____
Web Address: _____
Contact Name: _____
Contact Number: _____
Contact Email: _____
Date of Installation: _____

District Name: _____
City/State: _____
Web Address: _____
Contact Name: _____
Contact Number: _____
Contact Email: _____
Date of Installation: _____

PROPOSAL RESPONSE FORM (Page 5 of 6)

Certifications

Debarment:

As per the Code of Federal Regulation, this certification is required when federal funds are being utilized. The Service Provider certifies that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency and has authorization to enter into the attached contract.

Non-Collusion:

The Service Provider certifies bid is genuine and not sham or collusive or made in the interest or on behalf of any person not thereon, named, and further, that the Service Provider has not directly or indirectly induced or solicited any other bidder on the foregoing work or equipment to put in a sham bid, or any other person or corporation to refrain from bidding, and the Service Provider has not, in any manner, sought by collusion to secure himself, or to any other person, an advantage over any other Service Provider or Service Providers.

Non-Discrimination:

The Service Provider agrees not to discriminate against any client, employee or applicant for employment because of race, creed, color, national origin, sex, or age. The bidder must also comply with any applicable affirmative action programs. This provision shall become a material part of the contract and shall be grounds, if violated, for termination of the contractual relationship at the discretion of Norwich Public School District.

Contract Addendums:

The Service Provider has reviewed any addendums to this document as posted on the district's website <http://tinyurl.com/dxyfvus> and bid response includes any applicable information from those addendums. As an authorized agent of {Service Provider Name Here}, I certify the pricing provided and all of the above statements are true and correct.

Signature of Service Provider

{Agent Name Here}, {Agent Title Here}

Date

Printed Name of Service Provider Agent

PROPOSAL RESPONSE FORM (Page 6 of 6)

Checklist

- ✓ **Proposal Forms**
Completion of Proposal Forms (pages 8-14). Please print on single-sided sheets.
- ✓ **Submittals**
- ✓ **Additional Information**
Any additional information needed to provide a complete picture of the Service Provider's capabilities and offerings.
- ✓ **Service Level Agreement**
A copy of Service Provider's current Service Level Agreement to include items specified on pages 4-5. Current service metrics may also be included.
- ✓ **Additional Terms/Conditions/Contracting Documents**
Any additional documents that would be required by your organization to enter into a contract.
- ✓ **Marked Envelope**
The envelope must be properly marked as specified in page 8 and received by the due date/time.