



Dormitory Authority – State of New York

Request for Proposal (RFP)
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Section 1. General Information

1.1 Background

The Dormitory Authority of the State of New York (“DASNY” or “Authority”) is a public benefit corporation of the State of New York empowered by Titles 4 and 4-B of the Public Authorities Law (the “Act”), to provide design and project management services to, and to issue its bonds, notes and other obligations, for a wide variety of public purposes. Under the Act, DASNY provides a multitude of services in various forms in connection with the design, construction and financing of capital facilities for State University of New York, including dormitories and educational facilities; City University of New York Senior Colleges; Community Colleges; Boards of Cooperative Educational Services; Cities and Counties with respect to Court Facilities and combined occupancy structures, as defined by law; the Department of Education of the State of New York with respect to certain facilities under its jurisdiction; other State and local governmental entities; independent colleges and universities; facilities for the aged; certain not-for-profit hospitals and nursing homes, as well as a wide variety of other not-for-profit organizations specifically described in the Act.

1.2 Purpose

The Authority seeks proposals from firms interested in performing website technical, design and development consulting services related to its corporate website, www.dasny.org. It is the goal of the Authority to utilize firms that have a demonstrated history of hiring, training, developing, promoting and retaining minority group members and women and to encourage participation by qualified certified Minority and Women-Owned Business Enterprise (“MWBE”) firms. The Authority intends to select a website design/development consulting firm for a two-year term contract, which will be in effect after award, with two possible one-year extensions to be determined at the Authority’s discretion.

1.3 Key Events and Dates

<u>Event</u>	<u>Date</u>	
Issuance of RFP	April 08, 2010	
Deadline for RFP Questions	April 23, 2010	(5:00 PM)
Deadline for Responses to RFP Questions	April 30, 2010	
Proposal Due Date	May 14, 2010	(5:00 PM)

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Interviews/Presentations (optional, not earlier than)	TBD
Notice of Award (not earlier than)	TBD

Section 2. Engagement Requirements

2.1 Scope of Services

Website Technical & Design Consulting (www.dasny.org)

The Authority will enter into a contract with the website design/development consulting firm that provides the best value to provide services for:

Redesign Website from Graphical Design, Navigation Standpoints/Recommendations for Updating Existing Architecture, Technology, Content and Features -

A major graphic redesign of the homepage and subpages is needed. Review website and make recommendations for design and technological improvements. Add new content to the website (as determined by Authority staff and consultant recommendations). Demonstrated design and web programming and maintenance capability is required.

Types of projects may include, but are not limited to:

- Evaluate existing graphics/design and make recommendations for redesign
- Develop/redesign user interface to make navigation more streamline and user-friendly
- Enhance internal DASNY staff updating capabilities
- Integrate new features as determined

Maintenance - Provide continuing maintenance of DASNY website. Maintain materials currently online, including, but not limited to, bid opportunities and results, bid forecast, employment opportunities, financial and MWBE databases, time-sensitive materials, agendas, news releases, corporate and Board meeting information, marketing information on construction and financing programs, and DASNY structure changes. Update existing features with new data as needed. Currently DASNY has more than 20 features that require regular update and maintenance.

Liaison - Act as a liaison to Internet Service Provider and the Authority staff in Information Services and Communications and

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Marketing and other staff of varying technical abilities. Knowledge or familiarity with www.dasny.org underlying software with strong technical and design experience will be required. The current website hosting is determined and paid for by DASNY, and is not part of the scope or cost of this RFP.

The current budget for website design, feature updates and ongoing maintenance is \$60,000 per year, paid on a monthly contract basis. Presently any unused hours for maintenance/development are carried over to the following month. The Authority anticipates awarding a contract which will include both the website redesign and ongoing maintenance, although the design may occur in collaboration with other graphic design/branding consultants.

2.2 Qualifications

Demonstrated capacity to perform the types of activities that have been described above. Similar government or corporate project experience is necessary. Strong website design, development and maintenance experience is required. Timely responsiveness is critical.

Experience in such design and maintenance engagements, staff expertise and familiarity with corporate, public authorities, state agencies, health care, higher education, and not-for-profits' mission and operations is preferable.

Compliance with the New York State Office for Technology and Office of Cyber Security policies is required. Any web-based intranet and internet information and applications development, or programming delivered pursuant to the contract or procurement, will comply with New York State Enterprise IT Policy NYS-P08-005, Accessibility of Web-Based Information and Applications as such policy may be amended, modified or superseded, which requires that state agency web-based intranet and internet information and applications are accessible to persons with disabilities. Web content must conform to New York State Enterprise IT Policy NYS-P08-005 Appendix A, as determined by quality assurance testing. Such quality assurance testing will be conducted by (state agency name, contractor or other) and the results of such testing must be satisfactory to (state agency name) before web content will be considered a qualified deliverable under the contract or procurement.

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Quality of work product: Please provide electronic links to website design/development samples. Highlight websites and proficiency using technology listed in Section 2.4.

Technical and relevant experience of staff to be assigned to the project is critical.

Ability to interact/work with staff of varying technical abilities is required.

Demonstrated ability to provide prompt and responsive service. Please provide service level targets for various levels of complexity for both updates and new features (example: minor content edits, 1 hour, 2 hours, 4 hours; more complex changes and major updates, 1 work day or multiple days/weeks, etc.).

Demonstrated ability to work within established budgets. Proposed cost of services and willingness to work with the Authority to minimize costs. Demonstrated ability to contain costs for similar projects is required.

Ability to support existing structures listed in Section 2.4 is required.

Use of current/newer technologies for redesign and future development is expected.

Proximity to the Authority's Albany Office may be considered for certain aspects of this selection.

2.3 Certification Requirements

Not applicable.

2.4 Other Technical Requirements

The DASNY website has the following technical specifications:

- Current site has over 2,400 URLs.
- The pages were developed using legacy PERL, Visual Basic scripts, PHP and CakePHP.

Current site breakdown by content:

- text/html - 1442 URLs
- application/x-javascript - 12 URLs
- text/css - 7 URLs

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- image/jpeg - 197 URLs
- application/pdf - 613 URLs
- image/gif - 75 URLs
- application/vnd.ms-powerpoint - 1 URLs
- application/msword - 44 URLs
- application/vnd.openxmlformats-officedocument.wordprocessingml.document - 1 URLs
- application/vnd.ms-excel - 21 URLs
- application/octet-stream - 2 URLs
- video/x-ms-wmv - 6 URLs
- image/png - 2 URLs
- audio/mpeg - 2 URLs
- video/quicktime - 2 URLs
- application/x-shockwave-flash - 1 URLs

DASNY employee emergency notification:

- The DASNY Communicator application uses CakePHP framework.
- Many in-house utilities use 3rd party libraries to parse Microsoft Office files to publish them to the Web. Familiarity with MSSQL in PHP is required.

The current vendor spends approximately 20 hours per week maintaining the site and approximately 30 hours per week performing development and programming for new features, depending upon complexity of the project. Any unused hours are expected to be carried over for future use.

Section 3. Content of Proposal

3.1 Information to be Provided by Proposers

Following is a listing of the information required to be provided by the proposer. A proposal that does not provide all the information requested below may be subject to rejection. Provide the information in the same order in which it is requested. Your proposal must contain sufficient information to assure the Authority of its accuracy.

1. Cover Letter -- Include in a cover letter, that will be considered an integral part of the proposal, the following items:

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- a. The firm's name, address, telephone number, fax number, email address and web site address, if applicable.
- b. The name, title, telephone number, fax number and email address of the individual within the firm who will be the Authority's primary contact concerning the proposal.
- c. The identities of the primary staff proposed to provide services relating to this RFP. No consulting employment services. Submitted personnel must be employees of the firm, joint venture partner or a sub-contractor that the firm has used successfully in the past.
- d. Identify turnaround time and service levels for response to inquiries/material for updating website (i.e. number of hours/days to complete updates/implement new features).
- e. A signed Public Officer's Law Section 73 Form confirming that the firm has complied with the requirements. This form is included in the RFP as an attachment.
- f. A statement to the effect that the firm is willing to perform all Mandatory Services identified in Section 2.1 above and will abide by the terms of the RFP, including all attachments.
- g. A statement that the firm understands that selection as a consultant does not guarantee that any services will be requested from the firm.

The cover letter must be signed by the individual(s) authorized to bind the firm contractually. Indicate the title or position that the signer holds within the firm. The Authority reserves the right to reject a technical proposal that contains an unsigned cover letter.

2. General Qualifications – The following is designed to elicit information important to the Authority in determining the selection of a consultant. Provide descriptive information demonstrating your firm's qualifications for completing this project and a statement as to why your

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firm should be selected. The Authority requests that each proposer provide information regarding the following:

- a. A description of the firm's organization, and the resumes of partners, principals, associates and other employees proposed to provide services to the Authority. No consulting employment services. Submitted personnel must be employees of the firm, joint venture partner or a sub-contractor that the firm has used successfully in the past.
- b. A description of the firm's experience providing similar services as described in Section 2 including recent relevant project experience. Include the names, titles and phone numbers of at least three (3) references excluding DASNY employees and a summary of the services provided.
- c. A detailed list of the firm's past website projects with website URLs/hyperlinks providing the requested scope of services. Include a timeline and schedule for completion for assuming all website duties.
- d. Your team make-up, including subconsultants, if applicable. Please submit resumes of key personnel to be assigned to this project. Please include any MWBE certifications.
- e. Submit a lump sum cost breakdown for website redesign and a separate cost breakdown for annual maintenance and general updates. See Scope of Services 2.1.
- f. Complete the Diversity Questionnaire included in this RFP as an attachment.
- g. State Finance Law § 139 Form 1 – **Submit, one (1) original unbound completed SFL 139 Form 1: Professional's Certifications Pursuant to SFL § 139-j and § 139-k with original signature** included in this RFP as an attachment. **Do not include any copies.** State Finance Law § 139 Forms 1 must be signed by the individual(s) authorized to bind the firm contractually.

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- h. New York State Standard Vendor Responsibility Questionnaire – **Submit one (1) original unbound completed NYS Standard Vendor Responsibility Questionnaire** included in this RFP as an attachment **with original ink signatures. Do not include any copies.** The New York State Standard Vendor Responsibility Questionnaire must be notarized and signed by the individual(s) authorized to bind the firm contractually. Indicate the title or position that the signer holds within the firm.
 - i. Evidence of Insurance including General Liability, Workers Compensation, NYS Disability and Errors & Omissions/Professional Liability coverage. In addition, Cyber Risk Insurance may be required by the successful candidate.
 - j. Provide a completed W-9 form, included in this RFP as an attachment.
3. Additional Information – The proposer must also provide statements regarding the following:
- a. The proposer must agree to provide the Authority with pre- and post-audit access to documents, personnel and other information necessary to conduct audits on request during the term of the Contract and for six years thereafter.
 - b. The proposal submitted must contain a representation that the proposer is willing and ready to provide any services requested or required in a timely manner.
 - c. Include a description of how the firm will monitor the allotment and performance of work in order to achieve an efficient administration of the project.
 - d. Disclose any potential conflicts of interest (please refer to the “Compliance with Code of Business Ethics” attached).
 - e. A statement to the effect that the price quoted is an irrevocable offer good for 120 days.

4. Partnering Arrangements

- a. The Authority encourages all firms, including strategic alliances, joint ventures and affiliation relationships with certified MWBE firms, to submit proposals to the RFP. Any such joint proposal must describe the legal relationship between the firms submitting the proposal and demonstrate how the firms propose to provide the services required under the RFP and how the fees will be allocated among the firms. When submitting a joint proposal, all other required materials must be submitted as to all firms that are participants in the proposal. Please note that the Authority reserves the right to contract directly with each individual firm submitting a joint proposal and to allocate work in a manner that ensures partnered firms receive appropriate credit and compensation for the services they provide.
- b. Describe the instances, if any, in which your firm has worked with MWBE firms on previous contracts with a similar scope of work as outlined in this RFP by engaging in joint ventures or other partnering or subcontracting arrangements. Responses should include the nature of the engagement, how such arrangement was structured and a description of how the services and fees were allocated.
- c. Describe your firm's willingness, if any, to engage in future partnering arrangements with either a firm of your choosing or with another firm selected by the Authority. Such statement should include an explanation of how the firm would suggest structuring such an arrangement and allocating services and fees among the firms participating in the partnering arrangement.

Section 4. Evaluation of Proposals

The selection process will begin with the review and evaluation of each of the written proposals. The purpose of this evaluation process is twofold: (1) to examine the responses for compliance with this RFP; (2) to identify the complying firms that have the highest probability of satisfactorily performing the scope of services at a reasonable cost to the Authority. The

evaluation process will be conducted in a comprehensive and impartial manner. The evaluation will be conducted as set forth herein.

4.1 Preliminary Review

The Authority reserves the right to reject and return to the proposer all proposals received after the RFP due date and time. All proposals will be reviewed to determine if they contain all required submittals specified in Sections 2 and 3. Incomplete proposals may be rejected.

4.2 Evaluation

Proposals will undergo an evaluation process conducted by a Committee selected by the Authority. The Committee will evaluate the proposals based upon the criteria for selection set forth below.

4.3 Criteria for Selection

The criteria for selection shall be:

1. The qualifications required by Section 2.2 and Section 3.1.2.
2. The requirements of Sections 2.3 and 2.4, if applicable.
3. The additional information required by Section 3.1.3.
4. Diversity Questionnaire required by Section 3.1.2

4.4 Interviews

The Authority reserves the right to determine whether interviews will be necessary. The purpose of the interview is to further document the proposer's ability to provide the required services, and to impart to the Committee an understanding of how specific services will be furnished. The proposed lead principal, as well all other key personnel proposed to provide the services must be present and participate in the interview. The interview will be evaluated on the basis of whether it substantiates the characteristics and attributes claimed by the proposer in its written response to this RFP and any other information requested by the Committee prior to the interview.

Section 5. Submission of Proposals

5.1 Submission of Proposal

Seven (7) copies of your proposal should be submitted on or before 5:00 p.m. on May 14, 2010 to:

Nicole White
RFP Coordinator
Dormitory Authority – State of New York
515 Broadway
Albany, New York 12207-2964

Section 6. Important Information Affecting Proposers

6.1 Proposal Requirements

1. All inquiries regarding this RFP should be addressed to the following individual:

Nicole White
RFP Coordinator – 3rd Floor
Dormitory Authority – State of New York
515 Broadway
Albany, New York 12207-2964
Email: RFPCoordinator@dasny.org

All questions must be submitted in writing to the RFP Coordinator by email, citing the particular proposal section and paragraph number. Proposers should note that all clarifications and exceptions, including those related to the terms and conditions of the contract are to be resolved prior to the submission of a proposal. Answers to all questions of a substantive nature will be given to all recipients of this RFP in the form of a formal addendum, which will be annexed to and become part of the resultant contract.

2. A proposer may withdraw a proposal any time prior to the final due date and time by written notification, signed by an authorized agent, to the contact person identified in Section 6.1.1 above. The proposal may thereafter be resubmitted, but not after the final due date and time. Modifications offered in any other manner, oral or written, will not be considered. The Authority will not be liable for any costs incurred by a proposer in the preparation and production of a proposal and/or an interview.

3. If a proposer discovers an ambiguity, conflict, discrepancy, omission or other error in this RFP, the proposer should immediately notify the contact person identified in Section 6.1.1 above. Notice of such error or omission should be submitted prior to the final due date and time for submission of proposals. Modifications shall be made by addenda to this RFP. Such clarifications will be given by written notice to all parties who have received this RFP.
4. If a proposer fails, prior to the final due date and time for submission of proposals, to notify the Authority of a known error or an error that reasonably should have been known, the proposer shall assume the risk of proposing. If awarded the contract, the proposer shall not be entitled to additional compensation or time by reason of the error or its late correction.
5. A proposer indicates its acceptance of the provisions and conditions enumerated in this RFP by submitting a proposal.

6.2 Dormitory Authority Requirements

1. By submitting a proposal, the proposer covenants that the proposer will not make any claims for or have any right to damages because of any misinterpretation or misunderstanding of the specifications or because of lack of information.
2. The Authority shall not be obligated for any cost incurred by the proposer in proposal preparation or in activities related to the review of this RFP or any interview costs.
3. Other than the contact person identified in Section 6.1.1 above, or their designee(s), prospective proposers shall not approach Authority employees during the period of this RFP process about any matters related to this RFP or any proposals submitted pursuant thereto.

6.3 Dormitory Authority Rights and Prerogatives

The Authority reserves the right to exercise the following prerogatives:

1. To accept or reject any or all proposals and amend, modify or withdraw this RFP.
2. To correct any arithmetic errors in the proposals.

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3. To change the final due date and time for proposals.
4. To accept or reject any of the firm's employees or proposed sub-consultants assigned to provide services on this project and to require their replacement at any time.
5. To waive or modify any irregularities in proposals received after prior notification to the proposer. This will in no way modify the RFP documents or excuse the proposer from full compliance with its requirements.
6. To consider modifications to proposals at any time before the award is made, if such action is in the best interest of the Authority.
7. To request a revised cost proposal from firms selected as finalists.
8. To accept a proposal for the engagement containing other than the lowest cost proposal.
9. To interview proposers prior to selection.
10. To reject any proposal containing false or misleading statements or that provides references that do not support an attribute or condition claimed by the proposer.
11. To begin negotiations with the next most responsive proposer to this RFP should the Authority be unsuccessful in negotiating a contract with the selected proposer within a reasonable time frame.
12. To contract with more than one firm.

6.4 Contractual Requirements

1. Contract
 - a. By submitting a proposal, the successful proposer agrees to reference the RFP as part of the resulting contract.
 - b. The Authority may award a contract for any or all parts of a proposal and may negotiate contract terms and conditions to meet client program requirements consistent with the RFP.

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- c. Award of a contract is subject to contract negotiation and approval of such contract by the appropriate DASNY authorities.

2. Modification of Contract

- a. Any modification to the original contract signed between the successful proposer and the Authority will require the mutual consent of the successful proposer and the Authority.
- b. Any contract or amendments thereto will be considered effective only after approval by the appropriate DASNY authorities.

3. Termination of Contract

The contract may be terminated by the Authority upon thirty days written notice for any reason, or immediately for cause. In the event of such termination, the successful proposer will be entitled to reasonable compensation for acceptable services performed through the date of termination.

4. Interpretation

The contract shall be construed and interpreted in accordance with the laws of New York State. New York State shall be the forum for disputes.

5. Duration

The term of the contract is disclosed in this RFP.

6. Public Announcements

Upon selection of the successful proposer and contract execution, public announcements or news releases pertaining to the contract shall not be made without prior written consent of the Authority.

Section 7. Debriefing

After completion of consultant selection, DASNY will commence finalization of the project scope and fee negotiations with the top-ranked consultants selected. Upon execution of a contract with the successful consultants, DASNY will notify the other

firms. If a debriefing is required, please submit a written request to the DASNY RFP Coordinator upon notification that the selection process has been concluded.

Section 8. Evaluation of Services

Upon completion of services, the Authority will review the quality and cost-effectiveness of the services provided. This review shall include consideration of the firm's adherence to the representations made regarding diversity practices as well as the actual percentage of work performed by women and minority professionals assigned to the engagement. The Authority may request such information from the firm as it deems necessary to complete such periodic review.

Any firm that does not adhere to its representations or that otherwise fails to perform in a satisfactory manner based upon the criteria contained in the RFP or contract may be removed at the sole discretion of the Authority.