

**NOTICE POSTED:** December 11, 2014

**DUE DATE:** January 5, 2015 @ 10:00 a.m. prevailing time

**PUBLIC READING:** All responses/proposals will be opened at the City Council Chambers on January 6, 2015 @ 10:00 a.m.

**TAKE NOTICE:** The City of Bayonne, 630 Avenue C, Rm. 15, Bayonne, NJ 07002 (hereinafter referred to in this notice and the various submission documents as the "Client/Owner," "City of Bayonne" and/or "City") is seeking Qualifications and/or Proposals for Professional Services Providers (hereinafter referred to in this notice and the various submission documents as the "respondent," "provider," "contractor," "submitting party," "applicant," "vendor," "service provider," and/or "professional service provider") for the following professional services in accordance with a "fair and open" contracting process as defined in the New Jersey Local Unit Pay to Play Law (N.J.S.A. 19:44-20.4 et seq.):

The CITY OF BAYONNE is soliciting responses/proposals to the City's RFQ/RFP for the provision of the following professional services:

**PROFESSIONAL SERVICE/TITLE SOUGHT:**

**WEB DESIGN, MANAGEMENT AND MAINTENANCE**

The City of Bayonne is seeking responses/proposals from qualified vendors to provide website hosting, maintenance and re-design services of the City of Bayonne website, [www.bayonnenj.org](http://www.bayonnenj.org), to enhance the website's "user friendliness" and accessibility as well as the City's ability to post and add to information available on line. The City seeks a vendor(s) to maintain, update, and expand its website on an ongoing basis by utilizing posted information on the existing website as well as implementing new information and features as directed by the City and the firm selected.

Scope of Services

Consultant will perform all tasks necessary to administer and maintain the City of Bayonne's existing website including but not limited to the following:

1. Oversee the written, visual and audio content of the website
2. Serve as managing editor for website, oversee development of content supporting the action of the organization and predict future content needs, trends and priorities.
3. Maintain the website, including the configuration, support and ongoing maintenance to ensure web services and programs function securely and efficiently.

4. The website model calls for authorized staff to have some ability to perform routine content management related to routine information such as posting of meeting dates, agendas, minutes, departmental information, events, removing old and outdated information and general noticing. Maintain up-to-date documentation of web assets, access information, third party vendor service and contract information.

5. Create weekly backup files, test page navigation links, monitor site traffic.

6. Website will comply with applicable industry web standards and be viewable in all popular web browsers. Content shall also be readable on mobile devices.

7. Vendor will be required to design and create fill-able forms as required by City of Bayonne.

8. Provide a searchable calendar that integrates dates of workshop, meetings, and special events. (i.e.: News, Notices, Meeting Agenda, and Minutes of the Meetings).

9. Vendor will be required to archive outdated or obsolete information as identified by City of Bayonne. (i.e.: newsletters, flyers, event banners etc.)

#### **CONTRACT TERM:**

The contract time period will be for one (1) year commencing from the contract date.

#### **GENERAL REQUIREMENTS:**

1. Provide a narrative description of the overall operations of the respondent, the number and scope of other projects currently ongoing or set to begin in the future;

2. Describe the firm's experience with servicing public agency clients, in particular for services similar to those described in this RFQ. List the firm's governmental clients by name and services provided.

3. Provide the name, asset size, contact person and telephone number of three existing governmental or corporate clients whom the City may contact for references. These clients should receive services similar to those required under this RFQ.

#### **INSURANCE AND INDEMNIFICATION:**

The Contractor shall be required to have the following insurance coverage. Said coverage or certification of ability to obtain said coverage immediately upon

contract award, shall be applicable to this proposal and be made a part of the proposal documents:

## **INSURANCE REQUIREMENTS:**

### **Worker's Compensation Insurance**

Workers Compensation Insurance shall be maintained in full force during the life of the contract, covering all employees engaged in performance of the contract pursuant to N.J.S.A. 34:15-12(a) and N.J.A.C. 12:235-1.6

### **General Liability Insurance**

The contractor shall furnish evidence to the City prior to commencement of the work that he/she or any of his/her subcontractors perform and will provide Standard Liability for any operations to be performed by contractor or subcontractors as follows:

General liability insurance shall be provided with limits of not less than \$1,000,000 for any occurrence and \$1,000,000 aggregate for bodily injury and property damage. Coverage shall be maintained in full force during the life of the contract.

### **Automotive Liability Insurance**

Automotive liability insurance covering the contractor for claims arising from owned, hired and non-owned vehicles with limits of not less than \$1,000,000 for any one occurrence and \$1,000,000 aggregate for bodily injury and property damage. Coverage shall be maintained in full force during the life of the contract.

### **Professional Liability Insurance**

Professional liability insurance covering contractor for claims arising from its representation of the municipality with limits of not less than \$1,000,000 for any one occurrence, which shall be claim based, and coverage shall be maintained in full force and effect during the life of the contract.

**The preceding insurance requirements maybe amended before the issuance of the final contract at the sole and absolute discretion of the City on a case-by-case basis.**

## **CERTIFICATES OF THE REQUIRED INSURANCE**

Certificates of Insurance for those policies required shall be with an insurance company authorized to do business in the State of New Jersey and shall name the City as an additional insured.

## **INDEMNIFICATION**

The contractor shall indemnify, defend, and save harmless the City, at the contractor's own cost and expense, from and against all losses and all claims, demands, payments, suits, actions, recoveries and judgments of every nature and description brought or recovered against him, by reason of any act or omission of the said contractor, his agents or employees, in the delivery of goods or services, execution of the work, or in the guarding of it.

## **WORK PRODUCT/DELIVERABLES:**

All files used to create pages, templates, images, or other elements associated with this project shall be delivered upon project completion. This includes, but is not limited to, the following types of files: HTML, PHP, JavaScript, CSS, Microsoft Word, PDF, Photoshop, TIFF, JPEG, and Flash. All copyright and other intellectual property rights in the project deliverables shall be assigned to the City of Bayonne, upon project completion. Exception will be made for third party, commercial, or open software.

1. Documentation file(s) explaining all delivered elements
2. Code that is well commented with references to separate documentation
3. PSD files containing notes with references to separate documentation
4. Style guide outlining proper display of content

## **FEE SCHEDULE:**

Provide a detailed fee structure to include the estimated hours allocated to administration, maintenance and user support for one year. Any upfront costs such as costs associated with reconfiguration of existing systems, equipment or software purchase or upgrade requirements. Include all meetings, staff time coordination, and all required project expenses in your total cost to City of Bayonne. Include any "a la carte" options recommended for project efficiency and cohesiveness. Indicate whether you foresee any additional costs. Fee structure must include detailed plan for gathering information, photos, and other assets (maps, graphics, charts, etc.) and an estimate for copywriting needs. The plan must also address how the City of Bayonne staff can be a part of the content development process and the most cost effective manner to gather such content.

## **EVALUATION PROCESS:**

An evaluation team will review all responses/proposals. The team will determine if the responses/proposals satisfy the Requirements, determine if a response/proposal should be rejected and then evaluate the responses/proposals based upon the Evaluation Criteria. The highest-ranking respondent will then be recommended to the governing body for award of

contract, based on price and other factors. **In specific areas, multiple contracts may be awarded.** Listed below are the criteria that the CITY OF BAYONNE will consider in the evaluation of each response/proposal. The arrangement of the criteria does not imply order of importance in the selection process. All criteria will be used to select the successful respondent.

**1. Requirements**

Possess the general requirements stated herein.

**2. Understanding of the Requested Work**

The responses/proposals will be evaluated for general compliance with instructions and requests issued in the RFQ-RFP. Non-compliance with significant instructions shall be grounds for disqualification of responses/proposals.

**3. Knowledge and Technical Competence**

This includes the ability of the respondent to perform all of the tasks and fulfill adequately the stated requirements.

**4. Management, Experience and Personnel Qualifications**

Expertise of the respondent shall be demonstrated by past contract successes providing government agencies with similar services. The respondent will be evaluated on knowledge, experience, prior collaboration and successful completion of projects/services similar to those requested in this RFQ-RFP. In addition to relevant experience, respondents shall provide personnel qualifications in the Response/Proposal.

**5. Ability to Complete the Services in a Timely Manner**

This is based on the estimated duration of the tasks and the respondent's ability to accomplish these tasks as stated.

**6. Cost**

Price shall be based on rates set forth in the RFQ or where a cost proposal is required (RFP), as submitted in the cost proposal. Prices are firm for twelve (12) months. Any services not included as part of any resulting contract scope of services or cost proposal must be approved and authorized by the CITY OF BAYONNE before such work is initiated. The CITY OF BAYONNE shall pay for such approved services, at the rate or cost agreed upon between the CITY OF BAYONNE and contractor.

**BASIS OF AWARD**  
**EVALUATION CRITERIA**

**Web Design Management and Maintenance - CY2015**  
**Term: One Year Commencing from the Contract Date**

The following is the criteria for evaluation of the response/proposal. Points shall be awarded based on the information contained in each response/proposal for each category as listed below on a scale of 1-10, with 10 meeting all required criteria and 1 not meeting the required criteria. The highest total score shall be the basis for the contract award.

EVALUATION CRITERIA	SCORE/ POINTS
<b>TECHNICAL CRITERIA</b>	
Vendor's response/proposal demonstrates a clear understanding of the scope of work and related objectives	
Vendor's response/proposal is complete and responsive to the technical RFQ/RFP requirements	
Vendor evidences successful past performance of like projects	
<b>MANAGEMENT CRITERIA</b>	
History and experience in performing similar work	
Availability of personnel, facilities, equipment, etc.	
Qualification and experience of support personnel	
Comprehensive work plan and schedule	
Significant experience in <b>web design, management and maintenance matters</b>	
Proof of licensure	
<b>COST CRITERIA</b>	
Cost of goods/services to be provided	
Quality and quantity of vendor's services to previous clientele	
Vendor's financial ability to meet obligations	
<b>POINT TOTALS</b>	

**BE ADVISED THAT** absent an express written notice to the contrary in the detailed requirements, all proposals:

1. Are to be submitted on "The Standardized Profession Service RFQ-RFP SUBMISSION FORMS" AND
2. Are Subject to the Standardized "General Instructions, Submission and Selection Criteria for Professional Service Contracts".

The above mentioned standardized documents are available on the City of Bayonne Website "<http://www.BayonneNJ.org>" under the heading "Notice of Solicitation for Professional Service" or by going directly to

"<http://www.BayonneNJ.org/bids>" and clicking on the link bearing their name. Should you be unable to obtain these from the website, copies of the solicitation package are also available at the office of the City Law Division, 630 Avenue C, 1st Floor, Rm. 15, Bayonne, NJ 07002. The Law Division is open during regular business hours, 8:30 a.m. to 4:30 p.m., Monday through Friday, excluding holidays.

**SEALED PROPOSALS/RESPONSES SHOULD INCLUDE:**

1. The above noted Standardized Profession Service RFQ-RFP SUBMISSION FORMS which include:
  - a. The "Proposal, Qualifications and Costs Submission Form" signed and dated by the provider and clearly referencing any additional sheets or attachments (such as a submission letter, provider service or experience description, and/or fee schedule).
  - b. A signed and notarized "Non-Collusion Affidavit."
  - c. A signed Disclosure of Ownership form.
2. A copy of the vendor's current "NJ Business Registration Certificate." Information on this certificate can be obtained on the web at "<http://www.state.nj.us/treasury/revenue/busregcert.htm>".
3. Such other documents and materials as may be appropriate to show the qualifications and experience of the provider or to meet the requirements of this RFP-RFQ.

**SUBMISSION DEADLINE AND PUBLIC READING:**

Sealed proposals/responses must be received in the City Law Division, 630 Avenue C, 1st Floor, Room 15, Bayonne, New Jersey 07002 on or before the date and time ("due date" set forth in this notice (also referred to as the "submission deadline"). The City's Corporation Counsel and/or his designated representative will receive submissions up to the submission deadline.

The City reserves the right to extend the submission deadline at any time prior to opening of the sealed submissions, to reject all submissions without the need for cause or prior notice, to reject particular submissions due to defects in mandatory items, to waive non-mandatory items and to accept any submissions that in its judgment is in the best interest of the City.

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John F. Coffey, Esq., Corporation Counsel, 630 Avenue C, Rm. 15, Bayonne, NJ 07002