

CITY OF SOMERVILLE
SCHOOL DEPARTMENT
42 CROSS STREET
SOMERVILLE, MA 02145

PROPOSAL FOR: A DESIGN CONSULTANT FOR THE DISTRICT
WEBSITE FOR SOMERVILLE PUBLIC SCHOOLS

RFP OPENING: **2:00 P.M., Friday, March 27, 2015**

CONTACT PERSON: PATRICIA DURETTE, FINANCE DIRECTOR
SOMERVILLE SCHOOL DEPARTMENT
617-629-5236

CITY OF SOMERVILLE, MASSACHUSETTS
SCHOOL DEPARTMENT
42 CROSS STREET
SOMERVILLE, MA 02145

PROPOSAL INSTRUCTIONS FOR RFP # S2015-17

Enclosed you will find an RFP for:

A DESIGN CONSULTANT FOR THE DISTRICT WEBSITE FOR
SOMERVILLE PUBLIC SCHOOLS

When submitting your proposal, please identify proposal clearly.

The RFP response shall be submitted in two separate, sealed envelopes clearly marked: "RFP Price Proposal" and "RFP Non-Price Proposal" # S2015-17" Proposal for A Design Consultant for the District Website - Time – "2:00 P.M. " Date "Friday, March 27, 2015" and "Proposer's Name and Address" on the outside of your sealed proposal.

PROPOSAL SUBMITTED MUST BE AN ORIGINAL.

The completion of the following forms is necessary for consideration of a potential contract award.

VERY IMPORTANT

WHEN SUBMITTING PROPOSAL DOCUMENT, PLEASE RETAIN ORDER OF DOCUMENTS AS ORIGINALLY PROVIDED.

- Form #2 – "Notice to Proposers" signed by person submitting proposal
- Form #33 - "Signature Form" complete when submitting your proposal
- Form #55A - Certificate of Non-Collusion
- Form #5A - Vendor Certification Form

Please review and return with your sealed proposal as sent. Also, insure that all forms are completed and your proposal response is submitted as requested.

Your cooperation is greatly appreciated.

CERTIFICATE OF GOOD STANDING

TO: VENDOR

FROM: SCHOOL DEPARTMENT

RE: **CURRENT GOOD STANDING FORM**

The **AWARDED VENDOR** must comply with our request for a **CURRENT “CERTIFICATE OF GOOD STANDING”**.

If you require information on how to obtain the Good Standing Certificate or Certificate of Registration (Foreign Corporations) from the Commonwealth of Massachusetts, please call the Secretary of State’s Office, Order Room for Corporations at **(617) 727-2850** (Press #1) located at One Ashburton Place, 17th Floor, Boston, MA or you may access their web site at: www.MA.GOV/SEC/COR.

If your company is incorporated outside of Massachusetts and therefore is a “foreign corporation”, but is registered to do business in Massachusetts, please comply with our request for the Certificate of Registration from the Commonwealth of Massachusetts. If your company is a “foreign corporation”, but is not registered to do business in Massachusetts, please provide the Good Standing Certificate from your state of incorporation.

Please note that without the above certificate(s), the City of Somerville, School Department cannot execute your contract.

IMPORTANT NOTICE

Requests for Certificates in Good Standing by mail may take a substantial amount of time. A certificate may be obtained immediately in person at the Secretary’s Office at the address above. Also, at this time, the Secretary of State’s Office may not have your current annual report recorded. If this is the case, and you are therefore unable to obtain the Certificate of Good Standing, please forward a copy of your original Certificate of Good Standing to the School Department, Finance Office.

Thank you,

Patricia Durette,
Finance Director

**NOTICE TO PROPOSERS
REQUEST FOR PROPOSAL (RFP) # S2015-17**

All RFP's must be in accordance with terms and conditions set forth herein as stated.

SECTION A. Sealed RFPs for: **A DESIGN CONSULTANT FOR THE DISTRICT WEBSITE FOR AN ENGAGING MULTI-LAYERED DESTRICT WEBSITE THAT SERVICES AS A PRIMARY COMMUNICATIONS AND MARKETING RESORCE FOR THE DISTRICT AND WHICH MEETS THE INFORMATION NEEDS OF ALL STAKEHOLDERS** will be received at the Office of the Finance Director, Somerville School Department, 42 Cross Street, Somerville, Middlesex County 02145 no later than Friday, March 27, 2015 at 2:00 p.m. at which time and place a register of submitted proposals will be created.

SECTION B. Forms, specifications and terms of proposal can be obtained at the above office on or after Friday, March 6, 2015.

SECTION C. The RFP response shall be submitted in two sealed envelopes clearly marked as follows: **"RFP Non-Price Proposal" and "RFP Price Proposal" #S2015-17; Proposal for Design Consultant for District Website - Time – 2:00 p.m., Date: Friday, March 27, 2015 and "Proposers' Name and Address" on the outside of your sealed proposal.**

SECTION D. The copy of the RFP deposited with the City of Somerville will be accompanied by an RFP Guarantee – Bid Bond in the amount of \$ N/A .

RFP guarantees will be returned within ten (10) days to all unsuccessful proposers. The copy of the RFP deposited with the City of Somerville will also be accompanied by an RFP Guarantee – Bid Bond, Certified Treasurer's or Cashier's Check payable to and to become the property of the City of Somerville if the RFP is accepted and the successful proposer either neglects or refuses to comply with the terms of the RFP.

SECTION E. The awarded vendor will be required to complete the "Somerville Living Wage Ordinance Form" attached as Form #4.

SECTION F. A Performance Bond in the amount of \$ N/A
A Payment Bond in an amount of \$ N/A

INSURANCE: (To be submitted by awarded vendor only.)

Worker's Compensation.	See Form 19A.
Automobile Liability Insurance.	See Form 19A.
General Liability Insurance.	See Form 19A.

NOTICE TO PROPOSERS (continued)

SECTION G. (1) BONDS:

Performance Bond in the amount of \$ N/A.

Payment Bond in the amount of \$ N/A.

(2) INSURANCE:

Worker's Compensation.

See Form 19A.

Automobile Liability Insurance.

See Form 19A.

General Liability Insurance.

See Form 19A.

SECTION H. The requirement in Section E, F and/or G will be waived if the words "Non-Applicable" (N/A) are inserted in the space designated.

SECTION I. Deliveries to be made to: _____ . See Specifications for details.

SECTION J. The City of Somerville reserves the right to accept or reject any or all RFPs, to waive any informalities, to amend any specifications, if the best interest of the City of Somerville would be served by so doing.

SECTION K. The City reserves the right to cancel a contract if awarded proposer does not respond to all necessary documents and required signature forms within twenty (20) working days or receipt of contract.

SECTION L. Contract will run from _____ until _____ .

SECTION M. Questions concerning this RFP must be in writing to:
Patricia Durette, Finance Director for the Somerville School Department, 42 Cross Street, Somerville, MA 02145 not less than ten (10) working days prior to the scheduled RFP opening date.

SECTION N. If any changes are made to this RFP, an addendum will be issued. Addenda will be mailed or faxed to all proposers on record as having picked up the RFP.

NOTE

Firm: _____

By: _____ Title: _____

Date: _____ Tel. No. _____

Fax: _____ Email: _____



March 2, 2015

**Request for Proposals (RFP)
for
Website Developer Consultant
for the Somerville Public Schools**

Summary:

The Somerville Public Schools is seeking a consultant to design a dynamic, responsive, and engaging multi-layered District website that serves as a primary communications and marketing resource for the District and its schools, and which meets the information needs of a wide range of stakeholders. The District seeks to replace its existing website (www.somerville.k12.ma.us) with a more cutting-edge site that incorporates smart navigation features and the latest online technology to optimize the online user experience.

Background/Purpose:

The Somerville Public Schools (SPS) serves a diverse student population of nearly 5,000 students in 11 schools that include 1 Early Childhood Center, 7 Elementary/Middle Schools, 1 small Alternative Middle School, 1 small Alternative High School, and a fully comprehensive High School with an enrollment of about 1,200. One of Somerville's greatest assets is its diversity. Students from around the world and from varying backgrounds connect in our schools and gain a global perspective as they prepare for college and career.

In 2013-2014, more than 42% of SPS students were Hispanic, 36% were White, 10.7% were African American and 8.5% were Asian. Additionally, nearly 67% of SPS students qualified for free or reduced lunch, more than 20% were special needs students, and nearly 17% were English Language Learners. More than 50% of our students listed a first language other than English. Demographically and programmatically, the Somerville Public Schools district is a true melting pot of rich learning experiences and opportunities.

Somerville is the most densely populated city in New England, with a population close to 79,000 residents in just 4.2 square miles. It is one of the most ethnically diverse cities in the nation. More than 50 different languages from around the world are represented among our student

population. Somerville is also an incredibly dynamic and progressive city that prides itself on a collective approach to innovative problem-solving. Providing resources that meet the needs of a wide range of users is critical in ensuring that we engage stakeholders in creating the best possible educational environment for our students and their families.

The Somerville Public Schools website serves as the cornerstone of a comprehensive communications and information platform that allows users to learn about, connect with, and support schools, programs, and initiatives that impact students attending our schools. Respondents to this RFP should clearly delineate how their proposed design will meet this key resource requirement.

Scope of Work:

Please see Appendix A for Technical Requirements

The intended audiences for this website are Somerville families with children currently enrolled in our schools, Somerville families considering enrolling children in our schools or choosing a school within the district, families with school-age children considering moving to Somerville, Somerville Public Schools staff members and community partners, current Somerville Public Schools students, other City of Somerville departments, and local and state K-12 stakeholders.

As the cornerstone communications resource for the Somerville Public Schools, the website should serve as the ‘go-to’ information center for preK-12 program, curriculum and support service information in the District. The site should be functional, informative, intuitive, and engaging. The site should also be representative of a District committed to the ‘whole child’ and meeting the diverse needs of a diverse population, while capturing and conveying the special characteristics and strengths of each school.

The site should incorporate the most current website features available that will meet the expectations of experienced technology users, be simple enough for more novice users, allow for expandability of student/parent-teacher connections, and optimize the ability to use the site as a marketing tool. The site must also incorporate a multi-tiered, easy-to-use Content Management System (CMS).

All content for the site will be provided by the Communications Department of the Somerville Public Schools. One or two primary contacts will be assigned to work directly with the selected vendor throughout the development process.

The following features/functionality must be incorporated into the site architecture and included as part of this proposal. Additional features that may assist in meeting the above-described functionality goals of the site are encouraged and should be delineated in the proposal:

- Built on a Drupal or other well-developed and tested platform (identify proposed platform in your proposal)
- Built-in data security feature
- DDoS Protection (identify how this feature will be incorporated)
- Photo gallery capability
- Video embedding capability (identify any video requirements to meet this functionality in your proposal)
- Interactive map of schools and District offices
- Event calendar that can be categorized and customized for different sub-sites
- Google analytics
- Google site search
- Newsletter/blog design and/or opt-in features
- Responsive web design (automatically adjusting site to different devices)
- SEO
- Language translation feature
- Interactive polls capability
- Podcast capability
- Social media embedding features
- Form creation feature
- Online inquiries/registration feature
- Accessible to differently-abled users (vendor should describe how the site will meet current ADA Web Accessibility Guidelines)

Proposed Project Schedule:

The following schedule is proposed and may change during the project.

RFP Phase

- Issue RFP: March 6, 2015
- Written inquiries accepted from prospective consultants until March 13, 2015
- Proposals due March 27, 2015
- Proposal review and selection of consultant, including possible interviews with finalists: March 30-31, 2015
- Contract discussion and approval of contract, March 31, 2015

Work Begins: April 1, 2015 (*Estimate completion date in proposal*)

Proposal Process:

Proposals must be received at the address below on or before 2:00 p.m. on March 27, 2015.

Somerville Public Schools

Attn: Pat Durette

42 Cross Street

Somerville MA 02145

Please note, the budget portion of the Proposal should be provided to SPS in a separate, sealed, envelope.

All inquiries should be submitted by email or by phone (no later than March 13, 2015) and directed to:

Pat Durette

Finance Director

pdurette@k12.somerville.ma.us

617-629-5216

Proposal Submission Guidelines:

- Consultant profile and approach to project
- Qualifications of each team member
- Experience and expertise with similar projects
- Proposed project and timeline
- Site maintenance proposal
- Budget: Provide the total cost of providing the identified services and an anticipated payment schedule. *(This portion of the Proposal should be provided in a separate, sealed, envelope.)*

Award of the Contract: Somerville Public Schools (SPS) will consider all applicants if they meet the following qualifications:

- a. Proposal submitted on or before the time specified in the Request for Proposals (RFP)
- b. Follow the format published in the RFP
- c. Include all information requested
- d. Demonstrate the experience and capacity to perform the services required in the scope of work

SPS reserves the right to waive any technicality or informality in the proposal process which is not of substantial nature.

Evaluation of written proposals: An evaluation team will review and score written proposals based on the following evaluation criteria:

1) Experience – 60%

- a. Consultant’s experience with projects of similar size, scope, and comparable nature.
- b. Consultant’s experience creating websites with a community/non-profit focus, with multiple collaborators.
- c. Consultant’s proven ability to design a high-quality “look and feel”, as well as high-quality back-end design.

2) Project Design– 25%

- a. Focus on user-friendly, easy-to-navigate design
- b. Thoughtful process for choosing plug-ins which work well together
- c. Thorough consideration given to ease of use for future administrators of site as well as to anticipation of potential future costs.
- d. Outlined plan and timeline for the project

3) Total Cost – 15%

Appendix A – Technical Requirements

Website Performance

Website shall operate without visual/function errors on the latest three major versions of Internet Explorer, Chrome, Firefox, and Safari web browsers.

Website pages shall be “responsive” and shall operate well on desktop/laptop computers, tablets (including iPad), and Android and i-phone devices.

Website **must** be optimized for mobile phone use.

All graphical images on the site shall be optimized for speed of delivery while retaining image quality.

Website shall be designed to take advantage of industry standard page caching techniques.

The average home page load time shall be less than tbd seconds (vendor to specify in RFP response)***

The average archive/list page load time shall be less than tbd seconds (vendor to specify in RFP response)***

The average details page load time shall be less than tbd seconds (vendor to specify in RFP response)***

*** Performance to be measured from view of user (without browser caching) at 12 noon and 6pm eastern time on a standard DSL connection.

Hosting Solution

Vendor shall separately propose a hosting solution costing less than \$75/month that provides for 99.9% up-time reliability, meets the website’s anticipated data storage requirements, and meets the vendor’s specified performance criteria (page loading times) included in their RFP response.

Reliability

Automated Nightly/Weekly/Monthly backups of the entire website/database shall be provided such that the website content administrator can recover the website to its state as of a previous date.

Upon website delivery for initial operations, except where specifically agreed upon in writing between Vendor and Purchaser, all third party components that are part of the website’s operations shall be updated to the latest official (stable) versions of these components (including security updates). This includes, but is not limited to, items such as: the CMS system, Plugins,

Theme libraries, Java libraries, Google Fonts, etc. unless specifically agreed to in writing between Vendor and Purchaser.

Delivery

At any stage of the development cycle, and/or upon delivery of initial operational website, and/or at any future point where-in a maintenance contract is in effect with Vendor, the Vendor shall, upon request, provide Purchaser a copy of all source codes and materials, databases, software components, licenses, images, admin logins and passwords, and any other unlisted items that would be necessary for Purchaser to install and operate the website on another Hosting system.

All source codes, databases, images, logos, design, layouts, and any applicable 3rd party component licenses which may be required for the website’s operations, shall become the sole property of the Purchaser upon website’s initial delivery unless Vendor’s proposal specifically lists items to which they hold a prior proprietary interest. For any listed items whereby Vendor has a prior proprietary claim, Vendor shall grant Purchaser an unlimited usage and duration license, at no additional cost, for use of such item in the operations of the website.

Training

Vendor shall provide for 3-5 days of hands-on training, and a total of 24-40 hours of phone consulting for the Purchaser’s website content administrator(s) to instruct them on: entering/updating website content, optimizing images, performing backups, initiating website recovery/restore processes, and any other content related administrative functions.

Maintenance

TBD duration

Vendor shall propose a monthly maintenance fee, and shall delineate what the maintenance fee covers.

Maintenance services must include: Fixing website bugs, maintaining website’s working condition as new browser technologies emerge, installing security updated/patches, and maintaining site components to within 60-days of the latest software/security updates (unless otherwise agreed to).

**CITY OF SOMERVILLE
SCHOOL DEPARTMENT
SIGNATURE FORM**

NAME OF COMPANY: _____

ADDRESS: _____

TELEPHONE: _____ DATE: _____

SIGNATURE OF AUTHORIZED CONTRACTING OFFICIAL: _____

NAME: _____ TITLE: _____

RESIDENCE: _____

IF COMPANY IS A PARTNERSHIP:

FULL NAME AND RESIDENCE OF EACH PARTNER:

IF COMPANY IS A CORPORATION:

THE CORPORATE NAME IS: _____

THE CORPORATION IS ORGANIZED UNDER THE LAWS OF: _____

THE PRESIDENT IS: _____

THE TREASURER IS: _____

THE CLERK/SECRETARY IS: _____

NAME OF CORPORATION THAT WILL APPEAR ON A POTENTIAL CONTRACTUAL AGREEMENT IF
DIFFERS FROM ABOVE:

NAME AND TITLE OF PERSON WHO WILL BE RESPONSIBLE FOR THE SIGNING OF A POTENTIAL
CONTRACTUAL AGREEMENT IF DIFFERS FROM ABOVE:

NAME: _____ TITLE: _____

NAME OF CLERK/SECRETARY WHO WILL ALSO BE SIGNING FOR A POTENTIAL CONTRACTUAL
AGREEMENT IF DIFFERS FROM ABOVE:

**CITY OF SOMERVILLE, MASSACHUSETTS
SCHOOL COMMITTEE
42 CROSS STREET
SOMERVILLE, MA 02145**

REFERENCE FORM

Bidder: _____

IFB Title: _____

1. Reference: _____ Contact: _____

Address: _____ Phone: _____

_____ Fax: _____

Description and date(s) of services provided: _____

2. Reference: _____ Contact: _____

Address: _____ Phone: _____

_____ Fax: _____

Description and date(s) of services provided: _____

3. Reference: _____ Contact: _____

Address: _____ Phone: _____

_____ Fax: _____

Description and date(s) of services provided: _____



Non-Collusion Form and Tax Compliance Certification

Instructions: Complete each part of this two-part form and sign and date where indicated below.

A. NON-COLLUSION FORM

I, the undersigned, hereby certify 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: _____
(Individual Submitted Bid or Proposal)
Duly Authorized

Name of Business or Entity: _____

Date: _____

B. TAX COMPLIANCE CERTIFICATION

Pursuant to M.G.L. c. 62C, §49A, I certify under the penalties of perjury that, to the best of my knowledge and belief, I am in compliance with all laws of the Commonwealth relating to taxes, reporting of employees and contractors, and withholding and remitting child support, as well as paid all contributions and payments in lieu of contributions pursuant to MGL 151A, §19A(b).

Signature: _____
(Duly Authorized Representative of Vendor)

Name of Business or Entity: _____

Social Security Number or Federal Tax ID#: _____

Date: _____



CITY OF SOMERVILLE, MASSACHUSETTS

JOSEPH A. CURTATONE
MAYOR

Vendor Certification

The vendor certifies that it has provided the City of Somerville with an accurate tax identification number (TIN). In the event that the City is fined by the IRS for an incorrect TIN provided by the vendor, the vendor agrees to reimburse the City for the amount of the fine.

Signature

Company

Tin Number

Date

