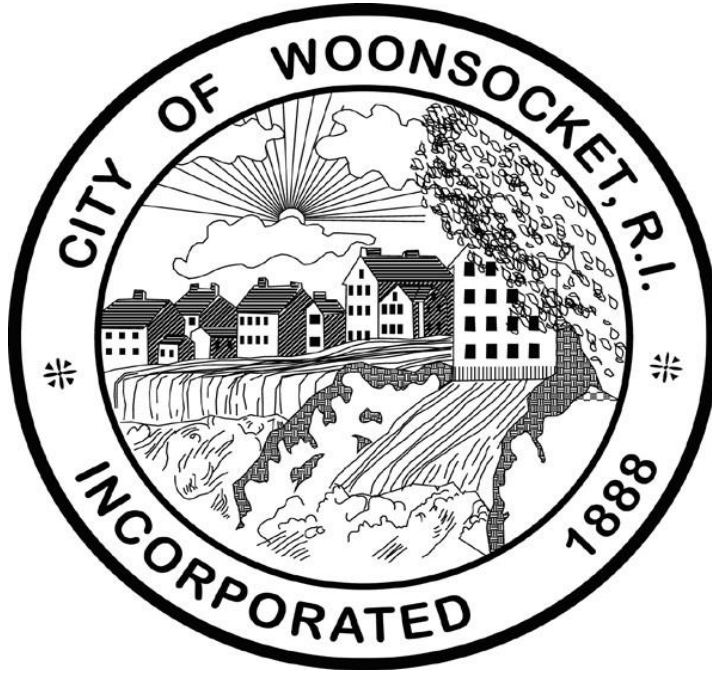


# City of Woonsocket



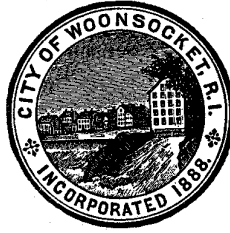
## **“Visit Woonsocket” Website Development, Design and Hosting**

**BID No. 6223**

### **RFP SPECIFICATIONS**

*Prepared By:  
City of Woonsocket  
Department of Planning & Development*

*March 2024*



## CITY OF WOONSOCKET, RHODE ISLAND

### REQUEST FOR PROPOSAL FOR:

**“ ‘Visit Woonsocket’ Website Development, Design and Hosting.”**

**BID No. 6223**

### **For Planning & Development**

The City of Woonsocket is accepting proposals for the above-referenced project.

**Bid Opening:** Bids must be received by Woonsocket City Hall, Office of Purchasing, 169 Main Street, Woonsocket, RI 02895 prior to the bid opening date and time. On time bids will be publicly opened and read aloud in **the Harris Hall on the 3<sup>rd</sup> floor**, located in Woonsocket City Hall, promptly starting at **2:00 p.m. on Friday, April 19, 2024**. Bids received after this deadline will not be accepted and will be returned unopened to the sender.

**Bid Submissions:** Proposals must be placed in 2 separate sealed envelopes and identified with the following information: **“‘Visit Woonsocket’ Website Development, Design and Hosting., Bid No. 6223.” including the name of the company submitting the bid.** Additionally, proposals must be submitted in duplicate.

One sealed envelope must contain two (2) copies of the written proposal additionally identified as **“Proposal”**. A second sealed envelope must contain two (2) copies of the cost proposal additionally identified as **“Cost”**. Lastly, one (1) USB drive containing all components that comprise the entire proposal submission must be included.

All documents being submitted must be prepared as outlined in the specifications and using the provided bid forms. All written forms must be typed or legibly printed, then signed and dated in blue or black ink.

**Project Components:** The work shall include, but not be limited to: Creating, designing, developing and hosting a new “Visitors to Woonsocket” tourism website.

**Project Timeline:** The project must commence within ten (10) business days from the award notification date and is to be completed with a go live date within six (6) months after commencement.

**Questions:** Questions must be submitted via email to Ken Allaire, Purchasing Agent, at [ken.allaire@woonsocketri.org](mailto:ken.allaire@woonsocketri.org). The deadline to submit questions is **Friday, April 5, 2024, prior to 4:30 p.m.** Answers will be published online by the City in the form of an Addendum. Any questions submitted after the deadline may not be considered. Do not contact any other City employee or official regarding this proposal.

**Bid:** In conformance with the terms and conditions of the specifications and other documentary forms therewith, the Bidder hereby proposes, offers and agrees that if their proposal is accepted within sixty (60) calendar days from the date of bid opening, the proposer will do all things necessary to fully perform and satisfy all terms, conditions and requirements of the subject specifications.

**Withdrawal of Bids:** No bidder may withdraw their bid within sixty (60) calendar days after the actual time and date of the bid opening thereof.

**Rejection of Bids:** The City reserves the right to cancel this RFP, award on the basis of cost alone, accept or reject any or all bids, in whole or in part. The City further reserves the right to waive as an informality any irregularities contained in any bid not affecting substantial rights that may be in the City's best interest. Proposals found to be technically or substantially nonresponsive at any point in the review process will be rejected and not considered further. Any such decision will be considered final.

**Bid Award:** Upon selection of a winning contractor, the City of Woonsocket will send a bid award letter to the awardee. The letter will identify a point of contact from the City who will assist in completing any pre-work requirements. Upon satisfactory meeting all of the obligations of the pre-wok requirements, the City of Woonsocket will issue a "Notice to Proceed" for work to commence.

Individuals requesting interpreter services for the hearing impaired should call the Finance Director at 401-762-6400 seventy-two (72) hours in advance of the bid opening deadline.

Thank you for your consideration of this Request for Proposal and your participation in this process.

Published: March 21, 2024

**X** \_\_\_\_\_  
**Christine Coutu**  
**Finance Director**

**CITY OF WOONSOCKET  
RHODE ISLAND  
FINANCE DEPARTMENT**

**SPECIFICATIONS**

**I. SCOPE OF WORK**

**A. Purpose**

Through this Request for Proposal (RFP) the City of Woonsocket's Department of Planning and Development, is seeking proposals from qualified firms to design, develop, host and market a new tourism website. The development of this website is to market the City of Woonsocket as a destination for tourism, conventions, meetings, sports events and special events through active promotions and through engagement with leisure travelers. This website wants to continue to attract events to the area that will continue to be the economic driver for hotels, restaurants and local businesses.

**The website we are looking to develop is [www.visitwoonsocket.com](http://www.visitwoonsocket.com)**

The website needs to be user-friendly, service-oriented, and a source for public information. The awarded firm shall provide a website that meets the following criteria:

- User-friendly platform.
- Attractive and professional appearance.
- Provides consistent, intuitive navigation.
- Provides information to the public and allows visitors to download documents from the website.
- Can be easily updated, maintained, and administered by City staff.
- Quick loading on the visitor's browser with high-speed broadband connections.
- Desires a website incorporating the best practices of successful, interactive websites with a focus on the end user's experience to create the best possible source of information for the primary audience which includes visitors, media, businesses and residents.

Proposals shall include a new, designed website for the City of Woonsocket that is cloud based, and includes a content management system (CMS). The successful respondent will have expertise in developing websites with high functionality, building apps of similar size and scope, and shall submit a proposal that includes the work plan for accomplishing the project, timeline, all-inclusive firm-fixed fee to complete the project, and references and samples of previous comparable projects.

**The website's look, and functionality must be 100% tourism focused.**

## B. Background

The City of Woonsocket was incorporated as city in 1888. The city is part of Providence County, and ranks the sixth largest city in the state. The City of Woonsocket's geography is dominated by the Blackstone River and is surrounded by growing suburban communities like Lincoln and Cumberland and is centrally located within the Boston/Worcester/Providence Triangle. The City of Woonsocket is known for a strong influence of French and French Canadian culture that remains from the heyday of the mills. Today, the city has a diverse population with a range of cultural influences from South and Central America, Southeast Asia and Africa in addition to its historic European heritage. The City is the home for the corporate headquarters of CVS Health, Mount Saint Charles Academy and Landmark Medical Center.

Culturally, the City of Woonsocket has the historic Stadium Theatre Performing Arts Center founded in 1926. The Stadium Theatre hosts both plays and concerts with a capacity of 1,200 people per event. In close proximity to the Stadium Theatre is Chans Fine Oriental Dining restaurant. Chan's is considered one of New England's top jazz and blues venues. Additionally, we are the proud home to the Museum of Work and Culture, and the American-French Genealogical Society.

While the City of Woonsocket has numerous tourism assets, the City is not currently a tourist destination. The Department of Planning and Development wants to establish Woonsocket as Northern Rhode Island's top tourism destination by showcasing the City's numerous assets, amenities, and events on a Visit Woonsocket tourism website.

## C. Overview

- a. Positions Woonsocket visually in the exceedingly competitive online bid for travel consumers;*
- b. Captures the vibrant and unique atmosphere of Woonsocket;*
- c. Our desire to create a dynamic culture that reflects the diversity of our community and our ongoing strategic efforts to ensure that all members of our community and all visitors to the area feel welcome within the City;*
- d. Influences target markets and audiences to select Woonsocket as their next vacation, day trip, or night-out;*
- e. Promotes Woonsocket by providing immersive content and page structures that keep our audiences engaged;*
- f. Delivers measurable results in terms of site metrics as well as converted visits to the destination;*
- g. Is creative, innovative and fresh. Seeks ways to involve emerging technologies and flexible enough to evolve to be compatible with new technological innovations;*
- h. Showcases unique attributes of Woonsocket and is easy to navigate through a content-rich environment; and*
- i. Is interactive and engages the user on a personal level.*

Specific information regarding each of the project's objectives is outlined further in this RFP.

- 1. Website Design Expectations:** *An immersive design created through a proven creative process; the Department of Planning and Development will have final input and approval of the design.*

- 2. Website Development:** *Development of a fully responsive destination website engineered by the selected firm's development team; our preference is that this all be done in-house versus being done through subcontractors.*
- 3. Content Management System:** *Implementation of an open-source Content Management System (CMS) that is both user-friendly and provides City staff with best-in-class content publishing experience.*
- 4. Website Support & Hosting:** *Premium hosting for optimal performance and speed; a support and maintenance package to assist with updating and maintaining the website as needed.*
- 5. Payment integration:** *The website should allow for the ability to have secure, encrypted payment processing capabilities on the website.*
- 6. Accessibility:** *The website must be fully accessible to those with disabilities and able to be translated into multiple languages.*

#### **D. Scope of Services**

##### **1. Website Design Expectations**

- a) Create a hosted, cloud-based website that is consistent, user-friendly, with up-to-date designs.*
- b) Fresh feel using brand standard colors, fonts, and aesthetics.*
- c) Create responsive design for seamless mobile viewing – Web pages shall open to fit user screen size dynamically.*
- d) Compatibility with multiple browsers including Internet Explorer, Firefox, Chrome, Safari, etc.*
- e) Website will include space for announcements, event calendar, forms, blogs, site search, publications, google maps integration, and a trip planner.*
- f) Website shall have the ability to include ad placement. Any advertising the CRTD sells will not include a commission to the Firm.*
- g) Specify the graphic design and layout for the site in a "mock-up" format before formal adoption and approval is granted.*
- h) Build-out of secure staging sites for purposes of website design and content population, review and edits, and final review and approval of the final staging sites prior taking the website live.*

##### **2. Website Development**

We are seeking to build a responsive site that performs at the highest level. We are promoting a dynamic destination and our site speed should reflect that. The selected firm should maintain an in-house development team that has experience building high performing destination websites. We are seeking a long-term partner for this project; therefore, the experience of the development staff will be key in our evaluation.

##### **3. Content Management System (CMS) Expectations**

The City of Woonsocket is seeking the recommendation of proposing firms for the best open-source content publishing platform that accomplishes everything listed below.

- a) Provide standard font and color choices.*
- b) Simple navigation that allows users to create, edit, and publish content quickly and easily.*
- c) Workflow system for access levels, content approval and content review reminders with support for user roles/administration, including general read/write/approve permission model as well as folder/page level permissions, based on user roles.*
- d) Archive of all previous page versions and deleted pages.*
- e) Track changes to individual administrators.*
- f) Date-controlled content expiration capabilities.*
- g) Content preview function prior to publishing.*
- h) Online help/FAQ available for users.*
- i) Automatic spell check and grammar alerts incorporated into the content management system.*
- j) Firm shall provide a “mock-up” demonstration of the workflow process before formal adoption and approval is granted.*
- k) Ability to customize vanity URLs for all pages.*
- l) Directory capabilities to house our local listing, venue, and event data.*
- m) Ability to create forms on the fly for contacting the Planning Department, surveys, and giveaways.*
- n) The CMS should allow for easy management of all search engine optimization efforts.*
- o) Image and video asset library; Includes the ability to edit ALT tag and other information important for Search Engine Optimization (SEO).*
- p) Hosting must be U.S.-based.*
- q) Initial staff training and user manuals should be included in the overall cost.*

### **CRM Integration**

The City of Woonsocket does not have an existing CRM.

### **Content Migration**

The City of Woonsocket does not have an existing CRM.

### **Hosting and Platform Expectations**

- a) Shall provide website analytics and report capabilities.*
- b) Shall provide ability to customize content and design.*
- c) Shall provide the ability to add components or plug-ins developed by City staff.*
- d) Support authentication through active directory (not necessarily native).*
- e) Support the use of development/testing servers as well as production servers.*
- f) Firm shall provide documentation, training, and surrender of application architecture, workflows, templates, source code, and software licenses purchased by City.*

*g) Firm shall work with City staff to configure website monitoring and statistics to properly report, alert, and provide a knowledge base of common support issues/resolutions.*

*h) Preferred solutions will be built on Microsoft technologies (ex. Net, SQL Server, C#).*

## **Redirects & Indexing**

Appropriate redirections from the current website URLs to the newly reorganized sitemap URLs must be handled by the firm to ensure a minimal loss in website traffic. Firm must also submit sitemap to Google for indexing to minimize loss of website traffic.

### **A) Website Navigation Expectations**

*a) Create a navigation structure based on the City's needs, with suggestions on how to optimize structure, and keep it intuitive.*

*b) The URLs automatically generated by the new site must be short and easy to alter/control by content editors and administrators.*

*c) Firm shall use best practices for user heuristics for website navigation.*

*d) The City prefers a structure that makes content accessible with as few clicks as possible.*

### **B) Interactive Web Technology Expectations**

*a) Online forms and submission capabilities.*

*b) Dynamic registration forms.*

*c) Expand and upgrade an interactive event calendar, with archive function for past events.*

*d) User-friendly categories for special events.*

*e) Ability to prioritize events to show on homepage.*

*f) Have the option of the calendar looking like a calendar (rather than a list).*

*g) Color code to categorize different types of calendar events (special events, meetings, etc.)*

*h) Interactive media capabilities, including RSS feed, video streaming, podcasting, and photo gallery.*

*i) Integrate google maps.*

*j) Create a trip planner.*

*k) Permit uploading of various file types such as image files, pdf, Microsoft Word, PowerPoint, and other documents without pushing to a secondary site.*

*l) Ability to share specific content via email and on social media sites.*

*m) Printer friendly pages.*

*n) Blog module with Search Engine Optimization (SEO) and monitored commenting ability.*

*o) SEO developed during design process and training for future upkeep.*

*p) Allow public to complete surveys and other options for providing input/feedback to the City.*

## **Hero Slideshows**

That can include both photography and video, calls-to-action, and that can be placed on any page of the website at will.

### **Advanced Search**

The website should include an advanced search option that allows visitors to discover all content and data on the website. This search should be visually laid out and include filtering options. Please describe your advanced search capabilities.

### **Local Listings & Venue Directory**

Please describe your capabilities for local listings (i.e. local restaurants, accommodations, things to do, etc.) and a venue directory on our new website. Include information on how this will be managed by our staff through the CMS.

### **Local Events Calendar**

The website should feature a robust local events calendar with filtering options and data being managed through the CMS; because events are a heavily viewed component of our website, we are looking to call these out very clearly throughout the website.

### **Social Sharing**

The site should allow for individual pieces of content (such as events, blog articles and listings) to be shared straight from the website to social platforms, including, but not limited to, Facebook, Twitter, Instagram and YouTube.

For reference, the City of Woonsocket existing social platforms are:

- *Facebook/WoonsocketRICityHall*
- *Linkedin.com/Company/SelectWoonsocket*

### **Forms**

Firm will be responsible for setting up forms for proper data collection for things like visitor guide requests, newsletter sign-ups, and contacting us.

### **Mapping & Responsive Geo Triggers**

The website should include responsive geo triggers and interactive maps per listing and utilize Google Maps. The site design should allow for expanding the mapping function. These interactive maps should allow visitors to select hotels, restaurants, merchants, attractions and/or events.

### **Support a Digitized Visitors Guide**

The website must support an application to hold a digitized version of a future Visitors Guide.

### **Intellectual Property**

The firm and/or its parties understand and agree that all images, photos and branding are the intellectual property, whether intangible or tangible, of the City of Woonsocket. The contractor agrees and understands that the City of Woonsocket will promote VisitWoonsocket.com as it deems necessary, and the firm and/or its parties specifically waive any right to any royalties or future

compensation there related. All screens, graphics, domain names, content and the ‘look and feel’ of the site developed will be the property of the City of Woonsocket, together with all layered design files.

In developing the website, the selected firm will not infringe or violate the copyright and other intellectual property rights of third parties. The selected firm is responsible for securing various rights, licenses, clearances, and other permissions related to works, graphics, or other copyrighted materials to be used or otherwise incorporated in the website. All applicable copyright notices will be displayed on the website.

#### **4. Website Hosting**

Premium hosting for optimal performance and speed; a support and maintenance package to assist with updating and maintaining the website as needed. Hosting must be US-based.

#### **5. Payment Integration**

The website should allow for the ability to have secure, encrypted payment processing capabilities on the website.

#### **6. Technical Support Expectations**

*a) Firm shall provide options for technical support for six (6) month and twelve (12) month increments.*

*b) Firm shall provide options for training three (3) different user groups: administrators, editors, and content managers.*

*c) Firm shall provide written user manuals (electronic and/or paper) for easy reference.*

#### **7. ADA Compliance**

VisitWoonsocket.com wishes to have an ADA compliant or acceptable website; please describe your processes for achieving ADA compliance. ADA compliance is required.

- 1) Firms shall be knowledgeable about accessible website development, Title II of the ASA, and WCAG 2.1 when developing the “Visit Woonsocket website and any proposed online services for compliance with the ADA and, at a minimum, Web Content Accessibility Guidelines (WCAG) 2.1 Level A and Level AA Success Criteria and other Conformance Requirements (WCAG 2.1 AA)
- 2) Firms shall provide training to website content personnel on how to conform all web content and services with, at minimum, WCAG 2.1 AA and Title II of the ADA.
- 3) Firms shall assess all web content and online services for conformance with, at minimum, WCAG 2.1 AA, by:
  - a) Performing automated accessibility tests of the new website and all online services, using an automated accessibility testing tool approved by the United States, to identify any accessibility barriers; and

- b) Enlisting individuals with different disabilities, including at a minimum individuals who are blind, deaf, and have physical disabilities (such as those limiting the ability to use a mouse), to test the website pages for ease of use and accessibility barriers.
- 4) Notice shall be prominently and directly linked from the homepage instructing visitors to the website on how to request accessible information. The link shall provide several methods to request accessible information, including an accessible form to submit feedback, and email address, to contact personnel knowledgeable about the accessibility of the website.
- 5) Notice shall be prominently and directly linked from the homepage soliciting feedback from visitors to the website on how to improve website accessibility. The link shall provide several methods to provide feedback, including an accessible form to submit feedback, and email address to contact personnel knowledgeable about the accessibility of the website.
- 6) Firm shall ensure that the City's new website complies with, at minimum, WCAG 2.1 AA.

## **II. PROPOSAL**

### **A. Content Requirements**

Each Proposal shall include the following:

The Proposal must detail how the Firm will provide the Scope of Services required by this RFP and the cost of providing those services. Price guarantees should be included if applicable. Firms are encouraged to present in their Proposals any alternate or creative means of providing any item specified in the Scope of Services, and the effect that would have on the proposed prices.

### **B. Company Profile**

Provide the following information relative to your firm:

1. *Firm name and business address, including telephone number and e-mail address. Company web address.*
2. *Year established (include former firm names and year established). Identify the country and state in which the firm was incorporated or adopted.*
3. *Provide the Firm's type of ownership and, if applicable, parent company or subsidiaries. Include dates of any corporate mergers and/or acquisitions, including all present and former subsidiaries with dates of any and all restructuring since the founding date. Also, provide any licensure in Rhode Island.*
4. *Clarify the business address and telephone number of the office(s) at which the work is to be accomplished (if different than item #B-1). Also include the name, address, and telephone number of the project manager, if different than item B-1.*

### **Organizational Structure**

Describe your firm's organizational structure and discuss how you anticipate organizing your project team for this engagement. Provide your current firm's organization chart.

## **Key Staff Resumes**

Provide a listing of key project team members who will be involved. Provide resumes for the project manager and other key managerial staff and technical information, which include work experience, education, and any work-related publications. The key manager(s) proposed for the project must participate. If, because of extenuating circumstances, a member must be replaced, the City must approve the new member.

## **Experience and Qualifications**

Set forth your experience and qualifications as they relate to the proposed project in terms of technical scope, tasks involved, deliverable products, and other elements of the work as they relate to the evaluation criteria and all requirements of this RFP. The Proposal should provide all information which the Firm considers pertinent to its qualifications for performing the work called for by the RFP.

## **References**

Each Firm must furnish a minimum of three (3) references. References should be listed for similar type work as requested in this RFP. Each reference must identify and describe the project worked on and specify the originating and final project manager for the party providing the reference. References may or may not be reviewed or contacted, at the sole discretion of the City.

## **Timeline to Complete Study**

Each Firm must furnish a timeline to complete the scope of work outlined in this RFP.

## **C. Administrative Requirements**

### **a. RFP Schedule**

The City of Woonsocket anticipates that the following timeline will apply to this RFP.

1. *RFP issued*
2. *RFP opening Date*
3. *First pass evaluations/eliminations*
4. *Firm Interviews*
5. *Firm Selection*
6. *Complete Contract*
7. *Present Contract to Council for Approval, Firm Commence Work*
8. *Visit Woonsocket website launch*

### **Addenda to the RFP and Requests for information:**

The City may, at its sole discretion, issue Addenda to this Request for Proposals containing responses to questions and requests for information, clarifications or revisions of the RFP, or any other matters that the City deems appropriate.

No oral response by any employee or agent of the City shall be binding on the City or shall in any way be considered a commitment by the City.

## D. Proposal Selection and Evaluation

### a. RFP APPROACH

The RFP process is designed to be a competitive negotiation platform, where price is not the sole determinative factor; also, the City has the flexibility to negotiate with a select proposer to arrive at a mutually agreeable relationship. The City reserves the right to accept or reject any or all offers, parts of offers; request rebids; waive irregularities and technicalities in offers; such as shall best serve the requirements and interests of the City.

### b. SELECTION COMMITTEE

The Selection Committee is assigned the task of reviewing and scoring the proposals received. The Selection Committee may request documentation from Proposer(s) of any information provided in their proposal response or require the Proposer to clarify or expand qualification statements. The Selection Committee may also require a site visit and/or verbal interview with a Proposer or select group of Proposers to clarify and expand upon the proposal response.

The Selection Committee does a First Pass Evaluation of each firm's proposals. The scoring criteria used will be based on the following point scale (70 points possible):

- a. **20 Design** – will be on the firm's plan to create an aesthetically pleasing and easy to use website that captures the unique identity of Woonsocket and its tourism assets.*
- b. **20 Training & Maintenance** – will be on the firm's plan to assist staff will need updates in the future.*
- c. **10 Experience** – previous experience performing related projects of complex nature with tourism websites, including, but not limited to, similar size and type of organization.*
- d. **10 References** – will be based on references submitted as part of RFP but can include clients not submitted.*
- e. **05 Methodology** – that the firm will use to conduct work outlined in RFP and evidence of ability to perform the work described herein.*
- f. **05 Staff** – capability and availability of professional staff to deliver the scope of work in a competent and timely manner.*

**Only those firms scoring 60 points or greater will continue to the next phase of the RFP process.**

Those continuing, qualified firms may be invited to an hour-long interview to present their proposal. The interview would consist of:

- 30 minutes reserved for proposal presentations
- 30 minutes for interactive Q&A.

-The oral interviews could add **up to 30 additional points** to the scores received during the first pass evaluation.

-Interviews may be conducted in person, remotely or both.

**c. PROPOSAL PROCEDURE**

Proposer shall submit complete sets of the RFP documents and all supporting material as indicated in the specification document.

The submitted proposal shall be considered an offer on the part of the proposer. Such offer shall be deemed accepted upon issuance of an award letter by the City followed by a purchase orders or other contract documents appropriate to the work.

Proposals received after the time and date established for receiving offers will be rejected and remain unopened.

**d. WRITTEN PROPOSAL**

Proposer shall submit a total of two (2) identical hard copy written proposals. Label one (1) as the "Original" and the other as "Copy".

Both the original and copy version must be placed in a sealed envelope and labeled "PROPOSAL" in addition to the RFP name, RFP number and the submitting firm's name.

**e. COST PROPOSAL**

The cost proposal must be submitted at the same time as the written proposal.

Proposer shall submit a total of two (2) identical hard copy cost proposals. Label one (1) as the "Original" and the other as "Copy".

Both the original and copy version must be placed in a separate sealed envelope and labeled "COST" in addition to the RFP name, RFP number and the submitting firm's name.

Cost Proposals shall represent ALL costs that would be incurred by the City for your products and services. Cost proposals are to include all necessary charges to result in the "Total Cost" that will achieve full functionality and/or completeness of the project, even if all items are not listed within the form provided.

Proposers shall still submit the cost in the format as requested.

Additional fees that cannot be reflected in the total price must be clearly noted with an explanation/method for how such additional fees are calculated to ascertain the true "Total Cost". Depending on how additional costs/fees apply, they may be added to the "Total Cost"

The proposer must include details in the City's Cost Proposal template supporting any and all costs. These details must include, at a minimum, detailed descriptions and/or specifications of the goods and/or services to be provided, quantities, and unit costs. When an arithmetic error has been made in the extended total, the unit price will govern. The City reserves the right to review all aspects of cost for reasonableness and to request clarification of any proposal where the cost component shows significant and unsupported deviation from industry standards or in areas where detailed pricing is required.

**Note:** The “Cost Proposal” is only one (1) factor in the selection criteria and evaluation process (including Oral Interviews).

**\*Firms must also include one (1) USB drive containing the entire proposal submission. This includes all components that comprise both the written proposal and the cost proposal.**

## **PRICES**

All prices, costs, and terms and conditions for Website Design outlined in the specifications and/or revised during negotiations shall remain fixed and valid commencing on the opening date of the proposal until termination of the contract / an award is made or the RFP is cancelled.

**Hosting Services** – Prices quoted for Hosting Services shall remain fixed for two (2) years of the from the go live date. Any request for a price increase after the two (2) year term shall not exceed 3% of the previous Contract period and must be submitted in writing to the City a minimum of 90 days prior to the end of the current contract period and be accompanied by documentation justifying the price increase.

Further documentation may be required by the City to justify the increase. The City reserves the right to deny any requested price increase. No price increases are to be billed to the City prior to written amendment of the contract by the parties.

All Proposal prices must be based on Incoterms DDP (**Delivered Duty Paid**) **Woonsocket, RI. The bidder** will assume all costs, risks, and obligations, including import duties, taxes, clearance fees etc., if applicable, up to the destination point.

All payment terms with the City are Net 60 (sixty) days unless otherwise negotiated.

## **III. AWARD AND NEGOTIATIONS**

The resulting contract from this RFP will be awarded to the Proposer who has been deemed responsible, responsive to the requirements outlined herein, received the highest-ranking scores, and whose services and/or products have been determined by the Selection Committee to be the most advantageous to the City.

Such determination that identified the highest ranked proposer offering shall be based on the selection committee’s resulting scores from the evaluation criteria set forth in the solicitation and, proposers’ performance in any oral interviews conducted.

The City reserves the right to make an award based on the “written evaluation” without holding oral interviews. Whereby, the scores from the “written evaluation” shall be the final ranking of the best qualified proposer.

The successful Proposer shall receive information from the City and/or meet with City’s Representative(s) to negotiate an initial detailed work plan, finalize the scope of services and the Cost Proposal.

If the City is unable to arrive at an agreement with the top ranked proposer, the City retains the sole right to move on to negotiations with the second (then third, etc.) ranked proposer.

Contract to be executed will be based on a Cost Proposal/Fee Schedule with a “not to exceed total” for total expenditures agreed upon in negotiations.

#### **IV. PROPOSAL FORMAT**

Contents shall be placed in separate sections, properly organized in order by category as listed with each individual section tabbed and labeled as indicated. Proposals shall be limited to 10 double-sided pages of content (excluding tabs, cover, title pages and appendices). Minimum 10pt Arial or Calibri font style and size, 8 ½ x 11 paper, double spaced.

Proposers attempting to submit portions of the response containing Proprietary Information and/or Trade Secrets must strictly comply with the instructions as outlined in Section II. under Protection of Proprietary Information and Trade Secrets.

The information being requested in each of the respective categories listed below (1 through 6) shall be used as the primary basis in the determination of the Proposer’s ranking in the “First Pass Evaluation”.

1. Include the following documents within the Proposal Response - (No TAB - Place these documents between the Front Cover and TAB 1 of the Proposal).
  - a. EXHIBIT 1;
  - b. Letter of Interest;
  - c. A summary of the following information about your company:
    - *Company name, address and telephone number;*
    - *Years established and former names of your company;*
    - *Types of services your company is particularly qualified to perform; and*
    - *Average number of staff employed.*
  - d. All deviations, modifications, additional or other changes from the RFP shall be declared on company letterhead with reference to the affected document(s) and section(s). Any such deviations, modifications placed elsewhere and not described in this section shall be null and void.
2. EXPERIENCE, PROPOSED STAFF MANAGEMENT APPROACH AND SUBCONTRACTORS – (TAB 1 OF PROPOSAL RESPONSE) – This section shall consist of the following information about each sub-category listed.

##### **A. Summary of Proposer’s Experience:**

The proposer shall provide an organized summary listing their previous projects similar to this RFP in size, scope, and complexity. The City will use at least two (2) and no more than three (3) narrative project descriptions submitted by the proposer during its evaluation of the proposal and shall also use information from the organized summary of experience to perform any necessary reference checks. The City reserves the right to

request additional information and/or clarification to assist in making assessments in either capacity.

**The proposer shall address each of the following:**

- i. Provide detailed narrative descriptions to highlight the similarities between the proposer's past performance/experience and this RFP. These descriptions should include:
  - a. *The time period of the project;*
  - b. *The scheduled and actual completion dates;*
  - c. *The proposer's responsibilities;*
  - d. *Company name (including the name of a contact person, a current telephone number, and e-mail address); and*
  - e. *Each project description should identify whether the work was performed as the prime Contractor or as a Subcontractor. If a proposer performed as the prime Contractor, the description should provide the originally scheduled completion date and budget, as well as the actual (or currently planned) completion date and actual (or currently planned) budget.*
  - f. *Current projects and estimated costs of each.*
  - g. *Any other specialized qualifications which your company might possess which would be of benefit to the project, related to the core requirements as listed.*
- ii. Contractor and Subcontractor(s) experience should be listed separately. Narrative descriptions submitted for Subcontractors should be specifically identified as Subcontractor projects.
- iii. If the work was performed as a Subcontractor, the narrative description should identify the same information as requested for the Contractors above. In addition, Subcontractors should identify what share of contract costs, project responsibilities, and time period were performed as a Subcontractor.

**B. Summary of Proposer's Proposed Staff Management Approach and Subcontractors**

- i. The proposer shall present a detailed description of its proposed approach to the management of the project.
- ii. The proposer shall provide information to substantiate that they have sufficient professional staff to meet proposed schedule. Proposer shall identify the specific professionals who will work on the City's project if their company is awarded the contract resulting from this RFP. The names and titles of the team proposed for assignment to the City's project should be identified in full, with a description of the team leadership, interface and support functions and reporting relationships. The primary work assigned to each person should also be identified.
- iii. The Proposer shall provide resumes for all key personnel proposed to work on the project. The City will consider the resumes as a key indicator of the Proposer's

understanding of the skill mixes required to carry out the requirements of the RFP in addition to assessing the experience of specific individuals.

- iv. Resumes should not be longer than one (1) double-sided page. Resumes should include, at a minimum, individual's name, experience and length of service with the company, academic background and degrees, professional certifications, understanding of the process, Provide the qualifications of these individuals, including a summary of their experience with related work and their available capacity to perform this work.

Any changes in proposed personnel shall only be implemented after written approval from the City.

- v. Respective resumes for all key personnel to be used may be placed in the Appendix – TAB 4 of the Proposal Response. Resumes are not part of the total page count as listed in Section B.

**Subcontractors:** If the Proposer intends to subcontract any part of its performance hereunder, the Proposer shall provide:

- i. name, address and email address of the Subcontractor(s);*
- ii. list of specific tasks that will be performed by each Subcontractor(s)*
- iii. percentage of performance hours intended for each Subcontract; and*
- iv. total percentage of Subcontractor(s) performance hours.*

### **3. TECHNICAL PROPOSAL – (TAB 2 OF PROPOSAL RESPONSE)**

The technical proposal section submission shall include each of the items listed below – See information regarding these categories in Section III. – PROJECT INFORMATION

- a. Understanding of the project environment and requirements;*
- b. Narrative describing proposed development approach;*
- c. Technical considerations and any potential challenges;*
- d. Detailed project work plan, management and implementation to demonstrate assurance and competency in successful completion*

### **4. PROJECT SCHEDULE – (TAB 3 OF PROPOSAL RESPONSE)**

- a. Proposer must include a detailed schedule of work, activities and confirmation of willingness and capability to meet the time requirements expressed in the scope of services.*
- b. Submit information that describes performance record for timeliness.*
- c. Outline the current projects which are being conducted from the location of the Proposer's office responding.*

### **5. APPENDIX – (TAB 4 OF PROPOSAL RESPONSE)**

- a. Resumes to be submitted for qualifications of proposed key staff.*
- b. Organization Chart*

**CITY OF WOONSOCKET  
RHODE ISLAND  
FINANCE DEPARTMENT**

**RFP CERTIFICATION**

The undersigned bidder proposes to furnish all materials, labor, equipment and related incidentals, other related work and overhead items for the “Visit Woonsocket” Website Development, Design and Hosting for the City of Woonsocket, Rhode Island and in accordance with the specifications for the costs as set forth in the proposal.

**CERTIFICATION SUMMARY:**

The bidder declares that this proposal is made without connection with any other person(s) making proposals for the same specifications and is in all respects fair and without collusion or fraud.

The bidder further declares that, except in the normal discharge of his/her duties, no person acting for or employed by the City of Woonsocket has direct or indirect interest in the proposal or in any of the profits thereof.

The bidder certifies that the above statements are accurate and true and has carefully examined and read all of the specifications and the contract provisions and understands that it affects the acceptability of my proposal(s).

**AUTHORITY TO CONTRACT:**

The person who signs this agreement certifies that they are an agent of the company submitting the proposal. Has the legal authority to enter their organization into a binding agreement with the City of Woonsocket and to commit that organization to fulfilling the contract term obligations contained herein.

The undersigned further certifies that the company is qualified to do business in the State of Rhode Island, if applicable, and is not prohibited from entering into or performing any of the terms of this agreement for any reason.

**CONFLICT OF INTEREST:**

Any Offeror responding to this Request for Proposal is required to disclose any potential conflict of interest. If the City of the bidding firm is related to a City of Woonsocket employee, that relationship must be disclosed in writing and made a part of the bid response. **Definition of a Related Person:** *Related person to a City of Woonsocket employee means a spouse or dependent child of such employee. The term extends to other individuals sharing the same household as well as siblings, parents and non-dependent children (including step and in-law variations of those relationships) in circumstances where the City of Woonsocket employee has actual knowledge that such relative is likely to or will benefit from a particular City of Woonsocket transaction.*

**CITY OF WOONSOCKET  
RHODE ISLAND  
FINANCE DEPARTMENT**

**SIGNATURE PAGE**

We, the undersigned, submit this proposal for “Visit Woonsocket” Website Development, Design and Hosting, Bid No. 6223, to the City of Woonsocket. The undersigned also certifies and agrees to all the terms and conditions contained herein.

<b>COMPANY NAME:</b>	
<b>ADDRESS:</b>	
<b>CITY, STATE ZIP:</b>	
<b>PHONE:</b>	
<b>EMAIL:</b>	
<b>PRINT NAME:</b>	
<b>TITLE:</b>	
<b>SIGNATURE:</b>	
<b>DATE:</b>	

**CITY OF WOONSOCKET  
RHODE ISLAND  
FINANCE DEPARTMENT  
COST PROPOSAL**

Vendors must complete this form and attach additional documentation as required on company letterhead and place in a sealed envelope separate from the written proposal as instructed in the specifications.

**TOTAL COST - WEBSITE DESIGN:** \$ \_\_\_\_\_

**TOTAL COST - WEBSITE HOSTING (YEARS 1-5):** \$ \_\_\_\_\_

**TOTAL COST:** \$ \_\_\_\_\_

The total cost will be an evaluation factor in the selection of a qualified firm.

Vendors may include subcontractor information below or on a separate sheet. Subcontractor costs must Also be included in the TOTAL COST above.

Hourly rates and other cost factors will be utilized in the negotiations for a final contract.

**WEBSITE DESIGN**

<u>Position Title</u>	<u>Name</u>	<u>Hourly Rate</u>	<u>Est. # Hours</u>	<u>Total</u>
1)				
2)				
3)				

**WEBSITE HOSTING:**

**YEAR 1 & 2** \$ \_\_\_\_\_

**YEAR 3 -** \$ \_\_\_\_\_

**YEAR 4 -** \$ \_\_\_\_\_

**YEAR 5 -** \$ \_\_\_\_\_

**Travel Expenses:** \$ \_\_\_\_\_

**Overhead Expenses:** \$ \_\_\_\_\_

**Other (Please Explain)** \$ \_\_\_\_\_

**Totals in this section must add up to the TOTAL COST above.**