



REQUEST FOR QUALIFICATIONS

Website Redesign & Development

The Naugatuck Valley Council of Governments (NVCOG) is accepting proposals from interested and qualified firms to perform website development, design, and maintenance services.

The NVCOG is one of Connecticut's nine regional councils of governments and facilitates collaboration among the nineteen local jurisdictions in the Naugatuck Valley region. The NVCOG provides planning assistance, regional transportation planning and programming, and demographic, economic, and geographic information services.

Information & Inquiries

Updates and amendments to this RFQ can be found at <http://nvcogct.org/content/vendors> or can be obtained by contacting the NVCOG directly. Interested consultants are responsible for monitoring updates and amendments. Questions should be submitted in writing via email to Glenda Prentiss, GIS Coordinator at gprentiss@nvcogct.org.

Questions will be responded to up to seven days before the RFQ response deadline. All questions and their responses will be posted at <http://nvcogct.org/content/vendors>. The identity of persons submitting questions will not be posted. No contact with any other NVCOG staff, town personnel or project partner other than the authorized contact person is allowed until such time as an award has been made.

Submission Requirements

The proposer must submit **three (3) paper** copies and **one (1) digital** copy of their proposal in a sealed envelope bearing on the outside the name of each firm, full address, and the date and time proposal is due. All submissions shall be clearly marked "NVCOG Website Redesign & Development".

The proposal must be received no later than 4:00 p.m. on Friday, September 7, 2018.

Proposals received after the date and time prescribed shall not be considered. **Submit proposals to:**

Glenda Prentiss, GIS Coordinator
Naugatuck Valley Council of Governments
49 Leavenworth St., 3rd Floor
Waterbury CT 06702
gprentiss@nvcogct.org

NVCOG is an affirmative action, equal opportunity employer in accordance with regulations adopted by the Connecticut Commission on Human Rights and Opportunities (CHRO), and requests the same of the consultants responding to this request

Proposers are asked to submit responses in two parts: Letter of Interest and Technical Response.

The Letter of Interest must specify the name, address and contact information of the Consultant(s) and general information on the lead firm and any proposed sub-consultants. The name, title and telephone number of the individual within the firm authorized to commit the company to this contract shall also be included in the Letter of Interest

The Technical Response shall include the following:

- Firm(s) name, history, office location, size, and related experience on similar projects
- Proposed Work Program (Scope of Services)
- Qualifications (Resumes) of Key Personnel to be assigned, and identification of Project Manager
- Three examples of existing websites recently created by the firm
- Proposal project organization, including items to be done under subcontract by others
- DBE (Disadvantaged Business Enterprise) firm(s) name, size, related experience on similar projects, their tasks as they relate to this study, and percent of total contract allocated to DBE firm, if any
- Subcontractor's qualifications, and experience
- Description of the technical approach for the new website project, including a discussion of what content management system(s) is recommended and why.
- A statement affirming the firm's or individuals' compliance with all federal and state laws and local ordinances.
- Proposed website timeline from kickoff to launch

NOTE: Proposals not meeting these minimum requirements will be disqualified.

Proposals must be signed by a duly authorized official of the firm. Consortiums, joint ventures, or teams submitting proposals will not be considered unless it is established that all contractual responsibility rests solely with one contractor or one legal entity, which shall not be a subsidiary or affiliate with limited resources. Each proposal should indicate the entity responsible for execution on behalf of the proposal team.

Rejection Rights

NVCOG retains the right to reject any or all proposals or to re-solicit if deemed to be in the best interest of NVCOG to do so. Finalization of the agreement is contingent on approval of

NVCOG, Connecticut Department of Transportation, and U.S. Department of Transportation.

No Oral Interpretations of the RFQ

NVCOG will not be bound by any oral representations, changes, or clarifications to this RFQ unless provided in written addenda form.

Cost of Proposal Preparation

No reimbursement will be made by NVCOG for any costs incurred for the preparation of a proposal or during the selection process.

Proposals to Be In Effect

Each proposal shall state that it is valid for a period of not less than sixty (60) days from the date of receipt.

Purpose of the Project

NVCOG strives to increase the engagement of members, the Naugatuck Valley regional community, policymakers, and other audiences. In order to achieve this goal, NVCOG would like to work collaboratively to develop a website that is easy to navigate, visually pleasing, allows for simple and quick updating and conveys how NVCOG is relevant and valuable to the region. The website will be a replacement for <http://www.nvcogct.org/>.

Naugatuck Valley Council of Governments Overview

Our office is located in Waterbury, Connecticut and we have a staff of fifteen. We serve nineteen municipalities with a total population of approximately 450,000. NVCOG’s primary functions center around transportation and land use planning.

Our Audience

- Our primary audience is:
 - Local Chief Elected Officials
 - Municipal Staff
 - MPO Staff
 - State & Federal Agencies
- Our secondary audience is:
 - Public at large
 - Community Organizations
 - Consultants working on regional projects
 - Media outlets

New Website Objectives

Our website's number one objective is to make new and archived information, reports and publications readily available to our constituents. The second objective is to engage our citizens and provide an opportunity for public input. An additional objective is to enable easier maintenance of the website.

Current Website

Our current website, <http://www.nvcogct.org/>, is about 6 years old and no longer meets our needs. The navigation is challenging and publications on the site are difficult to locate. Even our own employees experience difficulties locating things on the website. Overall, it lacks a clear path for our visitors to follow to find what they want. The home page does not have enough room to highlight current activities and content below the fold is easily missed. The content management system (CMS) used is Drupal 7.59. The site has not been managed and therefore regular updates to the CMS have not been performed, recently resulting in the site being compromised.

New Website Functionality Requirements

Our new website will need:

- An easy-to-use content management system (CMS)
- Intuitive navigation
- Clean and focused design
- Reliable built-in search tool
- To display correctly in all major browsers and behave responsively according to industry best practices for use on varying sizes of screens and devices
- All applicable content imported from current site
- Compliance with ADA Section 508, including text resizing and compatibility with screen reader technology
- Compliance with Title VI of the Civil Rights Act, including translation capability into relevant languages
- Support viewing videos posted on external site, such as embedding YouTube
- To be optimized with SEO best practices
- To be developed in HTTPS to enhance security
- Calendar to show upcoming meetings (10-20 events per month) and allow attachments that will be archived
- Social media integration (share buttons, follow buttons, etc.)
- A training component that will enable staff to create and maintain their project webpages
- CMS with user permission levels to prevent accidental deletion of key modules
- Simple and automated back-up
- Style guide for new content

- Installation of Google Analytics, as well as any customizations recommended
- Suggestions for cost effective hosting, management and domain name registration options
- Integration with ESRI Web-Based Mapping

Optional New Website Functionalities/Wish List

- It is desirable to have a way to collect public comment in an organized way and/or run surveys.
- We may want to stream audio & visual from public meetings
- We are open to suggestions for new applications and features that might be helpful.

Design Coordination

The NVCOG requires the ability to coordinate with the selected vendor on final design elements of the website, including meetings between the selected vendor and key agency staff to provide input and feedback at integral moments in the development process.

Maintenance Needs

- Regular backups to a secure location
- Regular malware scans and clean-up
- Regular CMS updates and upgrades as needed
- We are open to suggestions for processes and features that might be helpful.

Selection Process

The NVCOG will follow a Qualifications Based Selection (QBS) process for selecting the preferred Consultant(s). Consultants or consortia of consultants will be asked to demonstrate expertise and experience in all skill areas that may be appropriate to the work required. All RFQs received will be reviewed and evaluated by the selection committee. A minimum of three and up to five prospective consultants will be selected and requested to participate in an interview and presentation to the selection committee.

Responses to the RFQ will be evaluated in accordance with the following criteria:

- completeness and thoroughness of the proposal and work plan;
- demonstrated understanding of the NVCOG's objectives;
- expertise and creativity illustrated by the firm's work products;
- caliber and qualifications of key personnel assigned to the project;
- experience with similar web design projects;
- experience with creating websites that are accessible to people with: visual impairments, physical disabilities, mental disabilities, or limited English proficiency;

- a clear ability to deliver the project within the project timeline outlined;
- Disadvantaged Business Enterprises (DBE) participation (if any).

RFQ & Project Timeline Details

RFQ Sent:	Friday, August 10, 2018
RFQ Questions Due to NVCOG:	Friday, August 31, 2018
Responses Due:	Friday, September 7, 2018 by 4:00 p.m.
Finalists Selected & Contacted:	Friday, September 14, 2018
Interviews:	Monday, September 24 – Friday, September 28, 2018
Winner Selected & Contacted:	Tuesday October 2, 2018
Project Kick-off:	Friday, October 12, 2018
New Website Launch Target Date:	February 2019

Thank you for your interest in responding to this RFQ with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Glenda Prentiss at gprentiss@nvcogct.org 203-757-0535.