

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

PROPOSAL FOR: A WEBSITE DEVELOPER CONSULTANT TO DESIGN  
AND DELIVER A NEW WEBSITE WHICH WILL  
SERVE AS "HUB" OF INFORMATION ABOUT EARLY  
CHILDHOOD FOR SOMERVILLE FAMILIES

RFP OPENING: **3:00 P.M., Monday, March 24, 2014**

CONTACT PERSON: PATRICIA DURETTE, FINANCE DIRECTOR  
SOMERVILLE SCHOOL DEPARTMENT  
(617) 625-6600 EXT. 6010

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

**PROPOSAL INSTRUCTIONS FOR RFP # S2015-04**

Enclosed you will find an RFP for:

**A WEBSITE DEVELOPER CONSULTANT TO DESIGN AND DELIVER A NEW WEBSITE WHICH WILL SERVE AS A "HUB" OF INFORMATION ABOUT EARLY CHILDHOOD FOR SOMERVILLE FAMILIES**

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" # S2015-02" Proposal for A Website Developer Consultant - Time – "3:00 P.M. " Date "Monday, March 24, 2014" 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, 17<sup>th</sup> Floor, Boston, MA or you may access their web site at: [www.MA.GOV/SEC/COR](http://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) # S2015-04**

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

SECTION A. Sealed RFPs for: **A WEBSITE DEVELOPER CONSULTANT TO DESIGN AND DELIVER A NEW WEBSITE WHICH WILL SERVE AS A “HUB” OF INFORMATION ABOUT EARLY CHILDHOOD FOR SOMERVILLE FAMILIES** will be received at the Office of the Finance Director, Somerville School Department, 42 Cross Street, Somerville, Middlesex County 02145 no later than Monday, March 24, 2014 at 3:00 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 Thursday, March 6, 2014.

SECTION C. The RFP response shall be submitted in two sealed envelopes clearly marked as follows: **"RFP Non-Price Proposal" and "RFP Price Proposal" #S2015-04; Proposal for Website Developer Consultant - Time – 3:00 p.m., Date: Monday, March 24, 2014 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.	<b>See Form 19A.</b>
Automobile Liability Insurance.	<b>See Form 19A.</b>
General Liability Insurance.	<b>See Form 19A.</b>

### NOTICE TO PROPOSERS (continued)

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

SECTION H. The City of Somerville's School Department reserves the right to accept or reject any or all RFPs, to waive any informalities or to amend any specifications, if in their judgment, through the issuance of an addendum to all proposers, the best interest of the City of Somerville's School Department would be served by so doing.

SECTION I. The City of Somerville's School Department 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 of receipt of contract.

SECTION J. The selected proposer will be required to submit a disclosure of beneficial interests as required by M.G.L. c.7, §40J.

Firm: \_\_\_\_\_

By: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_ Tel No. \_\_\_\_\_

Signature \_\_\_\_\_



February 24, 2014

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

**Summary:**

The Somerville Public Schools is seeking a consultant (individual or company) to design and deliver a new website which will serve as a “hub” of information about early childhood for Somerville families.

**Background/Purpose:**

Somerville was awarded a Birth-3<sup>rd</sup> Grade Alignment Grant from the Department of Early Education and Care (EEC) and began work in earnest on this initiative in January, 2013. The public schools, in partnership with many early childhood community stakeholders, have focused grant activities on ensuring smooth transitions for young children as they move through different programs and services, up to and including entry into public school. The grant also targets aligning areas such as curriculum, assessment, and professional development for educators across educational settings.

As part of this alignment work, the grant advisory board has identified a need in the community for a “single point of entry” for families to learn about everything the city has to offer young children. This includes programs and services such as Head Start, playgroups, community preschool programs, the public pre-kindergarten program, recreational opportunities, developmental screenings, social/emotional supports, and local events. The website would provide a central location for families of young children, and the professionals who work with them, to access current information and connect with local resources.

The website project will be funded through the alignment grant and city funds, but will be maintained going forward so as to provide sustainability to the initiative. A small team will be involved in the process, headed up by a Project Lead housed at the Somerville Public Schools.

## **1. Scope of Work:**

*Please see Appendix A for Technical Requirements*

The intended audiences for this website are 1) Somerville families with children ages birth to eight (8), 2) Educators and human service providers who work directly with those families, and 3) Families with young children considering moving to Somerville. Rather than creating a website to represent a single entity, the purpose of this project is to create a website that provides information about a wide variety of programs, services, and resources for young children in Somerville. As such, the vendor will need to create a logo and other graphical elements to be used throughout the site. We will provide all content for the site, as well as guidance on how that content is inter-connected. The home page will have five main tabs, with pull-down menus from each.

One element of the site will be “program pages,” – where directors of local childcare and preschool programs can enter their own centers’ program information. The vendor will need to create a simple form for entering this information, where it can be easily updated by the user. We would also need a similar form for after-school/out-of-school time programs, which may have a few different fields to fill in. We intend to have an events calendar, and the vendor should suggest a simple way to accurately populate the calendar and keep it current.

Other content will be provided by, and updated by, a Somerville administrator/webmaster who will be charged with this task. This includes information about local parks and recreation opportunities, links to the library and enrichment programs, and information about family-centered services such as home visiting, early intervention, parent support groups, literacy playgroups, and mental health services. In addition, we will provide a list of carefully curated links to information about child development, choosing child care, etc.

The following features/functionality must be available on the site and included as part of this proposal:

- Built on a WordPress platform
- Photo gallery
- Maps
- Event calendar
- Google analytics
- Google site search
- Video
- Newsletter opt-in
- Responsive web design (automatically adjusting site to different devices)
- SEO

- Language translation (we will provide translation for static content; need best available solution for dynamic content)
- Interactive polls
- Podcasts
- Blog
- Social media icons
- Online inquiries/registration (no money exchanged, just a way for families to contact programs they are interested in and have an email sent automatically to the director)
- Accessible to differently-abled users (vendor should recommend specific options in proposal)

As stated, the initial focus of the website is to help families with young children learn about and access local resources. However, the infrastructure of the site should be built in such a way as to easily expand upon it in the future. Our next step would be to have a tab on the home page for educators, which would lead them to a different set of pages with specific educator information and resources. We envision being able to provide webinars through this site, have a calendar of upcoming professional development, links to resources about best practices, and more. *While some of the elements of the educator section of the site will be implemented in a different phase, the architecture to support this type of effort should be included as part of this initial development phase.*

## **2. Proposed Project Schedule:**

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

### **RFP Phase**

- Issue RFP: March 6, 2014
- Written inquiries accepted from prospective consultants until March 17, 2014
- Proposals due March 24, 2014
- Proposal review and selection of consultant, including possible interviews with finalists: March 24 – March 28, 2014
- Contract discussion and approval of contract, March 31, 2014

**Work Begins: April 1, 2014** *(please include estimate completion date in proposal)*

**Qualifications:** Only contractors who can clearly demonstrate the necessary experience, skills, and capacity to meet the scope of work as defined in this RFP will be considered.



### 3. Proposal Process:

Proposals must be received at the address below on or before 3:00 p.m. on March 24, 2014.

Somerville Public Schools  
Attn: Pat Durette  
42 Cross Street  
Somerville MA 02145

Written inquiries will be accepted from prospective consultants through March 17 at 4:00 p.m. All inquiries should be submitted by email or mail and directed to:

Pat Durette  
Finance Director  
Somerville Public Schools  
42 Cross Street  
Somerville, MA 02145  
pdurette@k12.somerville.ma.us

### 4. Proposal Submission Guidelines:

A.) Prepare responses to the five 5 sections below. Please re-state each subsection, followed by your response. This improves clarity and it easier to properly evaluate your proposal. Responses must be in hard copy and submitted in a sealed envelope. Please label the envelope **“RFP Non-Price Proposal for Website Developer Consultant”** with the proposers name and address.

1. Consultant profile and approach to project
2. Qualifications of each team member
3. Experience and expertise with similar projects
4. Proposed project and timeline
5. Site maintenance proposal

B.) The Price Proposal Form must be completed. No substitute form will be accepted. Pricing must remain the same throughout the contract. The Price Summary Form must be submitted under separate cover in a separate sealed envelope marked **“RFP Price Proposal for Website Developer Consultant”** with the proposers name and address. The proposer should make no reference to pricing in its non-price proposal. Failure to adhere to this will result in disqualification.

## **5. 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
- 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 operate well on desktop/laptop computers, tablets (including iPad), and Android and i-phone devices.

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 99.8% 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 3<sup>rd</sup> 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 2 days of hands-on training, and a total of 16 hours of phone consulting for the Purchaser's website content administrator 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).

**Price Form – must be in a separate sealed envelope**

Having fully examined, read, and in understanding of the specifications for this job and being familiar with all of the conditions surrounding the proposed work, including any addenda for which receipt of is acknowledged below, the undersigned proposes to complete all work as specified in this request for proposal for the prices stated below.

Total Service Fee: \$ \_\_\_\_\_

Fee must include the total cost of service to the Somerville School Department including reimbursable expenses.

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Name/title of Person Submitting the Proposal:

\_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**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.

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Signature

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Company

---

Tin Number

---

Date

## INSURANCE SPECIFICATIONS

### **INSURANCE REQUIREMENT FOR AWARDED VENDOR ONLY:**

Prior to commencing performance of the Contract, the Vendor shall furnish to the School Department a Certificate of Insurance evidencing the following:

A. GENERAL LIABILITY - Comprehensive Form			
General Aggregate	<u>\$2,000,000</u>	Each Occ.	<u>\$1,000,000</u>
Products - Comp/OP Agg.	<u>\$1,000,000</u>	Fire Damage	<u>\$ N/A</u>
Personal Injury	<u>\$1,000,000</u>	Medical Exp.	<u>\$ N/A</u>

B. ERRORS & OMISSIONS (PROFESSIONAL LIABILITY)			
General Aggregate	<u>\$ N/A</u>	Each Occ.	<u>\$ N/A</u>

C. SEXUAL ABUSE/CHILD MOLESTATION			
General Aggregate	<u>\$ N/A</u>	Each Occ.	<u>\$ N/A</u>

D. COVERAGE FOR PAYMENT OF WORKERS' COMPENSATION BENEFITS  
PURSUANT TO CHAPTER 152 OF THE MASSACHUSETTS GENERAL LAWS IN  
THE AMOUNT AS LISTED BELOW:

E. WORKERS' COMPENSATION - EMPLOYER'S LIABILITY STATUTORY

F. AUTOMOBILE LIABILITY INSURANCE AS LISTED BELOW:

BODILY INJURY LIABILITY N/A

1. A contract will not be executed unless a certificate(s) of insurance evidencing the above-described coverage is attached.
2. Failure to have the above-described coverage in effect during the entire period of the contract shall be deemed to be a breach of the contract.
3. All applicable insurance policies shall read:  
    **"CITY OF SOMERVILLE" as a certificate holder and as an  
    additional insured for general liability only** along with a  
    description of operation in the space provided on the certificate.

**CITY OF SOMERVILLE  
c/o SCHOOL DEPARTMENT  
42 CROSS STREET  
SOMERVILLE, MA 02145**

**NOTE: IF DURING TERM OF THIS CONTRACT YOUR INSURANCE EXPIRES,  
YOU SHALL BE RESPONSIBLE FOR SUBMITTING A NEW CERTIFICATE(S)  
COVERING THE PERIOD OF THIS CONTRACT. NO PAYMENT WILL BE  
MADE ON A CONTRACT WITH AN EXPIRED INSURANCE CERTIFICATE(S).**