



**TOWN OF MANSFIELD  
and  
MANSFIELD PUBLIC SCHOOL DISTRICT**

**Request for Qualifications (RFQ)**

**Website Services**

**SUBMISSION CONTACT AND ADDRESS:**

Mr. Jaime Russell  
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*Proposals will be accepted in electronic format only.*

**Purpose**

The Town of Mansfield and the Mansfield Public School District use their websites to provide services online, communicate with the public, support government transparency and free access to information, and promote Mansfield's offerings. Our residents, visitors, and businesses frequently access our websites and rely on them as important resources.

While we regularly enhance and revise our website offerings, we have reached the point where a more comprehensive redesign and technology platform is needed to better meet the needs of our constituents. Website and communication technology have rapidly advanced in recent years and our website offerings need to leverage these new opportunities and modern website standards.

**We are seeking a qualified vendor to provide website design, content management system (CMS), and hosting services.** Our purpose is to position the Town and School District to greatly enhance their ability to serve and communicate online. We are committed to ensuring that our residents, business owners, and visitors can access modern online features to meet their information and communication needs as well as highlight the Town of Mansfield and the Mansfield School District a great place to learn, live, work, and visit.

## **Background**

The Town of Mansfield, Connecticut has a population of 14,000 year-round residents and is located in the northeastern portion of the state, 25 miles east of Hartford. Mansfield is a vibrant, diverse, and caring community that offers its residents and visitors unique cultural, recreational, business, and educational opportunities. Known for its excellent public schools, community-wide events, inclusive and efficient government, parks and preserves, protected open spaces, agriculture, and many local businesses. The town is also home to the main campus of the University of Connecticut. The Town has approximately 135 regular full-time employees.

The Mansfield Public School District provides public schools for children living in Mansfield in grades PreK – 8. The District serves 1,200 students and includes one middle school and three elementary schools. Mansfield's schools have an excellent reputation and its students regularly receive awards and recognitions. The District has 128 certified staff and 68 non-certified staff.

Our website presence currently has four main entry points:

- Town of Mansfield (<http://www.mansfieldct.gov>)
- Mansfield Public School District (<http://www.mansfieldct.gov/mboe>)
- Mansfield Parks & Recreation (<http://www.mansfieldct.gov/mcc>)
- Mansfield Downtown Partnership (<http://www.mansfieldct.gov/DowntownPartnership>)

## **Selection Process**

The Town of Mansfield and the Mansfield Public School District follow best practices for vendor selections and RFQs. Specifically:

- The RFQ process will follow a standard phased approach leading to the final selection of a vendor and establishment of a contract meeting best value requirements. Specifically:
  - Phase 1: Opportunities for vendors to express interest and join the open competitive process. Vendor that have interest in this RFQ should email Mr. Jaime Russell at WebsiteRFQ@mansfieldct.org by 5:00pm on Monday, March 6<sup>th</sup>, 2017 expressing their interest. This ensures that all interested vendors receive any addendums such as answers to commonly posed questions by participating vendors.
  - Phase 2: Vendors should submit the requested vendor documentation for this RFQ process. See the "Requested Vendor Documentation" section of this RFQ. Vendors should submit this documentation via email to Mr. Jaime Russell at WebsiteRFQ@mansfieldct.org by 5:00pm on Monday, March 13<sup>th</sup>, 2017.
  - Phase 3: Vendors will be interviewed in March 2017 to determine finalists for the RFQ and ultimately a vendor selection so that the Town of Mansfield and the Mansfield Public School District can secure appropriate pricing and reach an agreement to complete the RFQ process. It is our intent to start to move forward with a selected vendor in April 2017 with an understanding the actual implementation process will occur over a multi-month timeline with the launching of results to the public in August 2017 (with an understanding that particular

sections or certain sub-offerings and features might be phased in at an extended timeline if more appropriate).

- The Town of Mansfield and the Mansfield Public School District believe that we are likely to secure a favorable solution, pricing, features, and synergy by selecting one vendor for both organizations, particularly given that we serve an overlapping constituency. However, we reserve the right if it is in our best interest, to select multiple vendors understanding that a mix of two solutions might be best to meet some of the variances in the needs of the two organizations. Specifically, we anticipate that one finalist will meet the needs of both organizations, we understand that the RFQ process may result in one vendor that specializes in Municipal needs and another vendor that specializes in School District needs. Vendors expressing interest in the selection process may choose to propose to serve both organizations, or may choose to propose to serve one of the organizations. Similarly, we reserve the right to select multiple vendors if they have complimentary offerings that each address a portion of our needs and can be satisfactorily used in combination with each other.
- Ultimately, pricing will contribute to our decision-making, however it will not be the sole factor in selection process. We will consider five major factors:
  - The vendor's available offerings and features relative to our stated needs.
  - The vendor's accomplishments and achievements with other clients.
  - The vendor's future ability to continue to support and enhance their offerings.
  - The vendor's experience working with the particular website communication needs of public sector organizations similar to our organizations.
  - The financial cost considerations including both upfront and ongoing costs.

### **Requested Vendor Documentation**

As noted in the phase timeline on page 2 of this RFQ, we are requesting specific documentation from vendors. Vendors may choose the format for this information, and may choose to include additional information beyond these requirements, however it should be submitted electronically to [WebsiteRFQ@mansfieldct.org](mailto:WebsiteRFQ@mansfieldct.org). The submission does not need to follow the order nor format below, however the items listed below should be included within the documentation.

#### 1. Introductory Information

The vendor should provide some brief background including a brief company history, physical office location(s), approximate staff count, and a sense of the company's current client focus / size.

#### 2. Sample Customer Websites

The vendor should provide the URL addresses of a minimum of three other customer websites, preferably websites of public sector organizations similar to our organizations. A vendor is welcome to provide more than three URL addresses.

3. Technical Background

The vendor should provide a brief summary of the technical background of their offering. Specifically, the technologies used by the vendor's solution, any add-on local machine technologies required by individuals editing the site, the vendor's ability to continue to provide new enhancements as website technology and standards grow in the future, and the vendor's history/capability to provide reliable uptime / safeguards from outages. Additionally, address if the solution is cloud hosted by the vendor, or locally hosted by the client, or potentially either.

4. Support System

The vendor should provide a summary of how service is provided during the implementation process as well as how ongoing support is provided following the launch and going forward into the day-to-day future.

5. Anticipated Timeline / Process

While an exact commitment is not needed at this point in the process, the vendor should speak to what a typical timeline / process would look like, such a likely length of duration, the typical components/phases/items in the process, and the responsibilities of the vendor vs. the responsibilities of the Town / District. This should provide a sense of the typical process for a project of this type.

6. Design Approach

The vendor should provide a summary of how website design is addressed. Specifically, what capabilities/staffing does the vendor have to address design; is the offering based on a limited number of established templates or is it customized per client or is it a combination of both; and how are future desired design changes handled.

7. Pricing Model

The vendor should speak to how pricing is determined for their offerings. For example, is it determined by population, website traffic, feature set, page count, etc? The vendor should provide an indication of a likely price range, however the vendor does not need to commit to an absolute final price at this point in the process as we will negotiate a final price and contract depending on offerings.

8. Content Management System / Website Capabilities

The vendor should speak to whether or not their solution includes the capabilities listed on the attached chart (see Addendum A). This chart is available as a stand-alone Microsoft Word document and vendors are encouraged to use this document in their submission.

**Additional Notations**

The Town of Mansfield and the Mansfield Public School District reserve the right to conduct an appropriate selection process with reasonable expectations. Specifically: (1) The Town of Mansfield and the Mansfield Public School District reserve the right to request follow-up information or clarification from vendors as needed; (2) the Town and District reserve the right to modify the timeline if a satisfactory set of responses are not received; (3) any questions related to this process should be addressed to Mr. Jaime Russell at [WebsiteRFQ@mansfieldct.org](mailto:WebsiteRFQ@mansfieldct.org) to ensure an orderly process; (4) the Town and District reserve the right to reject any and all proposals; and the Town of Mansfield is not obligated to enter into a contract on the basis of any proposal submitted in response to this document; (5) the Town and District will not reimburse proposers for any costs associated with the preparation and submittal of any proposal, or for any travel and/or per diem costs that are incurred; (6) proposers shall not offer gratuities, favors, or anything of monetary value to any official, employee, or agent of the Town or District for the purpose of influencing consideration of this proposal; (7) the Town and District reserve the right to negotiate with proposers the exact terms and conditions of the contract; (8) the Town and District are under no obligation to award this project to the Proposer offering the lowest fee; and (9) proposers may find instances where they must make exceptions with certain requirements or specifications of the RFQ; in such cases the vendor should be clear in stating these exceptions.

**Addendum A: Content Management System / Website Capabilities**

Each vendor should complete this yes / no chart. This is **not** a list of required features; it is not expected that the winning vendor will have all of these features; rather it is one of the ways that vendor can convey information to us about their offerings.

Feature	Description	Included? (Yes, or No, or Conditional)	If clarification is needed, additional vendor comments.
<b>Editors of Webpages</b>			
Internet Browser Based Administration	Can editors of webpages in the site use a standard Internet browser to create, modify, and delete pages? (without additional software required)		
Ease of Use (GUI)	Is the editing interface efficient and accessible to a range of skill levels?		
WYSIWYG	Does the editing interface provide a design view where the editor is able to see the end result while editing the page?		
HTML Editor	Does the editing interface allow the editor to directly modify the HTML code if desired?		
Editing Features	Does the editing interface include standard options for modifying content such as hyperlinks, images, tables, text styles, etc.?		
Permissions	Can permissions be assigned per user login to limit which pages a user can edit?		

LDAP Integration	Can user logins be tied to their existing Microsoft Active Directory logon accounts?		
Workflow / Approval Process	Is there an option to use an approval process where one user edits a page and another user approves it before it is posted?		
Date Enabled / Disabled	Can editors set a page to appear on a given date and set a page to expire on a given date?		
<b>Social Media (Facebook, Twitter, Instagram, etc.)</b>			
Social Media Subscriptions by Public Users	Does the site integrate with social media in a manner that allows end users the option to subscribe to a page or a feed on the site using their social media account?		
Social Media Sharing by Public Users	Can an icon be easily placed on a page that allows public users to click on it to share the page on their own social media account?		
Social Media Posting by Editors	Can editors of pages post (feed) their page to a social media account without having to re-create the information separately?		
Social Media Subscriptions by Editors	Can editors of a page set the page to display a subscription of content from a social media account?		
RSS Feeds Out	Can editors send out their content as a RSS Feed that can be picked up by subscribers?		

<b>Calendar</b>			
Categories	Publish separate calendars for various categories.		
Aggregate	Publish calendars that display multiple similar categories on one calendar.		
Public Posting with Approval	Allow public users to submit an event for a calendar online with an approval process before it appears live.		
Event Notification	Allow public users to choose to receive a notification (e-mail) when an item is posted or modified or cancelled on a given calendar.		
Download	Allow public users to easily download a calendar event into their own personal calendar (i.e. Outlook, Google, etc.).		
Embed	Capable of embedding a calendar from your system to appear within a webpage.		
Google Calendar Integration	Capable of feeding from or to a Google Calendar feed.		
Advanced Calendar Features	Includes advanced calendar features such as room booking and event registration.		

<b>Features</b>			
Responsive	Webpages are responsive (automatically resize to properly display on different screen sizes, in particular mobile devices with smaller screens).		
Forms	Supports creation of online forms that allow public users to submit data that is collected in a database.		
Different Designs / Templates	Where appropriate, allows distinctly unique portions of the organization to have unique templates / designs (for example, <a href="http://mansfieldct.gov/mcc">mansfieldct.gov/mcc</a> & <a href="http://mansfieldct.gov/downtownpartnership">mansfieldct.gov/downtownpartnership</a> )		
Agenda Management	A method for creating / uploading agendas, minutes, and meeting packets for public viewing on both current and past items.		
Document Center	A method for uploading documents that can be accessed by public users through a search function (keyword, date, committee, etc.) as well as by category.		
Website Content Notifications	Allows public users to subscribe to receive notification (by email) when a particular page or section is updated/changed.		
E- Notifications	Allows public users to subscribe to receive emails based on topic driven lists.		

Directory	Allows for multiple directories of contact, address, etc. directory information within various categories.		
User Customization	Public users can optionally choose to create a login on the website to customize their experience (i.e. which information is more prominent, etc.).		
Site Search	Internal search engine for the website.		
Backend Reports	Does it have the capability for backend reports such as broken link, page view statistics (or integration with Google's tool for this), editor activity, change logging, etc.		
Backups	Does it have the capability to restore a page back multiple versions if a page needs to be restored to a previous version?		
Intranet	Does it support using the tool also for internal resources as well (Intranet) based on either user authentication and/or IP authentication?		
E-Commerce	Does it support any E-Commerce features?		
Citizen Request Management	Does it offer a citizen request management tool for the public to submit needs requests that are automatically routed to the appropriate department?		

<b>Public User Experience</b>			
Accessibility	Does the system take into account accessibility (i.e. ADA)?		
Language	Does the system allow webpages to be easily made available in other languages for public users whose primary language is not English?		
Ease of Navigation	Does the system allow for methods that provide ease of navigation through the site for public users that is intuitive? (For example: breadcrumbs, site map, menus, clean layout, formatting controls to ensure a consistent look within sections, etc.)		
Organization	Does the system allow content to be organized in a manner that allows users to easily access information?		
Attractive & Modern Design	Does the system support an attractive and modern design that will be appealing to today's website users?		
Compatibility	Does the system allow public users to access the site through many different types of Internet browsers and devices?		
Multimedia	Can multimedia (images, audio, video, etc.) be easily embedded into the site for public viewing?		