

Request for Quote

**COMMUNITY RENEWAL TEAM, INC.
Request for Quote 2019 Website Design**



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INVITATION TO BID

The Community Renewal Team, Inc. (henceforth referred to as “CRT”) is having an open request for quote (RFQ) for Website Design proposals beginning July 3, 2019 until July 31, 2019.

- Beginning July 3, 2019, quote specifications may be downloaded on the CRT web site: www.crtct.org Business Solutions/Vendors and the State Portal at www.biznet.ct.gov.
- **BY EMAIL:** Proposals will be accepted by electronic mail in PDF format to crt-bids@crtct.org, the subject line must read “CRT Website RFQ Submission” however no responsibility will be attached to any person or persons for the non-receipt of a proposal submitted by electronic mail due to spam, incorrect email address, or any other like circumstance. The proposal and samples of work sent by email must be received by Wednesday July 31, 2019 at 3:00 p.m.
- **QUESTIONS:** Please direct all questions regarding this RFQ to Jeanette Dunbar at dunbarj@crtct.org.
- Quotes from companies with prior experience working with non-profits will be considered.
- Late bids will not be accepted – no exceptions.
- Quote must be submitted on the prescribed form.
- Please submit a bid for the overall project.
- CRT is exempt from State or Federal taxes.

ORGANIZATIONAL OVERVIEW

Community Renewal Team (CRT) is a 501(c)(3), not-for-profit organization, and the designated anti-poverty community action agency for both Hartford and Middlesex Counties. Founded in 1963, CRT is committed to helping people meet their basic needs while promoting and supporting self-sufficiency. CRT’s mission is: “Preparing Our Community to Meet Life’s Challenges.”

Connecticut is one of the wealthiest states in the nation, yet far too many in our state continue to live in poverty. CRT carries out its mission by creating, coordinating, and delivering a broad array of programs and services to our communities. In 2018, 67,109 individuals/28,166 families benefitted from our programs and services. This includes: Behavioral Health Services, Energy Assistance and Weatherization, Elderly Nutrition Services, Early Care and Education, Veterans’ Services, employment and training, housing assistance and services, an affordable assisted living facility and many more. Our largest program is Energy Assistance, which kept 39,862 individuals warm during the winter months.

PROJECT PURPOSE

The Community Renewal Team, Inc. (CRT) is seeking proposals from qualified web developers and designers to build a new website for the agency.

As the designated community action agency for both Hartford and Middlesex Counties, the Community Renewal Team, Inc. (CRT) maintains a website as one means to communicate with people in our region and beyond. CRT’s public-facing website (www.crtct.org) is intended to be an online destination to



provide access to the latest information about the agency’s programs and services for the individuals and families that it serves throughout Central Connecticut.

The CRT website must serve the needs of multiple audiences, who come to us looking for different types of information, including (but not limited to):

- Helping those individuals who use CRT’s services, giving them quick and direct access to the best way to learn about those services and to sign up for assistance from the appropriate department or team within the agency;
- As a not-for-profit agency, it is a tool to help both potential and existing funders and donors learn more about the agency and how they can support our mission and goals – whether through financial support (such as grants, sponsorships and individual giving), advocacy or as a volunteer;
- It is a resource for job seekers to connect with the agency and apply for open positions; and
- It is a way for vendors to find out about various projects that are open for bid, so that they may submit proposals for agency consideration.

The project will help CRT to update and improve its existing website so that the agency can better connect with the different audiences it is working to serve.

At this time, the current site is built and maintained using a content management system (CMS), Joomla – but the software is out-of-date, and needs to be replaced with a fully-supported modern CMS.

The project will involve a migration of approved content from the existing website to a new CMS tool, as well as the deployment of the new site before the end of March 2020. The total number of pages in the new website will be similar to the number in the existing site.

OBJECTIVES

- To strengthen CRT’s brand identity
- To increase awareness and interest in CRT, and its programs and services
- To present comprehensive information and resources in an easy to use format
- To increase the search engine optimization of CRT’s website
- To provide an online tool for various CRT audience members – as defined in “Purpose” section above – enabling them to quickly and easily find the resources that they need

RIGHT OF THE OWNER TO TERMINATE CONTRACT

Failure of a contractor to deliver within the time specified or to deliver within the time extended by CRT, and failure to make replacements of rejected articles when so requested, immediately or as directed by CRT shall constitute contract default.



RIGHT OF REJECTION

This is not an offer to contract. Acceptance of a proposal neither commits CRT toward a contract to any bidder, even if all requirements stated in this bid are met, nor limits the right to negotiate in the best interest of CRT. CRT, in its sole and absolute discretion, reserves the right not to contract with any bidder for any reason.

CRT also reserves the right, in its sole and absolute discretion, to accept or reject any and all bids in whole or in part, to waive any irregularity and/or informality in any bid and to request and receive additional information from any bidder when such acceptance, rejection, waiver or request as deemed by CRT to be in the best interest of CRT.

Community Renewal Team, Inc. may reject or accept any and all bids in whole or in part or to waive any informality in bids received if in their opinion, it is deemed in the best interest of the organization to do so.

INDEMNIFICATION AND INSURANCE

The selected contractor shall at all times indemnify and hold harmless CRT and its officers, agents and employees on account of and from any and all claims, damages, losses, judgments, workers' compensation payments, litigation expenses and legal counsel fees arising out of injuries to persons (including death) or damage to property.

The contractor shall carry liability insurance, which shall include coverage for, acts of independent contractors or sub-contractors. Such policy shall include the minimum coverage's detailed below.

- The contractor shall provide liability insurance and name "Community Renewal Team, 555 Windsor Street, Hartford, CT 06120" as additional insured on the Certificate of Insurance.
- Contractor shall provide a Certificate and other evidence of such insurance to CRT at the signing of the agreement and upon demand any time thereafter during the duration of this agreement in amounts acceptable to CRT not less than the following:
 - General Liability (\$1,000,000 each occurrence/\$2,000,000 general aggregate);
 - Automobile Liability (\$1,000,000 each accident);
 - Professional Liability (\$1,000,000 each occurrence) or
 - Umbrella Liability (\$1,000,000 each occurrence);
 - Cyber (\$1,000,000 each occurrence);
 - Workers Compensation (\$1,000,000 each accident, \$1,000,000 each employee, \$1,000,000 disease policy limit).

EQUAL OPPORTUNITY - AFFIRMATIVE ACTION

CRT shall not enter into any contract for purchasing with any person, agency, or organization if it has knowledge that such person, agency, or organization discriminates against any applicant, employee, or service recipient on the basis of race, color, religion, national origin, sex, age, sexual orientation or



disability; or any person, agency, or organization who fails to comply with all federal and state anti-discrimination laws.

CONFIDENTIAL INFORMATION

During the course of its contract with CRT, Contractor may encounter confidential agency and/or client information. Contractor agrees, as a condition of this bid to save and protect any such confidential information, shall hold the same in confidence, shall not use the Confidential Information other than for the purposes of its business with CRT, and shall not disclose it to anyone without the specific prior written authorization of CRT.

METHOD OF AWARD

Bids will be awarded to the most responsible, responsive and qualified Contractor as determined by CRT.

Interviews may be scheduled with candidates that have submitted proposals as part of the selection process.

The delivery date shall be a factor considered in awarding a Contract and may result in an award offered to a vendor other than the low bidder.

Until a contract has been executed, no vendor can claim any contract rights by virtue of the receipt of the notice of acceptance of proposal alone. Awarding of the contract shall mean that a contract agreement has been executed by both the accepted vendor and CRT.

CRT reserves the right to add, modify or delete the proposal requirements or terminate the RFQ without awarding this project to a vendor. The decision of CRT is final and cannot be appealed.

In the event that there is a discrepancy between price written in words and in figures, the price written in words shall govern.

ERRORS, INTERPRETATIONS AND ADDENDA

All information given by CRT except by written addenda shall be informal and shall not be binding upon CRT nor shall it furnish a basis for legal action by any bidder against CRT

DOCUMENTS TO BE SUBMITTED

- Bid Form (Attachment I)
- Quote Form (Attachment II) along with all "Other Requirements" as outlined on Page 12
- Reference form (Attachment III)
- Sample Certificate of Insurance (COI) as outlined in Indemnification and Insurance on Page 4



PROJECT SCOPE & GUIDELINES

Vendors will submit detailed proposals for CRT's website along with its design/layout (making use of CRT's current branding); taxonomy; and Content Management System (CMS); and then work with the agency to develop and implement the necessary improvements, or redevelopment if required, as outlined below:

Design/Layout of new Website:

- Chosen vendor will provide 3 design options to the client for review and approval that will be incorporated into the chosen Content Management System (CMS) – see below.
 - Client will provide 2 – 3 rounds of feedback about those submitted designs; and vendor will then make any necessary updates/changes based on that feedback to finalize design.
- This design will reflect the look and feel of CRT's current branding guidelines (these will be provided to chosen vendor).
- Vendor will provide recommendations for best practices that will optimize the new website design and layout for purposes of taxonomy, search and discoverability of content, etc.
- Approved design/layout will be responsive and optimized for viewing/use on mobile devices.
- Once an approved design has been chosen and agreed upon with agency representatives, vendor will work with the client to build, implement and launch this design for the new website using the chosen CMS.

Content Management System (CMS):

- Review current CMS and provide recommendations for new, secure CMS to use for the conversion and migration of all approved, existing website content, as well as to facilitate the ease of new content creation and publishing to the website.
- The new CMS must include the following:
 - Editing tools – fonts, colors, borders etc.
 - Tool requires English spell check built in, updated information must be validated in real time
 - Tool must be able to import from multiple formats including .doc, .xls, .pdf etc.
 - Tool must be able to import multiple graphic formats including jpg, bmp, mp3, mp4, wav, etc.
 - Ability to link to internal and external sources
 - Ability to save draft versions of content for review and approval by other authorized users
 - Tool needs to have the ability to recognize and track changes
 - Tool must have ability to handle concurrent users
 - CMS tool should be scalable to grow with future needs of CRT

- Design and creation of template-based design and layout (as noted above) in the new CMS tool for the ease of publication to the new website that is responsive and optimized for viewing from various platforms and devices (such as smartphones, etc.). This new design will take into consideration CRT brand requirements, which will be provided to the vendor.
- Provide a virtual “sandbox” environment and workflow within the CMS for the review and approval of content before it is published online.
- Coordinate/integrate with other business applications in use by the agency, including (but not limited to): STEPS/Salesforce; ADP; e-commerce solutions (such as Raiser’s Edge); etc.
- Selected vendor will provide written documentation about the proper use of the new CMS for the creation and publication of content to the website; and will also provide training to authorized staff from the client agency so that this staff can continue to maintain the website once the project has been concluded.

Website interface:

- The design of the new website will provide a responsive, optimized interface that is easy to navigate and enables visitors to quickly and easily find the information they need, and complete any necessary steps required (completing forms, etc.).
- The site will include search capabilities using keywords and phrases that will identify content from across the CRT website, and offer suggestions for search results based on those search parameters.
- The site will include a single form that can be completed by any visitor requesting access to additional information or services; and the completed form will then automatically be routed to the appropriate department or team within the agency for follow-up/next steps, as needed. This includes but is not limited to: CRT’s various programs and services, online donations or purchases for events/activities, subscription to CRT newsletter, request for information, etc.
- The site will allow for the easy inclusion and display of photo (albums/galleries) and video content (such as from YouTube), as well as social media channels used by the agency – both to share our own content, and to encourage site visitors to share our content with their own social media networks.
- The ability to include a Community Calendar for upcoming events.
- The ability to have a blog on the website.
- The ability to publish “Alerts” or other “Emergency” content across the top of the home page, such as in the event of an office closure or weather-related notification.
- The site will include an auto-translate capability to convert text from English to other languages, as needed by the site visitor.
- The website should be able to leverage Artificial Intelligence and/or Chat Bots for initial customer contact (such as via Alexa, or other voice-based interfaces). This should be a multilingual tool.



- The website must be compliant with ADA requirements; and also meet any current anti-spam requirements.

Website Hosting, Maintenance and Performance:

- Vendor will provide recommendations for fully managed, secure web hosting and maintenance solution for the new website. Systems must have a reliable back up to avoid data loss in the event of a problem.
- Vendor will ensure that selected solution offers continual system monitoring, data protection and security for the website and its CMS. The system requires adequate bandwidth from a hardware standpoint for convenient connection speeds.
- Vendor will implement this secure web hosting and maintenance solution for the website; and provide detailed guidance/instructions to agency representatives regarding the proper use of these services at the conclusion of the project.

Testing:

- Testing of the site must be done by the vendor on all applicable platforms to ensure the website works as promised.
- Vendor will document and explain testing plan through development process.
- Appointed staff from CRT will be involved in the final User Acceptance Testing process before the new site is published.

Reporting and Data Analysis:

- The vendor will provide recommendations for the implementation of an easy-to-use, robust analytics platform to be used for site monitoring and optimization.
- Vendor will implement selected analytics platform and reporting functionality within the chosen CMS tool, so as to enable data collection, retrieval and analysis by representatives from the agency.
- Vendor will provide detailed guidance/instructions to agency representatives regarding the ongoing use of these analytics tools at the conclusion of the project.

Deliverables

- The new site will be rebuilt on a fully supported, modern CMS system, replacing the current CMS that is being used (Joomla).
- The website will be designed so as to be responsive and optimized for mobile viewing on smartphones and other devices, so as to best meet the needs of our various audiences and how they interact with our web-based content.

- The website will allow for the easy inclusion and display of video content (such as from YouTube), as well as social media channels used by the agency – both to share our own content, and to encourage site visitors to share our content with their own networks.
- In addition, the new website will be able to interface with other business applications in use by the agency (including: STEPS – Salesforce application), to enable universal online intake for CRT’s programs and services. This will reduce barriers to the clients we serve and improve the agency’s overall efficiency. A separate, concurrent project for the enhancement of the STEPS system will be happening at the same time that work is being done to improve CRT’s website.
- There should also be functionality to process online transactions from donors (e-commerce functionality); and to enable sign-ups for online subscriptions (such as email newsletters).
- This new website will enable staff to deliver new content faster and more easily, which will not only save time and money for the agency, but will result in improved access to information about CRT’s programs and services for the various constituencies we are trying to reach.

Vendor Requirements and Qualifications

CRT offers a wide range of programs and services simultaneously to the audiences we serve; and because the website needs to meet the needs of multiple audiences (as outlined in the Project Purpose section on page 2), we have multiple vendor requirements:

- Organization Size, Structure, Location, and Areas of Practice
 - Responding vendors must have physical (brick and mortar) offices within the tristate area as well as having a positive reputation working with large, nonprofit organizations.
- Prior Experience
 - Responding vendors must have specific experience working with large nonprofit organizations for the design and implementation of a website and fully supported modern content management system (CMS).
 - Responding vendors should be able to offer best practices for the implementation of the new website and CMS, along with recommendations for taxonomy, search ability/discoverability of content, mobile optimization, leveraging Artificial Intelligence and Chat Bots for initial customer contact (such as via Alexa, or other voice-based interfaces).
 - Responding vendors should have familiarity working with content that will need to be translated from English to other languages (providing auto-translate capabilities on the public-facing website).
 - Responding vendors will be able to provide recommendations for a fully managed, secure web hosting and maintenance solution for the new website; and will be able to ensure that selected solution offers continual system monitoring, data protection and security for the website and its CMS.



- Project Timeframe
 - Responding vendors must be able to meet the project timeframe for completion of all development work, and the launch of the new website before the end of March 2020.

Site Ownership

All content, coding and graphics will become the sole property of CRT.



**ATTACHMENT I
 BID FORM**

AUTHORIZATION AND EXECUTION OF BID

1. The undersigned bidder, having fully informed themselves regarding the accuracy of the statements made herein, agrees to abide by the conditions set forth in the attached bid document, and certifies that:
 - a. The propose bid has been presented by the bidder independently and has been submitted without collusion and without any agreement, understanding, or planned common course of action designed to limit independent bidding or competition, with any other vendor of materials, supplies, equipment or services described in the invitation to bid.
 - b. The bidder has submitted this bid without collusion with CRT, any of its affiliated companies, or any employee thereof, and is unaware of any direct, personal pecuniary interest of any employee of CRT or any of its affiliated companies in the outcome of this bid.
 - c. The bidder has not communicated the contents of the bid to its employees or agents to any person not an employee or agent of the bidder or its surety on any bond furnished with the bid, and will not be communicated to any such person prior to the official opening of the bid.
 - d. The bidder has not been debarred, suspended or excluded from any publicly-funded projects or programs.
 - e. The bidder has become familiar with and has agreed to comply with the terms and conditions of the specifications and all other contract documents and with all Federal, State and Local Laws, Ordinances or Regulations which in any manner relate to the furnishing of the equipment, material or services in accordance with the Contract.
2. The undersigned bidder further certifies that this statement is executed for the purpose of inducing the Community Renewal Team to consider the bid and make an award in accordance therewith.
3. Complete & Sign

Legal Name of Bidder	
Business Address	
Phone #	
Email	
Print Name & Title of Authorized Agent	
Signature	



ATTACHMENT II QUOTE FORM

The quote submitted must encompass all design, production and software acquisition or licensing necessary for development and maintenance of the website.

Service	Cost
New website design (front page, internal pages & navigation system) – should include both traditional on-screen and mobile-optimized formats (via mobile device browsers or apps)	
New content management system	
Training and support	
Ongoing technical support services	
Addition of Third party content tools, including but not limited to: Google Maps, Ad space management tools, Embedded videos (such as YouTube), Photo gallery, social media content, etc.	
Total	
Business Name	
Print Name & Title of Authorized Agent	
Signature	

Other requirements:

Within your submitted proposal, please include the following:



- List three (3) websites your firm has produced that best reflect your work and relevancy to this project. (see attached reference form)
- Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- Describe your experience in producing sites for not-for-profit and/or community-focused projects.
- Provide current reference information for three (3) former or current clients.
- Provide a company profile, length of time in business and core competencies. Include subcontractors who would be working directly on this project.
- Please discuss your testing and support plan, as well as recommendations for the hosting environment for the new site.
- Please explain your service level agreement structure, including: average response time, support hours, availability for on-site support or troubleshooting, average response time for bug fixes and enhancements
- Time frame for project completion.
- Terms and conditions.



**ATTACHMENT III
REFERENCE FORM**

Contractor Name: _____

Reference #1:

Name of Company _____

Contact Name: _____

Address: _____

City/Town

State

Zip Code Telephone

Description of work/project/products completed for or sold to this customer:

Reference #2:

Name of Company _____

Contact Name: _____

Address: _____

City/Town

State

Zip Code Telephone

Description of work/project/products completed for or sold to this customer:

Reference #3:

Name of Company _____

Contact Name: _____

Address: _____

City/Town

State

Zip Code Telephone

Description of work/project/products completed for or sold to this customer:

