



MAIL BIDS TO: **STAMFORD PUBLIC SCHOOLS**  
888 WASHINGTON BLVD.  
3<sup>RD</sup> FOOR, PURCHASING  
STAMFORD, CT 06901

RFP 21-03

REQUESTING DEPT: PURCHASING

TITLE OF RFP: WEBSITE REDESIGN AND HOSTING SERVICES  
FOR STAMFORD PUBLIC SCHOOLS

BID OPENING: DATE: TUESDAY MARCH 16, 2021  
TIME: 2:30 P.M.  
PLACE: PURCHASING, 3<sup>rd</sup> FLOOR  
888 Washington Boulevard  
Stamford, CT 06901

**6 COPIES OF RESPONSE REQUIRED**

## RFP 21-03

### WEBSITE REDESIGN AND HOSTING SERVICE

#### Invitation to Bid/Overview of Services

The Stamford Public Schools (SPS) is requesting proposals from qualified vendors to redesign, host and provide ongoing support of the Stamford Public Schools district website and approximately 30 associated school and program sub-websites. The goal of the redesign is to provide a more effective communication vehicle for staff, students, families and community members, as well as added flexibility to individual content owners with an easy-to-use platform. Our objective is to improve internal and external use of our websites by all Stamford Public Schools (SPS) staff, individual schools, students, families, prospective families, Board of Education members, SPS community partners and the larger Stamford community members. Examples of these specific services are outlined in more detail in “Scope of Services” section C.

- Requests for proposals will be available at the purchasing department section of the Stamford Public Schools (SPS) website:  
<http://www.stamfordpublicschools.org/district/finance-purchasing/pages/rfps-and-bids> starting **Tuesday, February 23rd 2021**.
- A contract shall be awarded to the consultant whose proposal meets all criteria listed in the RFP.
- **Proposals must be sealed and received by Tuesday March 16, 2021 at 2:30 P.M.**
- Upon successful selection of a vendor, an award notification will be posted online at:  
<https://www.stamfordpublicschools.org/district/finance-purchasing/pages/rfp-contract-award-notification>
- **Insurance Requirements:** The selected proposer, upon the signing of the formal contract, will be required to deliver an insurance certificate in amounts, companies, and terms acceptable to the Risk Manager of the City of Stamford. (*See section 5 for further info*)
- **Rejection of Proposals**  
Stamford Public Schools reserves the right to reject for any reason deemed to be in the District’s best interest any and/or all proposals submitted under this RFP.
- **Negotiated Changes**  
In the event negotiated changes occur after the awarding of the contract, the same pricing policies called for in the original contract will remain in effect.
- **Selection Committee**  
For requests for proposals for services anticipated to exceed \$100,000, a selection committee shall be formed to review all proposals. The selection committee shall, if possible, interview the most qualified proposers. Proposals over \$100,000 will require SPS Board of Education approval.

## **A. General Contract Information**

### **1. Awarding the Contract (s)**

The contract/s shall be awarded to the proposer whose proposal is deemed by the department head and/or selection committee to best provide the services desired, taking into account the requirements, terms and conditions contained in the request for proposals and the criteria for evaluating proposals.

### **2. Contract Agreement**

The successful bidder will be required to enter into an Agreement with Stamford Public Schools for the completion of the contract. If so, a sample copy of the Agreement is available at the following website:

[https://www.stamfordpublicschools.org/sites/stamfordps/files/uploads/sample\\_agreement\\_for\\_boe\\_rfp\\_packages\\_1.pdf](https://www.stamfordpublicschools.org/sites/stamfordps/files/uploads/sample_agreement_for_boe_rfp_packages_1.pdf). The specifications of the proposal and the purchase order issued to the proposer shall serve as a contract where no formal written contract is required.

The selected proposer will also be required to sign a Service Level agreement regarding the continuous operation of the site and related applications provided under the terms of the agreement.

### **3. Terms of Agreement**

The Agreement and pricing shall remain in effect for the remainder of the 2020-21 school year with option to renew for two additional one (1) year term. Thereafter, the Agreement shall remain in effect until such time that either party gives sixty (60) business days prior written notice of its intent to either extend or terminate the Agreement.

### **4. Cancellation of the Contract**

The Stamford Public Schools (SPS) reserves the right to cancel this contract, at any time, with sixty (60) days prior written notice to the consultant or organization, should any of the following conditions exist:

- Funds are not appropriated by the City of Stamford for the continuation of this contract
- The Stamford Public Schools (SPS), through changes in its requirements, method of operation, or program operation no longer has a need for the commodity or service.
- If the Contractor fails to fulfill its obligations under this contract properly and on time, or otherwise violates any provision of the contract, Stamford Public Schools may terminate the contract by written notice to the Contractor.
- As indicated in “sample contract on page 3” the SPS reserves the right to cancel for either cause or convenience.

### **5. Provision for Required Insurance**

The Vendor shall maintain insurance, which complies with the insurance requirements contained in this Contract between the Stamford Public Schools, Stamford, Connecticut and the vendor. Such insurance required to be maintained by the vendor shall include:

1. General liability, which contains limits of liability of \$1,000,000/\$2,000,000 combined single limit per occurrence and aggregate for property damage and bodily injury. Such insurance shall contain operations liability, contractual liability, which covers any indemnities contained in this Contract, personal injury and advertising liability and completed operations and products liability.
2. If working with children, sexual abuse and molestation coverage, which may be included in the general liability policy or be a standalone policy.
3. Workers' compensation and employers liability, which covers the employees of the Vendor, if applicable.
4. Professional liability, which covers the professional services of the Vendor.

The Stamford Public Schools, the City of Stamford and their employees, agents and officers shall be designated as additional insureds under the general liability policy. All insurance maintained by the Vendor shall be primary insurance, not excess or concurrent, with any insurance maintained by or on behalf of the Stamford Public Schools or City of Stamford. The Vendor agrees to hold the Stamford Public Schools, the City of Stamford, and their employees, agents, and officers, safe and harmless from liability during the performance of this contract, and provide a waiver of subrogation in favor of the Stamford Public Schools, the City of Stamford, and their employees, agents and officers. The Vendor shall provide the Stamford Public Schools with evidence of insurance, which complies with the insurance requirements hereunder.

#### **6.1 Non-Discrimination**

- (a) The contractor agrees and warrants that in the performance of the contract, it will not discriminate or permit discrimination against any person or group of persons on the grounds of race, color, religious creed, age, marital status, national origin, ancestry, sex, sexual orientation, mental retardation or physical disability, including, but not limited to, blindness, unless it is shown by such contractor that such disability prevents performance of the work involved, in any manner prohibited by the laws of the United States or of the state of Connecticut. If the contract is for a public works project, the contractor agrees and warrants that it will make good faith efforts to employ minority business enterprises as subcontractors and suppliers of materials on such project. The contractor further agrees to take affirmative action to ensure that applicants with job-related qualifications are employed and that employees are treated when employed without regard to their race, color, religious creed, age, marital status, national origin, ancestry, sex, sexual orientation, mental retardation, or physical disability, including, but not limited to, blindness, unless it is shown by such contractor that such disability prevents performance of the work involved;
- (b) The contractor agrees, in all solicitations or advertisements for employees placed by or on behalf of the contractor, to state that it is an "Affirmative Action-Equal Opportunity Employer" in accordance with regulations adopted by the Connecticut Commission on Human Rights and Opportunities ("CCHRO");
- (c) The contractor agrees to provide each labor union or representative of workers with which such contractor has a collective bargaining agreement or other contract or understanding and each vendor with which such contractor has a contract or understanding, a copy of these provisions, advising the labor union or worker's representative of the contractor's commitments under these provisions and to post copies

of the notice in conspicuous places available to employees and applicants for employment;

(d) The contractor agrees to comply with each provision of this section and Conn. Gen. Stat. Sections 4a-62, 32-9e, 46a-56 and 46a-68b to 46a-68k, inclusive, and with each regulation or relevant order issued by said CCHRO;

(e) The contractor agrees to provide the SPS with such information requested by the SPS, and permit access to pertinent books, records and accounts, concerning the employment practices and procedures of the contractor.

## **6.2 Prime Contractor Responsibility**

Vendors submitting proposals to this RFP may not utilize the services of subcontractors. If subcontractors are planned to be used, this should be clearly explained in the proposal. The prime Proposer will be responsible for the entire contract performance whether or not a subcontractor is to perform.

All corporate information in this RFP must be included for each proposed subcontractor. The Proposal must also include copies of any agreements to be executed between the prime Proposer and any subcontractors in the event of contract award. Under this RFP, the Stamford Public Schools retains the right to approve all subcontractors.

## **6.3 Subcontractors**

The contractor shall include the provisions of subsection (6 and 6.1) in every subcontract or purchase order entered into in order to fulfill any obligation of a contract with the SPS and such provisions shall be binding on a subcontractor, vendor or manufacturer unless exempted by regulations or orders of the CCHRO. The contractor shall take such action with respect to any such subcontract or purchase order as the SPS may direct as a means of enforcing such provisions.

**The contractor agrees to comply with the CCHRO's requirements as they exist on the date of this contract and as they may be adopted or amended from time to time during the term of this contract and any amendments thereto.**

## **6.4 Ambiguity in the RFP Specification**

Prior to submitting the proposal, the contractor is responsible to bring to the SPS' attention any ambiguity in this RFP. Failure to do so shall result in the contractor forfeiting any claim for adjustment based on such ambiguity as should have been noted by a prudent contractor.

In the event of any ambiguity between the SPS' RFP and the proposer's proposal, then whatever shall be more favorable to the Stamford Public Schools as determined in the sole discretion of the SPS shall prevail and take precedence.

## **6.5 Ownership Information**

The Stamford Public Schools shall have unlimited rights to use, disclose, or duplicate, for any purpose whatsoever, all information developed, derived, documented or furnished by the contractor under any contract resulting from this RFP.

In the event of contract award, all data collected and other documentation procured as part of the contract will become the exclusive property of the Stamford Public Schools and may not be copied or removed by any employee of the contractor without written permission of the Stamford Public Schools.

## **6.6 Proprietary Information**

The Stamford Public Schools will not disclose any portion of the proposals except to members of the proposal evaluation team prior to contract award. The Stamford Public Schools retains the right to disclose the name of the successful proposer, the amount of contract, and any other information in the proposal that is pertinent to the selection of the contractor.

## **6.7 Independent Project Cost Determination and Gratuities**

By submission of an offer, the proposer certifies, that in connection with this proposal:

- The costs in this offer have been arrived at independently, without consultation, communication or agreement, for the purposes of restricting competition, as to any matter relating to such prices with any other proposer or competitor.
- The prices quoted in this offer will not change for a period of one hundred and twenty (120) days after the receipt date at the Stamford Public Schools of this offer.
- Unless otherwise required by law, the costs which have been quoted in this offer have not been knowingly disclosed by proposer and will not knowingly be disclosed by the proposer prior to award, directly or indirectly to any other proposer or to any competitor.
- No attempt has been made or will be made by the proposer to induce any other person or firm to submit or not to submit an offer for the purpose of restrictive competition.
- No elected official or appointed official or employee of the Stamford Public Schools or the City of Stamford shall benefit financially or materially from any contract awarded pursuant to this RFP.

## **6.8 Gifts**

During the term of this contract, including any extensions, the Contractor shall refrain from making gifts of money, goods, real or personal property or services to any appointed or elected official or employee of the City of Stamford or the Stamford Board of Education (“BOE”) or any appointed or elected official or employee of their Boards, Commissions, Departments, Agencies or Authorities. All references to the Contractor shall include its officers, directors, employees, and owners of more than 5% equity in the

contractor. Violation of this provision shall constitute a material breach of this Agreement, for which this Agreement may be summarily terminated.

### **6.9 Incurring Cost**

The Stamford Public Schools will not be held responsible for any costs incurred by the proposer for work performed in preparation and production of a proposal or for any work performed prior to the issuance of a contract.

### **6.10 Student Data Privacy**

To affect the transfer of data subject to FERPA, the Contractor agrees to comply with the Student Data Privacy Act 16-187 to the extent applicable:

A. The Contractor shall ensure compliance in all respects with the provisions of the Family Educational Rights and Privacy Act of 1974, 20 U.S.C. 1232g, (“FERPA”) including any amendments or other relevant provisions of federal law, as well as all requirements of Chapter 99 of Title 34 of the Code of Federal Regulations. Nothing in this Agreement may be construed to allow either party to maintain, use, disclose or share student information in a manner not allowed by federal or state law or regulation.

B. Student information, student records and student-generated content, as those terms are defined pursuant to Public Act No. 16-189, are not the property or under the control of the Contractor;

C. The Board may request the deletion of student information, student records and student-generated content in the possession of the Contractor at any time by notifying Contractor, in writing, of such request and identifying the information to be deleted;

D. The Contractor shall not use student information, student records and student-generated content for any purposes other than those authorized pursuant to this Agreement with the Board;

E. The procedures by which a student, parent or legal guardian of a student may review personally identifiable information contained in student information, student records or student-generated content and correct erroneous information, if any, in such student record is set forth in Board Policy, with specific reference to Policy 5115 (as may be amended from time to time) and its associated Regulation(s), a copy of which may be found at <http://www.stamfordpublicschools.org/district/board-education/pages/policy-handbook>.

F. The Contractor shall take actions designed to ensure the security and confidentiality of student information, student records and student-generated content;

G. The Contractor shall adhere to the following procedures to notify the Board in the event that there has been an unauthorized release, disclosure or acquisition of student information, student records or student-generated content:

1) Upon the discovery of a breach of security that results in the unauthorized release, disclosure or acquisition of student information, excluding any directory information contained in such student information, the Contractor shall notify, without unreasonable delay, but not more than thirty days after such discovery, the Board in writing through the Superintendent of Schools of such breach of security. During such thirty-day period, the Contractor may (A) conduct an investigation to determine the nature and scope of such unauthorized release, disclosure or acquisition, and the identity of the students whose student information is involved in such unauthorized release, disclosure or acquisition, or (B) restore the reasonable integrity of the Contractor's data system.

2) Upon the discovery of a breach of security that results in the unauthorized release, disclosure or acquisition of directory information, student records or student-generated content, the Contractor shall notify, without unreasonable delay, but not more than sixty days after such discovery, the Board of such breach of security. During such sixty-day period, the Contractor may (A) conduct an investigation to determine the nature and scope of such unauthorized release, disclosure or acquisition, and the identity of the students whose directory information, student records or student-generated content is involved in such unauthorized release, disclosure or acquisition, or (B) restore the reasonable integrity of the Contractor's data system.

H. Student information, student records or student-generated content shall not be retained or available to the Contractor upon completion of the services set forth in this Agreement unless a student, parent or legal guardian of a student chooses to establish or maintain an electronic account with the Contractor for the purpose of storing student-generated content.

I. All student-generated content shall be the property of the student or the parent or legal guardian of the student. The Contractor shall implement and maintain security procedures and practices designed to protect student information, student records and student-generated content from unauthorized access, destruction, use, modification or disclosure that, based on the sensitivity of the data and the risk from unauthorized access, (1) use technologies and methodologies that are consistent with the guidance issued pursuant to section 13402(h)(2) of Public Law 111-5, as amended from time to time, (2) maintain technical safeguards as it relates to the possession of student records in a manner consistent with the provisions of 45 CFR 164. 312, as amended from time to time and (3) otherwise meet or exceed industry standards.

J. The Contractor shall not use (1) student information, student records or student-generated content for any purposes other than those authorized pursuant to this Agreement, or (2) personally identifiable information contained in student information, student records or student-generated content to engage in targeted advertising.

K. This Agreement shall be interpreted in accordance with the laws of the State of Connecticut. Each Party hereby agrees to submit to the jurisdiction of the Connecticut courts with respect to any civil action permitted under this Agreement.



L. If a court of competent jurisdiction finds that any provision of this Agreement is invalid, illegal or unenforceable, in any respect, then such invalidity, illegality or unenforceability shall not affect or impair any other remaining provisions of this Agreement, which shall remain in full force and effect. Moreover, if a court of competent jurisdiction finds that any provision of this Agreement is excessively broad, then such provision shall be construed by limiting it so as to be enforceable to the extent compatible with applicable law.

#### **6.11 Code of Ethics**

Vendor shall comply with the Stamford Municipal Code of Ethics as codified in Chapter 19 of the City of Stamford Code of Ordinances and shall be considered an “employee”, as defined in that Chapter, strictly for the purpose of compliance thereto. Vendor is prohibited from using its status as a vendor to derive any interest(s) or benefit(s) from other individuals or organizations.

#### **6.12 Off Contract Purchase**

The District reserves the right to purchase items and/or products covered by this agreement from alternate sources, should, during the term of this agreement, the District obtain more favorable pricing from those alternate sources or determine that it is in its best interest to purchase an item from an alternate source. This Contract is not an exclusive Contract.

#### **6.13 Information on Bidders’ Background**

In addition to the specific information required to be submitted in direct response to this procurement, the Stamford Public Schools reserves the right to request certain additional information from any/all bidders, such as Dunn & Bradstreet reports, certified financial statements, lists and details on equipment and other important and necessary information and documents that will serve the best interest of the City, in the opinion of Superintendent of Schools and/or of the Purchasing Agent, in determining the capabilities of a contractor.

#### **6.14 Independent Contractor Status**

It is the intent of this proposal that the successful bidder is an independent contractor, and not an employee or agent. Nothing in this proposal or the contract to be signed shall be interpreted or construed as creating or establishing the relationship of employer and employee between the Stamford Public Schools and the Agency, or any employee or agent of the Agency, or between the Agency and any agent or employee of the Board. Both parties acknowledge that the Agency will not be an employee for federal or state tax purposes.

#### **B. Background**

The City of Stamford, located in Fairfield County, Connecticut, is a growing diverse city with a population of approximately 131,000 citizens. The Stamford Public Schools (SPS)

comprises 13 elementary schools, five middle schools and three high schools, as well as an alternative education program and an early childhood education program, serving nearly 17,000 students. In addition, the district provides adult and continuing education programs for residents of Stamford, as well as several surrounding towns and cities. The mission of SPS is to provide an education that cultivates productive habits of mind, body and heart in every student.

The City of Stamford's website contract was signed in August 2012 with Virtual Towns & Schools (VTS). VTS is an open source content management system that specializes in municipal website design. SPS joined with the City for a district website redesign in 2013. In 2016-2017 the district expanded the contract and brought all of the individual school sub-websites under the same contract and design standard. We have been utilizing the same design and format since. In 2018, VTS was purchased by a competing CMS company, Civic Plus. The SPS district website, [stamfordpublicschools.org](http://stamfordpublicschools.org), averages around 106,000 views per month.

### **C. Scope of Services**

In an effort to improve communications with community members, families and staff, SPS plans to update the design, structure and content of the district and associated school sub-websites. In addition to the other elements detailed in this RFP, the design, platform and provider should provide an easy-to-use editing tool, as well as push out notification features similar to those currently available. The City of Stamford IT department and SPS have analyzed website traffic data and researched school district websites across the country. We have established several goals we will strive to achieve with a selected partner in the redesign of the SPS district website and associated sub-sites. As a compliment to feedback already received from community partners, families and staff, SPS plans to survey and hold focus groups with content owners, staff, families and community partners to get specific input on the essential elements of the redesign, following vendor selection. In order to improve the final product, the selected vendor will agree to participate in these focus groups.

#### **Context**

Winning vendor will have a strong history, knowledge and success with K-12 public school websites and communications systems. A school district's website should be a critical communications tool and resource for all school constituents. In a recent survey, SPS parents were asked to identify their top two sources of information and updates. Only 13% and 10% identified school or district websites respectively.

In order to improve the value of the SPS district website and sub-sites, they need to be structured in a way that allows all users—content owners, staff and community members—to access information efficiently. Ideally, users should be able to find what they need in three clicks or less.

Currently the SPS web content is organized with more of an internal lens versus an end user lens. Over the years, as more and more content has been added, it has become more

cumbersome and less user-friendly. Additionally, it has been the practice of many of the content owners to use the website as an archival tool, which can create confusion among end-users, as well as hamper site functionality.

Examples of areas we have targeted for improvement include:

- simple, clean navigation and menus
- multi-device / mobile friendly layout
- Easy to find / use search functionality
- Integration or presentation of both District News and School News and Important Announcements
- Integration of Social Media content
- About Us / SPS At A Glance
- Family and Student Engagement / Resources
- Board of Education sub-site, including historical archival of videos, meeting notes, etc.

With more and more people turning to their computers or phones to accomplish tasks, it is our responsibility to provide access to important district or school resources easily.

Examples of resources that parents or students might access:

- Single click website translation (current site uses Google Translate to offer content in 70+ languages)
- Single click access to approximately 30 associated school and program sub-websites
- Subscribe to News Alerts
- Single click access to PowerSchool Parent Portal
- Single click access to Google Classroom Suite
- Single click access to Clever / Naviance
- Electronic flyer distribution service (Flyers powered by PeachJar)
- Interactive Calendar (multi-level content flexibility - school and/or district level)

**Our goal is to create a better website experience for the Stamford Public Schools community by:**

1. Better organizing our website to reflect the needs of SPS constituents
2. Understanding what users need to access and ensuring they can get there easily
3. Condensing and updating content for each district department and each school
4. Moving away from an internal/department-organized website toward a user centric one.
5. Maintaining consistency among the district website and sub-sites to ensure users know where to get information

- regardless of the school their child attends or the school from which they are seeking information
6. Ensuring content owners have an easy-to-use platform that allows for some flexibility while maintaining consistency.
  7. Optimizing keywords, URLs and tags for site searches and broader Google results

### **Technical Requirements**

**These are example of certain specifics that should be considered when making a proposal. The Stamford Public Schools expects all proposals to provide additional specifics that a vendor feels may help accomplish the previously disclosed goals.**

- Leverage new and emerging technologies in delivering a state-of-the-art experience for our students, staff, families and communities.
- Complete custom redesign of stamfordpublicschools.org website and approximately 30 associated school and program sub-websites.
- Proposals must include content migration for existing pages on the website as directed. The extent of historical data required to be migrated will be agreed to upon as part of the project deliverables. This must also include a migration plan for up to three years of documents and PDFs.
- Must be compatible with currently used outside vendor services on our website.

This includes, but not limited to:

PowerSchool  
Clever / Naviance  
Google Classroom Suite  
PeachJar flyer distribution  
Seamless Docs

- Functional search engine
- Ability to password protect sections for use / document storage non-public sub-group use (BOE, staff, etc.)
- 24 X 7 technical help available (for content providers and/ or end users)
- Ability to integrate photos and/ or videos at various site levels
- **OPTIONAL: On-Line payments processing**  
The proposal should describe, in detail, the methodology and processing fees involved in enabling on-line payments for registration fees, donations etc.
- Events calendar with editing capabilities for district and/or school staff members including the ability to set up single events or recurring events, with options for daily, weekly, monthly or annual recurrences and the ability to link important documents to specific events.
- Compatibility with E-subscription plan and personal calendar integration preferable.
- Social media integration for all pages, ability to post pages directly to social media accounts preferable.

- Analytics integration along with an advanced SEO setup for new webpages (Google Analytics preferred)
- The proposed system must demonstrate the ability to provide both standard and Ad-hoc reports related to visitor data and browsing behavior similar to Google Analytics.
- Website must be ADA compliant upon completion of project.
- Final Website design must be compatible with major web browsers (Internet Explorer, Edge, Firefox, Chrome, Safari Etc.) and support viewing on mobile versions of these browsers regardless of platform. A mobile-friendly design is required.
- E-subscription platform with ability to create multiple unique groups to create individualized messaging groups.
- The proposed system must provide role-based security with respect to user's privileges. The system must also demonstrate security with respect to being compromised by external entities (hackers)
- Provide training for Stamford Public School employees on creating and updating webpages or other relevant information on the new platform. Client will also provide training to system administrators on CMS administration, permissions setting up groups and other relevant information  
No aspect of the core software system may be dependent by a third party such that SPS's access to the system or the security of the data will be compromised or otherwise put at risk.
- All data provided to or created by the system will be the property of SPS in that it may be requested of the vendor in the form of an extract or download in a format that is usable by SPS.
- The City of Stamford's GIS platform is ESRI. Any proposed solution should be able to integrate with ESRI's GIS platform such that the City or SPS's GIS data can be used with minimal customization required of SPS.
- All data and services must be provided by facilities located within the United States. No offshore data storage or services are acceptable.
- The proposal must clearly state any ancillary costs associated with the system such as hosting fees, supporting technologies such as database platforms or similar services required for the full functionality of the system.
- In the case of a system that is hosted by the vendor, the vendor must provide documentation of industry standard data center maintenance, backup and disaster recovery methodologies consistent with a Tier 3 data center as outlined by the Uptime Institute's Data Center Topology
- Vendor must be willing to enter into a service level agreement with SPS, including metrics by which that service will be measured, and the remedies or penalties, should the agreed-on service levels not be achieved.

### **Deliverables**

The Stamford Public Schools fully expects any vendor to assign a project manager to this project. Upon the creation of a project timeline, we expect to maintain regular communication with the vendor throughout the entire extent of the project. The final project deliverable must be a fully functional ADA compliant website with previously agreed upon migrated content.

## **Support**

**Proposals should include detailed information on the level of support provided, including:**

- Hours, types, and availability.
- Live training for all Content Owners
- Access to training tools.

## **Proposal Instructions**

The proposal itself shall include at least the following information:

- **Letter of Transmittal:**  
Each proposal shall include a Letter of Transmittal that bears the signature of a representative. This letter should include the name of the vendor submitting the proposal, including the address and telephone number of the home office. The transmittal letter should list the items being included in the proposal package.
- **Corporate Profile:**  
Describe your company, its background and the range of technology services you offer to municipal governments.
- **Statement of Qualifications:**  
Provide a statement of qualifications to demonstrate that you are capable of performing to proposed specifications.
- **References:**  
List at least three (3) references where you have performed work similar to the work you are bidding. Include the customer organization's name, address, contact person and phone number. Municipalities preferred.
- **Sample Project Plan and Implementation Approach:**  
The proposal should include a sample implementation plan, which demonstrates the vendor's experience in developing and implementing projects of a similar size and scope.
- **Functional Specifications and Requirements:**  
The proposal should cover the full scope of services provided by a modern municipal website, including but not limited to what is listed in the Technical Requirements section
- **Project Timeline:**  
Project timeframe should include key milestones in design and delivery, including SPS approval / sign-off during each deliverable phase.
- **Pricing Proposal:**  
Provide a detailed, itemized list of all relevant fees and costs related to website design and hosting. These costs include software licensing, annual maintenance, renewal fees, module add-ons, department page upgrades,

consulting fees, training costs and any other costs associated with delivering this project.

**Optional:** As part of the pricing proposal in the RFP response, proposers must address and explain the settlement procedure for credit/debit card transactions. The successful proposer must have the capability to electronically transfer funds collected on behalf of SPS on credit or debit card transactions. The electronic transfer of funds must be made into the designated City of Stamford / Stamford Public Schools bank account no less than weekly. The proposer will absorb the banking cost of the outgoing transfer and the City of Stamford / Stamford Public Schools will absorb the incoming transfer banking fee.

Please explain your settlement procedures and timelines in detail.

- **On-Line payments processing (Optional):**  
The proposal must describe, in detail, the methodology and processing fees involved in enabling on-line payments for registration fees.

**Additional Information that the vendor may provide for consideration:**

- Hardware / software requirements of client PC
- Sample Agreements, etc.
- Marketing materials, additional information on specific modules
- Any questions in regards to the RFP must be submitted two weeks following the date of RFP posting for consideration.

**Proposal Selection Criteria**

Proposals will be evaluated by representatives of the City of Stamford / Stamford Public Schools, convened for this purpose.

Written proposals will be evaluated on the basis of the following criteria:

- |   |     |
|---|-----|
| • Functional Software Requirements and Proven Solutions | 40% |
| • Pricing   | 40% |
| • Company – Experience and References                   | 20% |

Vendors may be asked to present their proposals to the selection committee and/or to respond to questions. Based on the information provided in the proposal and any additional information presented, a final selection will be made.

The City of Stamford / Stamford Public Schools reserves the right to reject any and/or all proposals submitted, to request information from any vendor and to negotiate with any of the vendors regarding the terms of the engagement. The City of Stamford / Stamford Public Schools intends to select the vendor that, in its opinion, best meets

SPS needs, not necessarily the vendor that proposes the lowest fees.

**D. Submission of Questions**

Questions relating to this request for proposal must be submitted **in writing (E-MAIL ONLY)** to the following address **no later** than **3:00 P.M. Friday March 5, 2021.**

**Stamford Public Schools**  
**Sharon Beadle**  
**Public Affairs Officer**  
[sbeadle@stamfordct.gov](mailto:sbeadle@stamfordct.gov)

**E. Proposal Submission**

**Six (6)** complete sets of the proposal along with two (2) **electronic copies (USB Drive)** are to be submitted in a sealed envelope and received by the **Purchasing Department, 3<sup>rd</sup> Floor, by Tuesday March 16, 2021 at 2:30 pm**, and listing the following information on the outside of the envelope: **RFP 21-03 | Bidder's name and address | Proposal Due date. No telephone, electronic, or facsimile proposals will be considered.** No proposals will be accepted after this time.

- Send your proposal to the attention of:

**Stamford Public Schools**  
**Attn: 3<sup>rd</sup> Floor, Purchasing | RFP 21-03 Website Redesign and Hosting**  
**888 Washington Blvd.**  
**Stamford, CT 06901**

**Due Date:** Proposals must be received by 2:30 pm on Tuesday March 16, 2021.

The proposal should include:

**1. Tax Exempt**

The Stamford Public Schools is exempt from the payment of taxes imposed by the Federal Government and/or State of Connecticut. Such taxes must not be included in the bid price.

2. The "Official Response Form" attached must be completed.
3. The "Non-Collusion Affidavit" attached must be completed.
4. The "Contractor's Statement" attached must be completed.
5. The "Contractor's Verification" attached must be completed.
6. All material submitted in response to this RFP will become public record and will be subject to inspection after Intent to Award notice is issued. Any material requested to be treated as proprietary or confidential must be clearly identified and easily separable from the rest of the proposal.
7. A proposal submitted in response to the RFP shall constitute a binding offer. The autographic signature of the proposer shall indicate acknowledgement of this condition, or an officer legally authorized to execute contractual obligations. A submission in response to the RFP acknowledges acceptance by the Proposer of all terms and conditions including compensation, as set forth herein. An Offeror shall identify clearly and thoroughly any variations between its proposal and the



SPS's RFP. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms of performance, except as outlined in the RFP.

**\*Failure to comply with all submission requirements may result in reduction of 5-10 points off the "Matrix of Qualifications" score. *For instance, not submitting an electronic copy (USB Drive).***

**RFP 21-03**

**Website Redesign and Hosting**

**G. Official Response Form**

Name of Consultant/Vendor \_\_\_\_\_

Name of Primary contact person \_\_\_\_\_

Address of Vendor \_\_\_\_\_

Phone Number of Vendor \_\_\_\_\_

Contact Person e-mail for follow-up \_\_\_\_\_

Number of Years' providing similar work: \_\_\_\_\_ years

List of School based references for contracts of a similar nature, including contact names, school district and phone numbers (Contract size can be either # students served or annual dollar amount)

	<u>Reference District</u>	<u>Contact Name</u>	<u>Phone Number</u>	<u>E-mail</u>	<u>Contract Size</u>
a)	_____	_____	_____	_____	_____
b)	_____	_____	_____	_____	_____
c)	_____	_____	_____	_____	_____

**Non-Collusion Affidavit**

The undersigned, having been duly sworn, affirms and says that to the best of his/her knowledge and belief:

1. The prices in this Proposal have been arrived at independently without collusion, consultation, communication, or agreement with any other Proposer or with any competitor for the purpose of restricting competition.
2. Unless otherwise required by law, the prices, which have been quoted in this Proposal, have not been knowingly disclosed by the Proposer and will not knowingly be disclosed by the Proposer prior to opening, directly or indirectly, to any other Proposer or to any competitor.
3. No attempt has been made or will be made by the Proposer to induce any other person, partnership or corporation to submit or not to submit a Proposal for the purpose of restricting competition.

Name of Proposer: \_\_\_\_\_

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

Print Name: \_\_\_\_\_

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

**Contractor's Statement**

Pursuant to Section 103 .1 of the Stamford Code of Ordinances, I hereby provide the following:

If a joint venture, trustee, partnership, Limited Liability Company or partnership, the names and addresses of all joint venturers, beneficiaries, partners or members:

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If a corporation, the names and addresses of all officers and the names and addresses of all parties owning over 10% of its common stock or over 10% of its preferred stock. If any of said stockholders is a holding corporation, the names and addresses of all persons owning a beneficial interest in over 10% of the common or preferred stock of said holding company.

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The names and positions of all persons listed hereinabove who are elected or appointed officers or employees of the City of Stamford.

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Name of

Bidder/Proposer: \_\_\_\_\_

Signature of Bidder/Proposer: \_\_\_\_\_

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

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

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

**STATE OF CONNECTICUT**  
**Contractor Verification**  
**(in accordance with Public Act 16-67)**

**Directions to Contractor:** Connecticut law requires that any contractor applying or bidding for a contract (including individuals who are independent contractors) with a local or regional board of education, a governing council of a state or local charter school, or inter-district magnet school operator require any employee with the contractor who would be in a position involving direct student contact to supply the contractor with the information provided in this form. Information may be collected either through a written communication or telephonically.

In addition, pursuant to Connecticut General Statutes (C.G.S.) § 10-222c, the contractor is required to contact – either telephonically or through written communication – any current or former employer of an employee if such employer was a local or regional board of education, a governing council of a state or local charter school, or inter-district magnet school operator or if the employment caused the employee to have contact with children, to request any information concerning whether there was a finding of abuse or neglect or sexual misconduct against the employee. If the contractor receives any information indicating such a finding, or otherwise has knowledge of such a condition, the contractor must immediately forward such information to any local or regional board of education with which the contractor is under contract.

**Directions to Employee of Contractor:** Pursuant to Connecticut state law, employees of a contractor who would be in a position involving direct student contact must supply all of the information provided in Section 2 of this form.

**Section 1 – To be completed by Contractor**

Name	
Street address	
City, State, Zip Code	
Contact person	
Telephone number/email address	

**Section 2 – To be completed by Employee of Contractor**

**Part A.** On a separate sheet of paper, please list the name, address and telephone number of each current or former employer, if such current or former employer was a local or regional board of education, a governing council of a state or local charter school, or inter-district magnet school operator, or if such employment otherwise caused you to have contact with children.

**Part B.** Please complete the questions below in their entirety.

Have you ever:

Y N

Been the subject of an abuse or neglect or sexual misconduct investigation by any employer, state agency or municipal police department (answer “no” if the investigation resulted in a finding that all allegations were unsubstantiated)?

Y N

Been disciplined or asked to resign from employment or resigned from or otherwise separated from any employment while an allegation of abuse or neglect was pending or under investigation by the Department of Children and Families (the “department”), or an allegation of sexual misconduct was pending or under investigation or due to an

allegation substantiated pursuant to section 17a-101g of abuse or neglect, or of sexual misconduct or a conviction for abuse or neglect or sexual misconduct?

Y N

Had a professional or occupational license or certificate suspended or revoked or ever surrendered such a license or certificate while an allegation of abuse or neglect was pending or under investigation by the department or an investigation of sexual misconduct was pending or under investigation, or due to an allegation substantiated by the department of abuse or neglect or of sexual misconduct or a conviction for abuse or neglect or sexual misconduct?

**Part C – Written Consent and Disclosure Authorization.** I hereby authorize the entities I have listed in Section 2 of this form to release to the entity listed in Section 1 of this form the information required to be released by my previous employer pursuant to (C.G.S.) § 10-222c along with any related records. I hereby consent to and authorize disclosure by the State Department of Education of the information requested pursuant to C.G.S. § 10-222c, as amended by Public Act 16-67, and I hereby authorize the release by the State Department of Education of any related records. I further hereby release the above-named employer(s) and the State Department of Education from any and all liability of any kind that may arise from the disclosure or release of records requested pursuant to C.G.S. § 10-222c, as amended by Public Act 16-67.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

**NOTES:**

The terms provided below are currently defined in state law as follows. Please note that statutes may be amended from time to time.

Sexual Misconduct means – “any verbal, nonverbal, written or electronic communication, or any other act directed toward or with a student that is designed to establish a sexual relationship with the student, including a sexual invitation, dating or soliciting a date, engaging in sexual dialog, making sexually suggestive comments, self-disclosure or physical exposure of a sexual or erotic nature and any other sexual, indecent or erotic contact with a student.” Connecticut General Statutes § 10-222c(k).

Abuse or neglect means – “abuse or neglect as described in Section 46b-120, and includes any violation of Sections 53a-70, 53a-70a, 53a-71, 53a-72a, 53a-72b or 53a-73a.” Connecticut General Statutes § 10-222c(k).

The Connecticut State Department of Education is an affirmative action/equal opportunity employer and does not discriminate on the basis of race, color, religion, sex, gender identity or expression, sexual orientation, marital status, national origin, ancestry, age, criminal record, political beliefs, genetic information, intellectual disability, past or present history of mental disability, learning disability, or physical disability, including, but not limited to, blindness or any other basis prohibited by Connecticut state and/or federal nondiscrimination laws.

**SAMPLE  
CORPORATE  
RESOLUTION  
ON BACK**

(COMPANY LETTERHEAD WITH LOGO HERE)

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## CORPORATE RESOLUTION

DATE:

We, the undersigned, being all the Directors of , organized and

(Name of company)

existing under the laws of , and having its principal place of business at

(State)

(Company's Address)

hereby certify that the following individuals are representatives of the company who can execute

documents.

Date

Date

Date

[CLEAR FORM](#)

[PRINT](#)

Hover over text boxes above to know what to input