



**Christopher J. Gagliastro, MCPPO**  
**Purchasing Agent**

**RFP NO. 7732-W2**  
**ISSUANCE DATE: 11/29/21**

**BUYER: Christopher J. Gagliastro, MCPPO**

**AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER  
REQUEST FOR PROPOSALS  
NOTICE TO PROPOSERS**

**RFP TITLE: Consultant – CMS Migration / TS**

***REFER TO PAGE 7 FOR PROPOSAL SUBMISSION INFORMATION***

**General Conditions:**

All proposals are subject to the terms, conditions and specifications herein set forth:

1. **Scope: Provide professional consulting services to migrate the City's official municipal website [www.worcesterma.gov](http://www.worcesterma.gov) from an on premise LAMP/Perl based content management system (CMS) to an on premise Drupal 9.x CMS as per the attached requirements and specifications of the City of Worcester Technical Services Department.**
2. A certified check or bid bond made payable to the "City Treasurer, City of Worcester" in the amount of N/A must accompany this proposal. This must be submitted under separate sealed cover marked "Proposal Security." In the case of default, the surety shall be forfeited to the City as liquidated damages.
3. All terms and conditions are applicable to this proposal except the following section(s) which are hereby deleted from this RFP: 4, 22, 23, 27
4. A performance bond in the amount of **not applicable** will be required. If this proposal is accepted by the City and the Proposer shall fail to contract as set forth in these requirements and to give a bond in the aforementioned amount, within ten (10) days, (not including Sundays, Saturdays, or a legal Holiday) from the date of the mailing of a notice from the City to the Proposer, according to the address given herewith, that the contract is ready for signature, the City may by option determine that the proposer has abandoned the contract and thereupon the proposal and acceptance shall be null and void and the proposal security accompanying this proposal shall become the property of the City as liquidated damages. Performance bond shall be on the City's form only (see sample on pages 12-13).

**Any prospective proposer requesting a change in or interpretation of existing specifications or terms and conditions must do so within 5 days (Saturdays, Sundays, and Legal Holidays excluded) before scheduled proposal opening date. All requests are to be in writing to the Purchasing Division. No changes will be considered nor will any interpretation issued unless request is in our hands within 5 days (Saturdays, Sundays, and Legal Holidays excluded) before scheduled proposal submission date.**

**Any inquiries related to technical or contractual matters must be submitted in writing to:**

**Christopher J. Gagliastro, MCPPO  
Purchasing Director  
City of Worcester, City Hall  
455 Main Street, Room 201  
Worcester, MA 01608  
[gagliastroc@worcesterma.gov](mailto:gagliastroc@worcesterma.gov)**

5. Nothing herein is intended to exclude any responsible Proposer or in any way restrain competition. All responsible Proposers are encouraged to submit proposals. The City encourages participation by Minority and Women Owned Business Enterprises (M/WBE).
6. The following meanings are attached to the defined words when used in this RFP.
  - a) The word "City" means The City of Worcester, Massachusetts.
  - b) The word "Proposer" or "Respondent" means the person, firm or corporation submitting proposal on these specifications or any part thereof.
  - c) The word "Contractor" means the person, firm or corporation with whom the contract is made by carrying out the provisions of these specifications and the contract.
  - d) The words "Firm Price" shall mean a guarantee against price increase during the life of the contract.
7. All proposals and other documents relating to this RFP are subject to the public records provisions of M.G.L. c.30B and shall remain confidential until the time specified in c.30B section 6 (d).
8. All material submitted by vendors becomes the property of the City. The City is under no obligations to return any of the material submitted by a vendor in response to this RFP.
9. Each vendor's proposal must remain in effect for at least 120 days from the deadline for its submission. The City will decide upon acceptance within 120 days of submission.
10. It is understood and agreed that it shall be a material breach of any contract resulting from this RFP for the Contractor to engage in any practice which shall violate any provision of Massachusetts General Laws, Chapter 151B, relative to discrimination in hiring, discharge, compensation, or terms, conditions or privileges of employment because of race, color,

religious creed, national origin, sex, age or ancestry.

11. The City reserves the right to accept or reject any or all proposals submitted and waive informalities and technicalities.
12. The City will review and analyze each proposal and reserve the right to interview selected proposers. The City shall select the proposer, which in the City's opinion, has made the proposal best suited to the needs and goals of the City and its operations and deemed to be in compliance with the terms of this RFP.
13. The Contractor will be required to indemnify and save harmless the City of Worcester for all damages to life and property that may occur due to his or her negligence or that of his or her employees, subcontractors, etc. during the contract derived from this RFP.
14. The Contract Agreement will be drafted by the City's Law Department in compliance with the terms of the RFP and may incorporate the terms of this RFP and of the proposal selected.
15. The Proposer must certify that no official or employee of the City of Worcester, Massachusetts, is pecuniarily interested in this proposal or in the contract which the proposer offers to execute or in expected profits to arise therefrom, unless there has been compliance with the provisions of G.L.C. 43 section 27, and that this proposal is made in good faith without fraud or collusion or connection with any other person submitting a proposal.
16. Any proposal withdrawn after time and date specified, the proposer shall forfeit deposit on proposal as liquidated damages.
17. A vendor conference will be held as follows:     n / a
18. The Contractor shall not assign, transfer, sublet, convey or otherwise dispose of any contract which results from this RFP, or its right, title or interest therein or its power to execute the same to any other person, firm, partnership, company or corporation without the previous consent in writing of the City. Should the Contractor attempt any of the above without the written consent of the City, the City reserves the right to declare the Contractor in default and terminate the contract for cause.
19. The Contractor shall obtain and maintain in force at all times during the term of the contract derived from this RFP, insurance coverage pertaining to Public Liability, Property Damage and Worker's Compensation as outlined in Section IV. INSURANCE REQUIREMENTS of this RFP.
20. The Contractor shall carry Public Liability Insurance with an insurance company satisfactory to the City so as to save the City harmless from any and all claims for damages arising out of bodily injury to or death of any person or persons, and for all claims for damages arising out of injury to or destruction of property caused by accident resulting from the use of implements, equipment or labor used in the performance of the contract or from any neglect, default or omission, or want of proper care, or misconduct on the part of the Contractor or for anyone in his or her employ during the execution of the contract derived from this RFP.
21. Prior to starting on the contract derived from this RFP, the Contractor shall deposit with the Purchasing Division, certificate from the insurer to the effect that the insurance policies

required in the above paragraph have been issued to the Contractor. The certificates must be on a form satisfactory to the City.

22. All prices quoted must include inside delivery, and set-up in place F.O.B. destination to pre-designated City of Worcester departments.
23. No special charges will be allowed for rigging, packing, crating, freight, express, or carriage unless specifically stated and included in the vendor's proposal.
24. The award to the successful proposer may be cancelled in the event of vendor nonperformance as may be determined by the City.
25. The successful proposer shall comply with all applicable federal, state and local laws, ordinances, and regulations. The awarded contract shall be governed under the laws of the Commonwealth of Massachusetts.
26. Purchases made by the City are exempt from Federal and Massachusetts state taxes and proposal prices must exclude any such taxes. Tax exemption certificates will be furnished upon request.
27. When the contract is executed, a performance bond, in the full amount of the contract, is required. See paragraph 4. The bond will be of a surety company qualified to do business under the laws of the Commonwealth of Massachusetts. The cost of this bond is the vendor's responsibility. Bonds shall remain in force and effect thru the performance of the contract.
28. Expenditures by the City and authorization to spend for particular purposes are made on fiscal year basis. The City's fiscal year is the twelve-month period ending June 30 of each year. The obligations of the City under any agreement to be reached are subject to the appropriation or authorization of the necessary funds. The City agrees to make reasonable efforts to obtain funding and all necessary authorization.
29. No amendment to the contract shall be effective unless it is in writing and signed by authorized representatives of both parties and is accepted by the City of Worcester.
30. The vendor (and its insurers, if any) shall bear all risk of loss or damage to the equipment which occurs in transit to the user site. The risk of loss or damage to purchased equipment shall remain with the vendor until the purchase price has been paid and title has passed. The vendor shall also bear the risk of loss or damage to leased or rented equipment during the City of Worcester's possession and use thereof subject, however to such conditions and limitations as may be stated elsewhere in the contract.
31. The vendor shall not assign or in any way transfer any interest in the contract without the prior written consent of the City provided, however, that claims for money due or to become due to vendor from the City may be assigned to a bank, trust company, or other financial institution without such consent so long as notice of such assignment is furnished promptly to the City. Any such assignment shall be expressly made subject to all defenses, setoffs, or counterclaims which would have been available to the City against the vendor in the absence of such assignment.
32. None of the services to be provided by the vendor pursuant to the contract shall be

subcontracted or delegated to any other organization, association, individual, corporation, partnership or other such entity without the prior written consent of the City. No subcontract or delegation shall relieve or discharge the vendor from any obligation or liability under the contract except as specifically set forth in the instrument of consent. Any subcontract to which the City has consented shall be attached to the original of the contract on file in the City of Worcester.

33. Neither party will be liable to the other or be deemed to be in breach of the contract for any failure or delay in rendering performance arising out of causes beyond its reasonable control and without its fault or negligence. Such causes may include but are not limited to, acts of God or the public enemy, fires, floods, epidemics, quarantine restrictions, strikes, freight, embargoes, and unusually severe weather. If the vendor's failure to perform is caused by the default of the subcontractor, and if such default arises out of causes beyond the reasonable control of both the vendor and the subcontractor, and without the fault or negligence of either of them, the vendor shall not be liable for any excess costs for failure to perform, unless the equipment or services to be furnished by the subcontractor were obtainable from other sources in sufficient time to permit the vendor to meet the required delivery schedule. Dates or times of performance will be extended to the extent of delays excused in this section, provided that the party whose performance is affected notifies the other promptly of the existence and nature of such delay.
34. The vendor shall provide to the City of Worcester a warranty and a commitment which clearly states that all equipment and services proposed and supplied by the Vendor, and/or its subcontractors, performs as expected and promised by the Vendor.
35. The vendor represents that no person other than bona fide employees working solely for the vendor, have been employed or retained to solicit or secure this agreement upon an arrangement or understanding for a commission, percentage, brokerage fee, gift or any other consideration contingent upon the award or making of this contract. For breach or violation of the representation, the City shall have the right to annul the contract without liability, or in its discretion to deduct from the contract price or consideration, or otherwise recover the full amount of such commission, percentage, brokerage fee or other consideration.
36. Any contract made by the City in which the Purchasing Agent or any employee of his/her department, the heads of using agencies or any other officer or employee of the City having a part in the placing of such contract is financially interested, directly or indirectly, shall be void.
37. The vendor shall not discriminate against any qualified employee or applicant for employment because of race, color, national origin, ancestry, age, sex, religion or medical handicap. The vendor agrees to comply with all applicable Federal and State Statutes, rules and regulations prohibiting discrimination in employment including: Title VII of the Civil Rights Acts of 1964; The Age Discrimination in Employment Act of 1967; Section 504 of the Rehabilitation Act of 1973; Massachusetts General Laws Chapter 151B, Section 4 (1) and all relevant administrative orders and executive orders.

If a complaint or claim alleging violation by the vendor of such statutes, rules or regulations is presented to the Massachusetts Commission Against

Discrimination (MCAD), the vendor agrees to cooperate with MCAD in the investigation and disposition of such complaint or claim.

In the event of vendor noncompliance with the provisions of this section, the City shall impose such sanctions as it deems appropriate, including but limited to:

- 1) Withholding of payments due vendor under the contract until vendor complies.
- 2) Termination or suspension of the contract.

## **SUBMISSION OF PROPOSALS**

38. Proposals must be submitted in two (2) packages according to the instructions below. The City intends to consider responses in the Technical Proposal evaluation requirements before considering costs. *Therefore, no reference to pricing may be made in the Technical Proposal.*

A sealed package containing **the original, 2 copies and 1 PDF copy on USB drive** of the proposal **must** be labeled as follows:

**Purchasing Agent, City of Worcester**

**Consultant – CMS Migration / TS – Technical Proposal**

**455 Main Street, Room 201  
Worcester, MA 01608**

**Re: RFP No. 7732-W2**

A sealed package containing **the original copy** of the proposal **must** be labeled as follows:

**Purchasing Agent, City of Worcester**

**Consultant – CMS Migration / TS – Price Proposal**

**455 Main Street, Room 201  
Worcester, MA 01608**

**Re: RFP No. 7732-W2**

*PRICE PROPOSAL PAGE IS LOCATED AT END OF SPECIFICATIONS*

**Proposals must be delivered no later than Wednesday, December 22, 2021 at 10:00 AM LOCAL TIME. *Late submissions will be rejected, regardless of circumstances.*** The City is not responsible for submittals not properly marked.

The evaluation and cost proposals will remain confidential until a formal and finalized contract has been executed.

## **RFP EVALUATION**

39. The City of Worcester Purchasing Agent will assign an evaluation team, hereafter referred to as the Selection Committee, to perform a full and complete evaluation of RFP submittals. The Purchasing Agent will ultimately forward a formal recommendation of award to the City Manager who has final award authority.
40. RFP evaluation responses will be evaluated by the Selection Committee based directly upon vendor's response to mandatory and comparative evaluation criteria. Vendors must meet or exceed the mandatory criteria requirements or be rejected as non-responsive.

Comparative criteria will be evaluated by use of four (4) rating categories as set forth by M.G.L. Chapter 30B:

- 1) HIGHLY ADVANTAGEOUS - Vendor's submittal meets all the stated requirements and offers significant performance above the stated requirements.
- 2) ADVANTAGEOUS - Vendor's submittal meets the stated requirements without risk or disadvantage.
- 3) NOT ADVANTAGEOUS - Vendor's submittal contains some risk or disadvantage but is not unacceptable.
- 4) UNACCEPTABLE - Vendor's submittal fails to meet the standards of the stated requirements.

After proposals have been assigned ratings on the basis of each evaluation criterion, a composite rating will be established by the Selection Committee. Submittals will then be ranked based upon finalized composite rating.

41. The Purchasing Agent will identify the most advantageous proposal based upon the rankings of the Selection Committee and an evaluation of the price proposals received. The Purchasing Agent will forward a recommendation for award to the City Manager based upon the most advantageous proposal received considering evaluation rankings and price proposals received.



GIVE FULL NAMES AND RESIDENCES OF ALL PERSONS INTERESTED IN THE FOREGOING PROPOSAL.

(NOTICE: Give first and last name in full; in case of corporations, give corporate name and names of President, Treasurer, and Manager; and in case of firms give names of the individual members)

Name	Address	Zip Code
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_____	_____	_____
_____	_____	_____
_____	_____	_____

KINDLY FURNISH THE FOLLOWING INFORMATION REGARDING BIDDER:

(1)	If an Individual or Proprietorship
Name of Owner:	_____
Business Address:	_____
Zip Code	_____ Telephone No. _____
Email	_____
Home Address	_____
Zip Code	_____ Telephone No. _____

(2)	If a Partnership, Full names and addresses of all partners	
<u>Name</u>	<u>Address</u>	<u>Zip Code</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
Business Address	_____ Zip Code	_____
	Tel. No.	_____

(3) If a Corporation

Full Legal Name: \_\_\_\_\_

State of Incorporation: \_\_\_\_\_ Qualified in Massachusetts? Yes \_\_\_\_\_ No \_\_\_\_\_

Principal Place of Business \_\_\_\_\_  
Street P.O. Box

City/Town State Zip

Email: \_\_\_\_\_

Telephone No. \_\_\_\_\_

Place of Business in Massachusetts \_\_\_\_\_  
Street P.O. Box

City/Town State Zip

Telephone No. \_\_\_\_\_

GIVE THE FOLLOWING INFORMATION REGARDING SURETY COMPANY

Full Legal Name of Surety Company \_\_\_\_\_

State of Incorporation \_\_\_\_\_ Admitted in Massachusetts? Yes \_\_\_\_\_ No \_\_\_\_\_

Principal Place of Business \_\_\_\_\_  
Street P.O. Box

City/Town State Zip

Place of Business in Massachusetts \_\_\_\_\_  
Street P.O. Box

City/Town State Zip

Telephone No. \_\_\_\_\_

NOTE:

The Office of the Attorney General, Washington, D.C. requires the following information on all bid proposals amounting to \$1,000.00 or more.

E.I. Number of bidder \_\_\_\_\_

This number is regularly used by companies when filing their "EMPLOYER'S FEDERAL TAX RETURN, U.S." Treasury Department Form 941.

AUTHORIZED SIGNATURE OF BIDDER \_\_\_\_\_

TITLE \_\_\_\_\_

DATE \_\_\_\_\_

UNDER MASSACHUSETTS GENERAL LAWS, CHAPTER 30B: SECTION 10, THE FOLLOWING CERTIFICATION MUST BE PROVIDED:

Section 10. A person submitting a bid or a proposal for the procurement or disposal of supplies, or services to any governmental body shall certify in writing, on the bid or proposal, as follows:

"The undersigned certifies under penalties of perjury that this bid or proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club, or other organization, entity, or group of individuals."

(Please Print)

\_\_\_\_\_  
Name of Person Signing Bid

\_\_\_\_\_  
Signature of Person Signing Bid

\_\_\_\_\_  
Company

**No award will be made without vendor certification of the above.**

- **Proposers must sign and submit the above form with their proposal submission.**

**INTRODUCTION:**

A robust, vibrant City located in the heart of central Massachusetts, Worcester offers its residents the resources and exciting attractions of a metropolis, balanced with the more intimate, livable scale of a mid-size city. Worcester, a five-time recipient of the [All-American City Award](#), is the second largest city in both Massachusetts and New England, with a population of approximately 200,000 residents.

The City of Worcester is run by a City Council-City Manager form of government with a popularly elected Mayor. A city council acts as the legislative body, and the council appointed Manager handles the traditional day to day chief executive functions.

The City's municipal website, [www.worcesterma.gov](http://www.worcesterma.gov), serves as the official online vehicle for Worcester residents, businesses and visitors to receive a wide array of information and services.

**OVERVIEW:**

The City of Worcester is seeking proposals for professional services to migrate the City's official municipal website [www.worcesterma.gov](http://www.worcesterma.gov) from an on premise LAMP/Perl based content management system (CMS) to an on premise Drupal 9.x CMS. The primary objective is to migrate all static and dynamic content in a manner that allows viewers of all abilities and computer experience to easily find and access information. It is expected that the successful vendor will create a site that best meets the needs of the City in a service-centric format, which will successfully reach all City audiences including residents, college/university students, business owners, non-resident workers, prospective businesses, event planners, visitors, etc. The City expects the successful vendor to work closely with the City Project Manager and Technical Services Department staff.

The City of Worcester's initial municipal website was launched in 1997. Since then the City's municipal website has undergone three redesigns, the first in 2002, the second in 2009 and the third culminating in the current website launched in 2017 which serves over 1 million users a year.

**BACKGROUND:**

The City of Worcester official municipal website [www.worcesterma.gov](http://www.worcesterma.gov) consists of approximately 500 static and dynamic pages, 2,000 images, 1,500 files, 20 Data Forms and 1 Mailing List. Although the site is maintained by staff from the Technical Services Department many of the City's Department/Divisions routinely login to the site and contribute content. The collective effort enables the site to offer constantly changing information.

Features such as Agendas and Minutes, Employment Opportunities, Open Bids and Parking Ticket Appeals collectively constitute an additional 60,000+ user contributed files.

**SCOPE OF SERVICES**

Upon completion of the migration, all content, graphics, imagery and related coding will become the sole property of the City of Worcester

**ANTICIPATED PROJECT COMPLETION DATE:** June 2022**STATIC CONTENT:**

The successful vendor is expected to migrate all 'static' content for all Departments/Divisions as listed on [www.worcesterma.gov/departments](http://www.worcesterma.gov/departments) and [www.worcesterma.gov/site-map](http://www.worcesterma.gov/site-map). Static content includes but is not limited to Feature pages, Department/Division Home and Sub-pages, Top Services, Programs & Initiatives, FAQs, PDF documents, imagery, etc.

**DYNAMIC/USER CONTRIBUTED CONTENT:**

The City of Worcester website is primarily maintained by staff from the Technical Services Department, however many of the City's Department/Divisions routinely login to contribute content.

The successful vendor is expected to migrate all 'dynamic' content in a manner consistent with existing behavior and user access controls. Dynamic content includes but is not limited to:

- Video on Demand (Cable Services)
- Agendas and Minutes (City Clerk)
- Municipal Calendar/Public Meeting Notices (City Clerk)
- Municipal Calendar/Senior Center Events (Elder Affairs)
- Benefit Documents (Human Resources)
- Employment Opportunities (Human Resources)
- Human Rights Observances Calendar (Human Rights)
- Board/Commission Members (Office of the City Manager)
- Press Releases (Office of the City Manager)
- Board/Commission Meeting Materials (Planning & Regulatory Services)
- Municipal Calendar/Public Meeting Notices (Police Department)
- Press Releases (Police Department)
- Construction Activity (Public Works & Parks)
- Press Releases (Public Works & Parks)
- Street Sweeping/Fall Leaf Collection Notices (Public Works & Parks)
- Open Bids (Purchasing)
- Agendas and Minutes (Workforce Development)

**SECOND DATABASE:**

The successful vendor is expected to utilize, in addition to the primary Drupal database, a second database in a manner consistent with existing behavior. The second database consists of 33 tables and is referenced throughout the existing City of Worcester site to provide greater dynamic content.

**DATA SEARCHES:**

The successful vendor is expected to migrate all existing data searches in a manner consistent with existing behavior which include but are not limited to:

- Property Records (Assessing)
- Birth, Marriage & Death Records (City Clerk)
- Business Certificates (City Clerk)
- Diverse Business Directory (Economic Development)
- Dog Licenses (City Clerk)
- 'Where Do I Vote?' (City Clerk)
- Lead & Healthy Homes Resources (Housing & Neighborhood Development)
- Permit History (Inspectional Services)
- Open/Closed Bids (Purchasing)
- Tax Payment History (Treasurer & Collector)
- Certificates of Municipal Lien (Treasurer & Collector)
- Vendor Check Register (Treasurer & Collector)

- Tax Foreclosures (Treasurer & Collector)
- Construction Activity (Public Works & Parks)
- Winter Parking Ban (Public Works & Parks)

Data is updated with both manual and automated processes.

#### **WEB FORMS:**

The successful vendor is expected to migrate all existing web forms in a manner consistent with existing behavior which include but are not limited to:

##### **ADVANCED**

- Funeral Home Portal (City Clerk) – Area funeral homes are required to submit requests for certified death records online. The requests are automatically exported 3 times daily and made available to an internal accounting application. Additionally, once daily data is returned to the portal from the internal accounting application which allows funeral homes to review their total orders and order status.
- Parking Ticket Appeals (Parking Administration) – Recipients of Worcester parking tickets may submit an appeal online which includes the option to upload supporting images and/or videos. Parking Administration staff login each business day to review submissions which are available in daily 24, 48, 72 or 96 hour lists depending on day, weekend and/or holiday.
- Diverse Business Directory (Economic Development) – Worcester businesses are encouraged to enter their business listing if they qualify as a diverse business. The entries are monitored via an email, but are also automatically listed and searchable on the City of Worcester website.
- City Census No Change Responses (City Clerk) – Each Spring during the annual City census residents are encouraged to submit their response online. Currently only ‘no change’ responses are accepted online. City Clerk staff login regularly to download the submissions in spreadsheet format for processing. Verification checks are included to confirm street address, census form barcode, household members and duplicate entries.
- Cultural Flags (Human Rights) – Parties interested in requesting a cultural flag be flown at Worcester City Hall may submit an application. A requested date is held until approved or denied by the Office of Human Rights. If approved, the date is reserved and automatically shown on the City of Worcester website. Verification checks are included to prevent requesting a previously reserved date.
- Boards/Commissions Application (Office of the City Manager) – Interested parties are asked to submit their Voluntary Self-Identification (VSID) characteristics, contact information and letter of interest/resume for consideration to be placed on a Worcester board or commission. Office of the City Manager staff login to view and/or download submissions in spreadsheet format.
- OPEB Voting (Office of the City Manager) – Used to collect votes from Active and Retired employees for representation on the OPEB Liability Trust Fund. Verification checks are included to confirm voting code and duplicate entries.

##### **MODERATE**

- Open House Sign-In (Human Resources) – Used to collect attendee information at Human Resources Open House Recruitment Sessions. All entries are subsequently downloaded in spreadsheet format and provided to Human Resources.
- Worcester Common Oval ‘Out to Lunch’ Vendor Application (Cultural Development) – stores each submission for subsequent staff login and download in spreadsheet format.

- Poll Worker Registration (City Clerk) – includes VSID, stores each submission for subsequent staff login and download in spreadsheet format.

#### **SIMPLE**

- Programming Schedule (Cable Services) – submits entry via email
- Voter Registration Drive (City Clerk) – submits entry via email
- Contact a City Councilor (City Council) – submits entry via email
- Chandler Street Redesign Public Input (Economic Development) – submits entry via email
- Quinapoxet Pipeline Email Notifications Sign-Up (Engineering) – submits entry via email
- Housing First Solutions Public Input (Health & Human Services) – submits entry via email
- Citizen Comment (Police Department) – submits entry via email
- Worcester REACH Contact Us (Public Health) – submits entry via email
- Appointment Request (Veterans' Services) – submits entry via email

#### **EMPLOYMENT**

- Employment Application (Human Resources) – it is anticipated to direct applicants to legacy site. Legacy site includes two applications one for seasonal positions and a second for all other positions, both with corresponding VSID forms. Legacy site is configured to allow 150+ department/division hiring managers to login and review applicants by hiring group. Further discovery with successful vendor is expected to determine if equivalent behavior is achievable in Drupal environment.

#### **MAILING LIST**

The successful vendor is expected to migrate one existing email list utilized by the Purchasing Department to promote Open Bids.

#### **THIRD PARTY VENDOR INTEGRATION:**

The successful vendor is expected, at a minimum, to continue existing integration, interoperability and functionality with third party vendor websites. However, any improvements through the use of actively maintained and secure Drupal modules are welcome.

Our numerous partners include, but are not limited to

- Agenda Management (In-house application)
- Anonymous Crime Tips (Motorola Solutions)
- Citizen Alert Notifications (CodeRED)
- Customer Service Requests (In-house application)
- Mapping (ESRI)
- Mapping (Google)
- Newsletters (Constant Contact)
- Open Data Portal (OpenGOV)
- Parking (LAZ Parking)
- Parking Ticket Payments (Kelley&Ryan)
- Parks and Recreation (RecDesk)
- Permits (OpenGov/ViewPoint Cloud)
- Police Policies (PowerDMS)

- Property Valuations (Vision)
- Public Records Requests (GovQA)
- Residential Parking Permits (Kelley&Ryan)
- Social Media (Facebook, Twitter, Instagram, Spotify, etc.)
- Tax/Service Payments (UniBank)
- Web Form Workflow (Seamless Docs)
- Video (EarthChannel/CHAMP)
- Video (YouTube)

NOTE 1: A bid was issued for an Agenda Management and Boards/Commissions Member Management cloud solution. If adopted, these features will be primarily hosted on a third party vendor portal, however, it is still expected to present ‘teaser’ information via API call or similar method on the City of Worcester website.

NOTE 2: A new Customer Service Request (CRM) cloud solution bid proposal is in the works. Once implemented, this feature will be primarily hosted on a third party vendor portal however, it is still expected to present ‘teaser’ information via API call or similar method on the City of Worcester website.

#### **STYLING:**

The successful vendor is expected, at a minimum, to maintain existing site styling as it relates to colors, fonts, layout, etc. following the City of Worcester style guides. However, any improvements through the use of actively maintained and secure Drupal themes are welcome.

- Themes – use themes and customize to match the existing site’s look and feel.
- Templates, context, views and blocks build – build all structures needed to display all necessary content types on the new website in a way that replicates the look, feel and functionality of the existing website.
- Front end and styling asset build – develop CSS, JavaScript, HTML and any API calls to replicate the user interface elements of the existing website, ensuring styling classes, UI functionality (buttons, callout boxes, etc.) are carried over. Ensure all templates are fully responsive across display sizes and are compatible across browsers.
- Menu build – build and style menu to match the way existing content is organized.
- Page translation – enable feature to automatically translate content into a wide variety of languages including Arabic, Chinese, Spanish, French, Polish, Portuguese, Vietnamese and others.
- Must conform to Level AA of the Web Content Accessibility Guidelines 2.0 (WCAG 2.0).
- Search – implement robust site-wide search.

#### **CONFIGURATION:**

The successful vendor will clearly define all necessary Drupal core and contributed modules and/or themes to be installed and/or enabled on the on premise hosting server. Drupal core and contributed modules will be installed/enabled by Technical Services Staff. As needed, configuration assistance will be provided to enable a Drupal multi-site environment and corresponding SSL certificates.



- Virtual Hosts – configure and enable Virtual Hosts for additional City of Worcester domains [www.worcestercommonval.com](http://www.worcestercommonval.com), [www.worcesterwaters.com](http://www.worcesterwaters.com) and [www.worcesterwaters.org](http://www.worcesterwaters.org) each of which are redirects to select sub-pages of the official site.
- LDAP integration – facilitate installation and configuration of user access utilizing City of Worcester MS Active Directory.
- HTTPS – facilitate installation and configuration of necessary SSL certificates.

#### **DELIVERABLES:**

The successful vendor is expected to provide the following deliverables to the City of Worcester:

- Migrate all static, dynamic/user contributed content, data searches and web forms of the City’s official municipal website, listed above, from an on premise LAMP/Perl based CMS to an on premise Drupal 9.x CMS.
- The vendor will perform a thorough assessment of the City’s official municipal website, listed above, within ten (10) business days of the contract start date.
- Based on the assessments, and through discussions with the City Project Manager and Technical Services Department staff, the vendor will develop an inventory that will outline all existing content types, files, etc. and will create a resulting Content Migration Plan.
- The Content Migration Plan must include a document listing the fields of each existing content type and map them to the proposed content types on the Drupal 9.x website.
- The Plan must also include a clear schedule of migration dates that will minimize the need for “content freeze” or duplicate manual entry during the site transition.
- The Plan must be delivered to the City Project Manager within one (1) month of the contract start date.
- In addition, the vendor will submit a fixed hourly rate for website consulting and support services at the direction of the City Project Manager. This support will be provided in addition to the migration services for a period of 24 months from the contract start date.

#### **PROJECT MANAGEMENT PROCESSES:**

The overall deliverables are described above; however, it is expected that the selected vendor will break down the high-level tasks and organize priorities according to feedback and input received during the process.

## **MINIMUM EVALUATION CRITERIA:**

**All proposals must satisfy all of the minimum criteria below for further evaluation. Proposals shall include information demonstrating compliance with each of these criteria. Proposals that do not meet the minimum criteria will not be further evaluated.**

### **Introduction and Executive Summary:**

- Provide an introduction of your firm including years established, size, location, etc. and an executive summary of your proposal.

### **Qualifications and Experience:**

- Provide a detailed description of your firm's qualifications and experiences relative to the Scope of Services and Project Deliverables.

### **Proposed Services/Project Approach:**

- Provide an overview of the firm's understanding of the Scope of Services and Project Deliverables to be provided.
- Respondents shall submit a summary of their proposed approach and methodology for the project.

### **Project Timeline:**

- Submit a proposed project plan with timelines to accomplish all tasks listed in the Scope of Services and Project Deliverables.

### **Project Team Qualifications:**

- Respondents shall submit the qualifications and experience of the Project Lead and all members of the proposed project team with a minimum of five (5) years of experience who will be leading and performing the services and include resumes for each member.

### **Examples of Similar Project Engagements:**

- Cite three (3) examples of previous, similar sized engagements the vendor has completed and at least one (1) of which is a municipal or government site.

### **References:**

- Provide three (3) references from similar sized engagements and include contact name, company, email address and telephone number.

## COMPARATIVE CRITERIA:

**Comparative Evaluation Criteria:** Each proposal meeting the Minimum Evaluation Criteria shall be further evaluated and rated according to the Comparative Evaluation Criteria in order to determine the relative merits of each proposal. The review will cover the objectives listed below. Within each category, the degree to which the proposal satisfies the stated objective shall be reviewed and rated on a system of “Highly Advantageous,” “Advantageous,” and “Not Advantageous.”

### **Qualifications**

*Highly Advantageous* – The proposal that clearly demonstrates more than seven (7) years of experience and qualifications of the Bidder in successfully designing, developing, and implementing graphically dynamic websites, and includes a narrative of the firm listing the experience and qualifications of the Bidder’s anticipated design/development team.

*Advantageous* – The proposal that clearly demonstrates at least five (5) to seven (7) years of experience and qualifications of the Bidder in designing, developing, and implementing graphically dynamic websites, and includes a narrative of the firm listing the experience and qualifications of the Bidder’s anticipated design/development team.

*Not Advantageous* – The proposal that meets the minimum criteria of five (5) years of experience and qualifications of the Bidder in successfully designing, developing, and implementing graphically dynamic websites, and includes a narrative of the firm listing the experience and qualifications of the Bidder’s anticipated design/development team.

### **Engagements**

*Highly Advantageous* - The Bidder provides five (5) or more examples of diverse, dynamic, well-designed, easy-to-navigate websites, and at least one (1) of which is a municipal or government site.

*Advantageous* - The Bidder provides four (4) or more examples of diverse, dynamic, well-designed, easy-to-navigate websites, and at least (1) of which is a municipal or government site.

*Not Advantageous* - The Bidder meets the minimum qualifications of three (3) examples of diverse, dynamic, well-designed, easy-to-navigate websites, and one (1) of which is a municipal or government site.

### **References**

*Highly Advantageous* – The proposal includes five (5) or more references of previous clients, including names, addresses, and phone numbers of references.

*Advantageous* – The proposal includes at least four (4) references of previous clients, including names, addresses, and phone numbers of references.

*Not Advantageous* - The proposal includes three (3) references of previous clients, including names, addresses, and phone numbers of references.

## PRICE PROPOSAL:

- Vendor will submit one, total price for the website migration services listed in the Scope of Services and Project Deliverables.

## ADDITIONAL PRICE SUBMISSION:

- Vendor must also submit a separate cost proposal for an hourly rate option for website consulting and overall support to the City, if needed, for a period of 24 months and/or provide additional services outside the scope of this proposal. See attached price proposal form.

**COST / PRICE PROPOSAL**

**RFP #:** \_\_\_\_\_

**(To be completed by proposer)**

*Consulting fee must be submitted as a flat, lump sum fee for all tasks/deliverables in the attached scope of services and required under the contract. Please include any and all costs associated in the lump sum fee. No additional fees will be considered. Proposers may not add additional items.*

Lump Sum Consulting Fee / Total Cost: \$ \_\_\_\_\_ \*

*\*low proposal price will be based on the total fee amount*

**Hourly Rate for website consulting & support services: \$ \_\_\_\_\_ per hour**

\_\_\_\_\_  
Signature of person submitting proposal

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

Printed Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-Mail \_\_\_\_\_