



MEMORANDUM

TO: David Harpell, Executive Director

Cc: James Diaz, Asst. Executive Director/Director of Finance
Carolyn Mauro, Business Manager

FROM: Lisa Siemanowicz, Purchasing

DATE: October 14, 2020

RE: 2020 Website Redesign, Contract No. CT-20070

A. Overview

Under N.J.S.A. 40A:11-40.1 et seq., competitive contracting may be used by local contracting units in lieu of public bidding for procurement of specialized goods and services the price of which exceeds the bid threshold. For the purpose of 2020 Website Redesign, competitive contracting is afforded because certain criteria, as follows, are met:

1. The governing body passed Resolution No. 2019-135 on September 26, 2019 authorizing the use of competitive contracting for Computing Services, as enumerated as specialized goods and services.
2. The competitive contracting process shall be administered by an administrator of the contracting unit.
3. The contract will be awarded by the resolution of the governing body.
4. A Request for Proposal (RFP) was prepared for 2020 Website Redesign under Contract No. CT-20070, which included all requirements deemed appropriate, including the methodology by which the contracting unit will evaluate and rank the proposals.
5. Methodology for evaluation and ranking included in the RFP:
 - a. Experience of the firm and project team in supporting/ completing work in environments of similar scale and complexity (20 points).
 - b. Compensation proposal (10 points).
 - c. Financial strength of the firm (10 points).
 - d. Their ability to provide guidance and solutions for technological advancements and technical issues that the Authority may be presented with (10 points).
 - e. Clarity and conciseness of the submittal (10 points).
 - f. Understanding of the scope of work (20 points).

B. Evaluation

The notice of RFP availability was published on Tuesday, August 25, 2020 in the Asbury Park Press, which is the Authority's official newspaper. Four (4) proposals were subsequently received and were opened on September 16, 2020.

The Evaluation Committee (Committee) was comprised of Lisa Siemanowicz, Purchasing Clerk, Joan Haltigan, Executive Assistant and Christopher Gotz, GIS System Specialist 3.

The Committee, in compliance with Local Government Ethics Law, N.J.S.A. 40A:9-22.1 et seq., determined, in consultation with legal counsel that the awarded bid is in good form and order.

C. Recommendation

The committee received and evaluated four (4) bids.

4. Jesse James Creative had a project cost of \$26,500.00 for initial development and up to 15 hours of zoom training. The site hosting and server maintenance fees are an additional \$250.00 per month, which equates to \$3,000.00 annually, for a total project cost of \$38,500.00.

3. Creative Marketing Alliance had an itemized list of costs, which were included in the other proposal's overall costs. The design, website architecture, and training cost \$18,475.00. In addition to the website design, Kentico Licensing fee is quoted at \$1,000.00. ADA Equal-web fee is quoted at \$480.00 annually. If CMA does not do the hosting, CMA charges a transfer fee. If CMA does do the hosting, the website hosting set up is \$500.00 plus a \$100.00 charge annually for SSL certificate plus \$150.00 per month hosting fee. The maintenance is an additional \$300.00 per month, for a total project cost of \$43,895.00.

Although the above bids are competitive and price is not the only factor taken into consideration, they exceed the amount budgeted for this project.

2. Miles Technology website redesign had a cost of \$12,375.00. The hosting fees are \$30.00 per month, which equates to \$360 annually. The recommended maintenance plan, a/k/a "Support and Evolve", is an additional \$245.00 per month or \$2,940.00 annually. The Authority's first year would cost \$15,675.00. Each subsequent year would cost \$3,300 for hosting and maintenance fees, for a total project cost of \$25,575.00.

1. CivicPlus, Inc. had a Website redesign cost of \$8,000.00. Their annual services include hosting, support and maintenance at \$2,000 per year. The first year would cost the Authority \$10,000.00 and each subsequent year would cost \$2,000 for hosting and maintenance fees up until year 3, at which point annual hosting and maintenance fees are subject to a cumulative annual 5% technology fee increase to be billed as follows: year 3 - \$2,100.00 and year 4 - \$2,205.00, for a total project cost of \$16,305.00.

This proposal included references of other municipal utility sites that when accessed, were very easy to navigate.

The proposal includes unlimited, ongoing customer support for core staff members between 8:00am and 5:00pm EST for any assistance building or editing content. The Online Support Center includes a variety of short, online videos, reference guides, as well as no-cost online monthly webinars for any other employees or board members designated to maintain part of the website.

A basic session for new employees/new users are provided monthly at no additional cost. For any technical issues or needs, clients have 24/7 access to the support team.

The Committee determined based, on all weighted factors, CivicPlus, Inc. had the most responsive and responsible proposal.

The Committee is recommending 2020 Web Site Redesign, Contract No. CT-20070, be awarded to CivicPlus, Inc., in the total project cost amount not to exceed \$16,305.00 for the redesign of the Authority's web site and commencing with a live website, hosting fees and maintenance, for a period not to exceed an additional four (4) years, as consistent with N.J.S.A. 40A:11-4.1 et seq.