

PUBLIC NOTICE

TOWNSHIP OF BUENA VISTA, NEW JERSEY

Please Take Notice, that the Township of Buena Vista (the “Township”) is seeking proposals from qualified vendors for website development, design and maintenance (for one year) relating to the Township’s municipal website. All proposals shall be subject to the following requirements:

Proposals must be received on or before **11:00 a.m.** prevailing time on **Wednesday, June 4, 2014**, in order to be considered. All proposals shall be delivered to the attention of the Administrative Secretary, Lisa Tilton, Township of Buena Vista, 890 Harding Highway, P.O. Box 605, Buena, NJ 08310. All proposals shall be submitted in a sealed envelope, and shall bear the words “**Website Development Proposal**” written conspicuously on the front exterior of the envelope. Proposals shall be opened, read aloud and recorded at **11:00 a.m.** prevailing time on **Wednesday, June 4, 2014**. No proposals shall be considered if received after that time.

RFP Criteria Packets can be obtained online at www.buonavistatownship.org or by contacting Lisa Tilton at buonavistatwp@comcast.net or by phone at (856) 697-2100 option 8.

1. PUBLIC NOTICE

TOWNSHIP OF BUENA VISTA, NEW JERSEY

PUBLIC NOTICE

SEEKING PROPOSALS FROM INTERESTED VENDORS FOR WEBSITE DEVELOPMENT, DESIGN AND MAINTENANCE RELATING TO THE TOWNSHIP'S MUNICIPAL WEBSITE.

TAKE NOTICE, that the Township of Buena Vista (the "Township") is seeking proposals from qualified vendors for website development, design and maintenance (for one year) relating to the Township's municipal website. All proposals shall be subject to the following requirements:

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2. The Mayor and Committee of the Township of Buena Vista reserve the right to reject all proposals, in the sole discretion of the Township, and to waive any minor nonmaterial defects when it may be in the best interests of the Township to do so.
3. The award of this contract shall be made to the vendor whose proposal is deemed to be the most advantageous to the Township, with due consideration for, among other things, the financial terms offered, the quality of the services offered, the experience of the vendor and the qualifications presented.
4. All other requirements associated with this matter are set forth in a "Request for Proposals" package, and said requirements must be adhered to in order for any proposal to be considered. Interested vendors may obtain a copy of the "Request for Proposals" package from the Township Administrative Secretary's office, at Township Hall, during regular business hours, or online at the following website: www.buonavistatownship.org.
5. Any questions regarding the requirements associated with submission of a proposal, prior to the opening of proposals, may be directed during regular business hours to the Administrative Secretary, Lisa Tilton, at telephone number (856) 697-2100 ext. 8.

2. BACKGROUND INFORMATION, PROJECT OVERVIEW & SCOPE OF SERVICES:

2.1 About Buena Vista Township:

Buena Vista Township is approximately 42 square miles; including communities of Buena, Buena Acres, East Vineland, Lake Ann, Milmay, New Kuban, Newtonville, Pine Lake Estates, Richland and Collings Lakes. One of the most talked about destinations is Richland Village in the Township of Buena Vista (the “Township”). Richland is home to great entertainment, environmental beauty, outstanding historical sites, and recreation. Furthermore, there are significant improvements & community developments planned over the next few years that will significantly impact the success of the Township’s revitalization. Buena Vista is also home to the New Jersey State Police Barracks.

2.2 Project Overview:

The Township is seeking proposals from interested vendors to redevelop and redesign the Township’s current website (the “Project”) in order to enhance the Township’s overall online presence. The Township’s current website may be found at www.buonavistatownship.org.

Proposals are being solicited through the “competitive contracting process” pursuant to N.J.S.A. 40A:11-4.1, *et seq.*, as previously authorized by the Mayor and Committee.

The Township’s goal with the Project is to expand on-line information about the Township’s services and to keep residents, visitors and others better informed about various public meetings, activities and events, as well as to support necessary communication throughout the Township. The website design and function should be in keeping with the Township’s position as a leading arts, recreation, environmental education and historic destination in the Pinelands Region.

A third party hosted website is preferred, but a successful vendor will be expected to help select and work with the host.

The immediate goal of the Project is to redevelop and redesign the current website’s existing content into a format that will be easily navigated and easily updated, that contains downloadable documents, and that will position the website for further growth and development in the future.

The new website is expected to consist of a main site with separate pages as required to incorporate all current website content and primary web services including e-mail links as well as links to outside websites. The information architecture that is the basis for the immediate upgrade must be able to handle increased content and additional features though the use of content management system (CMS) templates and add-on components/plugin-ins.

2.3 Short Term Goals of the Project:

1. Redevelop and redesign the website with a new look and feel that reflects the Township's diverse make-up and vision.
2. Implement a website that is modern and visually appealing.
3. Improve the website information architecture to provide easier navigation and accessibility of the site to Township services, information and activities.
4. Improve the timeliness of website information being updated through the use of a content management system (CMS)
5. CMS functions that will no longer have the Township reliant on an outside webmaster to add new web pages/documents and make changes to existing pages.
6. A design architecture that will allow for easy accommodation of new pages and features as well as future sub-sites.
7. Research and incorporation of services to allow residents to subscribe to selected topics on our new website. Ultimately, residents will have the option to automatically receive information updates via email or text messages.

2.4 Long Term Goals of Project:

1. Expand the amount of information and documents the Township publishes on the website.
2. Expand on-line services the Townships offers to citizens on the website.
3. Enable updating the look and feel of the website on an as-needed basis.
4. New sub-sites as identified below.

2.5 Scope of Services Associated with the Project:

The vendor must deliver to the Township a new fully operational website based on the following scope of work:

1. Develop a project plan for the entire scope of work with input from the Township.
2. DESIGN – Redesign of the Township's website (www.buonavistatownship.org) to include at a minimum:
 - a. Consistent look and feel for the website, including color schemes and graphic elements to unify website based on collaboration with the Township about its branding.

- b. Provide two (2) different design prototypes of a new Home page for the Township to consider. Then to ensure agreement on the design concept, the vendor will design a minimum of five (5) pages as determined by the Township; based on the selected prototype. The Township will sign-off on the design before the vendor proceeds with the development of the new website.
 - c. New website content information architecture that supports easy navigation to information and services.
 - d. Vendor will propose a navigational layout for the entire website. The Township will sign-off on the design navigation before the vendor proceeds.
 - e. Design must conform to a look & feel that works with mobile and tablet browsers using “responsive website design” (RWD). This is to provide an optimal viewing experience – easy reading and navigation with a minimum of resizing, panning and scrolling – across a wide range of devices.
 - f. Website architecture design, including recommendation for use of open source software, web templates and social media plug-ins, i.e. Facebook, Twitter, Nixle.
 - g. Website should hook into Google Analytics and utilize Google Webmaster Tools.
 - h. Website that meets ADA/508 standards compliance.
 - i. Website must display correctly in all major browsers; these minimally including: IE, Firefox and Chrome, Safari and Opera.
4. PORTING - Conversion of all content and documents from the existing website into the new CMS-based website/templates.
 5. TRAINING – Provide Content Management System (CMS) training to a maximum of ten (10) Township employees that will be responsible for updating website pages.
 6. OTHER – Describe and include any additional items, not listed above, to provide a new fully operational website.
 7. ONE YEAR SUPPORT – Provide one (1) year of website support, CMS maintenance and website hosting from the date the new website is “live”. This involves 9:00 a.m. – 5:00 p.m., Monday through Friday, phone support and a minimum of thirty (30) remote and onsite support hours in creating new CMS templates, web pages and general support as needed.
 8. LONG TERM PROPOSAL – Provide a proposal for website support, CMS maintenance and hosting beyond year one (1).

3. SELECTION CRITERIA/RQUIREMENTS:

3.1 Criteria for Selection of Successful Vendor:

Applicants will be judged upon the following criteria:

- Compliance with the requirements of this RFP.
- Qualifications of the design/development team proposed by the vendor, including demonstrate web design skills.
- Staffing capabilities of the vendor to complete the Project, as well as to provide website maintenance for a one year period following completion of the Project.
- Past experience of the vendor on similar projects.
- References
- Timeline for completion of the Project.
- Total Project cost, as well as detailed “line item” costs for components/phases of the Project.

Vendors must demonstrate that capacity exists to develop an exciting “look and feel” for the new website, a reasonable process for development of the website’s information architecture, and ability to transfer and maintain up-to-date web content.

3.2 Finalist Presentations:

Project finalists may be required to give a presentation that minimally includes the respondent’s background and experience, vision for the new website, website samples for similar projects, overview of the proposed content management system, proposed maintenance and support and project costs.

During the course of such presentation, the Township shall not disclose any information contained in proposals submitted by competing vendors.

4. GENERAL TERMS AND INSTRUCTIONS TO VENDORS:

4.1 Proposal Submissions:

All proposals shall consist of the following documents in order to be considered complete:

1. Completed Checklist Submission Form.
2. Letter of Interest.
3. Background Information Regarding the Vendor and Proposal – This information should include, at a minimum, the following:
 - a. Overview and background of the firm or individual submitting this proposal.
 - b. The name(s) of the web designer(s), web developer(s) and content manager(s) that will work on the Township’s Project website as well as each individual’s relevant experience.

- c. Proposal narrative, including your understanding of the Scope of Work, your vision for the Project website hosting and other information you would like to include.
 - d. Detailed timeline of creation, implementation and training.
 - e. Information about the proposed content management (CMS). This should include functional specs, licensing provided in proposal and links to websites that you have developed that use this CMS product.
 - f. Samples of or links to previous design work relevant to this Project.
 - g. Any other information that you would like the Township to consider in connection with your proposal.
4. State of New Jersey Business Registration Certificate (Sample 1 attached).
 5. Buena Vista Township New Vendor Packet.

4.2 Delivery Requirements and Due Date for Proposals:

All interested vendors are required to deliver an original and three (3) copies of their proposal in a sealed envelope bearing the words "Website Development Proposal" written conspicuously on the front exterior of the envelope, to the following address, no later than **11:00 a.m. (prevailing time) on Wednesday, June 4, 2014**, in order for their proposal to be considered.

**Office of the Township of Buena Vista
Municipal Building
890 Harding Highway
P.O. Box 605 to
Buena, NJ 08310**

No proposals shall be considered if received after that time. (Any such Proposals will be rejected and returned unopened to the sender.)

It is the vendor's responsibility to ensure that delivery of the proposal is made to the attention of Lisa Tilton, Administrative Secretary, and not merely to the Township's Municipal Building, in a timely manner. All applicants assume the risks associated with regular mail or other delivery modes. The Township of Buena Vista is not responsible for any proposals lost, wrongly addressed, delivered late, misdirected or otherwise undeliverable.

4.3 Other Requirements Regarding Proposals and Contract Award:

1. Addenda.
 - a. Addenda are written instruments which may be issued by the Township of Buena Vista prior to the date for receipt of proposals which modify or interpret the RFP by additions, deletions, clarifications, or corrections.
 - b. Addenda will be issued to all RFP recipients. In order to ensure that all interested vendors receive notice of any and all addenda that may be issued by the Township, all interested vendors are directed to provide contact to the Township's Administrative Secretary office immediately upon receipt and review of this RFP.
 - c. After receipt of proposals, further information shall be distributed only to vendors who submitted proposals, and those vendors shall be permitted to submit new proposals or to amend those submitted.
 - d. Each vendor shall indicate on the "Acknowledgment of Receipt of Addenda" form (Form 6) that all addenda have been received; such act shall mean that the vendor is familiar with the terms thereof and understands fully the contents of the addenda.
2. All costs associated with the preparation and submission of a proposal in response to this solicitation shall be borne exclusively by the vendor.
3. The Township reserves the right to obtain clarification of any point in any proposal or to obtain additional information necessary to properly evaluate a particular proposal. Failure of any vendor to respond to a request for additional information or clarification shall result in rejection of the vendor's proposal.
4. Proposals shall be valid for a period of at least sixty (60) days following receipt by the Township.

5. Confidentiality

- a. The Township shall examine the proposals to determine the validity of any written requests for nondisclosure of trade secrets and other proprietary data identified. After award of the contract, all responses, documents and materials submitted by the vendor pertaining to this RFP will be public information and shall be made available for inspection, unless otherwise determined by the Township. All data, documentation, and innovations developed as a result of these contractual services shall become property of the Township. Based upon the public nature of this RFP, a vendor must inform the Township in writing of the materials in the offer which cannot be made a part of the public record.

6. Evaluation of Proposals

- a. Following the opening of all proposals, the submissions will be evaluated by a team of Township officials which shall consist of the Township Administrator, the Township Attorney, and other individuals as designated by the Township Administrator.
 - b. The evaluations will be conducted individually and collectively in private.
 - c. The team of evaluators reserves the right to contact other municipalities, references and others familiar with the vendor and website design.
 - d. The Township reserves the right to negotiate specifications, terms and conditions which may be necessary or appropriate to the accomplishment of the purpose of the RFP.
 - e. Evaluation of proposals shall be made in accordance with the requirements of this RFP and those specified under N.J.S.A. 40A:11-4.1, *et seq.*
 - f. The evaluation team's final recommendation shall be forwarded to the Mayor and Committee for consideration and potential award of a contract.
7. The Mayor and Committee reserve the right to reject all proposals, in the sole discretion of the Township, and to waive any minor nonmaterial defects when it may be in the best interests of the Township to do so.
8. The Township may require the entire proposal be made an integral part of the resulting contract. This implies that all responses contained within the proposal, along with any supplemental information and/or other submissions provided by the vendor during discussions or negotiations will be held by the Township as contractually binding on the successful vendor.
9. The successful vendor shall be required to execute a written agreement with the Township, which agreement shall be in a form satisfactory to the Township Attorney, within ten (10) business days following acceptance of the proposal by the Mayor and Committee.
10. As part of the contract, the vendor shall agree to defend, indemnify, and hold harmless the township, its officials, agents, and employees against all injuries, deaths, loss, damages,

claims, patent claims, suits, liabilities, judgments, cost and expenses, which may in any way accrue against the Township, its officials, agents, employees, and volunteers arising in whole or part or in consequence of the performance of this work by the vendor, its employees, or subcontractors, or which may in any way result therefrom, except that arising out of the sole legal cause of the Township, its officials, agents, or employees. The vendor shall, at its own expense, appear, defend, and pay all charges of attorneys and all costs and other expenses arising therefrom or incurred in connection therewith and, if any judgment shall be rendered against the Township, its officials, agents, and employees, in any such action, the vendor shall, at its own expense, satisfy, and discharge the same.

11. After notification of award, but prior to execution of a contract, the stressful vendor must execute (where applicable) and submit the following:
 - a. Mandatory Equal Employment Opportunity Language;
 - b. Required Evidence Affirmative Action Regulations;
 - c. Americans with Disabilities Act Compliance Statement;
 - d. Certificate of Employee Information Report; and
 - e. Internal Revenue Service (IRS) Form W-9

12. Any questions regarding this RFP should be directed in writing to the Township of Buena Vista Administrative Secretary, Lisa Tilton. Lisa may be reached during regular business hours (9:00 a.m. through 5:00 p.m.), (Mondays through Fridays) at telephone number (856) 697-2100 ext. 8, or at the following e-mail address: buenavistatwp@comcast.net.



BUENA VISTA TOWNSHIP
PO BOX 605
890 HARDING HIGHWAY
BUENA, NJ 08310
PHONE (856) 697-2100 X 7
FAX (856) 697-8353

VENDOR APPLICATION

NEW VENDOR
 VENDOR CHANGE

PURCHASE ORDER ADDRESS:

Name: _____
Address: _____
Address: _____
City: State: Zip Code: _____

REMITTANCE ADDRESS:

Name: _____
Address: _____
Address: _____
City: State: Zip Code: _____

Company Contact: _____
Title: _____
Phone Number: _____
Fax Number: _____
Federal TAX ID: _____
NJ Business Registration Cert. Number: _____

Include W-9 and Copy of NEW JERSEY BUSINESS REGISTRATION:

If you currently do not hold a NJ Business Registration Certificate, please go to
<http://www.state.nj.us/treasury/revenue/busregcert.shtml> to apply on-line.

Township Use Only:

Vendor ID# _____
Date Entered: _____
BRC Submitted: _____
Vendor Type: _____

1 – Corporation
2 – Products only
3 – Reimbursement

4 – Legal
5 – Rent
6 – Medical

Request for Taxpayer Identification Number and Certification

**Give Form to the
requester. Do not
send to the IRS.**

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return)	
	Business name/disregarded entity name, if different from above	
	Check appropriate box for federal tax classification: <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <input type="checkbox"/> Other (see instructions) ▶ _____	Exemptions (see instructions): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____
	Address (number, street, and apt. or suite no.)	Requester's name and address (optional)
	City, state, and ZIP code	
List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number									

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Employer identification number									

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below), and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here	Signature of U.S. person ▶	Date ▶
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. The IRS has created a page on www.irs.gov/w9 for information about Form W-9, at www.irs.gov/w9. Information about any future developments affecting Form W-9 (such as legislation enacted after we release it) will be posted on that page.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, payments made to you in settlement of payment card and third party network transactions, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the

withholding tax on foreign partners' share of effectively connected income, and

4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct.

Note. If you are a U.S. person and a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax under section 1446 on any foreign partners' share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid section 1446 withholding on your share of partnership income.