

**TOWNSHIP OF BLOOMFIELD  
PUBLIC NOTICE  
SOLICITATION OF PROFESSIONAL SERVICE CONTRACTS FOR  
WEB AND INTERACTIVE APP DESIGN SERVICES**

The Township of Bloomfield is soliciting a request for Proposal (“RFP”) to provide

**WEB AND INTERACTIVE APP DESIGN SERVICES**

For a contract period beginning on November 1, 2017 and ending November 30, 2018.

Sealed submissions will be received by the Township Clerk, or designated representative for the Township of Bloomfield, County of Essex, State of New Jersey on Wednesday, October 18th 2017, 11:00 A.M. prevailing time, in Council Chambers, Municipal Building, Municipal Plaza, Bloomfield, New Jersey 07003, then publicly opened and read aloud. All proposals must be delivered to the Township Clerk’s Office, Township of Bloomfield, 1 Municipal Plaza, Room 214, Bloomfield, NJ 07003. **YOU ARE REQUIRED TO SUBMIT ONE (1) UNBOUND COPY OF THE PROPOSAL.**

All proposals shall include all of the information requested in the Standardized Submission Requirements and selection criteria, which is available on the internet at <http://www.bloomfieldwpnj.com/main/services/bid-requests-rfps-and-rfqs>. Bids will be deemed incomplete if all of the documents are not submitted according.

All professional service contractors are required to comply with the requirements of N.J.S.A. 52:32-44 (Business Registration of Public Contractors), N.J.S.A. 10:5-31 et seq. and N.J.A.C. 17:27 et seq. (Contract compliance and Equal Employment Opportunities in Public Contracts).

Submissions by Corporations and Partnerships shall include a completed Disclosure of Ownership form (N.J.S.A. 52:25-24.2) and shall include a completed Non-Collusion Affidavit.

The Mayor and Council reserves the right to reject any or all submissions due to any defects or waive informalities and accept any submissions that in their judgment will be in the best interest of the Township. The Mayor and Council shall award the contract or reject all submissions no later than 60 days from receipt of same.

By authorization of the Mayor and Council of the Township of Bloomfield, Essex County, New Jersey.

**TOWNSHIP OF BLOOMFIELD  
WEB AND INTERACTIVE APP DESIGN SERVICES**

It is the intent of this Request for Proposals (RFP) to obtain from interested and qualified web design and app design firms, a price proposal for designing an interactive Web site and app for the Township of Bloomfield Recreation Dept.

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**1. Purpose and Background.**

The township of Bloomfield is seeking a motivated and talented individual/company to design, create and launch both an interactive website and mobile app for the Bloomfield Morris Canal Greenway.

The Morris Canal was a 105 mile waterway that ran east from Pennsylvania to the Hudson River. In the late 1800's and early 1900's it was used to transport mainly coal but also transports other goods as well as a mode of tourism and transportation.

Five miles of the Morris Canal ran through Bloomfield, NJ. In the 1920's the Morris Canal became defunct and many towns along the canal path purchased the remaining canal bed and bordering properties for their own purposes.

In Bloomfield most of the old Morris Canal path has been used for roads and in particular the Garden State Parkway. However there has been a state wide effort where many municipalities are highlighting its former path and creating recreational opportunities by building walking, hiking and biking trails. These trails are now used for recreational, transportation, tourism and economic growth opportunities.

The township of Bloomfield has mapped out a 5 mile path of the old Morris Canal that has already been highlighted throughout the township by the following trail markers:

- 28 wayfinding signs
- 9 informational kiosks

The Township of Bloomfield is looking to develop an interactive website and mobile app to be used while navigating this trail. The website and mobile app are to include:

- Geolocation for all 28 wayfinding signs and 9 informational kiosks
- Coordination of existing health/fitness apps on mobile devices to allow the user to track fitness goals including but not limited to steps, distances, time, pace, calories burned etc while on the trail. Participants can walk, jog, run or bike.

- All 37 stops will have a QR code that captures their geolocation and fitness increments
- All 37 stops will have a QR code that brings the user to a website with additional information on the history of the canal, then and now pictures of the current location as well as other local points of interest such as the downtown, historic district and local parks in the near vicinity. Additional information and content to be provided by the township.

The purpose of this RFP is to select an Agency that will design a comprehensive webpage and an interactive app to align with the township's walkable park goals and expectations.

### **Period of Performance**

The overall project schedule including all agencies and in-house team work is 6-8 months for completion and launch.

## **2. Project Objectives.**

The Recreation Walkable Park's website/App design objectives shall include but are not limited to:

- Strategically incorporate township selected parks current and historical facilities and access to park information, collections, resources and content via internal search and external search engine optimization.
- Provide a seamless and integrated experience providing access to content and resources via a single, easy-to-use website / App-branded online environment.
- The integration of Park catalog and other content offerings with the primary domain.
- Create a mobile interactive experience that is flexible to patron's device context, be it desktop/laptop, tablet, or other mobile device.
- Create a platform that supports the needs of our patrons who require accessibility tools to use the site /app, incorporating the fundamentals of Universal Design, as well as aligning the new design with WC3 Priority 1 Accessibility Guidelines and Section 508 of the US Rehabilitation Act to provide optimal accessibility to our users.
- Provide guidance on industry best practices for translated content

## **3. Minimum Qualifications.**

Proposers shall demonstrate past experience in meeting these minimum qualifications. Those that do not meet to these minimum qualifications shall be rejected without further consideration:

Candidate must provide sufficient detailed information that demonstrates successful completion of comparable work on similarly complex projects.

- Experience designing websites and interactive GIS enabled mobile applications published
- Experience developing web sites that utilize current design best practices (including flexible designs for desktop, mobile, tablet).

## **4. Demonstration of Experience**

As part of your response, please provide examples and reference information (including company name, project name, company contact name, phone number, e-mail address) demonstrating experience in the areas listed below:

- Provide examples of your work with organizations whose customers represent the full spectrum of a community with Bloomfield’s demographic diversity.
- Provide examples of your work with non-profit, public sector, higher education, and/or Parks or Recreational organizations.
- Provide examples of start-to-finish work that helped organizations solve complex website and App needs that included providing simplified ways of curating and surfacing related content.
- Provide examples of your clear, data- and research-driven methodology for web development and APP design.
- Provide examples demonstrating expertise in implementation that drive flexible design that performs effectively on desktop, mobile and tablets across all operating systems and multiple browsers.

## 5. Scope of Work

The Township of Bloomfield expects the project schedule to be informed by the Scope of Work listed below. The Scope of Work lists all major phasing. While this Scope has been designed to satisfy the objectives of this project, the Township of Bloomfield may consider suggestions for different or additional phase details. Note that the first three phases, Discovery, Design, and Prototype Page Design, are **anticipated to take no more than 3-6 months.**

Throughout the project, the selected Agency will be expected to attend key meetings onsite at The Township of Bloomfield Recreation and Parks department or where designated to communicate project status and findings.

The following are inclusive *but not necessarily exhaustive* lists of each phase. If the responding Agency follows methodologies and process which includes additional or different steps, phases, or deliverables, please include that in your proposal response.

User Testing is expected at all applicable phases, and the testing deliverable will be in the form of a findings report for each applicable phase.

<b>Project Work Milestones</b>	
1.	Discovery Phase
2.	Design Phase
3.	Prototype Page Design Phase
4.	Support During the Building Phase (as required)
5.	Launch and Post Launch Support

Proposer should clearly address how it plans to accomplish each element of the Scope of Work in the RFP response, as well as provide a project schedule. This will be key documentation that the Township of Bloomfield Recreation and Parks Department will be using to evaluate the quality of the submission.

## 6. Budget

The estimated budget for this project is based on a small grant. The amount available for a contract procured through this RFP may be less than this amount. Proposers should consider this fact for the purpose of preparing proposals. An itemized fee schedule should be submitted listing specific tasks with estimated work hours to completion. An hourly rate should be submitted for specific job task.

## 7. Contract Modifications.

A copy of the Township's standard contract terms and conditions will be provided to finalist Proposers prior to the selection decision for review and acceptance.

Proposers submit proposals, understanding that all Contract terms and conditions are mandatory. Response submittal is agreement to the Contract without exception. The Township reserves the right to negotiate changes to submitted proposals and to change the Township's otherwise mandatory Contract form during negotiations. If the Proposer is awarded a contract and refuses to sign the attached Contract form, the Township may reject the Proposer from this and future solicitations for the same work. Under no circumstances shall Proposer submit its own terms and conditions.

## 8. Submission and Selection.

### **Submission:**

Each proposal must contain:

- 1.Name, qualifications and experience of principal who will oversee the relationship.
- 2.Name and qualifications of any other individual who may assist the principal in #1 above.
- 3.Fee schedule.
- 4.Statement of Availability to perform work outlined in the Scope of Services.
- 5.Copy of Business Registration Certificate.
- 6.Copy of W9 and EIN #
- 7.Copies of other required disclosure information.

### **Selection:**

The Mayor and Council reserve the right to reject any or all proposals.

Selection will be based on the following criteria, in order of rank:

1. Qualifications of the primary principal and support staff.
2. General experience of the firm.
3. Experience with communities the size and complexity of Bloomfield.
4. Familiarity with Bloomfield, Essex County and the State of New Jersey.
5. Fee.

**ALL RESPONSES MUST MEET THE ABOVE REQUIREMENTS AND THE REQUIREMENTS CONTAINED IN THE TOWNSHIP'S STANDARDIZED SUBMISSION REQUIREMENTS FOR PROFESSIONAL SERVICES.**