

# REQUEST FOR PROPOSAL

CANTERBURY BOARD OF EDUCATION  
CANTERBURY PUBLIC SCHOOLS  
45 WESTMINSTER ROAD  
CANTERBURY, CONNECTICUT

## WEBSITE DEVELOPMENT AND MAINTENANCE SERVICES

Owner: Canterbury Board of Education  
Canterbury Public Schools  
45 Westminister Road  
Canterbury, Connecticut 06331

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## TABLE OF CONTENTS

Request for Proposal	1
Background	1
Specifications	
● Purpose	2
● Objective	2
● Special Requirements	2
● Background – School District	2
● Website Requirements – School District	3
● Organization and Content	4
● Alternatives and Exceptions	5
● Contingencies and Changes	5
● Insurance	5
Information to Vendors	
● Receipt and Opening of Request for Proposals	6
● Method of Request for Proposal	6
● Fees	6
● Subcontractors	6
● Obligation of Vendor	6
● Payments	7
● Assignment of Contract	7
● Withdrawal of Proposal	7
● Evaluation Criteria	7
Response Forms	8

REQUEST FOR PROPOSAL

ISSUING OFFICE: CANTERBURY BOARD OF EDUCATION  
CANTERBURY PUBLIC SCHOOLS  
45 WESTMINSTER RD  
CANTERBURY, CT 06331

PROJECT: Website Development, Hosting and Maintenance

Canterbury Board of Education is submitting a Request for Proposal for website development, hosting and maintenance services. Vendors are invited to submit a sealed request for proposal on the Response Form provided in accordance with the requirements of this request for proposal and the following instructions.

Canterbury Board of Education will receive responses until 3:00 PM on May 16, 2022, at the Superintendent’s Office. Interested parties are invited to attend. Proposals will be opened publicly and read aloud immediately after the specified closing time.

Proposals are to be submitted on the enclosed Response Form in a sealed envelope and addressed as follows:

Canterbury Board of Education  
RFP – Website Development  
45 Westminster Road  
Canterbury, CT 06331

Refer to the “Specifications” of this Request for Proposal for other requirements. No vendor may withdraw their proposal within three (3) calendar days after the actual date of opening thereof without the consent of the Sprague Board of Education.

This Request for Proposal may be downloaded from the town website at [www.canterburypublicschools.org](http://www.canterburypublicschools.org)

Prospective vendors’ attention is referred to the State requirements pertaining to conditions of employment to be observed, including Workmen’s Compensation and Equal Employment Opportunities.

The Canterbury Board of Education reserve the right to waive irregularities and to reject any or all responses, wholly or in part, to waive any informalities or defects in any or all responses and to make awards deemed in the best interest of the Canterbury Board of Education, which may not be the lowest priced option.

BACKGROUND

The Canterbury Board of Education is accepting proposals for Website Development, Hosting and Maintenance Services. The Canterbury Public Schools is considered rural and is comprised of two schools, Canterbury Elementary School and Dr. Helen Baldwin Middle School. Canterbury Public Schools houses Grades Pre-Kindergarten through 8 and has 472 students and 112 staff members.

## SPECIFICATIONS

1. PURPOSE

The purpose of this request for proposal is to solicit and select the most qualified vendor to:

- A. Develop a cost-effective, interactive Internet Website for the Canterbury Public Schools (hereinafter called the “Schools”), and
- B. Maintain the Schools site on a server not owned by the Schools. Maintenance of the website will be determined by the successful vendor. The successful vendor shall demonstrate proficient knowledge and experience in website development, hosting and maintenance. The Schools reserve the right to have the website hosted with different vendors.
- C. Transfer the existing website information from the School website.

2. OBJECTIVE

The Schools website must be flexible in design with the ability to expand, customize or upgrade. Content management should be customer-maintained in a user-friendly interface. Vendor must identify the minimum and optimum hardware configurations and other equipment needed by the Schools to operate their websites. Vendors must itemize prices for website development, maintenance, support and training.

3. SPECIAL REQUIREMENTS

The vendor must have developed a website in at least three (3) other school districts and have been operational for a minimum of one (1) year prior to the submission of this request for proposal. Website development for other public and private sector clients will be considered; however, experience with school districts is preferred.

4. BACKGROUND – Canterbury Public Schools

The Schools are a non-profit organization dedicated to the education profession. The Schools currently maintains one (1) website [www.canterburypublicschools.org](http://www.canterburypublicschools.org). The School’s Website is an important means for communicating with the community and public at large. The website hosts information such as: school officials, Board of Education minutes, the school calendar, job opportunities and school events. In addition, it provides a link to each of its departments as well as links to other sites of interest.

Our targeted audience includes parents, town officials, taxpayer groups, community members, and any individual with an interest in education.

5. WEBSITE REQUIREMENTS – Canterbury Public Schools
- A. The website for the Schools would have one (1) home page. Vendors will work with a team from the Schools to design the theme.
  - B. The navigation of the sites should make it easy for visitors to find the information they are looking for. The navigation should be consistent throughout the sites. A home page button is to be incorporated on each page so that the user can get back to the home page easily without having to hit the “back” button. Ease of navigation for the users is also required.
  - C. Vendors are expected to work with the Schools to develop the appropriate sections for the content areas. The Schools will be responsible for the content.
  - D. The website must include functionality for items such as, but not limited to: minutes, calendars, staff directories, policies, and school events. The website must allow for future enhancements.
  - E. The Schools must be able to maintain the content of this website through an interface that is user-friendly with no knowledge of HTML required.
  - F. The content management system should have appropriate security. The system must be accessible by user profile and password, with the ability to assign different levels of access to enter and/or update content. An audit trail by user is required with the ability to inquire by user name and date.
  - G. Users must have the ability to add, edit and delete information, attach photos, videos, audio and other electronic files as well as link other related information.
  - H. Vendors must provide a comprehensive on-site training plan for key members of the School using the content management system: including but not limited to, installation, maintenance, troubleshooting, and use. Training shall include proper safeguards against corruption of data during operation, maintenance, and troubleshooting. The training plan should itemize the number and length of training sessions included and cost for additional sessions.
  - I. Vendors will be required to convert the information on the existing website to the new website.
  - J. Acceptance of the website is determined upon successful installation and testing of the software and forty-five (45) days operating in a live environment with minimal need for intervention.
  - K. The option to add a web page for each teacher is to be included in the pricing proposal. The district employs 50 teachers.
  - L. Website must meet all ADA Requirements.

6. ORGANIZATION AND CONTENT

Request for Proposals must include the following:

Section 1: Submittal Letter

Vendors shall submit a cover letter addressed to the School, signed by an authorized principal or agent of the company, which provides an overview of the vendor's proposal, as well as the name, title, phone and fax numbers, and email address of the person to whom the Schools may direct questions concerning the response to the request for proposal. The letter should also include a statement by the vendor accepting all terms and conditions in the request for proposal, signed by an officer or other individual with authority to bind the company.

Section 2: History of the Company and Resumes

Vendors must include a brief history of the company including:

- a) Length of time the company has been in business
- b) Maintenance and support services
- c) Other company products and services
- d) Company size and organization
- e) Resumes of key individuals that will be assigned to this project
- f) Total number of websites that the company has developed and is currently maintaining, and the number of these that are for school districts and/or municipalities. Include website address for these clients.

Section 3: Detailed Proposal

Vendors must include a detailed narrative of:

- a) Website Development
- b) Conversion of existing website information
- c) Training Program
- d) Technical Support
- e) Annual Website Hosting
- f) The proposed software, services, and products required by the School to support the website
- g) The recommended base bandwidth and file storage capacity suggested to support the website
- h) A proposed implementation plan, including installation, training, testing, and beginning of live operation

#### Section 4: Fee Proposals

All vendors will submit fee proposals for the Schools that contain any and all costs associated with full implementation of the project. All items shall be clearly described showing firm or estimated quantities, as appropriate, together with the unit price and price extensions for each item. The price proposal shall further contain a statement guaranteeing that the price proposal contains all components necessary to satisfy full implementation. All services must be included in this fee proposal. The Schools are exempt from the Sales and Use Tax imposed by the State of Connecticut. Such taxes must not be included in the fee. The Schools reserves the right to negotiate fees and payment schedules with the selected vendor.

#### Section 5: References

A list of references of at least three (3) current clients with websites that have been operational for at least twelve (12) months prior to date of submission of proposal. School district clients and municipality clients are preferred.

#### 7. ALTERNATIVES AND EXCEPTIONS

These specifications describe the desired features of the project. Only slight additions or changes would be expected to be negotiated with the successful vendor in order to resolve any variances between the specifications and the final contract. Vendors may submit Alternate Proposals which deviate from the Specifications; however, alternates shall be clearly identified as such, shall meet all requirements of the request for proposal and shall include a discussion of the purpose and benefits to such alternate.

#### 8. CONTINGENCIES AND CHANGES

Proposals shall be firm and not made contingent upon uncertain events or engineering that will not have occurred until after the contract is awarded. Proposals should be based on prices in effect at the time the proposal is submitted.

#### 9. INSURANCE

Vendors shall obtain and maintain, at the Vendor's expense, such insurance as will protect the Vendor from claims under Workers' Compensation and Comprehensive General Liability Insurance that will protect the Schools from all claims of bodily injury, death or property damage which may arise from the performance by the Vendor or the Vendor's employees in their functions and services to the Schools.

Limits of insurance shall be \$1,000,000 per occurrence, \$3,000,000 aggregate. Workers' Compensation shall be in accordance with Connecticut Statutes. The selected vendor shall, within five (5) business days of the award, provide proof of this insurance.

## INFORMATION TO VENDORS

1. RECEIPT AND OPENING OF REQUEST FOR PROPOSALS

Request for proposals are to be submitted in a *sealed* envelope and *mailed* or *delivered* to:

Canterbury Board of Education  
RFP – Website Development  
45 Westminster Road  
Canterbury, CT 06331

The deadline for submitting a proposal is May 16, 2021 at 3:00 PM at which time the proposals will be opened.

2. METHOD OF REQUEST FOR PROPOSAL

Vendors shall be certified or licensed, if appropriate, by the State of Connecticut, or state of appropriate jurisdiction. The Schools may make such investigations as it deems necessary to determine the ability of the Vendor to perform the service, and the Vendor shall furnish to the Schools all such information and data for this purpose as the Schools may request. The Schools reserves the right to reject any proposal if the evidence submitted by, or if an investigation of such Vendor fails to satisfy the Schools that such Vendor is properly qualified to carry out the obligations of the contract and to complete the work contemplated therein. Conditional proposals will not be accepted.

3. FEES

All fees shall include, if appropriate, any travel expenses.

4. SUBCONTRACTORS

The Vendor is specifically advised that any person, firm or other party to whom it is proposed to award a subcontract under this contract must be acceptable to the Schools and that approval of the proposed subcontract award cannot be given by the Schools unless and until the successful Vendor submits all information and evidence to the School regarding the proposed subcontractor. Although the Vendor is not required to attach such information and evidence to the proposal, the Vendor is hereby advised of this requirement so appropriate action can be taken to prevent subsequent delay in subcontract awards.

5. OBLIGATION OF VENDOR

- a) At the time of the opening of the proposals, each Vendor will be presumed to have read and to be thoroughly familiar with this request for proposal. The failure or omission of any Vendor to receive or examine any form, instrument or documents which has been sent to the address given by such Vendor, or the failure of the Vendors to familiarize themselves with the conditions relating to the specifications shall in no way relieve any Vendor from any obligation in respect to the proposal.
- b) The Vendor is responsible for submitting a proposal that will conform to all existing Federal and State of Connecticut statutes, ordinances, and regulations. Attention is called specifically to the state requirement relative to licensing of corporations and registrations of partnerships and fictitious names.



6. PAYMENTS

- a) The Schools will negotiate a payment plan with the successful vendor.
- b) The Schools are exempt from the payment of the Sales and Use Tax of the State of Connecticut. Such taxes should not be included in the proposal price.

7. ASSIGNMENT OF CONTRACT

No contract may be assigned without the consent of the Schools as represented by the Superintendent or his/her designee.

8. WITHDRAWAL OF PROPOSAL

Proposals may be withdrawn personally or on written request dispatched by the Vendor in time for delivery in the normal course of business prior to the time fixed for opening, provided that written confirmation of a facsimile request, is placed in the mail and postmarked prior to the time set for the opening. Negligence on the part of the Vendor in preparing the proposal confers no right of withdrawal or modification of the proposal after such proposal has been opened.

9. EVALUATION CRITERIA

Proposals will be evaluated according to the following criteria:

- Background and experience;
- Length of time in business;
- The company's client references and demonstrated record of successful implementation in at least three (3) clients;
- Quality, clarity, responsiveness and completeness of proposal in conformance with instructions;
- Cost of project

All evaluations and judgments about the proposals shall be made solely by Schools representatives. All selection decisions shall be made by the Schools in its complete and sole discretion. The Schools will select the proposal it deems as the best possible solution and value for the Schools, which may not be the lowest priced option. The Schools reserves the right to select different vendors.

RESPONSE FORM

DATE: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

Firm Name

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City/State/Zip

TELEPHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

CONTACT: \_\_\_\_\_

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

FED TAX ID NO: \_\_\_\_\_

1. FEE PROPOSAL

The undersigned hereby attests-by-signature, having examined the details in this request for proposal and proposes to furnish website development and maintenance services as indicated, and hereby offers to enter into a contract to perform the work for the sum as indicated below.

Description	
Website Development	\$
Transfer of existing website information	\$
Training of School Personnel (indicate cost per hour and number in group) For example: 1 to 5 people @ \$150/hr Estimated number of training hours recommended	\$
Technical Support Fees (per hour)	\$
Annual Website Hosting Fees	\$

The undersigned certifies under penalty of perjury that this proposal is in all respects bonafide, fair and made without collusion or fraud with any other person. As used in this Section, the word "person" shall mean any natural person, joint venture, partnership, corporation, or other business or legal entity.

2. ACCEPTANCE

This offer shall be open to acceptance and is irrevocable for thirty (30) days from the closing date. If the Schools accepts this proposal within thirty (30) days, it will:

- ✓ Execute a contract in accordance with the terms of this request for proposal.
- ✓ Coordinate the start of the work with the School's Team to ensure that all of the work on the project will be completed by December 23, 2022.

3. CONTRACT TIME

The undersigned certifies that he/she will schedule the work to conform with the School's operations and that the work will be performed during mutually agreed upon hours. The undersigned also agrees that if this proposal is accepted, he/she will complete the project no later than the timeline specified in No. 2 Acceptance.

4. SIGNATURES

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Signature

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Typed Name/Title

END OF DOCUMENT