

MINUTES  
Seymour Technology Committee  
January 9, 2013

COPY RECEIVED  
DATE: 1/16/13  
TIME: 5:05 PM  
TOWN CLERK'S OFFICE

Present: Jason Weaving, Deirdre Caruso, Evan Islam, Melanie Kalako, Joe Matusovich, Dan Zaniewski and Courtney Hassenfeldt.

1. Call Meeting to Order

The meeting was called to order at 6:22 P.M. by Chairman Jason Weaving.

2. Pledge of Allegiance

3. Discussion and Review of Proposals for RFP's of Town Website Redevelopment (Take Possible Action)

Jason Weaving gave each member a copy of each of the four proposals that were submitted:

Qsend	\$29,200
Propeller	\$26,490
KnockMedia	\$ 9,800
Delaware.Net	\$ 9,600

The Committee members will take the proposals home to read. Jason Weaving will send a forms for the members to use to rank the proposals. He will send the forms tonight and members will e-mail the completed forms by Monday.

The proposals will be discussed at the next meeting, Wednesday, January 16, 2013.

4. Public Comment.

There was no public comment.

14. Adjournment

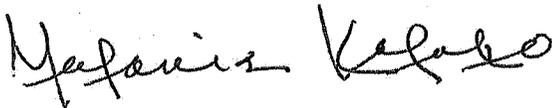
A motion to adjourn the meeting at 6:58 P.M. was made.

Motion by: Melanie Kalako

Second by: Joe Matusovich

Motion passed unanimously.

Respectfully submitted,



Melanie Kalako  
Secretary, Technology Committee

# TOWN OF SEYMOUR WEBSITE RFP EVALUATION

Company: \_\_\_\_\_

The primary categories to be evaluated are:

- **Scope and Solution**, including whether the Service Provider accepts the scope of services and deliverables presented in the RFP, meets the solution requirements and constraints, proposes an appropriate development plan, mitigates risks, and delivers value added components.
- **Pricing**, including whether the Service Provider provides a cost effective pricing methodology.
- **Location**, including whether the Service Provider has a local office in the Naugatuck Valley area, preferably in the Town of Seymour. It is important that we provide services back to our local community.

Information on how the Technology Committee will weigh these categories for each selection referenced above is set forth below:

EVALUATION CATEGORY	AWARD OF SERVICES
Scope and Solution	50%
Pricing	40%
Location	10%
<b>TOTAL</b>	<b>100%</b>

Please rate “Scope & Solution” sections on a scale of 1 – 10 (ten being the highest score). “Pricing” and “Location” can be scored on a scale of their respective percentages.

**Section One: SCOPE & SOLUTION**

**SUBMISSION & QUALIFICATION REQUIREMENTS:**

- Submitted (in the form and format required) by the due date (January 8, 2013)
- Includes three (3) customer references
- Includes ten (10) copies of the proposal and a one-page cover document stating the total cost, separated into Parts 1 (Total Cost) and 2 (Phased Approach)

Score: \_\_\_\_\_ Notes: \_\_\_\_\_

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**SCOPE & SOLUTION**

**Website Design**

- Be aesthetically pleasing, easy to navigate, not cluttered or confusing.
- Include pictures of the Town with eye-catching and attractive graphics.
- Include social media streams (Twitter/Facebook).
- Consist of page designs that utilize menus, buttons, pictures and feedback mechanisms.
- Have navigation and search function on every page.
- Have at least three (3) design revisions.

Score: \_\_\_\_\_ Notes: \_\_\_\_\_

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- Prevent the copying and pasting of logos and images.
- Be consistent with the “look and feel” of the Town of Seymour.
- Have designs, design proofs/mock-ups, back-up data, graphics and content copyrighted to the Town.

Score: \_\_\_\_\_ Notes: \_\_\_\_\_

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**Website**

- Be cross-browser compatible and fast loading.
- Include search capabilities for all content.
- Be semantically coded and optimized for search engines.
- Meet ADA accessibility requirements.
- Be accessible from mobile devices.
- Incorporate search engine friendly URLs.
- Provide for and allow review of usage statistics.
- Include a Site Map.

Score: \_\_\_\_\_ Notes: \_\_\_\_\_

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**CMS**

- Have a Service Provider comprehensive CMS solution.
- Avoid proprietary, limited release CMS solutions.
- Not be a beta release candidate or early adopter technology. The software proposed shall be in use on a wide variety of live websites.

Score: \_\_\_\_\_ Notes: \_\_\_\_\_

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- Be available via external access.
- Include WYSIWYG functionality for updating and adding content.
- Employ user-friendly interface programs, commonly used software and commonly used file formats (such as jpeg, PDF, Adobe Acrobat) to ensure ease of use by staff and the public.
- Include the ability for the Town to edit header, footer, privacy policy, copyright information and disclaimers (such as Terms & Conditions).
- Include the ability to create and edit names and descriptions. This should not be limited to file names, title tags, description tags, link titles and alt-tags.
- Allow the Town to create web based forms with database back-end and email routing options.

Score: \_\_\_\_\_ Notes: \_\_\_\_\_

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**CMS (continued)**

- Incorporate a calendar (such as Google Calendar) that is easily managed by staff. Information should be database driven so that users can search the calendar by activity or event.
- Include the ability to easily upload documents, pictures, graphics, video, streaming video and other media.
- Include the ability to grant user permission levels.
- Include a photo (such as Picassa or Flickr) and/or a video gallery (such as YouTube feed) integration.
- Allow users to comment on designated pages or news posts.

Score: \_\_\_\_\_ Notes: \_\_\_\_\_

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**Training & Services**

- The initial training must be provided by the Service Provider.
- The Service Provider will transfer information from the existing site to the new site. (This is subject to budget constraints and the advice and expertise of the Service Provider)
- A “soft-launch” of the site and beta-testing with a group of users (including staff and selected parties), changes to the site as determined after the soft-launch and final launch of the site.
- Ongoing training and support services as required.
- Hosting services costs and fees if the Service Provider hosts the website.
- Server requirements if the Town hosts the website.

Score: \_\_\_\_\_ Notes: \_\_\_\_\_

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**Additional Features / Future Functionality**

- Have CMS flexibility so that new features and functionality can be added in the future (such as online bill pay).
- Include future e-government functionality such as surveys, polls and questionnaires.
- Have “Google Translate” functionality (subject to licensing fees and budget constraints).
- Include future capability for community groups to create their own pages/ linked to the Town website.

Score: \_\_\_\_\_ Notes: \_\_\_\_\_

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**Review and Recommendations**

- Review of the current Town website (<http://www.seymourct.org>).
- Review and analyze the “best practices” of other municipal, government and national websites, as well as relevant private sector websites.
- Recommendations and advice on the features, components, and content to be included on the site.
- Recommendations for a design, architecture, platform and structure for the website.
- Recommendations for tools and services that should be provided on the website for easy access and navigation for the Town staff, board/committee/commission members, and the community.

Score: \_\_\_\_\_ Notes: \_\_\_\_\_

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**SCOPE & SOLUTION SUBTOTAL SCORE = \_\_\_\_\_**

*Maximum subtotal score should be no more than “100,” such that the Service Provider with a maximum score meets the Scope & Solution requirements 100%.*

**TOTAL SECTION ONE AWARD (SUBTOTAL DIVIDED BY TWO) = \_\_\_\_\_**

*Maximum total score should be no more than “50” or that the Service Provider meets the Scope & Solution requirements at the allotted 50% award.*

**Section Two: PRICING**

The proposal must include costs for completion of the project. These costs include all pertinent materials, fees, the production of interim and final designs, number of design mockups included in the fixed cost and any fees (if applicable) for any additional design mockups, presentation costs, development costs (including testing), training costs (if applicable), maintenance fees, hosting costs (if applicable), travel and disbursements.

The project should include not only redevelopment of the Town’s website with the features outlined in the “Scope & Solutions” section, but also support services. Development of the site may be done in phases due to budget constraints. Proposals submitted for the project should be separated as follows:

- Part 1: A list of itemized costs for the completion of the website and all features including e-commerce, e-government, and social media functions.
- Part 2 A list of itemized costs for a phased approach over one to two years as recommended by the Service Provider and identified in the proposal.

Proposals should be structured so that the Town may add one or more “phases” without the price of an individual phase being affected.

Score: \_\_\_\_\_ Notes: \_\_\_\_\_

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*Maximum score (award) should be in percentages and no more than 40%.*

**Section Three: LOCATION**

Service Providers will be scored on whether they have a local office in the Naugatuck Valley area, preferably in the Town of Seymour. It is important that we provide services back to our local community.

Score: \_\_\_\_\_ Notes: \_\_\_\_\_

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*Maximum score (award) should be in percentages and no more than 10%.*

