



**LOWER MANHATTAN DEVELOPMENT CORPORATION**

**REQUEST FOR PROPOSALS**

**www.LowerManhattan.info**  
**Website Hosting, Maintenance and Support**

**And**

**www.RenewNYC.com**  
**Website Hosting, Maintenance and Support**

*The Lower Manhattan Development Corporation, a subsidiary of the New York State Urban Development Corporation d/b/a Empire State Development Corporation, seeks proposals to provide website services relating to both LowerManhattan.info and RenewNYC.com*

**Lower Manhattan Development Corporation**  
Avi Schick, Chairman  
David Emil, President

**Tuesday, October 11, 2011**

**Deadline for responses: Wednesday November 2, 2011, 5:00 PM EST**

Questions must be submitted in writing no later than Tuesday, October 18, 2011 by e-mail to [dortega@lmccc.nyc.gov](mailto:dortega@lmccc.nyc.gov) or by facsimile to: (212) 962-2431. Addenda to this RFP, including responses to any questions, will be posted on the LMDC web site [www.renewnyc.com](http://www.renewnyc.com) by Monday, October 25, 2011. LMDC will not accept, and cannot respond to, questions via any other methods.

## **I. GENERAL INFORMATION**

### **A. Mission and Structure of the Lower Manhattan Development Corporation and Lower Manhattan Construction Command Center**

The Lower Manhattan Development Corporation (“LMDC”) was established in late 2001 to develop and revitalize Lower Manhattan in the aftermath of the September 11, 2001 terrorist attacks. For LMDC purposes, Lower Manhattan refers to all areas in Manhattan south of Houston Street.

LMDC is a subsidiary of the New York State Urban Development Corporation, doing business as Empire State Development Corporation (“ESDC”), a political subdivision and public benefit corporation of the State of New York, created by Chapter 24 of the Laws of New York, 1968, as amended. LMDC is governed by a sixteen member Board of Directors, eight of whom were nominated by the Governor of the State of New York and eight of whom were nominated by the Mayor of the City of New York.

LMDC is funded by federal appropriations administered by the United States Department of Housing and Urban Development (“HUD”) through its Community Development Block Grant (“CDBG”) program. To date, approximately \$2.783 billion has been allocated to LMDC under such appropriations. (See Defense Appropriations Act of 2002, Public Law 107-117 and Supplemental Appropriations Act of 2002 for Further Recovery from and Response to Terrorist Attacks on the United States, Public Law 107-206). Partial Action Plans relating to the allocation of some of these funds are available on LMDC’s web site: <http://www.renewnyc.com>.

In November of 2004, the Governor of New York and the Mayor of New York City signed joint Executive Orders creating the Lower Manhattan Construction Command Center (“LMCCC”). LMCCC coordinates construction and provides certain ancillary services in Lower Manhattan. As it relates to the work of LMCCC, “Lower Manhattan” refers to the area of Manhattan south of Canal Street and southwest of Rutgers Street from the Hudson River to the East River. LMDC staff and Board perform certain oversight and contracting functions relating to LMCCC. References herein to LMDC with respect to contractual rights, obligations, formation, performance, and oversight include LMDC in its oversight and contracting role with respect to LMCCC. For convenience references to “LMDC” or its staff include LMCCC and its staff as well.

### **B. Overview of Services Requested and the Submission Process**

In the RFP the vendors are requested to submit proposals for either one or both of the projects. Both RenewNYC.com and LowerManhattan.info may share services although proposals should be submitted separately.

In fulfilling its responsibility to disseminate information and engage public participation in activities relating to the redevelopment of the World Trade Center site and the overall revitalization efforts in Lower Manhattan, LMDC will need to obtain the services of one or more firms to provide website design and maintenance services of [www.renewnyc.com](http://www.renewnyc.com).

In fulfilling its responsibility of *communicating the current and future impact of construction on the community* LMCCC will need to obtain the services of one or more firms to provide hosting, maintenance, and support of [www.LowerManhattan.info](http://www.LowerManhattan.info). LMCCC may select one or more firms to provide some of the requested services, or LMCCC may select a single firm to provide all services requested. Firms interested in submitting proposals to provide such services are required to follow the recommended guidelines and instructions contained in this Request for Proposals (“RFP”). In the event it becomes necessary to revise any part of this RFP, revisions will be provided by addenda posted on the LMDC web site: <http://www.renewnyc.com>.

Proposals should provide a straightforward, complete and concise description of the firm's capabilities to satisfy the requirements of the RFP. Please prepare five (5) copies of your proposal and work samples. Each copy of the proposal should be bound in a single volume and include any documentation you may wish to submit.

Firms submitting a proposal in response to this RFP may be required to give an oral presentation of their proposal to LMDC. This oral presentation may provide an opportunity for the firms to clarify or elaborate on the proposal but will in no way change the original submission. Engagement staff should be present at the oral presentation. LMDC's request for an oral presentation shall not constitute acceptance of a proposal.

Proposals must be received no later than 5:00 PM EST, Wednesday November 2, 2011. Deliver all proposals to:

**RFP/RFQ PROCESSOR**

Lower Manhattan Development Corporation

One Liberty Plaza, 20<sup>th</sup> Floor

New York, NY 10006

Attn: Website Hosting, Maintenance and Support RFP

LMDC and LMCCC reserve the right to reject any or all proposals submitted if such election is deemed to be in the best interest of each agency. LMDC and LMCCC assume no obligation, no responsibility and no liability for costs incurred by the responding firms prior to the issuance of a contract.

The current schedule for this effort is as follows:

- *Tuesday, October 11, 2011* – RFP Issued
- *Tuesday, October 18, 2011* – Questions Due
- *Wednesday, November 2, 2011* – Responses Due
- *Week of November 14, 2011* – Oral Presentation Conducted, if necessary
- *November 2011* – Firm Selected Announced

Subject to annual review and approval by the LMDC Board of Directors, the selected firms will be retained for one year with an option for renewal for up to two additional years.

**II. ANTICIPATED SCOPE OF SERVICES FOR RENEWNYC.COM AND LOWERMANHATTAN.INFO**

The LMDC is seeking a vendor or vendors to provide hosting maintenance and support of the websites [www.RenewNYC.com](http://www.RenewNYC.com) and [www.LowerManhattan.info](http://www.LowerManhattan.info), continuing the functionality of the site currently in place. LMDC requests proposals for one or more firms to provide services including but not limited to the scope of work described generally below.

A. Scope of Project LMDC – [www.RenewNYC.com](http://www.RenewNYC.com)

1. Web Hosting. Provide all hardware, software, and telecommunications services required to operate LMDC's web site: [www.renewnyc.com](http://www.renewnyc.com).
  - a. Provide reliable hosting; web site must be available 24/7.
  - b. Insure all site content and transactions are protected from catastrophic events including an LMDC approved contingency plan should the main web host server fail.

- c. Provide notification of website downtime lasting longer than 15 minutes. Notification must be received within 30 minutes when occurring Monday – Friday between 8AM and 6PM.
  - d. Website bandwidth must be capable of handling peak traffic volumes and be burstable to 100 mbps.
  - e. High levels of web site security and protection must be maintained using appropriate firewall, intrusion detection, and encryption technology.
  - f. Provide technical support and staffing.
  - g. Prove ability to host password protected pages.
  - h. Hardware and software must be capable of supporting very high traffic peaks and rapid increases in web content. LMDC’s web site experiences relatively low traffic for periods of time, but experiences extremely high demand during times of National and International focus on its activities.
  - i. Site content must be captured bi-monthly on CD.
  - j. The site must be able to offer extensive multi-media services including web-casts and video downloads.
  - k. Provide extensive polling and reporting on web usage including DNS services and weekly web traffic statistics.
2. Content Management
- a. Provide a password protected cms application or similar editing solution to allow multiple LMDC staff users to maintain and update the majority of the web content; and/or
  - b. Provide the LMDC with designated staff members who would be timely available to make page updates as needed.
3. Website design and application development.
- a. Provide web site design services, as requested.
  - b. Edit and expand Flash modules as instructed.
  - c. Work with LMDC in-house staff to develop web content.
  - d. Develop an application for the collection and management of public comments using the web site. The application must:
    - i. Capture public comment through forms on the LMDC web site.
    - ii. Allow LMDC to process and manipulate data and text collected from the web forms.
    - iii. Import and export data to and from the application.
    - iv. Be fully hosted by the Firm.

4. Website Features, Functionality and Applications to Maintain. Proposer must provide these services/functionality or their equivalent.
  - a. Search engine capabilities.
  - b. Capture email addresses submitted for use in email updates, etc.
  - c. Maintain and update Community Events Calendar.
5. The transfer and hosting of [www.RenewNYC.com](http://www.RenewNYC.com) should be implemented by January 1, 2012.

B. Scope of Project LMCCC – [www.LowerManhattan.info](http://www.LowerManhattan.info)

The LMCCC is seeking a vendor to provide hosting, maintenance and support required to operate the LMCCC website, [www.LowerManhattan.info](http://www.LowerManhattan.info).

1. Website Hosting and Maintenance

- a. Provide reliable hosting, website must be available 24/7.
- b. Ensure all site content and transactions are protected from catastrophic events including an LMCCC approved contingency plan should the main web host server fail.
- c. Provide notification of website downtime lasting longer than 15 minutes. Notification must be received within 30 minutes when occurring Monday – Friday between 8AM and 6PM.
- d. Website bandwidth must be capable of handling peak traffic volume and be burstable to 100 mbps.
- e. High levels of website security and protection must be maintained using appropriate firewall, intrusion detection, and encryption technology.
- f. Provide technical support.
- g. Prove ability to host password protected pages.

Provide access to web metrics software.

2. Content Management Application

- a. Content Management System

Provide cms application or similar editing solution for LMCCC staff to quickly edit the site internally with limited outside assistance. Application should be user friendly. *The site currently is administered through cms application Interwoven, but it is not a requirement.*

b. Provide application for multiple users.

3. Website Features, Functionality and Applications to Maintain

a. Search Engine

The search engine uses dtSearch software to provide indexing services. Beside spidering local website content, it also indexes NY.gov, NYC.gov, RenewNYC.com, on a weekly basis.

b. Construction Projects and Street Impacts Real-time Map

Map utilizes Google Maps and Google Earth API's - supported with PHP, AJAX and .NET programming languages and exterior server services through JSON and XML.

c. Get Email Updates | Login/Registration | Alerts

E-mail updates are sent to 3,500 registered users of the system. Registration data is stored in SQL Server. Weekly e-mail is sent through a custom mass e-mail tool leveraging the rich text editing from Interwoven. Alert e-mails are automatically sent every Friday by a custom ASP page and scheduled task on the Interwoven server.

d. 311 Tracking System

Host a database for 311 operators to submit comments on behalf of callers and provide a confirmation number for the entry. The interface currently utilizes CommentSense™ and therefore the module is not transferable.

e. Media Streaming

The website uses streaming media throughout the website. In general, all streamed content is encoded in Windows and Real media format. The latest version of Microsoft Windows Server (Standard) is configured with Windows Media services and Helix Server (open source Real server) to provide streaming services.

f. Construction Photo Gallery

Image galleries contain photos and renderings of the redevelopment of Lower Manhattan. New galleries are added and stored as necessary.

g. Community Events Calendar

The community calendar allows for the posting of activities occurring in Lower Manhattan. Events are cataloged and searchable by date and event category.

h. Air Monitoring Reports

Database read dynamically from another server.

i. Project Updates and News briefs

These pages are currently formatted through Interwoven.

3. Website design and application development

- a. Make available web site design services for future pages and sections.
- b. Edit and expand Flash modules as instructed.
- c. Project Schedule

The transfer and hosting of LowerManhattan.info should be implemented by January 1, 2012.

### **III. SUBMISSION REQUIREMENTS**

Please letter your responses exactly as the questions are presented herein. Please limit your submission to no more than 10 one-sided pages, not including work samples, which must be included in a separate, bound, appendix. Interested firms are invited to submit proposals that contain the following information:

#### **A. Experience, Structure, and Personnel**

- 1. A history of the firm's experience providing *web hosting, maintenance, and support* to economic development organizations, municipalities, other governmental entities, private developers, not-for-profits and civic organizations.
- 2. A description of the firm's organizational structure, including resumes of the principals, project manager(s) and professional staff who would work directly with LMDC.
- 3. Samples of up to five (5) websites that the firm has hosted and or technically supported. Include the client, the name of a contact person who is able to provide a reference, a description of the nature of the work, the size and complexity of the project, and the amount and the agreed fee arrangements.
- 4. Any other information that you believe would make the firm's work on behalf of LMDC superior to that of other firms or information about your firm's specialty or particular skill to perform a specific requested service.

#### **B. Methodological Approach**

- 1. A description of how the firm intends to address the anticipated scope of services set forth in Section II of this RFP.
- 2. A statement explaining the firm's approach to *website hosting and support*, including methods, techniques, or models, etc. that would be employed.
- 3. [If the firm is not proposing to provide all requested services, please include a statement of which specific services the firm proposes to provide.]

#### **C. Fee**

- 1. Total estimated fee for completion of the two project scopes, and whether the firm would be willing to agree to a cap.
- 2. Specific and separate price proposals for each the following items for both the [www.renewnyc.com](http://www.renewnyc.com) and [www.LowerManhattan.info](http://www.LowerManhattan.info) scopes
  - A. The transfer of the website from the current vendor
  - B. Monthly hosting
  - C. Fixed and monthly costs if client uses a content management system provided by vendor

- D. Service fees if client relies on vendor to make standard edits based on 20-50 page updates a month
- E. Billing hours for additional work
- 3. The normal hourly rate of each principal and staff member whose resume is provided or whose job category may be required, and the rate used in the proposal.
- 4. A list of anticipated reimbursable expenses and the rate charged for each.
- 5. Any reduced fees offered to other municipalities, governmental entities, economic development or nonprofit organizations, and civic organizations.
- 6. Any other fees or charges.

**NOTE: The fee proposal must be submitted in a separate, clearly marked, sealed envelope. The fees will not be opened until all proposals have been initially evaluated. Although proposed fees will be taken into account, LMDC reserves the right to negotiate a lower or different fee structure with any firm that is selected.**

D. Contact Information (This does not count toward 10 page limit)

On a single cover sheet in your proposal, please provide:

- 1. The lead firm or individual name;
- 2. The lead firm's contact person;
- 3. License or certification information of lead firm principal or individuals working on the LMDC project;
- 4. Telephone, fax, and wireless numbers for firm principals or individuals working on the LMDC project;
- 5. E-mail address for firm principals or individuals working on the LMDC project;
- 6. The Street address of lead firm or individual;
- 7. The year the firm or individual practice established;
- 8. The MBE/WBE status of the firms (Minority-owned Business Enterprise or Women-owned Business Enterprise, as certified by New York State);
- 9. The type of work or specialty and size of firm; and
- 10. The signature of the lead individual, and the date of the signature.

E. Conflicts of Interest (NOTE: does not count toward 10 page limit)

- 1. Submit a statement describing any potential conflict of interest or appearance of impropriety, relating to other clients of the firm, or officers, directors, and employees of LMDC, that could be created by providing services to LMDC.
- 2. Indicate what procedures will be followed to detect potential conflicts and notify LMDC and to resolve any conflicts of interest.
- 3. Indicate any pending litigation and/or regulatory action by any oversight body or entity that could have an adverse impact on the firm's ability to serve LMDC.
- 4. Indicate if the firm has ever had a prior contract with any governmental entity terminated for any reason, and provide an explanation.
- 5. Submit a completed Standard Background Questionnaire (Attachment 3).

F. Non-discrimination Policy (NOTE: Does not count toward 10 page limit)

- 1. Firms with 50 or more employees shall submit a copy of their nondiscrimination or affirmative action plan.
- 2. Firms with less than 50 employees shall submit a statement of their commitment to equal opportunity and affirmative action from their chief executive officer.
- 3. Each responding firm must also complete and submit both

- (a) Attachment 1 relating to the anticipated workforce to be utilized on the contract, and
- (b) Attachment 2 relating to the anticipated participation of minority and women-owned business enterprises as subcontractors, if any.

All information and documents described in subsections A through F above must be included or addressed in the submission.

#### **IV. CRITERIA FOR SELECTION**

In evaluating proposals submitted pursuant to this request, LMDC places high value on the following factors, not necessarily in order of importance:

- Approaches in methodology with respect to the anticipated scope of services that demonstrate maximum comprehension of and ability to provide such services to LMDC.
- Experience of firm and employees to be assigned to the project in general and in particular, providing website hosting and support to municipalities, economic development organizations, or other governmental entities.
- Reliability of work demonstrated in submitted work samples.
- Demonstrated knowledge of website hosting.
- Experience of the firm with comparable projects.
- Innovative or outstanding work by firm that demonstrates the firm's unique qualifications to provide website hosting.
- Number, complexity, and nature of website hosting handled by the firm.
- Selected firm's staff ability, availability and facility for working with LMDC directors, officers, staff and consultants.
- Conformity with or exceeding of applicable LMDC's policies as noted herein, including specific policies relating to nondiscrimination and affirmative subcontracting goals.
- Projected cost of services.

#### **V. CONTRACT TERMS AND REQUIREMENTS**

The contents of the proposal prepared by the successful firms, with any amendments approved by LMDC, will become a part of the contract that is signed as a result of this RFP Process. The terms outlined throughout this RFP should be considered all inclusive.

The selected firms will be required to:

Work with LMDC staff and its consultants to provide **Website Hosting, Maintenance and Support** to LMDC on matters that may arise in connection with the planning, development, and revitalization of Lower Manhattan and construction coordination ancillary services therein..

- Maintain accurate accounting records and other evidence pertaining to costs incurred in providing services, and on LMDC request, to make such records available to LMDC at all reasonable times during the contract period and for six (6) years after the date of the final payment to the firms under the contract.
- Assume sole responsibility for the complete effort as required by this RFP, and be the sole point of contact with regard to contractual matters.
- Refrain from assigning, transferring, conveying, subletting or otherwise disposing of the contract or its rights, titles or interest therein or its power to execute such agreement to any other person, firm, partnership, company, or corporation without the prior consent and approval in writing of LMDC.

- Comply with applicable law governing projects initiated or supported by LMDC, including all applicable HUD requirements and regulations.

LMDC may hire more than one firm that responds to this RFP. LMDC has no preference that all services be provided by the same firm and firms may choose to submit qualifications to provide less than all of the anticipated scope of services. Responding firms must specify which services they are proposing to provide. LMDC will review all proposals without prejudice regarding which services are proposed.

LMDC reserves the right to terminate any contract entered into as a result of this RFP at any time, provided that written notice has been given to the firm at least thirty (30) days prior to such proposed termination date.

## **VI. MISCELLANEOUS CONDITIONS**

### **A. Obligation Only on Formal Contract**

The issuance of this RFP, the submission of a response by any firm, and the acceptance of such response by LMDC do not obligate LMDC in any manner. Legal obligations will only arise on the execution of a formal contract by LMDC and the firm(s) selected by LMDC in accordance with the terms of such contract. LMDC's formal contract will consist of more than one schedule, including one substantially in the form of the accompanying "Schedule A" (Attachment 4). LMDC provides this form for informational purposes only and may amend its schedules from time to time.

Responses to this RFP will be prepared at the sole cost and expense of the proposing firms. No materials submitted in response to this RFP will be returned.

### **B. LMDC Reservation of Rights**

LMDC may (i) amend, modify, or withdraw this RFP, (ii) revise requirements of this RFP, (iii) require supplemental statements or information from any firm, (iv) accept or reject any or all responses hereto, (v) extend the deadline for submission of responses thereto, (vi) negotiate or hold discussions with any respondent and to waive defects and allow corrections of deficient responses which do not completely conform to the instructions contained herein, and (vii) cancel this RFP, in whole or in part, if LMDC deems it in its best interest to do so. LMDC may exercise the foregoing rights at any time without notice and without liability to any proposing firm or any other party for their expenses incurred in the preparation of the responses hereto or otherwise.

### **C. Nondiscrimination and Affirmative Action Policies**

It is the policy of the State of New York and LMDC to comply with all federal, state and local laws, policies, orders, rules and regulations which prohibit unlawful discrimination because of race, creed, color, national origin, sex, sexual orientation, age, disability or marital status, and to take affirmative action in working with contracting parties to ensure that Minority and Women-owned Business Enterprises ("M/WBEs"), Minority Group Members and women share in the economic opportunities generated by LMDC's participation in projects or initiatives, and/or the use of LMDC funds. As a subsidiary of ESDC, LMDC follows ESDC's non-discrimination and affirmative action policy which will apply to any contract entered into as a result of this RFP. LMDC has established a 20% M/WBE participation goal for its entire redevelopment project. The selected firm(s) shall be required to use best efforts to provide for the meaningful participation of United States M/WBE's, Minority Group Members and women in the execution of this contract. A copy of each responding firm's equal employment opportunity policy statement, Attachment 1 relating to the anticipated workforce to be utilized on the contract and Attachment 2 relating to the anticipated participation by M/WBEs as subcontractors, shall be included as part of the response to the RFP. The ESDC Affirmative Action Unit ("AAU") is available to assist you in identifying M/WBEs certified by the State of New York

that can provide goods and services in connection with the contract anticipated by this RFP. If you require M/WBE listings, please call the AAU at (212) 803-3224.