



LOWER MANHATTAN DEVELOPMENT CORPORATION

REQUEST FOR PROPOSALS

Website Hosting, Maintenance and Support

for

www.RenewNYC.com and www.LowerManhattan.info

*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 [RenewNYC.com](http://www.RenewNYC.com) and [LowerManhattan.info](http://www.LowerManhattan.info)*

Lower Manhattan Development Corporation

Avi Schick, Chairman

David Emil, President

July 28, 2008

Deadline for responses: *Friday, August 25, 2008, 5:00 PM EST*

Questions must be submitted in writing no later than *Friday, August 8, 2008* to *David Ortetga, Director of Website* by e-mail dortega@lmccc.nyc.gov or by mail. Addenda to this RFP, including responses to any questions, will be posted on the LMDC web site www.renewnyc.com by *Thursday, Aug 14, 2008*.

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

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. As it relates to the work of LMDC, 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 primarily 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 \$2,783,000,000 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 expenditure 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”). The LMCCC is a division of the LMDC and through the Executive Order is charged with coordination and oversight of all Lower Manhattan construction projects. The LMCCC communicates to the public via <http://www.LowerManhattan.info>.

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. While both websites have overlapping services, it is anticipated that each will be run independently of the other. LMDC may select one or more firms to provide some of the requested services, or LMDC 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>.

1. LMDC – www.RenewNYC.com

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.

2. LMCCC – www.LowerManhattan.info

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.

3. Submission Process

Each proposal should provide a straightforward, complete and concise description of the firm's capabilities to satisfy the requirements of one or both projects (websites) within the RFP. Please prepare *six (6)* copies of your proposal or proposals and related work samples. Each copy of each proposal should be bound in a single volume and include any documentation you may wish to submit.

Firms submitting proposals in response to this RFP may be required to give an oral presentation of their proposal(s) 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 indicate which website the proposal is provided for (www.RenewNYC.com or www.LowerManhattan.info) and must be received no later than 5:00 PM EST, **Friday, August 25, 2008**. Deliver all proposals to:

RFP/RFQ PROCESSOR (include website name)
Lower Manhattan Development Corporation
One Liberty Plaza, 20th 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:

- *Monday, July 28, 2008*– RFP Issued
- *Friday, August 25, 2008* – Responses Due
- *Week of September 2, 2008* – *Oral Presentation Conducted, if necessary*
- *September 2008* – Firm Selected

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 LMDC to renew 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 and www.LowerManhattan.info, continuing the functionality of the site as is currently available. LMDC requests proposals for one or more firms to provide services including but not limited to the scope of work described generally below.

A. LMDC – www.RenewNYC.com

1. Web Hosting. Provide all hardware, software, and telecommunications services required to operate LMDC's web site: 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 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 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 mechanism to allow LMDC staff to maintain and update the majority of the web content using FTP and telnet access. The cost associated with this content management option must be clearly identified (as a separate item) in the fee schedule.
 - b. Provide the above mentioned application for multiple users.
 - c. Provide user authentication authorization controls for access.
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 should be implemented by January 1, 2009.

B. LMCCC – www.LowerManhattan.info

1. Website Hosting and Maintenance
- a. Provide reliable hosting; website must be available 24/7
 - b. Insure 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. Provide ability to host password protected pages.
 - h. 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 the above mentioned application for multiple users.
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.
4. Website Features, Functionality and Applications to Maintain. Proposer must provide these services/functionality or their equivalent.
- 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. MapPoint Service (EPI Direct)

Microsoft MapPoint Web Services are used to provide the location-based services used in the Get It Fast and Find It Fast sections.
 - c. Construction Projects and Street Impacts Real-time Map

Provide the functionality for the “Construction Projects and Street Impacts” section.
 - d. Transportation / Street Work Map

This Flash map includes a Street Work data layer which is dynamically-generated based on data input from NYSDOT. Currently Interwoven is used twice a day to parse e-mail data and aggregate to website. Construction project data is also integrated into map through a CMS template.
 - e. Get Email Updates, Login, Registration, and 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.
 - f. 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.
 - g. Fraud Alert Tracking System

This module provides a secure method to submit and view fraud alerts. A secure public data form collects data, which is “pushed” and stored in a database as encrypted text.

- h. Media Streaming
The website uses streaming media throughout the website. In general, all streamed content is encoded in Windows and Real media format. A separate Windows 2003 Server (Standard) is configured with Windows Media services and Helix Server (open source Real server) to provide streaming services.
 - i. Construction Photo Gallery
Image galleries contain photos and renderings of the redevelopment of Lower Manhattan. New galleries are added and stored as necessary.
 - j. 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.
 - k. Air Monitoring Reports
Database read dynamically, sorted by date and posted.
 - l. Project Updates and News briefs
These pages are currently formatted through Interwoven.
5. The transfer and hosting of www.LowerManhattan.info should be implemented by November 1, 2008.

III. SUBMISSION REQUIREMENTS

Proposals may be submitted for either one or both of the projects (websites). Separate proposals must be submitted for each website. Please letter your responses exactly as the questions are presented herein. Please limit your submission to no more than *10* one-sided pages (for each submission), not including work samples, which must be included in a separate, bound, appendix. Interested firms are invited to submit one proposal (for each website or just one proposal for the one website they choose to bid on) that contains 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 firm fee for completion of the project, and whether the firm would be willing to agree to a cap.
2. Separating the costs of the project into at least the three following categories.
 - a. The transfer of the website from the current vendor
 - b. Expected monthly hosting and maintenance
 - c. Costs for additional work
 - d. Clearly identified separate fee for maintenance option outlined in Section II-A-2-a, relating to the www.RenewNYC.com website.
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: Each fee proposal must be submitted in a separate, clearly marked, sealed envelope identifying which website the proposal is for. 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 (NOTE: does not count toward 10 page limit)

On a single cover sheet in each of your proposals, 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 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 material 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).

6. Submit a completed Contractor Disclosure Contracts Form and the Contractor Disclosure of prior Non-Responsibility Determinations form (Attachment 5) in compliance with New York State Executive Order 127.

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 firm or firms will be required to:

Work with LMDC staff and its consultants to provide **Website Hosting, Maintenance and Support**

- LMDC on matters that may arise in connection with the planning, development, and revitalization of Lower Manhattan.
- 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. 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.