

#### NOTICE - CITY OF NOVI and NOVI PUBLIC SCHOOLS REQUEST FOR PROPOSALS



#### **ONLINE COMMUNITY ATTRACTION TOOL**

The City of Novi will receive sealed proposals for **Online Community Attraction Tool** according to the specifications of the City of Novi.

A mandatory pre-proposal meeting will be held Tuesday, July 16, 2013 promptly at 10:00 A.M. at the Novi Civic Center, 45175 W. Ten Mile Rd., Novi, MI 48375.

Sealed proposals will be received until **3:00 P.M.** prevailing Eastern Time, **Wednesday**, **July 31, 2013** at which time proposals will be opened and read. Proposals shall be addressed as follows and delivered to:

CITY OF NOVI CITY CLERK'S OFFICE 45175 W. Ten Mile Rd. Novi, MI 48375-3024

## OUTSIDE OF MAILING ENVELOPES/PACKAGES MUST BE PLAINLY MARKED **"Online** Community Attraction Tool " AND MUST BEAR THE NAME OF THE PROPOSER.

The City reserves the right to accept any or all alternative proposals and award the contract to other than the lowest proposer, to waive any irregularities or informalities or both; to reject any or all proposals; and in general to make the award of the contract in any manner deemed by the City, in its sole discretion, to be in the best interest of the City of Novi.

> Sue Morianti Purchasing Manager

Notice dated: June 28, 2013

#### NOTICE TO PROPOSERS:

The City of Novi officially distributes RFP documents through the Michigan Intergovernmental Trade Network (MITN). **Copies of RFP documents obtained from any other source are not considered official copies**. The City of Novi cannot guarantee the accuracy of any information not obtained from the MITN website and is not responsible for any errors contained by any information received from alternate sources. Only those vendors who obtain RFP documents from the MITN system are guaranteed access to receive addendum information, if such information is issued. If you obtained this document from a source other than the source indicated, it is recommended that you register on the MITN site, <u>www.mitn.info</u> and obtain an official copy.



**CITY OF NOVI and NOVI PUBLIC SCHOOLS** 

ONLINE COMMUNITY ATTRACTION TOOL

INSTRUCTIONS TO PROPOSERS



This RFP is issued by the Purchasing Office of the City of Novi.

#### **IMPORTANT DATES**

RFP Issue Date

June 28, 2013

Mandatory Pre-proposal Meeting	<b>Tuesday, July 16, 2013 at 10:00 A.M.</b> Novi Civic Center, 45175 W. Ten Mile Rd., Novi, MI 48375	
Last Date for Questions	<b>Wednesday, July 24, 2013</b> by 12:00 P.M. Submit questions via email to: Victor Cardenas vcardenas@cityofnovi.org	
Response Due Date	Wednesday, July 31, 2013 by 3:00 P.M.	
Anticipated Award Date	Monday, August 26, 2013	

#### MANDATORY PRE-PROPOSAL MEETING

The mandatory pre-proposal meeting begins promptly at the time listed above and will be closed thereafter to latecomers. It is the vendor's responsibility to take traffic, weather, etc. into consideration in order to arrive at the pre-bid meeting on time.

#### QUESTIONS

Please email all questions to the person listed above. Please write the name of the RFP in the subject line. If you write anything else in the subject line, your email may be deleted as spam.

#### TYPE OF CONTRACT

If a contract is executed as a result of the bid, it stipulates a fixed price for products/ services.

#### PROPOSAL SUBMITTALS

An **UNBOUND COMPLETED ORIGINAL and Five (5) copies** of each proposal must be submitted to the Office of the City Clerk. No other distribution of the proposals will be made by the Contractor. Proposals must be signed by an official authorized to bind the Contractor to its provisions.

FAILURE TO SUBMIT PRICING ON THE PROPOSAL FORM PROVIDED BY THE CITY OF NOVI MAY CAUSE THE BID TO BE CONSIDERED NON-RESPONSIVE AND INELIGIBLE FOR AWARD.

#### CHANGES TO THE RFP/ADDENDUM

Should any prospective Proposer be in doubt as to the true meaning of any portion of the Request for Proposal, or should the Proposer find any patent ambiguity, inconsistency, or omission therein, the Proposer shall make a written request (via email) for official interpretation or correction. Such request shall be submitted to the specified person by the date listed above. The individual making the request shall be held responsible for its prompt delivery.

Such interpretation or correction, as well as any additional RFP provisions that the City may decide to include, will be made as an addendum, which will be posted on the MITN website at <u>www.mitn.info</u>. Any addendum issued by the City shall become part of the RFP and shall be taken into account by each proposer in preparing their proposal. Only written addenda are binding. It is the Proposer's responsibility to be sure they have obtained all addenda. Receipt of all addenda must be acknowledged on proposal form.

#### SUBMISSION OF PROPOSALS

Proposals must be submitted in a sealed envelope. Outside of mailing envelope must be labeled with name of contractor and name of RFP. Failure to do so may result in a premature opening or failure to open such proposal.

To be considered, sealed proposals must arrive at City Clerks Office, on or before the specified time and date. There will be no exceptions to this requirement. Proposal is considered received when in the possession of the City Clerk. Contractors mailing proposals should allow ample time to ensure the timely delivery of their proposal. Proposals received after the closing date and time will not be accepted or considered. Faxed, emailed, or telephone bids are not acceptable. The City of Novi shall not be held responsible for lost or misdirected proposals. The City reserves the right to postpone an RFP opening for its own convenience.

Proposals must be clearly prepared and legible and must be signed by an Authorized Representative of the submitting Company on the enclosed form. Proposals must show unit and total prices. **ANY CHANGES MADE ON PROPOSAL FORMS MUST BE INITIALED OR YOUR PROPOSAL MAY BE CONSIDERED NON-RESPONSIVE.** 

A proposal may be withdrawn by giving written notice to the Purchasing Manager <u>before</u> the stated due date/closing time. After the stated closing time, the bid may not be withdrawn or canceled for a period of One Hundred and Twenty (120) days from closing time.

Proposers are expected to examine all specifications and instructions. Failure to do so will be at the proposer's risk.

Failure to include in the proposal all information requested may be cause for rejection of the proposal.

Any samples, CDs, DVDs or any other items submitted with your proposal will not be returned to the contractor.

No proposal will be accepted from, or contract awarded to any person, firm, or corporation that is in arrears or is in default to the City Novi upon any debt or contract, or

that is in default as surety or otherwise, or failed to perform faithfully any previous contract with the City.

#### USE OF THE CITY LOGO IN YOUR PROPOSAL IS PROHIBITED.

#### **CONSIDERATION OF PROPOSALS**

In cases where items are requested by a manufacturer's name, trade name, catalog number or reference, it is understood that the proposer intends to furnish the item so identified or an item of "equal" quality and value as determined by the City of Novi.

Reference to any of the above is intended to be descriptive, but not restrictive, and only indicates articles that will be satisfactory. Bids of "equal" quality and value will be considered, provided that the proposer states in his/her bid what he/she proposed to furnish, including literature, or other descriptive matter which will clearly indicate the character of the item covered by such bid.

The City hereby reserves the right to approve as an "equal", any item proposed which contains minor or major variations from specification requirements, but which may comply substantially therewith.

#### **RESPONSIVE PROPOSALS**

All pages and the information requested herein shall be furnished completely in compliance with instructions. The manner and format of submission is essential to permit prompt evaluation of all proposals on a fair and uniform basis. Unit prices shall be submitted if space is provided on proposal form. In cases of mistakes in extension, the unit price shall govern. Accordingly, the City reserves the right to declare as nonresponsive, and reject an incomplete proposal if material information requested is not furnished, or where indirect or incomplete answers or information is not provided.

#### **EXCEPTIONS**

The City will not accept changes or exceptions to the RFP documents/specifications unless Contractor indicates the change or exception in the "Exceptions" section of the proposal form. If Contractor neglects to make the notation on the proposal form but writes it somewhere else within the RFP documents and is awarded the contract, the change or exception will not be included as part of the contract. The original terms, conditions and specifications of the RFP documents will be applicable during the term of the contract.

#### CONTRACT AWARD

The contract that will be entered into will be that which is most advantageous to the City of Novi, prices and other factors considered. The City reserves the right to accept any or all alternative proposals and to award the contract to other than the lowest proposer, waive any irregularities or informalities or both, to reject any or all proposals, and in general, to make the award of the contract in any manner deemed by the City, in its sole discretion, to be in the best interests of the City of Novi.

After contract award, notification will be posted on the MITN website at <u>www.mitn.info</u>.

#### **SELECTION PROCESS**

This document is a Request for Proposals. It differs from an Invitation to Bid in that the City is seeking a solution as described herein, and not a bid meeting firm specifications for the lowest price. As such the lowest price will not guarantee an award recommendation. Competitive sealed proposals will be evaluated based on criteria formulated around the

most important features of the service, of which qualifications, experience, capacity and methodology, may be overriding factors, and price may not be determinative in the issuance of a contract or award. The proposal evaluation criteria should be viewed as standards that measure how well a contractor's approach meet s the desired requirements of the city. Those criteria that will be used and considered in evaluation for award are set forth in this document. The City will thoroughly review all proposals received. Firms invited to participate in an interview will appear on **Wednesday**, **August 14, 2013**. A contract will be awarded to a qualified contractor submitting the best proposal.

#### **PROPOSAL EVALUATION CRITERIA**

Proposals will be evaluated by the Qualifications Based Selection (QBS) process Qualifications using the following criteria:

- 1. Portfolio/Prior Experience
- 2. Project Methodology
- 3. Project Team (Development Team –Biography, office location)
- 4. Delivery Time Table
- 5. Maintenance of final product considerations and plans for future maintenance of developed software
- 6. Ability to execute vision of City of Novi and Novi Schools Development Team

#### Project Management Philosophy

The City of Novi is a member of the Project Management Institute (PMI). PMI global standards provide guidelines, rules and characteristics for project, program and portfolio management. These standards are widely accepted and, when consistently applied, they help our organization achieve professional excellence. The selected vendor will be required to follow the Project Management Body of Knowledge (PMBOK) guide. This internationally recognized standard provides the essential tools to practice project management and deliver successful project implementations

#### **GENERAL CONDITIONS**

#### TAX EXEMPT STATUS

It is understood that the City of Novi is a governmental unit, and as such, is exempt from the payment of all Michigan State Sales and Federal Excise taxes. Do not include such taxes in the bid prices. The City will furnish the successful proposer with tax exemption certificates when requested. The City's tax-exempt number is 38-6032551.

The following exception shall apply to installation projects: When sales tax is charged to the successful proposer for materials to be installed during the project, that cost shall be included in the "Complete for the sum of" bid price and not charged as a separate line item. The City is not tax exempt in this case and cannot issue an exemption certificate.

#### FREIGHT CHARGES/SHIPPING/HANDLING

All bid/proposal pricing is to be F.O.B. destination.

#### INVOICING

Invoices must be mailed to: City of Novi, Attn: Finance Department, 45175 W. Ten Mile Road, Novi, MI 48375

#### **CONTRACT TERMINATION**

The City may terminate and/or cancel this contract (or any part thereof) at any time during the term, any renewal, or any extension of this contract, upon thirty days (30) days written notice to the Contractor, for any reason, including convenience without incurring obligation or penalty of any kind. The effective date for termination or cancellation shall be clearly stated in the written notice.

#### TRANSFER OF CONTRACT/SUBCONTRACTING

The successful proposer will be prohibited from assigning, transferring, converting or otherwise disposing of the contract agreement to any other person, company or corporation without the expressed written consent of the City of Novi. Any subcontractor, so approved, shall be bound by the terms and conditions of the contract. The contractor shall be fully liable for all acts and omissions of its subcontractor(s) and shall indemnify the City of Novi for such acts or omissions.

#### **NON-DISCRIMINATION**

In the hiring of employees for the performance of work under this contract, neither the contractor, subcontractor, nor any person acting in their behalf shall by reason of religion, race, color, national origin, age, sex, height, weight, handicap, ancestry, place of birth, sexual preference or marital status discriminate against any person qualified to perform the work required in the execution of the contract.

#### ACCEPTANCE OF PROPOSAL CONTENT

Should a contract ensue, the contents of the proposal of the successful Proposer may become contractual obligations. Failure of a contractor to accept these obligations may result in cancellation of the award.

#### DISCLOSURE

All documents, specifications, and correspondence submitted to the City of Novi become the property of the City of Novi and are subject to disclosure under the provisions of Public Act No. 442 of 1976 known as the "Freedom of Information Act". This Act also provides for the complete disclosure of contracts and attachments hereto. This means that any informational material submitted as part of this RFP is available without redaction to any individual or organization upon request.

#### ECONOMY OF PREPARATION

Proposals should be prepared simply and economically, providing a straightforward and concise description of the contractor's ability to meet the requirements of the bid. Emphasis should be on completeness and clarity of content. Included in the response must be a point by point response to the Requirements and other sections of the bid.

The City of Novi is not liable for any costs incurred by proposers prior to issuance of a contract.

#### **INDEPENDENT PRICE DETERMINATION**

By submission of a proposal, the offerer certifies, and in case of a joint proposal, each party hereto certifies as to its own organization, that in connection with the proposal:

(a) The prices in the proposal have been arrived at independently without consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other offerer or with any other Competitor; and

(b) No attempt has been made or will be made by the offerer to induce any other person or firm to submit or not submit a proposal for the purpose of restricting competition.

Each person signing the proposal certifies that:

(c) He is the person in the offerer's organization responsible within that organization for the decision as to prices being offered in the proposal and that he has not participated an will not participate in any action contrary to (a) and (b) above; or

(d) He is not the person in the offerer's organization responsible within that organization for the decision as to prices being offered in the proposal but that he has been authorized in writing to act as agent for the persons responsible for such decisions in verifying that such persons have not participated, and will not participate, in any action contrary to (a) and (b) above, and that as their agent, does hereby so certify; and that he has not participated, and will not participate in any action contrary to (a) and (b) above.

A proposal will not be considered for award if the sense of the statements required in the proposal has been altered so as to delete or modify the above.



CITY OF NOVI and NOVI PUBLIC SCHOOLS

ONLINE COMMUNITY ATTRACTION TOOL

**SPECIFICATIONS** 



#### OVERVIEW

The City of Novi and the Novi Community School District is seeking a technology partner to build and develop an informative and eye-popping web experience for individuals interested in what Novi has to offer from three different angles — traditional informational content, location-based presentation and share-based social media. They will primarily be overlaid on a mapping platform and will utilize both GPS and/or pin-drop location management.

Informational content, video, external links, photos and mapping will come together to give the user the experience that he is walking down the street and experiencing Novi in augmented reality.

This RFP is about the execution of a vision called Hello Novi that was developed by the City of Novi, the Novi Community School District and its creative partner, SOZO/PIVOTAL. We've created and started to tell the story, now we need to develop the tool to carry it out to our audience — primarily businesses considering a move into Novi, families looking to move into the community and international business professionals researching a possible temporary relocation to Novi for work purposes.

The Hello Novi initiative builds off of four main themes — living, learning, working and relaxing. These main attractions are the starting points for navigating throughout the mapping portion of the website.

The look and feel and the information to be included in this project will be provided to the technology partner as needed. We envision a strong relationship and collaboration between the four entities that not only works together to see this piece from development to launch, but also possible longer-term expansion of this tool. It is our intent to create a web site that is leading-edge and a model for other communities.

#### THE OBJECTIVE

The City of Novi is in many respects an unrecognized jewel of metro Detroit. It's a newer community that has experienced rapid growth over the past 20-30 years. Individuals who have never lived here but have visited Twelve Oaks Mall or been through the area on business don't really absorb what Novi is all about. This tool is meant to change that. While there isn't one defined downtown district, this website will package the city's amenities and attractions and inform people as they walk the community and give those living on the other side of the world a glimpse into the community and a sense of what Novi is on all four levels — living, learning, working and relaxing.

#### THE MESSAGE — HELLO NOVI

It's important to us that our partner in technology and web development understand what has brought us to this point in the project. We conducted a series of interviews with families, businesses, city leaders and school administrators to learn from them what the Novi brand was really all about in their hearts. Their feedback and insight was extremely helpful in allowing us to craft and package a message around the theme of "Hello Novi" — a welcoming message to those not yet familiar with our community as well as long-time residents. By understanding the campaign and the thought-process behind it, it is our desire that the selected partner is better equipped to make recommendations that help us better achieve our objectives and communicate this message in a way that is truly unique to Novi. The positioning statement is really those unique and differentiating elements of the brand. Rather than focusing on what other communities had that Novi desired, we're focusing on the features of Novi. The Hello Novi theme will have its own unique identity and messaging that will be created and administered by SOZO/PIVOTAL. The following will provide you a clearer insight into the overall positioning and message:

**POSITIONING STATEMENT**— What does Novi deliver? Essentially, Novi is the only city in the area that offers a unique combination of large business, strong sense of community, excellent schools, convenient location and an identifiable buzz of activity that was clearly evident from our conversations.

Novi is a globally diverse community with a strong focus on business, education and servicing its residents needs and expectations. It's an upscale suburban community that has the benefit of being surrounded by easily accessed freeways reaching out to airports and neighboring communities. It's also conveniently located near the less congested areas of the region — a juxtaposition that doesn't go unnoticed.

**THE HELLO NOVI BRAND**— Whether you work or live in Novi, you've experienced the city's touchpoints. The touchpoints are those impressions that create the aforementioned brand image. Whether it's accurate or perceived, it's a reality in the people who experience it. This isn't about advertising or billboards or public relations events, it's about connecting people in the simplest form — by saying "hello" and steering towards an image and position that is welcoming.

Hello is the starting point to any positive relationship or conversation.

What if you lived in a community where everyone took an extra split-second to say hello? Complete strangers. People pumping gas at the bay next to you. The person in line behind you at the coffee shop. The mom walking her dog in the brisk morning air. The guy in the car stopped at the light next to you. The people you pass in the shops at Twelve Oaks. Consider the impact. Consider what might happen! People walking with their heads up. People starting their day off right. People connecting. There's connectedness within a community, but is it ever really a true bond? While our computers and smart phones keep us connected to everything from friends and family to current events and the latest video games, it's still our voices and personal interactions that keep our souls connected to the people around us. There are two sides to this that when working together will truly pull together the technology and the people using it.

It's all about the "hello" as an action, not just the name of this project. Creating a flat informational website will only receive a smattering of page views. Creating a true interaction that bounces from on and off the screen is what's really going to attract people not only to Novi, but to the people of Novi. Novi is the ideal city to take charge and own an initiative like this. The people here are passionate. They're motivated. They're achievers. They're ready to connect and it can start and continue every single day with a simple "hello." Remember the hit sitcom Cheers? The lovable Norm would walk into the bar and everyone would acknowledge his arrival. It probably (hopefully!) doesn't happen to you when you walk into your local watering hole, but you can feel the sense of belonging that Norm experiences as he rattles off a one-liner and walks to his corner barstool. "Hello" is powerful. "Hello" is the thread through which Novi can create strong connections with new people, new businesses and visitors.

Hello? It's simple and it can be executed on a grass-roots level. There were many individuals who pointed out that once people interact and are embraced by the people of Novi, they're sold. It's obviously not that simple, but there's much to be said about the contagiousness of pride, passion and energy.

How Hello Novi looks will be determined in the development of the brand identity. Using this theme as the guideline for that creative design and direction, SOZO / PIVOTAL will create imagery and design elements based on a set of key characteristics that should be visible in every form of communication.

#### **POINTS OF INTEREST**

The key attractions of this site will focus on the schools, parks, libraries, residential developments/communities, large shopping districts/facilities, hospitals, high impact/high employee companies and other municipal attractions. While the structure of the site is outlined below, the individual "points of interest" need to be included in the launch of the site. Ideally, moving forward, new "points of interest" can simply be added by the staff. Information on these pages will include:

- Name (logo if applicable)
- Contact Info
- Description
- Address pin on map
- Photos and/or video
- Link to website

#### PAGE LAYOUTS

For consistency and branding, every view of the site will exhibit the Hello Novi branding and design as well as the "Main Attraction" content and layout. An interactive map of the city will serve as the background on all pages/sections. There are three primary page layouts, including:

- Split screen -- used for content and to display forms, info, etc.
- 2/3 screen -- used for sections with more content, i.e. About, blog, etc.
- External site overlay -- used for embedded video, outside URLs, photo galleries, etc. Click the X or on the grayed-out map will bring you back to the main map screen
- Maps with Points of Interest shown when clicking on one of the four Main Attractions



SPLIT SCREEN



2/3 SCREEN



EXTERNAL SITE OVERLAY

#### MAP W/ POINTS OF INTEREST





#### SECTIONS

Quick Guide

- About/Hello, From Novi An introduction of the Hello Novi campaign and a general "about Novi" tab. A welcome video would also be included on this page.
- Schools—Informational content about the school districts in Novi as well as a video introducing the schools.
- Community/City—A letter from the Mayor of Novi and brief information about the city.
- Businesses Content describing the characteristics of the Novi business community.
- Video Library A library of content embedded from YouTube and archived here.
- News A blog format that would be searchable and archived based on categories and dates.
- Street View GPS or pin drop to a street view on hot-spot areas of the Novi map (background of the entire site)
- Points of Interest An full view of the Novi map with all (Live/Learn/Work/Relax) points of interest laid out in one place. Each category is color-coded. Selection of a point of interest would create a split or 2/3 screen revealing content (copy or video)
- Contact A form where visitors can contact Hello Novi.

The Main Attractions

- LIVE—Neighborhoods, residential developments, houses for sale
- LEARN Schools (Both K-12 and professional)
- WORK Businesses with over 50 employees
- RELAX Parks/recreation, shopping, dining, entertainment options

Find/Choose Location

- GPS Find your location as you're physically in Novi
- Drop Pin Choose your location of interest while viewing the site outside of the city limits. Click on the screen to select an area. Points of interest are revealed based on your drop pin.

Why Novi?

• Random snippets of facts and information as to "why Novi." These would randomly display each time a visitor clicked on the icon.

Social

- Links to social media sites like Facebook, Twitter and Instagram
- Ability to share content with friends from each screen/section via email, Facebook or Twitter. Twitter posts would automatically generate and embed in the message a #hellonovi hashtag.



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# HELLO

#### **WEBSITE WIREFRAME**



### **CITY OF NOVI and NOVI COMMUNITY SCHOOLS**

#### **ONLINE COMMUNITY ATTRACTION TOOL**



#### PROPOSAL FORM (Shall be submitted in a separate sealed envelope)

We the undersigned as proposer, propose to furnish to the City of Novi, according to the specifications, terms, conditions and instructions attached hereto and made a part thereof:

A. Development Costs (mock-up, creation and execution	n) \$
B. Content Management/Maintenance	\$
C. Hosting of developed solution	\$
D. Time and Material	\$
Total Estimated Costs for first full year, Development to Imp	plementation to Maintenance
\$	
We acknowledge receipt of the following Addenda:	(please indicate numbers)
EXCEPTIONS TO SPECIFICATIONS (all exceptions must be r	noted here):
COMMENTS:	

**REFERENCES:** Please provide at least three client (3) references for projects of similar scope done in the last 3 years.

Company			
Address			
Phone	Contact name		
Company			
Address			
Phone	Contact name		
Company			
Address			
Phone			
THIS PROPOSAL SUBMITTED BY:			
Company (Legal Registration)			
Address			
City	State	Zip	
Telephone	Fax		
Acostic Namo			
Agent's Name			
Agent's Title			
Signature			
E-mail			
Date			

#### CITY OF NOVI and NOVI COMMUNITY SCHOOLS

#### **ONLINE COMMUNITY ATTRACTION TOOL**

#### Please return this page with your bid form

If your company is awarded the item(s) referenced in the bid proposal, other governmental entities may wish to use this contract and will issue a purchase order or contract for the item(s) awarded in the bid proposal following minimum order/contract requirements set forth in the bid documents. Each entity will provide their own purchase order and delivery location(s) and must be invoiced separately to the address indicated on their purchase order.

#### 1. EXTENSION OF AWARD TO THE MITN (MICHIGAN INTER-GOVERNMENTAL TRADE NETWORK) PURCHASING COOPERATIVE: OPTIONAL

Numerous Counties, Cities, Townships, and Authorities of the State of Michigan are members of the MITN (Michigan Inter-governmental Trade Network) Purchasing Cooperative. Other associate entities are also members of the Cooperative in the Tri-County area. Please visit <u>www.mitn.info</u> website to view the entire list of participating agencies.

( ) If an award is made to \_\_\_\_\_\_, it is agreed that the contract will be extended to other MITN Purchasing Cooperative members and associate entities under the same prices, terms, and conditions.

( ) Our company is **NOT** interested in extending the contract to those MITN members listed on the website.