



**LOWER MANHATTAN DEVELOPMENT CORPORATION**

**REQUEST FOR PROPOSALS  
WEBSITE DESIGN AND MAINTENANCE SERVICES**

*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 design and maintenance services  
relating to website design and maintenance.*

**Lower Manhattan Development Corporation**

John C. Whitehead, Chairman  
Kevin M. Rampe, President

**September 8, 2003**

**Deadline for responses: Monday, September 29, 2003, 5:00 PM EST**

Questions must be submitted in writing no later than Friday, September 12, 2003 to Jessica Scaperotti, Communications Associate by mail to LMDC 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 Tuesday, September 16, 2003. 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 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 billion has been allocated to LMDC under such appropriations and another \$783 million is anticipated through a second grant. (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>.

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

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. 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>.

Proposals should provide a straightforward, complete and concise description of the firm’s capabilities to satisfy the requirements of the RFP. Please prepare 7 (seven) 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 on September 29, 2003. 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 Design and Maintenance Services RFP

LMDC reserves the right to reject any or all proposals submitted if such election is deemed to be in the best interest of LMDC. LMDC assumes 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:

- September 8, 2003 – RFP Issued
- September 29, 2003 – Responses Due
- October 6 – 8, 2003 – ORAL PRESENTATIONS CONDUCTED
- October 13, 2003 – Firm Selected

The selected firms will be retained for 1 (one) year with an option for LMDC to renew for another 1 (one) year term.

## **II. ANTICIPATED SCOPE OF SERVICES**

LMDC is seeking one or more firms to assist LMDC with its public outreach efforts. Specifically, LMDC seeks services from firms specializing in website design and maintenance services. LMDC requests proposals for one or more firms to provide services including but not limited to the scope of work described generally below.

### **A. Purpose and Project Area**

Since its inception the LMDC has relied heavily upon its website, [www.RenewNYC.com](http://www.RenewNYC.com), to disseminate information to individuals around the world about the rebuilding of the World Trade Center site and the general revitalization efforts in Lower Manhattan. The LMDC seeks the services of a company (the "Website Design and Maintenance Services:" firm) to provide services including but not limited to the scope of work described below.

## B. Scope of Project

It is anticipated that the Website Design and Maintenance Services Firm will perform the following services:

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. Web site must be available 24/7
  - b. 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.
  - c. Telecommunications bandwidth must be capable of handling peak traffic volumes over 70mb/sec.
  - d. All site content and transactions must be protected from catastrophic events using off site backup.
  - e. Site content must be captured bi-monthly on CD.
  - f. High levels of web site security and protection must be maintained using appropriate firewall, intrusion detection, and encryption technology.
  - g. The site must be able to offer extensive multi-media services including web-casts and video downloads.
  - h. Provide extensive polling and reporting on web usage including DNS services and weekly web traffic statistics.
  - i. Provide technical support and staffing.
2. Website design and application development.
  - a. Provide web site design services.
  - b. Work with LMDC in-house graphic design staff to develop web content.
  - c. Work with LMDC to 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
3. Content management.
  - a. Provide a rapid transition from LMDC's existing website hosting service provider. Begin hosting all of LMDC's existing web site: [www.RenewNYC.com](http://www.RenewNYC.com)

- b. Provide a mechanism to allow LMDC staff to maintain and update the majority of the web content. Firms should consider the use of FrontPage extensions, FTP and telnet access for updating content.
- c. Provide user authentication authorization controls for access.
- d. Provide the capability of hosting password protected web pages.
- e. Provide the ability to conduct live webcasts.

C. Project Schedule

Anticipated services for LMDC's website, [www.RenewNYC.com](http://www.RenewNYC.com), are expected to commence on or around November 1, 2003. Incorporation of the Memorial Competition website, [www.WTCSiteMemorial.org](http://www.WTCSiteMemorial.org), is expected to occur by February 2004.

**III. SUBMISSION REQUIREMENTS**

Please letter your responses exactly as the questions are presented herein. Please limit your submission to 10 (ten) 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 website design and maintenance services to economic development organizations, municipalities, 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) major projects that the firm has completed in the areas of website design and maintenance services. Include the client, the web site URL, 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 design and maintenance services, including methods, analytical techniques, or models, etc. that would be employed.

C. Fee

1. Total estimated firm fee for completion of the project, and whether the firm would be willing to agree to a cap for hosting services.
2. 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.
3. A list of anticipated reimbursable expenses and the rate charged for each.
4. Any reduced fees offered to other municipalities, governmental entities, economic development or nonprofit organizations, and civic organizations.
5. Any other fees or charges.

NOTE: The fee proposal must be submitted in a separate, clearly marked, sealed envelope. 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 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 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).
- 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.
- Quality, quantity, complexity, and nature of the firm's experience in providing website design and maintenance services to municipalities, economic development organizations, or other governmental entities.
- Ability, availability, and experience of employees to be assigned to the project.
- Knowledge of website design and website maintenance services.
- Innovative or outstanding work by firm that demonstrates the firm's unique qualifications to provide website design and maintenance services.
- 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 selected firms will be required to:

- Work with LMDC staff and its consultants to provide website design and maintenance services to 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 30 (thirty) 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 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.