

Township Of Belleville

Request for Proposal (RFP): Township Website Migration and Hosting Services

RFP Submission Due Date: June 26, 2026

Required Launch Date: January 1, 2027

I. Project Overview

The Township of Belleville ("Township") seeks proposals from qualified vendors to migrate, design, host, and maintain a secure, fully compliant, efficient-to-maintain municipal website that provides an engaging, satisfying experience for residents, business owners, property owners, contractors, and prospective visitors.

II. Scope of Work & NJ Statutory Requirements

The Township seeks a vendor to provide a solution for its municipal website. The vendor is responsible for all technical aspects of the transition from the current website provider.

Proposals must demonstrate how the platform and services will satisfy the following:

- ADA Accessibility (WCAG 2.1 Level AA): Per N.J. P.L. 2023, c.113, the site must be fully compliant. While the deadline for towns under 50,000 is April 26, 2027, the Township requires "Compliance by Design" at launch.
- Full Content Migration: Automated, manual, or hybrid transfer of the following, ensuring all migrated OCR-searchable and ADA-compliant PDFs remain so. To assess the scale of this effort, respondents are directed to analyze the public website at <https://www.bellevillenj.org/>
 - Web page content for all existing pages
 - Downloadable content including Public Notices, Bids, Forms, News and Announcements, Calendar, Events, Meeting Documents, Budgets, Paper Forms and Applications, Maps, Natural Resource Inventory Documents, All Borough Clerk and other sections' downloadable files.
- Digital Legal Notices (LFN 2026-01): The site must include a "conspicuous" link on the homepage to a dedicated Legal Notices page and a searchable archive for notices removed after their active period.
- User-Centered Design: (UCD) The Township requires a user-first architecture. The vendor must utilize UCD principles to ensure that the website's most critical functions are accessible within two clicks from the homepage. The design must be informed by actual user behavior rather than municipal organizational charts. (e.g., "How do I pay a parking ticket?" rather than ("Department of Finance"). The Township will provide the selected vendor with analytics to inform task analysis.

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- Staff management: Easy-to-use tools for Township staff to update page text, graphics, and photos; post files and documents; post emergency alerts; and create/update calendars— without vendor intervention.
- Vendor management: Vendor hosting and maintenance of the site, including content management support when Township requires it.
- Deliverable Acceptance & Oversight: No phase of the project shall be considered complete, nor shall any progress payment be released, without written acceptance from the governing body. The vendor shall submit a Deliverable Acceptance Form (DAF) for each milestone.
- Staff Resource Protection: The project must minimize disruption to municipal operations. Staff participation (meetings, content verification, training) is strictly capped at 24 hours for all township employees combined over the course of the project.

III. RFP and Project Timelines

RFP Milestone	Date
RFP Release & Advertisement	May 28, 2026
RFP Submission Deadline	June 26, 2026
Written Proposal Evaluation	-TBD-
Live Vendor Demos	-TBD-
Recommendation Prep	-TBD-
Contract Award	-TBD-
Effective/Launch Date	January 1, 2027

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IV. Submission Requirements

- Respondents must be organizations, not individuals or sole proprietors.
- Technical Proposal and Statutory requirements must be submitted in PDF file format.
- Financial Proposal must be submitted in the provided Excel workbook format.
- To be considered, vendors must submit all items in section V. Mandatory Vendor Submission Checklist no later than **June 26, 2026 at 10:00 am**, by email as follows:

Subject: "Website RFP Response | Vendor Name"

To: fbelli@belleville.org

CC: fdimaria@belleville.org

Submissions will be opened and read in the Council Chambers at the Belleville Town Hall on the date and time noted above.

Only those RFP responses received prior to or on the submission date and time will be considered.

After submission date and time specified above, responses must remain firm for a period of sixty (60) days.

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V. Mandatory Vendor Submission Checklist

The following items MUST be included in the proposal. Failure to provide items marked "Statutory" is a non-waivable defect and will result in immediate disqualification.

- ☐ Submission Checklist: Form provided.

Technical Proposal & References

- ☐ Executive Summary: Overview of the company's history, founding date, and experience with NJ municipalities.
- ☐ Satisfaction of Requirements: features, and services that will fulfill the requirements stated in Section II. Scope of Work & NJ Statutory Requirements.
- ☐ Data Migration Strategy: Description of data migration approach, including tooling if automated.
- ☐ Project Plan and Schedule: Activities, deliverables, and timeline, with full release to public no later than **January 1, 2027**. Must include risk management plan.
- ☐ Staffing Plan: Resumes of the Project Manager and Lead Designer to be assigned to the project.
- ☐ ADA Indemnification Statement: Detailed description of how the vendor protects the Township from accessibility litigation.
- ☐ LFN 2026-01 Compliance Plan: Specific workflow for the "Legal Notices" page and archive and conspicuous homepage link.
- ☐ Case Studies with urls and Five (5) References: Must include at least three (3) current NJ municipal clients of similar size.

References must include name, contact phone number or email, and the case study related to the reference.

Financial

- ☐ Detailed Fee Schedule, itemized by:
- ☐ Implementation, to comprise design, build, page content migration, and project management
- ☐ Data migration
- ☐ Recurring annual maintenance fees for years 1–5.

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VI. Administrative & Legal (NJ Statutory)

All respondents must include the following documentation in their proposal. Failure to provide items marked **"NON-WAIVABLE"** will result in the immediate rejection of the proposal in accordance with New Jersey Local Public Contracts Law.

Document	Format	Requirement
NJ Business Registration Certificate (BRC)	Vendor Provided	NON-WAIVABLE. Submit a copy of your valid certificate issued by the NJ Department of Treasury.
Ownership Disclosure Form	Township Form	NON-WAIVABLE. Complete, sign, and return the enclosed form listing all owners of 10% or more.
Affirmative Action Evidence	Vendor Provided	Submit a copy of one (1) of the following: A copy of a valid Federal Affirmative Action Evidence Letter A copy of a valid Certificate of Employee Information Report A completed Initial Employee Information Report (Form AA-302)
Non-Collusion Affidavit	Township Form	Complete and sign the enclosed form in the presence of a Notary Public.
Investment Activities Disclosure	Township Form	Complete and sign the enclosed form regarding activities in Iran, Russia, and Belarus.
ADA Acknowledgment	Township Form	Sign and return the acknowledgment of the Americans with Disabilities Act requirements.

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VII. Summary of Evaluation Scoring

The Evaluation Committee will use the following 100-point rubric to rank respondents:

Category	Weight	Evaluation Criteria
User-Centered Design (UCD)	20%	"Human-First" Methodology: Evaluation of the vendor's plan for Top-Task analysis, persona mapping, and evidence that navigation is driven by user needs rather than municipal hierarchy.
Statutory & ADA Compliance	20%	NJ Legal Mandates: Proven ability to meet LFN 2026-01 (Legal Notice digital archiving) and WCAG 2.1 AA standards. Vendors must provide a written guarantee of accessibility and a roadmap for NJ-specific transparency pages.
Technical Execution	20%	Implementation: Evaluation of the vendor's strategy for full content migration of historical records and pages, OCR processing for searchable PDFs, and management of the launch of website (including DNS propagation).
Experience & References	20%	NJ Municipal Track Record: Review of past performance with New Jersey municipalities of similar size (~5,000 residents).
Total Cost	20%	Financial Value: Assessment of the total 5-year cost, including implementation, hosting, security updates, and any caps on recurring annual fee increases.

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VIII. Final Selection Methodology

The Township will award the contract based on a "Best Value" determination, which considers technical excellence, user-centered design proficiency, and cost-effectiveness.

The Township Council reserves the right to:

- Reject all proposals as permitted by the Local Public Contracts Law.
- Award the contract to a vendor other than the lowest bidder, provided the Composite Rating justifies the selection based on the technical and UCD requirements outlined in this RFP.

Municipal Contact Information:

Frank Belli

Qualified Purchasing Agent
Township of Belleville
152 Washington Ave
Belleville, NJ 07109

fbelli@bellevillenj.org
973-450-3141



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REQUIRED ADMINISTRATIVE FORMS

As noted in Section 3, please place the checklist and the required forms which follow below at the front of your proposal after the table of contents to facilitate bid review.

Acknowledgement of Required Documents Submitted

Checklist for Items that will be required will have an X next to each item

1	Letter of Qualifications	
2	Letter of Intent	
3	Statement of Ownership Disclosure	X
4	Affirmative Action Compliance Notice	
5	American Disabilities Act of 1990 & Equal Opportunity	X
6	New Jersey Business Registration Certificate	X
7	Non-Collusion Affidavit (notarized)	X
8	Certificate of Insurance & Surety	
9	Pay-to-Play Annual Disclosure Statement	
10	Executed "Conflict of Interest Certificate"	
11	Acknowledgment of Receipt of Addendum, if applicable	
12	Disclosure of Investment Activities in Iran	X
13	Cost & Fee Schedule	

The undersigned hereby acknowledges and will submit the above listed requirements at the time the proposal is officially received.

Name of Respondent/Firm: _____ Print Name and Title: _____

Signature: _____ Date: _____

EXHIBIT #3

STATEMENT OF OWNERSHIP DISCLOSURE

N.J.S.A. 52:25-24.2 (P.L. 1977, c.33, as amended by P.L. 2016, c.43)

This statement shall be completed, certified to, and included with all bid and proposal submissions. Failure to submit the required information is cause for automatic rejection of the bid or proposal.

Name of Organization: _____

Organization Address: _____

Part I Check the box that represents the type of business organization:

- ☐ Sole Proprietorship (skip Parts II and III, execute certification in Part IV)
☐ Non-Profit Corporation (skip Parts II and III, execute certification in Part IV)
☐ For-Profit Corporation (any type) ☐ Limited Liability Company (LLC)
☐ Partnership ☐ Limited Partnership ☐ Limited Liability Partnership (LLP)
☐ Other (be specific): _____

Part II

- ☐ The list below contains the names and addresses of all stockholders in the corporation who own 10 percent or more of its stock, of any class, or of all individual partners in the partnership who own a 10 percent or greater interest therein, or of all members in the limited liability company who own a 10 percent or greater interest therein, as the case may be. **(COMPLETE THE LIST BELOW IN THIS SECTION)**

OR

- ☐ No one stockholder in the corporation owns 10 percent or more of its stock, of any class, or no individual partner in the partnership owns a 10 percent or greater interest therein, or no member in the limited liability company owns a 10 percent or greater interest therein, as the case may be. **(SKIP TO PART IV)**

(Please attach additional sheets if more space is needed):

Name of Individual or Business Entity	Address

Part III DISCLOSURE OF 10% OR GREATER OWNERSHIP IN THE STOCKHOLDERS, PARTNERS OR LLC MEMBERS LISTED IN PART II

If a bidder has a direct or indirect parent entity which is publicly traded, and any person holds a 10 percent or greater beneficial interest in the publicly traded parent entity as of the last annual federal Security and Exchange Commission (SEC) or foreign equivalent filing, ownership disclosure can be met by providing links to the website(s) containing the last annual filing(s) with the federal Securities and Exchange Commission (or foreign equivalent) that contain the name and address of each person holding a 10% or greater beneficial interest in the publicly traded parent entity, along with the relevant page numbers of the filing(s) that contain the information on each such person. **Attach additional sheets if more space is needed.**

Website (URL) containing the last annual SEC (or foreign equivalent) filing	Page #'s

Please list the names and addresses of each stockholder, partner or member owning a 10 percent or greater interest in any corresponding corporation, partnership and/or limited liability company (LLC) listed in Part II **other than for any publicly traded parent entities referenced above.** The disclosure shall be continued until names and addresses of every noncorporate stockholder, and individual partner, and member exceeding the 10 percent ownership criteria established pursuant to N.J.S.A. 52:25-24.2 has been listed. **Attach additional sheets if more space is needed.**

Stockholder/Partner/Member Corresponding Entity Listed in Part II	and	Address

Part IV Certification

I, being duly sworn upon my oath, hereby represent that the foregoing information and any attachments thereto to the best of my knowledge are true and complete. I acknowledge: that I am authorized to execute this certification on behalf of the bidder/proposer; that the *Township of Belleville* relying on the information contained herein and that I am under a continuing obligation from the date of this certification through the completion of any contracts with *the municipality* to notify the writing of any changes to the information contained herein; that I am aware that it is a criminal offense to make a false statement or misrepresentation in this certification, and if I do so, I am subject to criminal prosecution under the law and that it will constitute a material breach of my agreement(s) with the, permitting the contracting unit to declare any contract(s) resulting from this certification void and unenforceable.

Full Name (Print):		Title:	
Signature:		Date:	

EXHIBIT #5

AMERICANS WITH DISABILITY ACT OF 1990 EQUAL OPPORTUNITY FOR INDIVIDUALS WITH DISABILITY

The Company and the Township of Belleville (herein referred to as the "TOWNSHIP") do hereby agree that the provisions of Title 11 of the Americans With Disabilities Act of 1990 (the "Act") (42 U.S.C. §12101 *et seq.*), which prohibits discrimination on the basis of disability by public entities in all services, programs, and activities provided or made available by public entities, and the rules and regulations promulgated pursuant thereto, are made a part of this contract. In providing any aid, benefit, or service on behalf of the Township pursuant to this contract, the Company agrees that the performance shall be in strict compliance with this Act. In the event the Company, its agents, servants, employees, or subcontractors violate or are alleged to have violated the Act during the performance of this contract, the Company shall defend the Township in any action or administrative proceeding commenced pursuant to this Act. The Company shall indemnify, protect, and save harmless the TOWNSHIP, its agents, servants, and employees from and against any and all suits, claims, losses, demands, or damages of whatever kind of nature arising out of or claimed to arise out of the alleged legal violation. The Company shall, at its own expense, appear, defend, and pay any and all charges for legal services and any and all costs and other expenses arising from such action or administrative proceeding or incurred in connection therewith. In any and all complaints brought pursuant to the Township's grievance procedure; the Company agrees to abide any decision of the Township, which is rendered pursuant to, said grievance procedure. If any action or administrative proceeding results in an award of damages against the Township or if the Township incurs any expense to cure a violation of the ADA which has been brought pursuant to its grievance procedure, the Company shall satisfy and discharge the same at its own expense.

The Township shall, as soon as practicable after a claim has been made against it, give written notice thereof to the Company along with full and complete details of the claim. If any action or administrative proceeding is brought against the Township or any of its agents, servants, and employees, the Township shall expeditiously forward or have forwarded to the Company every demand, complaint, notice, summons, pleading, or other process received by the Township or its representatives.

It is expressly agreed and understood that any approval by the Township of the services provided by the Company pursuant to this contract will not relieve the Company of the obligation to comply with the Act and to defend, indemnify, protect, and save harmless the Township pursuant to this paragraph. It is further agreed and understood that the Township assumes no obligation to indemnify or save harmless the Company, its agents, servants, employees and subcontractors for any claim which may arise out of their performance of this Agreement.

Furthermore, the Company expressly understands and agrees that the provisions of this indemnification clause shall in no way limit the Company's obligation assumed in this Agreement, nor shall they be construed to relieve the Company from any liability, nor preclude the Township from taking any other actions available to it under any other provisions of the Agreement or otherwise at law.

EXHIBIT #6

NEW JERSEY BUSINESS REGISTRATION REQUIREMENTS

The Company must include proof of its own business registration and proofs of business registration of those subcontractors, if applicable, required to be listed in the Company's submission (i.e., "named subcontractors"). The proof of business registration shall be provided at the time the proposal is officially received and opened by the Township.

The Company shall provide written notice to its subcontractors of the responsibility to submit proof of business registration to the Company.

Before final payment on the contract is made by the contracting agency, the Company shall submit an accurate list and the proof of business registration of each subcontractor or supplier used in the fulfillment of the contract, or shall attest that no subcontractors were used.

For the term of the contract, the Company and each of its affiliates and subcontractors and each their affiliates [N.J.S.A. 52:32-44(g)(3)] shall collect and remit to the Director of the New Jersey Division of Taxation, the use tax due pursuant to the Sales and Use Tax Act on all sales of tangible personal property delivered into this State, regardless of whether the tangible personal property is intended for a contract with the contracting agency.

A business organization that fails to provide a copy of a business registration as required pursuant to section 1 of P.L. 2001, c. 134 (C. 52:32-44 et al.) or subsection e. or f. of section 92 of P.L. 1977, c. 110 (C.5:12-92), or that provides false business registration information under the requirements of either of those sections, shall be liable for a penalty of \$100 for each day of violation, not to exceed \$50,000 for each business registration copy not properly provided under a contract with a contracting agency.

EXHIBIT #7

NON-COLLUSION AFFIDAVIT

State of New Jersey
County of Essex

ss:

I, _____ residing in _____
(name of affiant) (name of municipality)
in the County of _____ and State of _____ of full age,
being duly sworn according to law on my oath depose and say that:

I am _____ of the firm of _____
(title or position) (name of firm)

_____ the bidder making this Proposal for the bid

entitled _____, and that I executed the said proposal with
(title of bid proposal)

full authority to do so that said bidder has not, directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free, competitive bidding in connection with the above named project; and that all statements contained in said proposal and in this affidavit are true and correct, and made with full knowledge that the _____ relies upon the truth of
the statements contained in said Proposal (name of contracting unit)

and in the statements contained in this affidavit in awarding the contract for the said project.

I further warrant that no person or selling agency has been employed or retained to solicit or secure such contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, except bona fide employees or bona fide established commercial or selling agencies maintained by

Subscribed and sworn to

before me this day

Signature

_____, 2 _____

(Type or print name of affiant under signature)

Notary public of

My Commission expires _____

(Seal)

EXHIBIT #12

Disclosure of Investment Activities in Iran

Person or Entity

Part 1: Certification

COMPLETE PART 1 BY CHECKING **EITHER BOX.**

Pursuant to Public Law 2012, c. 25, any person or entity that is a successful bidder or proposer, or otherwise proposes to enter into or renew a contract, must complete the certification below to attest, under penalty of perjury, that neither the person or entity, nor any parent entity, subsidiary, or affiliate is identified on the State Department of Treasury's Chapter 25 list as a person or entity engaging in investment activities in Iran. The list is found on Treasury's website at www.state.nj.us/treasury/purchase/pdf/Chapter25List.pdf.

The Chapter 25 list must be reviewed prior to completing the below certification. If a vendor or contractor is found to be in violation of law, action may be taken as appropriate and as may provided by law, rule or contract, including but not limited to imposing sanctions, seeking compliance, recovering damages, declaring the party in default and seeking debarment or suspension of the party.



I certify, pursuant to Public Law 2012, c. 25, that neither the person or entity listed above, nor any parent entity, subsidiary, or affiliate thereof is listed on the N.J. Department of the Treasury's list of entities determined to be engaged in prohibited activities in Iran pursuant to P.L. 2012, c. 25 ("Chapter 25 List"). I further certify that I am the person listed above, or I am an officer or representative of the entity listed above and am authorized to make this certification on its behalf. I will skip Part 2 and sign and complete the Certification below.

OR



I am unable to certify as above because the person or entity and/or a parent entity, subsidiary, or affiliate thereof is listed on the N.J. Department of the Treasury's Chapter 25 list. I will provide a detailed, accurate and precise description of the activities in Part 2 below sign and complete the Certification below.

Part 2: Additional Information

PLEASE PROVIDE FURTHER INFORMATION RELATED TO INVESTMENT ACTIVITIES IN IRAN.

You must provide a detailed, accurate and precise description of the activities of the person or entity, or a parent entity, subsidiary, or affiliate thereof engaging in investment activities in Iran below and, if more space is needed, on additional sheets provided by you.

Part 3: Certification of True and Complete Information

I, being duly sworn upon my oath, hereby represent and state that the foregoing information and any attachments there to the best of my knowledge are true and complete. I attest that I am authorized to execute this certification on behalf of the above-referenced person or entity.

*I acknowledge that the **Name of Contracting Unit** is relying on the information contained herein and thereby acknowledge that I am under a continuing obligation from the date of this certification through the completion of any contracts with the **Reference to Contracting Unit** to notify the **Reference to Contracting Unit** in writing of any changes to the answers of information contained herein.*

*I acknowledge that I am aware that it is a criminal offense to make a false statement or misrepresentation in this certification, and if I do so, I recognize that I am subject to criminal prosecution under the law and that it will also constitute a material breach of my agreement(s) with the **Name of Contracting Unit** and that the **Reference to Contracting Unit** at its option may declare any contract(s) resulting from this certification void and unenforceable.*

Full Name (Print)		Title	
Signature		Date	

EXHIBIT #13

Please include your proposal here