



Request for Proposal – Website Developer/ Consultant

June 12, 2019

INTRODUCTION

In accordance with its Procedures, the Connecticut Health and Educational Facilities Authority (the “Authority” or “CHEFA”) is requesting proposals from qualified firms interested in providing website development and consulting services.

The Authority is a quasi-public state agency created in 1965 to provide access to the tax-exempt bond market for qualified nonprofit institutions in the State of Connecticut. As a conduit issuer, it issues bonds on behalf of eligible 501(c)(3) entities throughout the state. The Authority’s portfolio consists of 109 clients with a total of approximately \$8.5 billion of bonds outstanding consisting of primarily healthcare, higher education, private secondary schools, human service providers, early childhood education centers and cultural institutions. Additional information on CHEFA can be found on its website, www.chefa.com.

The Authority has three subsidiaries (component units): the Connecticut Higher Education Supplemental Loan Authority (“CHESLA”), the Connecticut Student Loan Foundation (“CSLF”), and CHEFA Community Development Corporation (“CHEFA CDC”). CHESLA issues tax-exempt bonds for the purpose of making or refinancing student loans for individuals in or from the State. Additional information on CHESLA may be found on its website, www.chesla.org.

CSLF currently holds a portfolio of loans and bonds but does not offer new loans and has no employees. A third-party manages the administrative tasks related to CSLF and the financial records are managed by CHEFA. No services to CSLF are contemplated under this RFP.

CHEFA CDC was recently formed to operate as a Community Development Entity for purposes of providing financial assistance to qualified nonprofit entities in low-income communities located in Connecticut.

SCOPE OF SERVICES

Design, Develop and Launch a new website for CHEFA:

- Work with CHEFA team to determine design and content
- Code and program custom website
- Test website
- Incorporate analytics
- Launch website

Website will be hosted and administered by CHEFA after its launch. Design must incorporate features to address security concerns and be a platform to meet future strategies.

Website should be launched within CHEFA's FY 2020, which ends 6/30/20.

PROPOSAL SCHEDULE

- RFP Issued – *June 12, 2019*
- Proposals are due no later than *June 21, 2019 at 12 Noon.*
- Management Selection of Communications Consultant by *June 28, 2019*

PROPOSAL REQUIREMENTS

1. Please describe your company including:
 - a. Location and corporate structure (e.g., LLC);
 - b. Company history;
 - c. Key staff to be assigned to this account and their experience;
 - d. Total number of employees, diversity (women and minorities); and
 - e. Affirmative action policy.
2. Describe your client base and number of clients. Provide two (2) examples of recent engagements with a Scope of Services similar to the Scope of Services described in this RFP. Please provide links to other websites designed by your firm.
3. Please describe your approach and timeline for achieving the work described in the Scope of Services.
4. Please provide contact information for three (3) references.
5. What is your insurance coverage?
6. Please disclose any criminal, civil litigation or administrative proceedings involving your firm or its employees during the last five years.
7. Are there any other lines of business conducted by your firm that could conflict with your service as website developer/consultant to the Authority?
8. Please provide a compensation proposal.

CONTRACTUAL RELATIONSHIPS WITH QUASI-PUBLIC AGENCIES

1. Penalty for False Statement (C.G.S. §1-126)

Any quasi-public agency, as defined in Section 1-120 of the General Statutes, shall require any application, agreement, financial statement, certificate or other writing submitted to such quasi-public agency with respect to any loan, mortgage, guarantee, investment, grant, lease, tax relief, bond financing or other extension of credit or financial assistance made or provided by such quasi-public agency and that provides information on which the decision of such quasi-public agency was based, to be signed under penalty of false statement as provided in Section 53a-157b of the General Statutes. CHEFA requires that proposals in response hereto be provided on the same basis.

Include the following statement with your proposal:

“The information provided herein is submitted by the undersigned firm under penalty of false statement as provided in the Connecticut General Statutes, Section 53a-157b.”

2. Nondiscrimination Requirements (C.G.S. Sections 4a-60 and 4a-60a)

C.G.S. §§4a-60 and 4a-60a, as amended, require an entity or individual entering into a contract with the State or certain of its political subdivisions, including quasi-public agencies, to provide the contracting agency with a written affidavit, representation or other acceptable documentation that certifies the contractor's compliance with the State's nondiscrimination agreements and warranties set forth in C.G.S. §§4a-60 and 4a-60a and to periodically update such documentation. **Please refer to the form of the required certification attached as Exhibit A.**

3. Contract Language

By submitting a response to this RFP, a Proposer agrees to the inclusion of the language set forth in **Exhibit B** in any contract entered into with CHEFA in connection with this RFP.

4. Freedom of Information Act

The CHEFA is a “public agency” for purposes of the Connecticut Freedom of Information Act (“FOIA”). A proposal submitted in response to this RFP, and any files or documents associated with the proposal, including e-mails or other electronic files, will be public records and subject to disclosure under the FOIA. See C.G.S. §§1-200, et seq. The FOIA includes exemptions for, among other things, “trade secrets” and “commercial or financial information given in confidence, not required by statute.” See C.G.S. §1-210(b). Due regard will be given for the protection of proprietary or confidential information contained in all proposals received. However, all materials associated with this RFP are subject to the terms of the FOIA and all applicable rules, regulations and administrative decisions. If a proposer is interested in preserving the confidentiality of

any part of their proposal, it will not be sufficient to state generally in the proposal that the proposal is proprietary or confidential in nature and therefore not subject to release to third parties. Instead, those particular sentences, paragraphs, pages or sections that a proposer believes to be exempt from disclosure under the FOIA must be specifically identified as such. Convincing explanation and rationale sufficient to justify each exemption consistent with §1-210(b) of the FOIA must accompany the proposal. The rationale and explanation must be stated in terms of the reasons the materials are legally exempt from release pursuant to the FOIA. Confidential information must be separated and isolated from other material in the proposal, labeled CONFIDENTIAL, and submitted in a separate PDF. All proposal materials not placed in a separate PDF clearly marked as confidential will not be treated as confidential and will be made available for public view upon receipt of a FOIA request. Proposers should not request that their entire proposal, nor the majority of the proposal, be confidential and the CHEFA reserves the right to reject any such proposal. The CHEFA has no obligation to initiate, prosecute or defend any legal proceeding or to seek a protective order or other similar relief to prevent disclosure of any information that is sought pursuant to a FOIA request. The proposer has the burden of establishing the availability of any FOIA exemption in any proceeding where it is an issue. In no event shall the CHEFA or any of its officers, directors or employees have any liability for the disclosure of documents or information in the CHEFA's possession where the CHEFA, or such officer, director or employee believes disclosure is required under the FOIA or other law.

PROPOSAL SUBMISSION

The total length of the response, excluding required exhibits referenced below, is limited to 10 pages. In addition, all materials required by Exhibits A, B, C, and D identified under CONTRACTUAL RELATIONSHIPS WITH QUASI-PUBLIC AGENCIES must be included with your submission. The Authority shall not be liable for any cost incurred in connection with responding to this proposal. Please submit a copy of your firm's response to this RFP via email by no later than **Friday, June 21, 2019 at 12 Noon**. in PDF format to the following individuals:

Jeanette Weldon	jweldon@chefa.com
Denise Aguilera	daguilera@chefa.com
Michael Morris	mmorris@chefa.com
Cynthia Peoples	cpeoples@chefa.com
Debrah Galli	dgalli@chefa.com

The Authority reserves the following rights (without limitation or waiver):

1. To reject any or all proposals.
2. To conduct investigations or request further information relating to the qualifications of any or all respondents.
3. To supplement, modify or cancel this request for proposals without notice or substitution of another such request.
4. To reevaluate a proposal or selection if there are any changes in the substance of the proposal.

5. Accept a proposal based on consideration other than cost.
6. Negotiate with any firm in any manner deemed to be in the best interest of the Authority.
7. Interview any or all respondents (the costs associated therewith are the sole responsibility of the respondent).

Please direct any questions to Jeanette Weldon via email at jweldon@chefa.com.