

Web Creations

COUNTY OF UNION

Website On-Call Services RFP

Web Creations Proposal

Web Creations, LLC.

**Business Address:
187 Hawthorne Drive
Clark, NJ 07066
Phone: 732-770-7824
Email: support@wcnj.net**

September 2, 2011

Copy

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- 1. EXECUTIVE SUMMARY:** On behalf of Web Creations, I would like to thank the County of Union NJ for the opportunity to present the following Proposal for Website On-Call Services.

This Proposal has been developed in response to the RFP deliverables referenced in section 2. Web Creations is a custom web design, backend database, service integration and support maintenance firm delivering innovative solutions in the areas of Web-Based, Enterprise wide collaboration and Social Computing. We specialize in aligning technology, web design and user experience into a best of class communication solutions.

Web Creations was contracted to re-design and support in 2010 the Old website which had over 3,000 pages of information but much of it was either outdated or difficult to find. The new website now allows the public and government officials to more easily navigate and find valuable information that the Country of Union produces. The revamped site design has a new user friendly interface and is better organized to locate department information, get the latest news and events, provides and allows visitors to stay in touch through social media sites like Twitter and Facebook.

Web Creations is proud of our efforts to deliver a website that has with stood thousands of updates and enhancements during the past twelve months and it has kept its form and function. The success of the website redesign and ongoing support can be credited to the commitment the Web Creations staff to deliver the best website for the Union County. We are confident that we can continue to deliver and exceed the County of Union "Website On-Call service support requirements" in the RFP.

2. WEBSITE ON-CALL SERVICE DESCRIPTION

Web Creations and or any members of the firm or assigned to support the On-Call Program have not been disbarred, suspended or otherwise prohibited from professional practice by any state, federal or local agency.

Web Creations will comply with the General Terms and Conditions required by the County and enter into the County's standard Professional Services Contract. Web Creations will comply with both the timing and criteria set forth in section 2 of this RFQ;

Outlined below is the summary of service to be provided under Website On-Call Service as referenced in Section 2 in the RFP:

- Project Management & Coordination for new website development & design
- Design and Development
- Information Architecture
- Graphic User Interface Design

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- Content Aggregation & upload (text, documents, video & PDF)
- Programming/Technical development
- Rich Media Development
- Testing, Q/A, Debugging
- Upload Support
- Basic Search Engine Optimization & search tags
- Support and Maintenance
- Monthly Status Meetings or as needed

Detail On-Call Services

Upon On-Call request by the County of Union staff member(s), Web Creations will submit a proposal with the On-Call request cost and timelines. Once request approval has been received, Web Creations shall respond accordingly:

- **Emergency Updates** – Any item deemed an emergency will be handled immediately upon receipt of the detail. This type of request can be delivered via email or ticketing system and may be confirmed with a phone call or text message to our support team. All tickets are responded to with an update when completed. Meeting Agenda Updates will be handled as an Emergency Update. When appropriate these items are also added to social networking sites.
- **Non-Emergency Updates** – Any normal update received from 8am to 6pm will be completed within 2 business hours. These include press releases, calendar requests as well as all other page changes and additions. These update requests should be communicated via the Web Creations ticketing system.

Development of new programs, databases and forms – New development and design will include any request that requires that new features, forms, databases and surveys be added to the existing website. The addition of new social networking pages and accounts will also be considered new development. Additional features which require the implementation of new Word Press modules will be considered new development.

The project methodology that Web Creations follows for new development includes the following phases.

- **Phase 1: Discover & Define** – Meet with county personnel to define project objectives and deliverables, and provide a proposal for review and approval
- **Phase 2: Design and Develop** - Project Framework will be provided for review and approval

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- Phase 3: Deploy- Once all design and development has been completed, Web Creations will move the project into the Deployment phase which includes testing to ensure that feature functionality were met and that all bugs and defects are identified. If testing is successfully project will be deployed into live environment.

Meetings – Monthly Status Meetings will be attended by our lead maintenance staff member, project manager and or senior analyst. Project specific meetings will be attended by team members as needed and depending on the specialty required for the project being discussed. Department liaison meetings will be arranged by the maintenance staff member.

3. EXPERIENCE AND EXPERTISE

Relevant Expertise - Programming/Scripting languages (PHP, ASP, ASP.net, C, Java Scripting, Word Press Scripting, XML HTML). **Database** (SQL, MY/SQL, Microsoft Access) **Other** – (Networking, Routing DNS, Web Hosting, Email Hosting, SEO, SMS, Mobile Web, Android/Iphone App Development, VOIP telephony) Word Press development

Experience Statement – Web Creations has been designing and maintaining websites for 13 years. The core of the Web Creations team has over 50 years combined experience in IT and New Technology. Members have been responsible for project management, analysis and development for large corporations including New Jersey's largest newspaper, the nation's largest realtor, car dealers, banks mortgage lending institutions and communication providers. In addition core members have a broad understand of IT infrastructure, design and support.

Portfolio –

The County Of Union New Jersey
10 Elizabethtown Plaza
Elizabeth, New Jersey 07207

Richard Lucas Auto Center
1077 US Highway South 1
Avenel, NJ 07001

Contact: Richard Lucas

Royal Chevrolet
1548 U.S. 22
Bridgewater Township, NJ 08807

Contact: Anthony McGlynn

Oasis Chevrolet

Web Creations

1292 Route 9 South ·
Old Bridge, NJ 08857

Contact: Bob Slater

The Township of Clark
Westfield Ave, Clark NJ 07066

Contact: Donna Mazzucco

American Office Centers
40 Baldwin Road
Parsippany, NJ 07054

Contact: Jeff Jones

Roof Cleaning Pros NJ
Willow Way
Clark NJ 07066

Contact: Bob Siessel

Staff to be assigned to On-Call Service

Web Creations will assign the following staff to support On-call Service but reserves the right to add or change support team members on a as need basis.

Richard Loalbo - Development, Design, and Analyst

Mike Tropeano – Project Manager, Business Development

Robert Charkowsky- Maintenance Support and Design

Kevin Loalbo- Maintenance and Support

REQUEST FOR PROPOSALS CHECKLIST

THIS CHECKLIST SHOULD BE COMPLETED AND SUBMITTED WITH YOUR PROPOSAL
A PROPOSAL SUBMITTED WITHOUT THE FOLLOWING DOCUMENTS IS CAUSE FOR REFUSAL
PLEASE ACKNOWLEDGE THAT EACH ITEM IS INCLUDED BY INTIALING BELOW:

- A. An original and three (3) signed copy of your complete proposal
Including all information and affirmative statements as required
in the section entitled "Standard Requirements of Technical Proposal" _____
- B. Non-Collusion Affidavit properly notarized _____ ✓
- C. Owners Disclosure Statement, properly notarized, listing the names
of all persons owning ten (10) percent or more of the proposing entity _____ ✓
- D. Authorized signatures on all forms _____
- E. Business Registration Certificate(s)
A copy of the proposer's Business Registration Certificate should be included
as it must be received by the County prior to the award of the contract. The
BRC provided must show that it was issued prior to the time of the public
opening or the proposal will be rejected. _____ ✓
- F. Business Disclosure Statement _____ ✓
- G. Affirmative Action Statement _____ ✓
- H. Affidavit of No Conflict of Interest _____ ✓
- I. Cost Proposal (Exhibit B) _____ ✓

Note: N.J.S.A 52:32-44 provides that the County shall not enter into a contract for goods or services unless the other party to the contract provides a copy of its business registration certificate and the business registration certificate of any subcontractors at the time that it submits its proposal. The contracting party must also collect the state use tax where applicable.

THE UNDERSIGNED HEREBY ACKNOWLEDGES THE ABOVE LISTED REQUIREMENTS

NAME OF PROPOSER: WEB CREATIONS, LLC

Person, Firm or Corporation

BY: [Signature] (NAME) PRESIDENT (TITLE)

(REVISED 4/10)

EXHIBIT A

MANDATORY EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE

N.J.S.A. 10:5-31 et seq. (P.L. 1975, C. 127)

N.J.A.C. 17:27

GOODS, PROFESSIONAL SERVICE AND GENERAL SERVICE CONTRACTS

During the performance of this contract, the contractor agrees as follows:

The contractor or subcontractor, where applicable, will not discriminate against any employee or applicant for employment because of age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex. Except with respect to affectional or sexual orientation and gender identity or expression, the contractor will ensure that equal employment opportunity is afforded to such applicants in recruitment and employment, and that employees are treated during employment, without regard to their age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex. Such equal employment opportunity shall include, but not be limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Public Agency Compliance Officer setting forth provisions of this nondiscrimination clause.

The contractor or subcontractor, where applicable will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex.

The contractor or subcontractor will send to each labor union, with which it has a collective bargaining agreement, a notice, to be provided by the agency contracting officer, advising the labor union of the contractor's commitments under this chapter and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

The contractor or subcontractor, where applicable, agrees to comply with any regulations promulgated by the Treasurer pursuant to N.J.S.A. 10:5-31 et seq., as amended and supplemented from time to time and the Americans with Disabilities Act.

The contractor or subcontractor agrees to make good faith efforts to meet targeted county employment goals established in accordance with N.J.A.C. 17:27-5.2.

The contractor or subcontractor agrees to inform in writing its appropriate recruitment agencies including, but not limited to, employment agencies, placement bureaus, colleges, universities, and labor unions, that it does not discriminate on the basis of age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex, and that it will discontinue the use of any recruitment agency which engages in direct or indirect discriminatory practices.

The contractor or subcontractor agrees to revise any of its testing procedures, if necessary, to assure that all personnel testing conforms with the principles of job-related testing, as established by the statutes and court decisions of the State of New Jersey and as established by applicable Federal law and applicable Federal court decisions.

In conforming with the targeted employment goals, the contractor or subcontractor agrees to review all procedures relating to transfer, upgrading, downgrading and layoff to ensure that all such actions are taken without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex, consistent with the statutes and court decisions of the State of New Jersey, and applicable Federal law and applicable Federal court decisions.

The contractor shall submit to the public agency, after notification of award but prior to execution of a goods and services contract, one of the following three documents:

Letter of Federal Affirmative Action Plan Approval

Certificate of Employee Information Report

Employee Information Report Form AA302 (electronically provided by the Division and distributed to the public agency through the Division's website at www.state.nj.us/treasury/contract_compliance)

The contractor and its subcontractors shall furnish such reports or other documents to the Division of Public Contracts Equal Employment Opportunity Compliance as may be requested by the office from time to time in order to carry out the purposes of these regulations, and public agencies shall furnish such information as may be requested by the Division of Public Contracts Equal Employment Opportunity Compliance for conducting a compliance investigation pursuant to Subchapter 10 of the Administrative Code at N.J.A.C. 17:27.

EXHIBIT B
COST PROPOSAL

Hourly Rate for New Enhancements \$ 89 X 500 potential hours = \$ 44,500

TOTAL: \$ 44,500

NON-COLLUSION AFFIDAVIT

(To be submitted with proposal)

STATE OF NEW JERSEY
COUNTY OF UNION

ss:

I AM ERIN LOALBO

OF THE FIRM OF WEB CREATIONS, LLC

UPON MY OATH, I DEPOSE AND SAY:

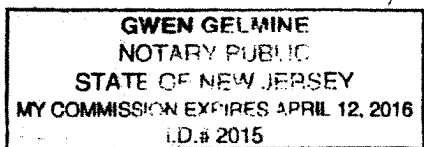
1. That I executed the said proposal with full authority so to do;
2. That this proposer has not, directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of fair and open competition in connection with this engagement;
3. That all statements contained in said proposal and in this affidavit are true and correct, and made with full knowledge that the county of union relies upon the truth of the statements contained in said proposal and in the statements contained in this affidavit in awarding the contract for the said engagement; and
4. That no person or selling agency has been employed to solicit or secure this engagement agreement or understanding for a commission, percentage, brokerage or contingent fee, except bona fide employees or bona fide established commercial selling agencies of the proposer. (N.J.S.A.52: 34-25)

SUBSCRIBED AND SWORN TO
BEFORE ME THIS 1st DAY
OF September 2011.

[Signature]
NOTARY PUBLIC OF New Jersey

ERIN Loalbo
(Print Name)
[Signature]
(Signature)

MY COMMISSION EXPIRES: April 12, 2016.



OWNER DISCLOSURE INFORMATION

(To be submitted with proposal)

Set forth below are the names and addresses of all owners of 10% or more of the proposing business entity.

Name: ERIN LOALBO Name: _____

Address: 187 HAWTHORNE DR Address: _____

CLARK NJ 07066 _____

Name: _____ Name: _____

Address: _____ Address: _____

Name: _____ Name: _____

Address: _____ Address: _____

Name: _____ Name: _____

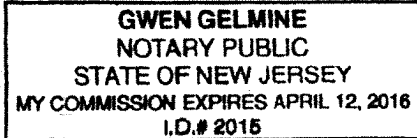
Address: _____ Address: _____

NAME OF BUSINESS ENTITY

Erin Loalbo *President*
SIGNATURE TITLE

[Signature]
Notary Public of *New Jersey*

My Commission Expires: *April 12, 2016*



BUSINESS DISCLOSURE STATEMENT

(To be submitted with proposal)

(a) Is or was anyone in your firm or company a member of the County freeholder board within the last calendar year or a member of his/her immediate family? If yes, then provide the name of the individual below and his/her relationship.

Yes _____ No _____

Name Position Relationship

(b) Has any principal/partner of your firm been convicted of a indictable offense? If yes, then please provide further explanation and copies of any relative documents.

Yes _____ No _____

Name Date

(c) Has any individual who would provide service under this contract ever been sanctioned by the appropriate licensing board?

Yes _____ No _____

Name Position Term

Reason for censure:

(d) Has the firm been found liable for professional malpractice in the last 5 years?

Yes _____ No _____

Reason for Action:

(e) Has any member of your firm ever been barred from doing business with any state, county or municipal government? If yes, then please provide further written explanation including date and copies of relevant documentation.

Yes _____ No _____

Name State, County or Municipality Date

(f) Has your firm sued the County of Union in the past five (5) years? If yes, then please identify the matter/case and provide further written explanation including date and copies of relevant documents.

Yes _____

No _____

Name

Date

(g) Is your business currently in good standing with the State of New Jersey with all tax obligations and annual fees paid?

Yes _____

No _____

AFFIDAVIT OF NO CONFLICT OF INTEREST

State of New Jersey : : SS: County of :

I, ERIN LOALBO, the undersigned and PRESIDENT (Name) (Name of Office)

of the company/firm/agency named in the within proposal, do hereby swear to the following:

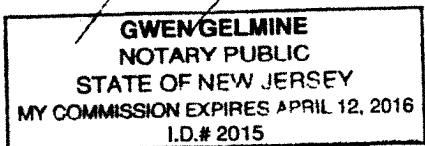
- (1) I have full authority to make the representations set forth in this Affidavit; and (2) I am unaware of any conflict of interest that could disqualify myself or my company/firm/agency should said company/firm/agency be selected among the list of approved vendors for the services and work by the County of Union, and shall immediately notify said County should one arise during the term of my contract.

SUBSCRIBED AND SWORN TO BEFORE ME THIS 1 DAY OF September 20, 11.

[Signature] NOTARY PUBLIC OF New Jersey

ERIN LOALBO (Print Name) [Signature] (Signature)

MY COMMISSION EXPIRES: April 12, 20 11.



James J. Fruscione

James J. Fruscione
Director
New Jersey Division of Revenue

STATE OF NEW JERSEY
BUSINESS REGISTRATION CERTIFICATE

DEPARTMENT OF TREASURY/
DIVISION OF REVENUE
P.O. BOX 232
TRENTON, N.J. 08646-0232

TAXPAYER NAME: **WEB CREATIONS OF NEW JERSEY LIMITED LIA**
ADDRESS: **187 HAWTHORNE DRIVE
CLARK NJ 07066**
EFFECTIVE DATE: **05/03/10**

TRADE NAME:
SEQUENCE NUMBER: **1560400**
ISSUANCE DATE: **05/03/10**

James J. Fruscione
Director
New Jersey Division of Revenue



COUNTY OF UNION

Part C - GOVERNMENT RECORDS REQUEST RESPONSE

Requestor: Tina Renna-UCWA

Request Date: 11/14/11
Proposal for Resolution
2011-1003

- Document(s) provided: _____ pages, at a total cost of: _____
- Special Service Charge imposed - Reason: _____ cost: _____
- Document(s) have been inspected by the requestor on the date shown below: _____ documents, _____ total pages
- Document(s) not provided (see below):

The document(s) you have requested that are checked below are NOT being provided because the document(s) are considered privileged or are otherwise exempt from public access, as provided by applicable law:

Privileged or Protected Category	Authority for Denial or Redaction
<input type="checkbox"/> Advisory, Consultative or Deliberative material	N.J.S.A. 47:1A-1.1, et seq.
<input type="checkbox"/> Autopsy Photos / Video	N.J.S.A. 47:1A-1.1, et seq.
<input type="checkbox"/> Attorney-Client Privilege Information	N.J.S.A. 47:1A-1.1, et seq.
<input type="checkbox"/> Computer Security Information	N.J.S.A. 47:1A-1.1, et seq.
<input type="checkbox"/> Criminal Investigatory Records	N.J.S.A. 47:1A-1.1, et seq.
<input type="checkbox"/> Credit Card Numbers	N.J.S.A. 47:1A-1.1, et seq.
<input type="checkbox"/> Domestic Security (Sabotage or Terrorism)	Executive Order 21 (McGreevey)
<input type="checkbox"/> Grievance Information with public employer	N.J.S.A. 47:1A-1.1, et seq.
<input type="checkbox"/> Drivers' License Numbers	N.J.S.A. 47:1A-1.1, et seq.
<input type="checkbox"/> Electronic Surveillance Materials	N.J.S.A. 2A:156A-19
<input type="checkbox"/> Emergency or Security Information or Procedures	N.J.S.A. 47:1A-1.1, et seq.
<input type="checkbox"/> Employee Sexual Harassment Complaints	N.J.S.A. 47:1A-1.1, et seq.
<input type="checkbox"/> Fingerprint Cards	Executive Order 9 (Hughes)
<input type="checkbox"/> Individual's Medical, Financial, or Tax records	Executive Order 26 (McGreevey)
<input type="checkbox"/> Insurance Communications	N.J.S.A. 47:1A-1.1, et seq.
<input type="checkbox"/> Investigation in Progress	N.J.S.A. 47:1A-3.a
<input type="checkbox"/> Labor Negotiation Information (strategy or positions)	N.J.S.A. 47:1A-1.1, et seq.
<input type="checkbox"/> Personnel or Pension Records	N.J.S.A. 47:1A-10
<input type="checkbox"/> Photographs of Crime Scene	Executive Order 9 (Hughes)
<input type="checkbox"/> Proprietary Information	N.J.S.A. 47:1A-1.1, et seq.
<input type="checkbox"/> Reasonable Expectation of Privacy	N.J.S.A. 47:1A-1.1, et seq.
<input type="checkbox"/> Resumes of unsuccessful applicants	Executive Order 26 (McGreevey)
<input type="checkbox"/> Safety of persons or the public	Executive Order 69 (Whitman)
<input type="checkbox"/> Security Measures and Surveillance Techniques	N.J.S.A. 47:1A-1.1, et seq.
<input type="checkbox"/> Social Security Numbers	N.J.S.A. 47:1A-1.1, et seq.
<input type="checkbox"/> Test Questions, Scoring Keys, or other Exam Data	Executive Order 26 (McGreevey)
<input type="checkbox"/> Victim records	N.J.S.A. 47:1A-1.1; N.J.S.A. 2A:82-46b
<input checked="" type="checkbox"/> Record has been destroyed/not retained pursuant to:	Records Retention and Disposition Schedule
<input type="checkbox"/> Other	<u>No document to provide</u>

You have a right to appeal this decision that the documents requested are not accessible. You may take your appeal to the Government Records Council (GRC) or to the New Jersey Superior Court as provided by N.J.S.A. 47:1A-6 and 7. Please see the attached "Part D - Procedures to Challenge Denial of Access to Government Records" and GRC Information.

Date: 11/23/11

[Signature]
County Official

ACKNOWLEDGMENT

I hereby acknowledge that I have received copies of, or have been permitted to view/inspect, the documents requested except for any documents specifically listed above on which a determination has been made that the documents could not be provided in accordance with applicable law. If any documents have not been provided, I have received information as to the procedures for an appeal of the determination.

Date: _____

Requestor's Signature _____