



Request for Proposal:
Digital Products Development
Web Platform and Mobile Application
Creation



Newark Downtown District
60 Park Place, Suite 2100
Newark, NJ 07102
973-622-2002
www.downtownnewark.com

I. BACKGROUND

The mission of the Newark Downtown District (herein “NDD”) is to increase the safety and cleanliness of the downtown business district so Newark can successfully compete as an environment in which to live, work, shop, and play.

The NDD is the special improvement district of Newark’s central business district. Comprising over 1,000 properties, the NDD is a privately directed, 501(c)(3) not-for-profit corporation, funded by special assessments on district commercial and residential properties, organized and existing under the laws of the State of New Jersey. The NDD provides supplemental services, including cleaning, hospitality, marketing, and physical improvements in a specified area of Downtown Newark.

II. THE OPPORTUNITY

The NDD intends to select a vendor for the development, maintenance, and support of a mobile application and a web platform to translate and manage daily NDD Operations Metrics.

The NDD has, on average, 62 Ambassadors working on a daily basis in the 110 blocks of the commercial and residential Districts. Operations Ambassadors are divided into five (5) groups: (i) NDD Clean Team, (ii) NDD Quality of Life Team, (iii) NDD Horticulture Team, (iv) NDD Special Projects Team, and (v) NDD Powerwashing Team. Each Team member has a responsibility to enter their respective performance metrics at the end of each shift.

The NDD currently uses [ESRI Products](#) (ArcGIS solutions) to collect and store all daily maintenance services from each Ambassador. Additionally, the NDD has a total of 2,000 street assets placed throughout the Downtown; these assets include planters, garbage cans, street trees, and decorative light poles. Each of the assets is inspected and maintained frequently, and work orders are generated if assets are damaged or vandalized. However, work orders are currently processed internally via paper, and we seek to streamline this process.

With the ESRI data system, the NDD is able to perform the following:

- *Collect asset data¹ (i.e., garbage cans/ light poles/ planters/trees)*
- *Report daily Quality of Life activities (i.e., illegal dumping/ graffiti/ disorderly conduct)*
- *Report daily cleaning activities (i.e., number of trash bags emptied/ incidences of graffiti removed/ routes cleaned)*
- *Report daily horticulture activities (i.e., number of plants installed/ watered/ pulled)*

¹ Assets Data = Garbage cans (c= 201) ; Planters (c=238) Light poles (c= 598) Trees (c=485). In total about 1,522 assets managed daily.

Lastly, the NDD collects incident/observation data on a daily basis. This information is entered by NDD Quality of Life Ambassadors, who patrol each street of the District throughout their shift, serving as the ears and the eyes in conjunction with Newark Police. They report, via smart devices, Quality of Life incidents such as illegal dumping, panhandling, disorderly conduct, and vandalism issues. The same data is entered into the City of Newark system ([Newark Connect](#)) for each City Department to remediate.

The contracted firm will accomplish the following goals:

a. Tally/Dashboard of Operations Performances. Enable customization of the dashboard to highlight essential operations metrics freely. Integration of system analytics and stats widgets presenting daily/monthly operation activities. Export features should be available to extract data in *Excel, shapefile, pdf, and kml* format.

b. Work order creation and management feature. Develop a web screen that allows operations managers to assign work orders with required specifications such as *time assigned, time completed, photos, documents*, etc. It must also include capabilities to edit, manage, and transfer work orders within the system.

c. Asset tracking inventory and management. Create a tracking system to identify and manage each NDD street asset. Potentially integrate a bar scan to collect unique identifiers for each asset. Provide a dropdown menu for each asset condition and type. Define default value and provide a dropdown menu for attribute entry. The same features should also be applicable to all NDD's marketing items (i.e., *branded t-shirts, games, coffee table books*). These items are sold on the NDD website or at different Downtown events. To properly track the sale of these items, the system should be linked to *Clover and QuickBooks* to track the inventory stock.

d. Integration of the system with municipal or agency reporting systems. The NDD manually enters service requests into the [Newark Connect](#) and the [PSEG website](#) as a result of the daily Quality of Life Ambassadors District patrol. The web platform should be able to dump incident data automatically into these municipal departments or agencies' reporting systems.

e. Public Portal Integration. The goal is to have a screen on the web platform where the public can report quality-of-life violations or conditions of assets. Reports for NDD assets will automatically create internal work orders. All assets or observations not under the responsibility of the NDD will be automatically shared on Newark Connect or the PSEG website for remediation.

f. Offline Setting Data Collection. Field workers should be able to collect information on the field without wifi access. This feature should only be applicable to the data entry process.

g. Search feature. Users should be able to search using auto-suggestions as the user starts typing, displaying cached keywords previously used for search, and others feature that make the content highly accessible for both field workers and the public.

h. Define user rules, identify admin users to take control of the system, and manage users and work orders.

i. Reporting Component. Ability to generate reports with charts and graphs that summarize the desired information. Features should include mapping capabilities to translate incidents in a geospatial format.

j. GPS tracking. Dispatchers are able to see where field workers are located ONLY during work hours. Have a “history” feature retracing the routes field workers used during their shifts.

k. Best practice security measures. Utilize stringent standards for coding and testing; follow and embed cybersecurity best practices, including usability and penetration testing.

All these goals should be met while connecting this new system with ESRI geo-database reading strategy. The NDD has an active membership with ESRI (ArcGISonline) and uses the ESRI server to store all collected information.

NDD reserves the right to modify the required specifications during the design process.

III. OBJECTIVE

The project’s objective is to develop digital products (i.e., NDD *mobile application and a web platform*) to help the organization translate and manage all incoming Operations Department data.

IV. SUBMISSION OF STATEMENT OF QUALIFICATIONS AND DETAILED PROPOSAL OF THE DIGITAL PRODUCTS DEVELOPMENT

The NDD will receive written proposals from any Company interested in proposing Digital Product Developments no later than **Monday, February 13th, 2023, at 5:00 pm**. Proposals will not be accepted after that date. Two copies of the “Proposer’s” statement of qualifications and a detailed proposal of the digital products development should be submitted to

Mr. Anthony McMillan, Chief Executive Officer

*Newark Downtown District Management Corporation
60 Park Place, Suite 2100, Newark, NJ 07102*

The Proposer's qualifications to perform the services shall be evidenced by responses to the following (documented in writing in this order):

The Proposer's qualifications to perform the services shall be evidenced by responses to the following (documented in writing in this order):

1. Company Name, Business Address, Telephone Number, Fax Number, Email Address, and Website (if applicable).
2. Briefly describe your firm's organizational capacity to produce our website(s), along with the length of time in business and core competencies.
3. Define your ownership structure and the number of full-time staff employed by your firm, along with an organizational chart.
4. Provide the number of completed projects to date, similar to the work being sought by NDD. Submit an organizational chart, if available.
5. Provide current reference information for three (3) former or current clients.
6. Briefly describe the percentage of your staff who would be working on this project, relative to the entire staff.
7. Briefly describe your firm's project management process, the type of team assigned to the project, and the role of each person to be assigned. Include a brief background summary for each key staff member assigned to this project.
8. List five (5) websites and/or mobile applications your firm has produced that best reflect your work and relevance to this project. Briefly, list the role your firm played in each project. The URL should be submitted with the understanding that only live sites will be considered.
9. Provide a summary of your approach to performing the tasks outlined in the RFP, including a list of the hardware/software that you would recommend using. Disclose any hardware/software partnerships at this juncture.
10. Please discuss your testing and support plan.
11. Please explain your service level agreement (SLA) structure, and provide a sample of a current agreement for review (if applicable).
12. Please explain your timeframe for completion, which will be evaluated and integrated into the contractual agreement.

13. Please disclose any business plans that may impact the timeline of this project, including mergers or acquisitions.
14. Disclose any additional terms and conditions not listed.

V. RESPONSIBILITIES OF THE COMPANY DURING THE TERM OF THE AGREEMENT

The Company will be fully responsible for all aspects of the design, development, maintenance, and hosting of the NDD digital products.

The Company shall appoint a Project Manager as the point of contact for the duration of the project, with biweekly progress reports to be submitted until project completion.

It is the responsibility of the Company, in accordance with the directions and instructions issued by the NDD, to design, develop, host, maintain, and assume complete responsibility for the performance of the designed website, providing technical support and troubleshooting as requested in a manner consistent with the specifications outlined in this document.

VI. SELECTION OF COMPANIES FOR FINAL PROPOSAL

Following careful evaluation of the RFP responses and subsequent interviews (if such interviews take place), the NDD may select the Proposer from whom it will seek a final proposal.

Following interviews with selected Proposers to this request (if such interviews take place), an expedited final RFP will be requested.

Proposers who have not been selected will be sent a letter by regular mail notifying them of the decision. The NDD will not provide information about the decision-making process or its final decision over the telephone. The NDD's determination as to its finalist shall be final. The NDD reserves the right not to choose any of the respondents to this RFP.

VII. ANTI-DISCRIMINATION POLICY

It is the NDD's policy to provide all persons equality of opportunity in employment and contracting with the NDD. In furtherance of that policy, the NDD seeks to ensure equality of opportunity to participate in the proposal process without impediments of illegal discrimination and to ensure that the NDD does not contract with businesses that illegally discriminate in the solicitation and utilization of subcontractors and suppliers.

The NDD will not contract with businesses that discriminate against minorities or women in the solicitation or utilization of subcontractors and suppliers. If the NDD receives written

notification from a minority or female business enterprise that a Proposer has so discriminated, an investigation will be conducted, and the Proposer will be required to provide additional information to enable the complaint to be resolved. If the Proposer fails to provide the requested information within the time specified, its proposal will be deemed non-responsive. If it is determined that discrimination occurred in connection with any other proposal, the Proposer will be deemed not to be a responsible Proposer, and its proposal will be rejected.

The NDD will not contract with businesses that are not committed to equal employment opportunity as required by applicable law. The NDD will require adherence to the law. All Proposers who will be performing services with their own employees if awarded the Agreement must submit their equal employment opportunity forms. The failure to submit an acceptable policy will result in proposals being deemed non-responsive.

VIII. CONTRACT NEGOTIATION

The NDD expects to award a contract to a company on **Friday, March 17th, 2023**. The NDD reserves the right to make changes to these dates if necessary.

IX. INSURANCE

1. The Company shall, as a Cost of Operation, provide and maintain the following insurance coverage during the term of the Agreement:

- Comprehensive General Liability Insurance
- Automobile Liability Insurance
- Workers' Compensation Coverage and Employer's Liability Insurance

Each of the above (except statutory workers' compensation coverage) shall have limits of at least \$2,000,000 per occurrence and \$3,000,000 aggregate. In the event that this coverage is "claims made" coverage and this contract is terminated or the insurance carrier changed, the Company shall purchase unlimited "tail coverage" for the benefit of the NDD. The cost of claims and the defense of claims not covered by insurance shall be the Company's expense and not a Cost of Operations.

2. The Company shall not commence work until it provides the NDD with copies of insurance policies (or at the NDD's option, certificates evidencing each coverage) for the insurance provided as required above, naming the NDD and the City of Newark as an additional insured and evidencing that the insurance shall not be canceled unless the NDD receives thirty (30) days prior written notice of cancellation. The Comprehensive General Liability Insurance and the Employer's Liability Insurance policies shall include language or endorsements evidencing contractual liability, and they shall be shown on the certificate(s) of insurance.

3. The Company shall indemnify and hold the NDD, and its agents, successors, assigns, board members, participating institutions, officers, and employees harmless from and

against all actions, causes of action, claims, and demands whatsoever and from all costs, damages, expenses, charges, debts, and liabilities whatsoever (including attorney's fees) that arise from or are connected with the provision of services and the negotiation, execution, and performance of this Agreement, except as to those acts, errors, and omissions that are due to the sole negligence of the NDD.

X. OTHER CONDITIONS

1. None of the rights or privileges granted under this Request for Proposal or under the Agreement shall be assigned or transferred in any manner whatsoever by the Proposer/Company without the prior written consent of the NDD.
2. No agreement to modify or modification of the Agreement shall be binding on the NDD unless the same is reduced to writing and executed by the NDD.
3. The Company shall not advertise in any manner or form on or in the District. The Company is representing the NDD and shall present itself in a manner accordingly.
4. The NDD's remedies in the event that the Company fails to comply with any aspect of the Agreement will be addressed in a default and termination clause to be included in the Agreement. In the event of termination for default, the NDD shall have all remedies against the Company provided by law and equity.
5. The Company shall at all times comply with all applicable laws (including immigration laws), rules, regulations, and orders of the federal government, the State of New Jersey, and the City of Newark and shall abide by all rules, regulations, and directives prescribed by the NDD.

XI. APPENDIX

Map of the Newark Downtown District Boundary with all street assets

