

Purpose of Request

The City of Linden is requesting offers from qualified individuals and firms to provide **Website Services; Content Management & Cybersecurity Protection**. Proposals will be evaluated in accordance with the criteria set forth in this RFQ. One or more individuals/firms may be selected to provide services.

General Information & Summary

Organization Requesting Offer

City of Linden, 301 North Wood Avenue, Linden NJ 07036

Submission Deadline

Thursday, November 13, 2025 at 10:00 A.M.

Electronic Submission Only

All offer submissions must be received by the City of Linden through the MuniVendor eProcurement platform. No physical/paper nor any other electronic response type will be accepted.

Contract Period

January 1, 2026 through December 31, 2026

Contract Form

The successful offeror shall be required to execute the City's form contract, which includes the indemnification, insurance, termination and licensing provisions. It is also agreed and understood that the acceptance of the final payment by the Offeror shall be considered a release in full of all claims against the City arising out of, or by reason of, the work done and materials furnished under any contract awarded.

City of Linden Facts & Figures

The City of Linden is a municipal government entity. The City was incorporated in 1925 and operates pursuant to N.J.S.A. 40A:61-1 et seq. The City's population is approximately 43,738 and it consists of approximately 11 square miles of area. The City employs approximately 695 people in about 25 departments and agencies. It owns various municipal buildings, parks and recreation facilities. The City's operating budget is approximately \$138,709,902.73. The City provides significant and diverse services to its residents, including those in the senior, disabled, veterans and other communities.

Contact People

- With questions relating to this specific RFQ, contact Natischa Clark, Business Administrator by email only at nclark@linden-nj.gov.
- With questions related to procurement, contact Jessica Slawinski by email only at jslawinski@linden-nj.gov.
- All questions must be submitted by email only no later than Thursday, October 30, 2025. Questions submitted in writing after Thursday, October 30, 2025 will not be answered.

Nature & Scope of Services

Overview

The City of Linden is seeking a qualified offerors to provide comprehensive website content management and cybersecurity services for its primary public-facing website, linden-nj.gov. The website serves as a critical communication channel for residents, businesses, and visitors, providing essential information, forms, alerts, and updates. The site is content-rich and experiences high traffic volumes, requiring a robust, secure, and easily manageable platform. The selected offeror will be responsible for the ongoing management, content management updating, and security hardening of the website to ensure it remains an accurate, timely, and secure resource for the community.

Scope of Website & Content Management Services

The successful offeror shall provide all necessary services for the daily operation and content lifecycle management of the City's website, including but not limited to:

- **Content Updates & Postings:** Proactively and responsively posting, editing, and removing website content as directed by authorized City staff. This includes, but is not limited to, press releases, public notices, event calendars, bid documents, ordinance updates, emergency alerts, department pages, and multimedia content (images, PDFs, videos), and more.
- **Content Migration & Organization:** Assessing, organizing, and migrating existing content to ensure it is current, properly categorized, and easily accessible. The vendor will work with City departments to audit and refine content for clarity and usability.
- **Platform Management:** Administering the Content Management System (CMS), ensuring it is up-to-date.
- **Form Management:** Creating, publishing, and maintaining digital forms for various City services (e.g., permit applications, service requests, records requests).
- **User Experience (UX) & Accessibility:** Ensuring the website adheres to standards and provides an optimal user experience across all device types (desktop, tablet, mobile).
- **Performance Monitoring:** Regularly monitoring site performance, including page load speeds and uptime, and implementing optimizations as needed.

Scope of Cybersecurity & Technical Administration Services

The successful offeror shall implement and manage a proactive security posture to protect the website and its infrastructure from cyber threats. Services shall include:

- **Web Application Firewall (WAF) & Firewall Administration:** Full administration, monitoring, and tuning of any physical firewall appliance(s) or cloud-based WAF protecting the web environment. This includes configuring security rules, managing whitelists/blacklists, and responding to threats in real-time.
- **Vulnerability Management:** Conducting regular vulnerability scans and penetration tests on the website and underlying infrastructure. The successful offeror will be responsible for the timely remediation of any identified vulnerabilities.

- **Security Monitoring & Incident Response:** Providing 24/7 security monitoring to detect and mitigate malicious activity, such as DDoS attacks, SQL injection, cross-site scripting (XSS), and defacement attempts.
- **CMS & Plugin Security:** Ensuring the core CMS, all plugins, themes, and underlying software (e.g., PHP) are kept current with the latest security patches in a timely manner.
- **Malware Remediation:** In the event of a security breach, the successful offeror will be responsible for immediate investigation, malware removal, and restoration of the website to a clean state.
- **SSL/TLS Certificate Management:** Procuring and maintaining valid SSL/TLS certificates to ensure all data transmissions are encrypted.

Service Level Agreements (SLAs) & Response Times

The successful offeror must adhere to the following strict service levels:

- **Standard Content Posting:** Acknowledgment of content requests within 2 business hours and completion of posting within 1 business day of receipt of final, approved content and assets from the City.
- **Emergency Content Posting:** For critical/emergency notifications (e.g., weather emergencies, road closures, public safety alerts), the successful offeror must provide a **24/7/365 capability to post content within one (1) hour of receipt from an authorized City representative.**
- **Technical Support:** Acknowledgment of technical issues or support requests within 1 business hour during normal business hours.
- **Security Incident Response:** 24/7/365 immediate response for any identified security incident, including immediate mitigation efforts and communication with the City's IT Department.

Key Deliverables

- A secure, stable, and highly available municipal website.
- Monthly performance and analytics reports, including traffic data, top content, and security event summaries.
- An annual security assessment and compliance report.
- Documentation of all administrative procedures, WAF/firewall rules, and disaster recovery plans.
- Regular in-person training sessions for staff as to basic website content-related best practices.

Technical Proposal Standard Requirements

Offerors should submit a technical section that contains, at minimum, the following:

- The name of the offeror, the principal place of business and, if different, the place where the services will be provided;
- Offeror must demonstrate extensive experience in the relevant subject matters.
- The education, qualifications, experience, and training of all persons who would be assigned to provide services along with their names and titles;
- A listing of all other engagements where services of the types being proposed were provided in the past five (5) years. This should include other City governments and other levels of government. Contact information for the recipients of the similar services must be provided. The City may obtain references from any of the parties listed;
- Please provide a description of any particular area(s) of expertise you or your firm may possess that have not been included in the response provided above;
- A statement that neither the firm nor any individuals assigned to this engagement are disbarred, suspended, or otherwise prohibited from professional practice by any federal, state, or local agency;
- A statement that the offeror will comply with the General Terms and Conditions required by the City and enter into the City's standard Professional Services Contract;
- A copy of the offeror's Business Registration Certificate;
- Completion of all forms included in the MuniVendor eProcurement Portal on the Documents Section (Step 3 of your response).
 - Acknowledgement of Receipt of Addenda
 - Affirmative Action Compliance Notice
 - Americans with Disabilities Act of 1990
 - Bid Document Checklist
 - Non-Collusion Affidavit
 - Disclosure of Iran Investments
 - Disclosure of Prohibited Activities in Russia or Belarus
 - Mandatory Affirmative Action Language for Goods and Services - Professional Services Contracts
 - Non Collusion Affidavit (must be notarized - include a scanned copy of your notarized document in your uploaded response)
 - Ownership Disclosure Statement
 - Stockholder Disclosure Certification (must be notarized - include a scanned copy of your notarized document in your uploaded response)

Note: N.J.S.A 52:32-44 provides that government agencies may 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. MuniVendor automatically inserts your business registration certificate from your MuniVendor vendor profile. If you plan to utilize subcontractors, then please include copies of those subcontractor's business registration certificates in your technical proposal upload. The contracting party must also collect the state use tax where applicable.

Technical Proposal Specialized Requirements

- Offeror must have seven (7) years of minimal experience working with government agencies providing these or similar services.
- Offeror must be familiar with the City of Linden.
- Offeror's staff must be able to meet the required response times.

Cost Proposal

Offerors should submit a cost proposal which would include any proposed retainer, the services to be provided for the retainer, if services will be provided at a flat rate, if all or any services will be billed through hourly rates and what are the established rate(s). The City does not provide payment for or reimbursement for travel expenses.

Offer Evaluation

The City will select the most advantageous offer(s) based on all of the evaluation factors set forth at the end of this RFQ. The City will make the award(s) that is in the best interest of the City. Each offer must satisfy the objectives and requirements detailed in this RFQ. The successful offeror(s) shall be determined by an evaluation of the total content of the offer submitted. The City reserves the right to:

- Not select any of the offers;
- Select only portions of a particular offeror's offer for further consideration; (However, offerors may specify portions of the offer that they consider "bundled".)
- Award a contract for the requested services at any time within the calendar year after review of the offeror's qualifications and approval of same by the City; Every offer should be valid through this time period.
- The City shall not be obligated to explain the results of the evaluation process to any offeror.
- The City may require offerors to demonstrate any services described in their offer prior to award.
- The City reserves the right at the City's sole discretion to refuse any offer submitted.

RFQ Limitations

This RFQ is not intended to be an offer, order or contract and should not be regarded as such, nor shall any obligation or liability be imposed on the City by issuance of this RFQ.

Use of Information - Non Disclosure

Any specifications, drawings, sketches, models, samples, data, computer programs, documentation, technical or business information and the like ("Information") furnished or disclosed by the City to the offeror in connection with this RFQ shall remain the property of the City. When in tangible form, all copies of such information shall be returned to the City upon request. Unless such information was previously known to the offeror, free of any obligation to keep it confidential, or has been or is subsequently made public by the City or a third party, it shall be held in confidence by the offeror, shall be used only for the purposes of this RFQ, and may not be used for other purposes except upon such terms and conditions as may be mutually agreed upon in writing.

General Terms & Conditions

- The City reserves the right to reject any or all offers, if necessary, or to waive any informalities in the offers, and, unless otherwise specified by the offeror, to accept any item, items or services in the offer(s) should it be deemed in the best interest of the City to do so.
- In case of failure by the successful offeror, the City of Linden may procure the articles or services from other sources, deduct the cost of the replacement from money due to the offeror under the contract and hold the offeror responsible for any excess cost occasioned thereby.
- The offeror shall maintain sufficient insurance to protect against all claims under Workmen's Compensation, General, Professional and Automobile Liability.
- Each offer submitted must be submitted by the person authorized to do so (the "Organization's Authorized Official").
- The contract shall be in effect through December 31, 2026 unless otherwise stated.
- In accordance with Affirmative Action Law, P.L. 1975, c.127 (N.J.A.C. 17:27) with implementation of July 10, 1978, successful proposers must agree to submit individual employer certifications and numbers or complete Affirmative Action employee information report (form AA-302). Also, during the performance of this contract, the contractor agrees as follows: (a) The contractor or subcontractor where applicable, will not discriminate against any employee because of age, race, creed, color, national origin, ancestry, marital status or affectional or sexual orientation. The contractor will take affirmative action to ensure that such applicants are recruited and employed and that employees are treated during employment, without regard to their age, race, creed, color, national origin, ancestry, marital status, sex or handicap. Such action 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 section for training, including apprenticeship. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notice to be provided by the Public Agency Compliance Officer setting forth provisions of this non-discrimination clause: (b) 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, sex or handicap; (c) the contractor or subcontractor, where applicable, will send to each labor union or representative or workers with which it has a collective bargaining agreement or other contract or understanding, a notice, to be provided by the agency contracting officer advising the labor union or worker's representative of the

contractor's commitments under this act and shall post copies of the notice; (d) the contractor or subcontractor, where applicable, agrees to comply with any regulations promulgated by the treasurer pursuant to the P.L. 1975, c.127, as amended and supplemented from time to time.

- By submission of the offer, the offeror certifies that the service to be furnished will not infringe upon any valid patent, trademark or copyright and the successful offeror shall, at its expense, defend any and all actions or suits charging such infringement, and will save the City harmless in any case of any such infringement.
- No offeror shall influence, or attempt to influence, or cause to be influenced, any City officer or employee to use his/her official capacity in any manner which might tend to impair the objectivity or independence of judgment of said officer or employee.
- No offeror shall cause or influence, or attempt to cause or influence, any City officer or employee to use his/her official capacity to secure unwarranted privileges or advantages for the offeror or any other person.
- Should any difference arise between the contracting parties as to the meaning or intent of these instructions or specifications, the City's Law Department decision shall be final and conclusive.
- The City of Linden shall not be responsible for any expenditure of monies or other expenses incurred by the offeror in preparing or submitting its offer.
- The checklist, affidavits, notices and the like presented in this Request for Qualifications are a part of this Request for Qualifications and shall be completed and submitted as part of your offer.