REQUEST FOR PROPOSALS

Web Content Management

ISSUED

June 10, 2011
PROPOSALS DUE

by 5:00 p.m. (PDT) on July 15, 2011

Issued by

COUNTY OF SONOMA

Information Systems Department

2615 Paulin Drive

Santa Rosa, CA 95403

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1. PROJECT INFORMATION

1.1. Introduction

The Information Systems Department (ISD) of the County of Sonoma is seeking a vendor to provide a web content management solution, installation and enterprise wide implementation services dealing with a conversion of disparate web sites to a standard content management system and allows its customers to self publish web content.

1.2. Background and Current Environment

1.2.1. Information Systems Department

ISD is responsible for the support and coordination of technology services in 26 County departments. This includes the provision and support of Countywide networks, a mainframe computer, approximately 3,800 desktop computers, numerous business applications, County and departmental Internet and Intranet sites, as well as radio and telephone communications, records management, and reprographic services.

1.2.2. County Information Technology Infrastructure

The County has a mature enterprise level infrastructure and network. The County has an integrated data network comprised of 1 GB and higher Ethernet switches. The data network uses multiple T1 and DS3 lines tying numerous sites with various Cisco routers, hubs and UTP LAN’s. The fiber links from the outlying offices in Santa Rosa to the main County Campus are provisioned by the local cable company. The County also has three AT&T Opt-E Man fiber networks currently linking over 35 sites. Its network runs on a Microsoft Windows Server 2003 Active Directory operating system. Application server and storage space is provided through a Storage Area Network installed in 2005. Additionally, the County operates an IBM mainframe computer used to support its financial systems. The County’s email system is Microsoft Exchange 2007. The County is planning to implement an electronic document management system using Hyland OnBase. The majority of the County’s workstations are Dell Optiplexes and Latitudes running Windows XP SP2.
1.2.3. Web Team Services

The Web Team, under the Systems and Programming Division (S&P) of Information Services Department, is responsible for all aspects of web design and content delivery. The team is made up of two technical leads, one Senior Business Analyst and one Senior Programming Analyst, two Programmer Analysts and an Information Technology Analyst II. The team is managed by an IT Project Manager and the S&P Division Director.

The Web Team is responsible for the following administrative, development and customer services:

- Web content publishing requests
- Web application development
- Domain registration services
- Web metric analytic statistics reporting
- Feedback survey services
- Email subscription notification services
- Miscellaneous clerical and administrative tasks

1.3. Web Environment

The current website environment consists primarily of three clustered pair servers. Generally, one pair for static file-based (traditional HTML) content, a pair for sites using dynamic content and data served up from Microsoft SQL database and a third pair for intranet content and data.
1.3.1. Web site guidelines and standards

County has standards and guidelines which are published at http://webstandards.sonoma-county.org

1.4. Description of Current Situation and Need

The current County web content is organized according to departments with little or no collaboration or continuity between departments regarding style, navigation, or design. The result is a County web site which does not meet the public’s expectation for ease of use, accessibility of content, searchability and currency of information. In addition, routine web content updates are all processed through the Web Team often delaying the release of information in a “publishing bottleneck”. This bottleneck makes it difficult for departments to keep their web content current. A typical publishing request takes from ½ to 5 days depending on priority, existing workload and complexity. The current tool, Adobe™ Dreamweaver™ and associated Creative Suite™ applications and/or .NET™/database-centric content in MS SQL™ were designed with technical publishers in mind, not business content authors.

Additionally there are ADA (Section 508) compliance concerns. Due to continuous turnover of personnel and reliance on manual processes, there is inconsistency and confusion over to the creation and production of accessible web pages and/or documents. Lacking a content management system, implementation of compliant procedures is unenforceable.
1.5. Scope of Work

The County’s goal is to obtain a web content management system (WCMS) that will simplify the web publishing process and facilitate the creation of service-oriented public and private (internet and intranet/extranet) websites. Vendors should propose a solution that best leverages the vendor’s resources in providing services and minimize the County’s need to assign County staff in providing services. The County is looking for a system that includes features consistent with an enterprise platform and is able to scale to an enterprise of the County’s size. The vendor will provide the following services:

1. **Develop a Project Plan:**

   Provide a detailed project plan describing the enterprise platform project design including a roll-out plan for enterprise wide implementation. The project plan should include a description of project management, design, testing and training and describe the necessary staffing required from vendor and County personnel.

   This plan must also include a plan or roadmap for conversion of all current sites and future web sites. Include an estimated cost and amount of time to convert existing County sites according to the inventory provided in Attachment E.

2. **Provide Installation or Hosting Services:**

   Vendor will be required to provide either installation services or hosting services as appropriate to the solution proposed.

3. **Provide Implementation and Integration:**

   Application Integration – integrate the WCMS with multiple lines of business applications some of which include self-service web portals. Sites managed under the WCMS must be integrated with sites on other servers.

4. **Develop a Web Publishing Workflow:**

   Design a configurable work flow used for web publishing and content authorization.

5. **Develop or assist the County in Developing a Design and Style:**
Provide a common website style, navigation method, and design elements to provide searchability and other features expected of a professional user-friendly website. Recent examples of usable, accessible, mobile-friendly and appropriately branded functional designs include:

**Sonoma County District Attorney** (da.sonoma-county.org)

Note: branding allows for localized branding for a department, division or program without losing sight that it’s an official County of Sonoma site (uppermost banner)

- **Sonoma County Human Resources**

6. **Provide Training:**

Provide training in the use of WCMS, ADA web compliance and related associated business processes. Provide training in the use of the proposed system which includes but is not necessarily limited to editing, workflow (approval), publishing and technical/development components.
7. **Provide Post Implementation Service:**

Post implementation services including maintenance, support and scheduled upgrades and possible additional site conversions.

8. **Provide Pilot Website Conversions:**

The time-line for this project will ensure enterprise platform implementation and a transition plan to allow user self-publishing capabilities by the end of June 2012.

**1.6. Functional Requirements and Standards:**

Any software solution chosen by the County must adhere to industry standards and meet the minimal functional requirements as described and attached herein in Attachment C. At a minimum and not limited to the following required standards:

a) Database applications must adhere to ODBC or SQL compatibility standards.

b) County of Sonoma Web Accessibility Policy.

c) ADA 508 - Federal accessibility standards established by 36 C.F.R. Section 1194, pursuant to Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794(d)). These standards can be located at [http://www.access-board.gov/sec508/standards.htm](http://www.access-board.gov/sec508/standards.htm). (If not currently available, vendor must provide an upcoming release date and implementation plan for this functionality).

**1.7. Vendor Qualifications**

Each proposal must provide information about any firm involved with this proposal including the software vendor, implementation vendor, and/or any third party vendors so that the County can evaluate the proposer’s stability and ability to support the commitments set forth in response to the RFP. The County, at its discretion, may require a proposer to provide additional supporting documentation or clarify requested information.

2. **TERMS AND CONDITIONS**

By virtue of submitting a proposal, vendors acknowledge:
2.1. Guidelines

The laws of the State of California shall govern this RFP process and any resulting agreements. All services provided to the County shall comply with all County policies, rules, and regulations which may be in effect during the term of the Agreement, as well as all federal, state and local statutes, ordinances and regulations. The successful vendor will be required to comply with all applicable equal opportunity laws and regulations.

The County prefers to contract with a single vendor for this work, however, multiple contracts may be awarded if it is deemed to be in the County’s best interest.

2.2. Communication regarding this RFP

All communication from perspective vendors regarding this RFP must be in writing; either by email or traditional mail to the above addresses. Communication by telephone or in person will not be accepted. Attempts by, or on behalf of, a prospective or existing vendor to make telephone or personal contact with the Issuing Agent or any other County staff person connected to this RFP, regarding this RFP, may lead to the elimination of that vendor from further consideration.

Attempts by or on behalf of a prospective or existing vendor to contact or to influence any member of the selection committee, any member of the Board of Supervisors, or any employee of the County of Sonoma with regard to the acceptance of a proposal may lead to elimination of that vendor from further consideration.

2.3. County Rights

The County reserves the right to select the proposal which in its sole judgment best meets the needs of the County. The lowest proposed cost will not be the sole criterion for recommending the contract award. The recommended selection of the evaluation committee is final and subject only to review and final approval by the Information Systems Department Director and the Board of Supervisors.

The issuance of this RFP does not constitute a commitment to award a contract on the part of the County. The County reserves the right to reject any or all proposals, to accept or reject any of the items in a particular proposal, to award the contract in whole or in part, and to negotiate
any or all items with individual vendors if it is deemed to be in the County’s best interest. The County’s decision shall be final.

At the sole discretion of the County a vendor’s proposal may be disqualified for failure to furnish all information requested or failure to follow the format requested in this RFP. Providing false, incomplete, misleading or unresponsive statements in a proposal will also be sufficient cause for a proposal’s rejection.

An error in a proposal may cause the rejection of that proposal. However, the County reserves the right, in its sole discretion, to retain the proposal and request clarification from a vendor on any item in a proposal that County believes to be in error. The County reserves the right to waive inconsequential disparities in a submitted proposal.

The County may modify this RFP by issuance of one or more written addenda to all parties who have been furnished the RFP. Only the County Information Systems Department may issue an addendum.

During the evaluation process, the County may request from any vendor additional information which the County deems necessary to determine the vendor’s ability to perform the required services.

The County reserves the right to retain all proposals, excluding proprietary documentation, regardless of which proposal is selected. No proposals will be returned to vendors.

2.4. Pre-contractual Expenses

The County shall not be liable for any pre-contractual expenses incurred by prospective vendors or selected contractors, including but not limited to costs incurred in the preparation or submission of proposals. The County shall be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.

2.5. Confidential Information

All proposals will be treated as confidential documents until the selection process has been completed. Once the selection has been made and the contract approved by the Board of Supervisors, all proposals will become public record. In the event that a vendor desires to keep portions of its proposal confidential, the confidential information so claimed must be identified in writing at the time the proposal is submitted. The vendor must clearly identify those portions with the word “Confidential” printed on the top right hand corner of the page. In addition,
vendors must provide a written explanation for the basis of the claim, including the reasons why the information is confidential and a certification that the information has not been released to the public and is not publicly available elsewhere. Statements identifying the entire document as confidential or which do not specifically identify which information is claimed as confidential are not acceptable for this purpose.

The County will consider a vendor’s request for exemptions from disclosure, however, the County will make a decision based upon applicable laws.

2.6. Service Agreement and Insurance Requirements

Vendors must be willing and able to provide the required insurance and to accept the terms of the County’s Standard Professional Services Agreement. A sample copy of the Agreement is included as Attachment C.

2.7. Duration

All proposals will remain in effect and legally binding for at least ninety (90) days.

2.8. Protest

Any and all protests must comply with the timelines and procedures set forth in the County of Sonoma Purchasing Department’s protest and appeals procedure. For a copy of this procedure, please visit:


2.9. Clarifications, Discrepancies, Omissions

If a vendor finds any discrepancies, omissions or ambiguities in this RFP, or if a vendor desires clarification on procedural matters regarding the RFP, the vendor may request by a clarification in writing. The request for clarification must be made by email to Issuing Agent (rfp-wcms@sonoma-county.org). The issuing agent will respond to the clarification request and distribute a copy of the question(s) and response(s) by email all RFP respondents.

3. PROPOSAL GUIDELINES
3.1. Preparation of Proposals

Prospective vendors are required to prepare their proposals according to instructions outlined in this section. Proposals should not contain preprinted marketing material. Emphasis should be concentrated on accuracy, completeness, and clarity of content. All parts, pages, figures, and tables should be numbered and clearly labeled.

Vendors are required to follow the outline below when preparing their proposals. If the vendor does not follow the format outlined below, the vendor may be disqualified from selection. If the vendor does not use the required forms as indicated, the vendor may be disqualified from selection.
3.1.1. **Signed Letter of Transmittal**

The Letter of Transmittal must be signed by an individual who is legally authorized to make contractual obligations for the vendor. The signature must indicate the title or position that the individual holds in the firm and must be an original signature.

3.1.2. **Executive Summary (Section 1)**

Provide a brief narrative highlighting your proposal. The summary should contain as little technical jargon as possible and should be oriented toward non-technical personnel. This section should not include cost quotations.
3.1.3. **Approach to the Scope of Services (Section 2)**

Provide a detailed description of how your company would provide the services and achieve the desired results described in section 1.5 of the RFP. Please include specific information regarding each of the following items in the Scope of Work:

- A project plan which outlines the proposed steps, necessary staff (County and Vendor) and schedule which describes your approach to this project.

- Describe the method in which you plan to complete the training including information such as classroom size, webinar, offsite or train the trainer methodology.

- Provide three (3) recent examples of websites designed or converted to your WCMS by your company.

- Provide detailed installation information including whether your solution would be installed locally on County’s servers, hosted on remote server farms or provided as software as a service (SaaS). Include information regarding the frequency of upgrades and maintenance service arrangements. The County is interested in details such as:
  - Server environment: shared vs. dedicated, virtual servers, distributed servers, maximum number of clients, load balancing strategy, replication strategy, high availability, disaster recovery, etc.
  - Historical statistics for uptime and application availability, specify planned and unplanned downtime
  - Available technical and customer support tiers, hours of operation, acceptable methods of communication, prioritization criteria, expectations for resolution time, initial response time and service level agreements.

- For each of the five (5) web sites below, vendor will provide web site conversion plans. Please propose costs, and work effort converting these sites: assuming possible new template design/navigation, but using existing content. The websites listed may or may not be selected as pilot(s) but have been provided as an opportunity to evaluate the vendor’s conversion services approach.

- www.sonoma-county.org (main root/portal pages)
- www.sonoma-county.org/clerk
• da.sonoma-county.org
  o Note: includes a Windows Communication Foundation (WCF) service to retrieve court calendar events from internal SQL database via user entered criteria

• www.sonoma-county.org/lafco

• www.sonomacountylawlibrary.org

3.1.4. Vendor Qualifications- Attachment A (Section 3)

Provide a brief narrative explaining your qualifications and company attributes that best describe why your company is the best option available.

3.1.4.1 Company Background A.1: Complete the Company Background Form (Attachment B). In addition, please provide the following information about your company. This additional information must also be submitted for any company that you propose as a sub-contractor.

• A brief description of your company size and organizational structure. Identify the principals and primary contacts.

• A description of the experience your company has had in the WCMS Implementation service industry.

• Financial statements for the last two fiscal years.

• Training and staff development

3.1.4.2 References- Attachment A.2 Vendors should provide a minimum of three (3) client/customer references from organizations that are similar to Sonoma County in size and complexity. Additionally, the services and equipment provided should be similar to those requested in this RFP. Use the form provided in Attachment A.2 to provide references.
The County will evaluate the respondent’s financial stability and capability to support the commitments set forth in response to the RFP. The County, at its option, may require a vendor to provide additional support and/or to clarify requested information.

3.1.5. Cost Proposal - Attachment B (Section 4)

Respondents must submit a schedule of costs for services requested in this RFP. Cost schedules must be presented in the format of Attachment B of this RFP. The County reserves the right to contact vendors on cost and scope clarification at any time throughout the selection and negotiation process. The County is asking vendors to provide costs for all services with the understanding that they may have to make assumptions. Such assumptions must be documented.

Respondents are being asked to provide a schedule of costs to the County’s core requirement modules (those that specifically meet the requirements as listed in Attachment C and described below) separately from enhancement modules.

3.1.6 Requirements – Attachment C (Section 5)

Respondents must submit a response to the Requirements as set forth in Attachment C. The requirements are categorized by subject including the following; Access and Security, Business, Content Management and Validation, Publishing and Workflow, Technical, and Web Hosting. Included with each requirement is a ranking of 1, 2 or 3 indicating its’ importance to the County in the evaluation of this RFP. Include your capability to provide the given requirement using the table as provided in the Requirements worksheet. In addition provide comments where applicable to describe how the requirement is met, necessary customization, or third-party vendor software recommended to fully meet this requirement.

The vendor is required to meet County’s core requirements as indicated by the “1” Ranking.

3.1.7 Standard Professional Service Agreement- Attachment D (Section 6)

Carefully review the Standard Professional Service Agreement for the County of Sonoma (Attachment D). Include a copy of this agreement in your proposal. In the body of your proposal confirm that a person authorized to obligate the company has reviewed Agreement and accepts the terms and conditions of the Agreement. If there are any terms or conditions within the agreement with which your company would not be able to comply, identify them in writing. Terms and conditions not addressed as problematic
in this section of the proposal will be considered acceptable to the vendor. Also in this section of the proposal indicate the Company’s ability to comply with the County insurance requirements as stated in the Agreement.

3.2. Submission Process

3.2.1. Submission Requirements

Both physical and electronic proposals with all attachments must be received at the Issuing Agent’s physical address (see 3.2.3 below) no later than 5:00 pm Pacific Daylight Time on July 15, 2011. The vendor’s name and address must be clearly marked on the proposal packet. Late proposals will not be considered.

3.2.2. Proposal Submission

Perspective vendors are required to submit:

- A transmittal letter signed by a person authorized to obligate the company.
- One complete copy of the proposal, clearly marked “MASTER COPY”
- Three (3) additional physical copies of the entire proposal (including all attachments).
- An electronic copy of the entire proposal including all attachments. The electronic copy may be sent by email to the email address below or submitted on a cd along with the physical copies of the proposal.
4. PRE-SUBMISSION GUIDELINES AND INFORMATION

4.1. Communication Regarding this RFP.

The email address to send any communication regarding this RFP is: rfp-wcms@sonoma-county.org

4.2. Request for Electronic Copies of RFP or Forms:

To request additional copies of the RFP and/or any attached forms send a request by email to: rfp-wcms@sonoma-county.org.

4.3. Clarifications, Discrepancies, Omissions

If a vendor finds any discrepancies, omissions or ambiguities in this RFP, or if a vendor desires clarification on procedural matters regarding the RFP, the vendor may send a request, by email, to rfp-wcms@sonoma-county.org, with a subject title of RFP Clarification. All responses to such questions will be sent to all vendors who have received the RFP.
## 4.4. Schedule of Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pre-submission</strong></td>
<td></td>
</tr>
<tr>
<td>June 10, 2011</td>
<td>Request for Proposals (RFP’s) Released</td>
</tr>
<tr>
<td>June 20, 2011</td>
<td>Receipt of Vendor Written Questions Deadline</td>
</tr>
<tr>
<td>June 28, 2011</td>
<td>List of Questions and Answers Sent out</td>
</tr>
<tr>
<td>July 15, 2011 5:00PM (PDT)</td>
<td>Proposals Due</td>
</tr>
<tr>
<td><strong>After Submission</strong></td>
<td></td>
</tr>
<tr>
<td>Week of July 25, 2011</td>
<td>Preliminary Evaluations</td>
</tr>
<tr>
<td>Week of August 8, 2011</td>
<td>Interviews and or Vendor Demonstration</td>
</tr>
<tr>
<td>Week of August 15, 2011</td>
<td>Final Evaluation.</td>
</tr>
<tr>
<td>To be determined (TBD)</td>
<td>Notice of Intent to Award (subject to delay without notice to Vendors)</td>
</tr>
<tr>
<td>TBD</td>
<td>Contract negotiations</td>
</tr>
<tr>
<td>TBD</td>
<td>Board of Supervisors approval</td>
</tr>
</tbody>
</table>
5. EVALUATION AND SELECTION PROCESS

5.1. Evaluation Team

The Evaluation Team will include senior management staff from the Systems & Programming Division and other ISD divisions. County employees who have a relationship with a vendor or employee of a vendor submitting a proposal will not participate in the selection process. The Evaluation Team will also consist of end-users from other County departments.

5.2. Preliminary Proposal Assessment

Proposals will be assessed for compliance with the submittal requirements and the major functional requirements of the RFP.

5.3. Detailed Review of Proposals

Proposals meeting submittal and functional requirements will be evaluated. These criteria will include, but may not be limited to, the following:

a) Proposals not meeting the core minimum requirements as described in Attachment C, may be eliminated from further evaluation and disqualified.

b) Cost proposals of the core minimum requirements will be weighted more heavily than the enhance modules. A full evaluation of the cost of services and materials will be completed. Cost is an important factor of a successful proposal and County reserves the right to disqualify proposals based solely upon cost.

c) Suitability of proposed services will be evaluated including the ease of use by end-users and from the point of view of IT professionals, i.e. analysts, programmers and web developers.

d) Vendor’s references, background, financial stability and references.

e) Previous/current security clearances of vendor’s technicians.

f) Transition plan details and feasibility of vendor’s implementation plan and project time-line.

5.4. Vendor Interviews/Demonstrations
After initial screening, the evaluation committee may select those vendors deemed most qualified for this project for further evaluation. Interviews of these selected vendors may be conducted as part of the final evaluation process.

5.5. Vendor Notification

All vendors responding to this RFP will be notified of their selection or non-selection in writing after the evaluation committee has completed the selection process. Generally, the firm selected by the Evaluation Committee will be recommended to the Board of Supervisors for this project, but the Board is not bound to accept the recommendation or award the project to the recommended firm.
6. LIST OF ATTACHMENTS AND EXHIBITS

6.1. Attachments

Attachment A – Company Background and Reference (to be completed and returned)
Attachment B - Cost Proposal (to be completed and returned)
Attachment C – Requirements – Functional, Business, etc. (to be completed and returned)
Attachment D – Standard Professional Services Agreement with Insurance Requirements
Attachment E – County Department, Agency and Partner’s Website Inventory
Complete one form for each software vendor, implementation services firm, and third-party vendor identified in your proposal.

### Company Background

<table>
<thead>
<tr>
<th>Company Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location:</td>
</tr>
<tr>
<td>Location of corporate headquarters:</td>
</tr>
<tr>
<td>Location of nearest office/location to the County:</td>
</tr>
</tbody>
</table>

### Proposer Experience

<table>
<thead>
<tr>
<th># of years in business:</th>
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<tbody>
<tr>
<td># of years providing systems/services to public sector:</td>
</tr>
</tbody>
</table>

### Customer Base:

<table>
<thead>
<tr>
<th># of public sector clients</th>
</tr>
</thead>
<tbody>
<tr>
<td># of county government clients</td>
</tr>
<tr>
<td># of other local government clients</td>
</tr>
</tbody>
</table>

### Market Focus:

| Identify other industries serviced |

### User Group:

| Identify national and regional user groups |
| Explain the purpose and function of user groups |
| Identify if there is an annual or biannual user |
### Company Background

<table>
<thead>
<tr>
<th>conference</th>
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<tbody>
<tr>
<td>Identify next planned national conference (location and date)</td>
</tr>
</tbody>
</table>

#### Organization Characteristics:

**Number of Employees:** If Proposer is a subsidiary, identify # of employees in proposing company/division

**Number of Employees** dedicated to this project during the course of implementation:

**Total Revenue:** If Proposer is a subsidiary, identify revenues of proposing company/division

**Ownership:** Privately held? Publicly traded? Parent Company?
Attachment A.2

Please provide at least three (3) references for printer and related peripheral equipment that reflect services similar to the scope of work in this RFP. Please use the following format in submitting references.

<table>
<thead>
<tr>
<th>Business Name:</th>
<th>Phone:</th>
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<tbody>
<tr>
<td>Contact person:</td>
<td>Title:</td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>Email address:</td>
<td>Service Dates:</td>
</tr>
<tr>
<td>Summary of Services:</td>
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</table>

<table>
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<th>Business Name:</th>
<th>Phone:</th>
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June 10, 2011