

Utah Telecommunication
Open Infrastructure Agency



Request for Quote for
Professional Services Software Development – Website
RFQ # 2023DEVOPS-001

October 9th, 2023

The Utah Telecommunication Open Infrastructure Agency (UTOPIA) or UTOPIA Fiber, invites qualified respondents to submit a quote to provide professional services for software development specifically centered on website development.

This RFQ outlines the requirements for your proposal that UTOPIA Fiber is interested in.

All quotes must be received by **5:00 P.M. Mountain Time on October 17th, 2023** via email to Aaron Leach (aleach@utopiafiber.com). **QUOTES SUBMITTED AFTER THE DEADLINE WILL NOT BE CONSIDERED.**

Please use email to direct all questions to Aaron Leach (aleach@utopiafiber.com). Any questions received will be answered and provided to other respondents.

We look forward to receiving your response.

Sincerely,



Roger Timmerman
Executive Director
UTOPIA

UTOPIA FIBER

Request for Quotations

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1.1 Introduction

UTOPIA Fiber is accepting quotes from suitable qualified and experienced candidates for professional services software development services - website.

The website work is centered around two parts: UTOPIA Fiber shopping cart, and interactive maps. In section 1.2, specific requirements and objectives are listed.

1.2 Project Requirements and Objectives

UTOPIA Fiber seeks to enhance its residential user experience by revamping the <https://utopiafiber.com> website. The project centers on optimizing the on-premises WordPress site to elevate usability, streamline e-commerce processes, and integrate interactive maps. A key challenge is the absence of a user-friendly mechanism for non-developers to modify shopping cart elements. The initiative encompasses the creation of an admin portal to empower the marketing team to customize and place the shopping cart across the website. Utilizing low-code or no-code solutions, the project aims to enable easy updates to shopping cart formats, features, and images.

Additionally, the integration of interactive maps will empower users to explore addresses and conveniently order services. The project aligns with UTOPIA Fiber's commitment to delivering an accessible, user-centric platform that resonates with their reputation for top-notch fiber internet services.

Here are the project objectives for the website enhancement initiative:

1. Enhance User Experience: Improve the overall usability of utopiafiber.com to provide a seamless and engaging browsing experience for residential users.
2. Optimize E-Commerce Functionalities: Streamline the shopping cart creation, ordering process, and product catalog management to boost conversion rates and facilitate self-service transactions.
3. Implement Interactive Maps: Integrate interactive maps to allow users to easily locate addresses, check service availability, and initiate service orders with visual clarity.
4. Empower Non-Developers: Develop an intuitive admin portal with low-code or no-code capabilities, enabling the marketing team to customize and place shopping cart elements across the website without relying on technical expertise.
5. Facilitate Shopping Cart Customization: Enable swift updates to shopping cart formats, features, images, and product information, enhancing the agility of content management and reflecting the latest offerings.
6. Seamless API Integration: Obtain product information from api.utopiafiber.com to ensure accurate and up-to-date details are presented to users during their browsing and purchasing journey.
7. Reduce Reliance on Sales Channels: Enable users to search for service availability and place orders, reducing the need for intervention from sales representatives or call center agents.

8. Drive Accessibility and Engagement: Enhance the accessibility of service information through interactive maps, promoting user engagement and informed decision-making.
9. Align with Brand Reputation: Maintain Utopia Fiber's reputation for delivering reliable and high-quality fiber internet services by providing a user-centric online platform that meets modern expectations.
10. Enable Agile Content Management: Allow the marketing team to efficiently design, update, and manage the shopping cart's appearance and functionality, ensuring alignment with the evolving needs of the business and users.
11. These objectives collectively contribute to the overarching goal of creating an upgraded website that not only enhances the user experience but also drives conversions, accessibility, and self-service capabilities.

1.2.1 Additional Project Details:

Specific tasks/example tasks

1. Shopping Cart Modifications: Admin/ISP Portal for Marketing team
 - a. New login interface: Approval workflow with Utopia marketing
 - b. Manage Shopping Cart
 - c. Ability to design and edit shopping cart placement on website.
 - d. Ability to update the format of the shopping cart, features, images, etc.
 - e. Obtain product information from api.utopiafiber.com.
 - f. Static IP, router rental details etc.
 - g. List and view all products.
2. Residential User
 - a. Assist the customer to find their address by providing them a view based on their address that was searched.
 - b. Menu driven product selection
 - c. Filter option (speed, provider, or contract)
 - d. Ability to have ISPs variably listed in the shopping cart so that a single provider does not always get listed first.
 - e. Google-like search
 - f. Enhanced Residential User Experience Shopping: Service Availability
 - i. Auto-complete address, zip-code
 - ii. Interactive map view (preference is dynamic polygons)
 - g. Build Connection Package
 - i. View ISP product details
 - ii. Add products to shopping cart.
 - iii. Selecting package with minimum button clicks/easy product selection.
 - iv. Ordering Service
 - v. Selected Package data persistence
 - vi. Confirm shopping cart, pricing, installation address.
 - vii. Complete order
3. Implement Interactive Maps
 - a. Use existing ESRI map system data implement Google Maps in current website.
 - b. ESRI's geographical data (like maps, locations, or other spatial information)

through Google Maps interface

- i. There are separate GIS database systems for different network service areas
- c. There will be unique websites for each network service area. Some applications are unique to a network service area such as GIS, but CRM has all network service areas.
- d. Single API or GIS endpoint, separate variables need to be sent in the request payloads, which will differentiate how the different sites for the different network service areas will get information for display.
- e. Interactive map object should allow marketing team website designers to place the map object as they wish (might be a box on the screen, might be full screen, etc.)
- f. Residential User searching for service availability using maps in addition to address key-in
- g. Interactive navigation in map, zoom in/out, see shaded areas where service is available.

1.3 Project Duration

It is anticipated that the project will take 1760 hours with various roles assisting in the management, development and roll out of these features. This may take place over a 12-week period.

Phases:

Phase 1 – Discovery Workshop

Phase 2 – Technical Design and Planning

Phase 3 – Website Changes (if any)

Phase 4 – Core Integrations

Phase 5 – QA/Testing

Phase 6 – Release and Maintenance Support Planning

Phase 7 – Cutover/Postproduction Support/Knowledge Transfer

These phases are high-level guidelines, and each phase may require further breakdown into tasks, timelines, and responsibilities.

Regular communication and collaboration among stakeholders, developers, and project managers will be crucial for the successful modernization of the Utopia Fiber web application.

1.4 Milestones and Deadlines

Milestones relate to the completion of the phase. Completion of the phases are listed below with the expected week the phase should be completed.

Phase 1- End of week 1
Phase 2 – End of week 3
Phase 3 – End of week 7
Phase 4 – End of week 8
Phase 5 – End of week 10
Phase 6 – End of week 11
Phase 7 – End of week 12

1.5 Further Info/And or Questions

Respondents that have questions must provide those questions to Aaron Leach (aleach@utopiafiber.com) by email no later than 2 business days before the RFQ ends. Questions and answers will be placed on the UTOPIA Fiber website (<https://www.utopiafiber.com/utopia-fiber-request-for-proposal/>) the day before the RFQ deadline date.

1.6 Legal Requirements

Respondents must show the ability to provide professional services in the State of Utah only through an individual license, or otherwise authorized in the State to provide the professional service.

1.7 Insurance

Respondents shall at its own cost and expense, keep in full force and effect with sound and reputable insurers, insurance coverage in the minimum amounts described below. Respondents will provide documentation at time of submittal and when requested by UTOPIA Fiber management throughout the term of the contract.

1.8 Ownership

All code, software, algorithms, and related intellectual property ("Code") developed by the Respondent for UTOPIA Fiber, as defined above, in connection with the project or tasks outlined in the attached agreement, shall be the exclusive property of UTOPIA Fiber.

Respondents agree that they shall have no right, title, or interest in or to the Code, except as expressly set forth in this agreement.

1.9 Transfer of Ownership

Upon the completion of the project or tasks specified in the attached agreement and UTOPIA Fiber has paid full payment for the services rendered, the Respondent hereby irrevocably assigns,

transfers, and conveys to UTOPIA Fiber, without reservation, all rights, title, and interest in and to the Code, including, but not limited to, copyrights, patents, trade secrets, and any other intellectual property rights associated with the Code.

Respondents agree to execute any additional documents or take any further actions reasonably necessary to effectuate and confirm the ownership rights transferred herein.

1.10 Confidentiality and Non-Disclosure

Respondents agree to maintain the confidentiality of all proprietary and confidential information of UTOPIA Fiber related to the Code and the project.

Respondents shall not disclose or use any confidential information, including the Code, for any purpose other than the performance of the services outlined in this RFQ.

1.11 Warranty and Indemnification

The Respondent represents and warrants that they have full legal right to assign ownership of the Code to UTOPIA Fiber and that the Code does not infringe upon the intellectual property rights of any third party.

1.12 UTOPIA Business Hours

UTOPIA’s operation works from 8:00AM to 5:00PM. Vendors will be responsible to coordinate with UTOPIA personnel during these times.

1.13 Financial Security and Stability

Respondents to this RFQ must provide financial statements to UTOPIA Fiber upon request.

1.14 Client References

Respondents are scored on the references that are provided.

1.15 Selection Criteria and Scoring

Respondents will be scored on price, references, and quote presentation of how well they can meet the above requirements.

Scoring is calculated as such:

Price:	50%
References:	25%

Quote Presentation: 25%

1.16 Proprietary Information

UTOPIA Fiber is subject to the disclosure requirements of the Government Records Access and Management Act (“GRAMA”), Title 63, Chapter 2, Utah Code Annotated. UTOPIA Fiber generally considers Agreements, Contract Documents, and all accompanying material to be public and subject to disclosure. A written claim of confidentiality and a concise written statement of reasons supporting the claim must accompany any material considered by respondents to be proprietary. Blanket claims that the entire Agreement or Contract Documents are confidential will be denied by UTOPIA Fiber. UTOPIA Fiber cannot guarantee that any information will be held confidential. Under Section 63-2-304 of the Government Records Access and Management Act, if a respondent makes a claim of confidentiality, UTOPIA Fiber, upon receipt of a request for disclosure, will determine whether the material should be classified as public or protected, and will notify the respondent of such determination. UTOPIA Fiber agrees to hold all information classified as protected in confidence and protect it from public disclosure in accordance with such statutes to the greatest extent permitted by Utah law. UTOPIA Fiber may disclose such information to the extent required by law; however, UTOPIA Fiber shall provide respondents prompt notice of a request for disclosure of such protected information and shall cooperate with respondents in seeking the issuance of a protective order.

Respondents are entitled under the Government Records Access and Management Act to appeal an adverse determination regarding the classification of information. UTOPIA Fiber is not required to notify respondents of a request for non-protected information and will not consider a claim of confidentiality unless the respondent’s claim of confidentiality is made on a timely basis and in accordance with the Government Records Access and Management Act.