



Connecticut Lottery Corporation  
15 Sterling Drive  
Wallingford, CT 06492  
860-713-2791

**Website Redesign  
Request For Proposals (“RFP”)  
CLC #202504**

**This document is subject to change.  
Visit [ctlottery.org](http://ctlottery.org) for the most current information.**

## **PART I. INTRODUCTION**

### **A. The Opportunity**

The Connecticut Lottery Corporation (“CLC”), a quasi-public agency, is seeking proposals from experienced and innovative web design and marketing/advertising firms to create, develop and launch a new lottery website. CLC aims to replace its current website with a responsive, mobile-first focused, fully ADA compliant platform that enhances user experience, simplifies content management, and strengthens its online presence. While this RFP primarily seeks a new website, firms that offer site maintenance, hosting, and other complementary website services (e.g., branding, content creation, accessibility auditing) are invited to include them as options in their proposals for CLC’s consideration. CLC is specifically interested in exploring options for ongoing, 24/7 site maintenance and hosting services in addition to the core website project.

Recognizing the importance of digital engagement and to effectively serve the growing segment of players purchasing lottery online versus traditional methods, a mobile-first strategy is a core requirement of this project. The website must be designed and developed with mobile performance, usability, and accessibility as primary considerations, ensuring an intuitive, fast, and seamless experience across all modern smartphones and tablets before scaling up for desktop.

CLC’s requirements for the new website are outlined in Part II of this RFP. Firms should carefully review this section for a better understanding of the mandatory functionalities, technical specifications, design considerations, regulatory requirements, and other essential elements that proposals must address. CLC anticipates further refinement of its specific needs, goals, and objectives in collaboration with the selected firm, prior to contracting.

Participating firms must demonstrate experience in designing, developing, and deploying commercial websites. Proposals should highlight any active or recently completed projects, particularly those with lottery-related or e-commerce clients operating within regulated industries.

As of the issuance of this RFP, the selected firm and its project team are not required to obtain separate vendor and occupational licenses from CLC’s regulator, the Connecticut Department of Consumer Protection (“DCP”) in order to provide the services described herein. Licensing requirements are at DCP’s discretion. Should licensing become necessary, CLC will coordinate with the selected firm to ensure timely and appropriate compliance. Any resultant contract from this RFP will cover the delivery of the new website, from planning to post-deployment support, along with any additional service options selected by CLC.

This RFP is not a contract or an offer to contract and does not obligate CLC to make an award, enter into negotiations, or pay any costs or damages incurred by firms participating in this RFP. Unless and until a written contract resulting from this RFP is signed by CLC and the selected firm, CLC shall have no obligations.

## **B. Schedule**

Questions Deadline*	12:00 PM ET, May 16, 2025
Proposal Deadline*	12:00 PM ET, June 4, 2025
Presentations	Anticipated week of June 23, 2025
Preliminary Notice of Award	Anticipated on or about July 11, 2025

Dates bearing an asterisk (\*) are firm dates and times. All other dates are subject to change by CLC. CLC’s website is the official source of information for all updates and changes to this RFP.

## **C. Questions**

The sole point of contact for this RFP is Procurement Officer (“PO”) Stephen Day. All questions and communications must be submitted via email to [Stephen.Day@ctlottery.org](mailto:Stephen.Day@ctlottery.org) by the Questions Deadline stated in Part I.B of this RFP. Emails must include the subject line: “[Firm Name] Questions - RFP CLC202504”.

The PO will not respond to inquiries regarding award status or any other questions after the Questions Deadline. CLC will only address relevant questions that, in its sole judgement, assist firms in submitting responsive proposals. CLC’s responses will be posted as addenda under the “Public Bids (RFP, RFQ, RFI)” tab on the [Supplier Opportunities](#) page of CLC’s website after the Questions Deadline, as soon as they are prepared. Unsolicited contact with any CLC employee, board member, or State of Connecticut official regarding this RFP, other than the PO, is strictly prohibited.

## **D. Firm Presentations**

CLC may require presentations from some or all firms prior to making any award recommendation. Firms must submit an outline of their presentation in advance. Presentations, delivered by the firm’s personnel directly assigned to the project, will take place either in person at CLC’s Wallingford, CT headquarters or via video conference (e.g., Zoom, RingCentral), as determined by CLC.

Firms will be expected to demonstrate their capabilities, including the creation and presentation of website mockups based on scenarios or content selected by CLC. Presentations must also address the proposed approach to the requested services, along with any optional services offered (e.g., website maintenance, hosting) to support CLC's understanding of each firm's full offering. Further presentation instructions will be provided to firms at the time of invitation.

## **PART II. STATEMENT OF NEEDS**

CLC's mission is to generate revenue for the State of Connecticut in an entrepreneurial manner by operating a fair, transparent, and socially responsible lottery. We are committed to integrity, public trust, and an entertaining player experience while promoting responsible gaming.

### **A. Objective**

CLC is seeking proposals from qualified firms to redesign its corporate website. The primary requirements of this project are to:

1. Modernize CLC's website;
2. Enhance user experience through intuitive design and functionality;
3. Provide multi-lingual support;
4. Include analytical tools for tracking website traffic;
5. Comply with Web Content Accessibility Guidelines (WCAG 2.1 AA); and
6. Ensure a secure and scalable website that is optimized for performance.

### **B. Current CLC Website**

CLC's website, [ctilottery.org](http://ctilottery.org), serves as a central hub for players, retailers, and other visitors, offering essential information on both multi-state lottery games (such as Powerball, Mega Millions) and Connecticut-specific games (such as Play3, Play4). Players can find details on how to play, payout structures, jackpot amounts, drawing schedules, drawing results, and CLC's scratch-off and Fast Play game offerings. The site also features sports betting information and allows users to buy draw games and play Keno through CLC's iLottery website, offering expanded gaming options for Connecticut residents and visitors.

Additionally, the website emphasizes the importance of responsible gaming, providing resources and tips to help players play responsibly. Visitors can learn about CLC's history, how lottery proceeds support Connecticut's General Fund, and stay updated on news, press releases, and community engagement. Businesses interested in partnering with CLC can also access supplier opportunities and resources.

#### Important Content available on/via the CLC Website

##### **1. iLottery Portal**

The current CLC website highlights and links to CLC's iLottery portal ([ctilottery.org](http://ctilottery.org)) for desktop wagering. [ctilottery.org](http://ctilottery.org) is hosted by CLC's iLottery gaming vendor, IGT Global Solutions, and all transactions occur on this platform - not CLC's website. For example, CLC's website currently features tiles highlighting different draw games, each with a "Buy Now" button that directs players to [ctilottery.org](http://ctilottery.org) to place a wager.

On the portal, players can register for an account and deposit funds to purchase CLC draw games online, including KENO, Powerball, Mega Millions, Lucky for Life, Lotto, Cash5, Play3, and Play4. CLC's website also promotes how players can download CLC's mobile app, where iLottery play is available.

## 2. 2nd Chance Portal

Another popular feature is CLC's 2nd Chance portal ([ct.secondchancebonuszone.com](http://ct.secondchancebonuszone.com)), which gives players an additional opportunity to win prizes on select scratch games marked with the 2nd Chance logo. Players can enter eligible non-winning tickets into 2nd Chance promotions for another chance to win a prize in the game.

The 2nd Chance platform can be accessed via the portal, mobile app, or by visiting CLC's website and clicking the "2nd Chance" tab. This tab directs users to a CLC-managed landing page for the desktop or mobile web versions of the site, where they can view current 2nd Chance promotions. Users can then select an active 2nd Chance promotion, create an account, and submit qualifying tickets. Scientific Games hosts and manages the account registration and ticket entry site.

The 2nd Chance website mirrors the look and feel of CLC's website by using the same headers and footers to maintain a consistent user experience and reinforce that players are still within CLC's digital environment.

Additionally, CLC's website provides information on how to download the dedicated 2nd Chance mobile app (separate from the iLottery app mentioned above), which players can use to conveniently scan their tickets into promotions.

## 3. Retailer Information ("Retailer Corner")

The Retailer Corner ([ctlottery.org/RetailerCorner](http://ctlottery.org/RetailerCorner)) section of CLC's website serves both current and prospective lottery retailers. It provides current retailers with easy access to essential tools and updates, including best practices, instructional videos, announcements about game changes or promotions, commission details, cashing procedures, and responsible gaming resources to assist them in providing accurate information to lottery players.

Prospective retailers can find step-by-step guidance on the application process, eligibility requirements, and the benefits of partnering with CLC. This section aims to streamline communications and help retailers efficiently and responsibly sell lottery products.

## **C. Website Management & Maintenance**

CLC's website was developed and is currently maintained by CLC's Information Technology and Marketing Departments. While CLC staff manage day-to-day updates and content, firms responding to this RFP may propose optional website maintenance services including 24/7 monitoring and support to ensure uninterrupted access and security.

Firms should also address website performance, ensuring fast load times and optimal functionality across all devices with a focus on mobile accessibility as a significant portion of visitors access the site from mobile devices.

## **D. Technical Considerations**

### **1. Security & Data Protection**

Given the sensitive nature of lottery transactions and player information, firms must implement stringent security measures, including but not limited to secure logins, encrypted transactions, and protection against cyber threats, in compliance with state and regulatory security requirements.

### **2. Hosting & Infrastructure**

CLC's current website is hosted on Microsoft Azure Web Hosting. This allows for scheduled increases in web resources for drawings with high jackpots. Firms should indicate whether they propose migrating to a new hosting environment or maintaining the existing infrastructure while ensuring high availability, scalability, and security.

### **3. Content Management System (CMS)**

The website is currently managed through a custom CMS platform utilizing Cute Editor. Firms should indicate whether they propose using an alternative CMS solution or enhancing the existing platform to improve content management, user permissions, and workflow automation. Firms should also outline their approach to content migration, ensuring preservation of URLs, metadata, and search engine rankings.

## **E. Scope of Work**

### **1. Website Redesign & Modernization**

- a. Redesign the current CLC website to deliver a modern and visually appealing experience aligned with CLC's branding.
- b. Implement a user-friendly navigation structure to enhance accessibility and user engagement.
- c. Design the website with a mobile-first approach to ensure optimal user experience across all devices (mobile, desktop, tablet, over-the-top/free ad-supported television, gaming consoles).

### **2. ADA Compliance & Accessibility**

- a. Ensure full compliance with WCAG 2.1 AA (or latest) standards for accessibility.
- b. Incorporate accessibility features such as screen reader compatibility, keyboard navigation, alt text for images, appropriate color contrast, and text resizing options.
- c. Conduct accessibility audits and testing to verify and maintain compliance.

### **3. Content Migration & Optimization**

- a. Collaborate with CLC staff to migrate and update content from the current website.
- b. Present content in a user-friendly, intuitive format to improve navigation and user experience.
- c. Optimize content structure to enhance readability and ease of use.

4. Content Management Systems (“CMS”) Implementation

- a. Recommend and implement a robust, secure, and scalable CMS that allows non-technical staff to easily update and manage content.
- b. Provide comprehensive training to CLC staff on CMS functionality and content management.

5. Functionality Enhancements

- a. Improve internal site search capabilities to enhance usability.
- b. Integrate interactive features such as live lottery updates, results, live video feeds, and user engagement tools.
- c. Ensure support for multimedia content including videos, animations, and infographics.
- d. Integrate the website with CLC’s iLottery portal and 2nd Chance platform to support a seamless single sign-on (“SSO”) experience.
- e. Present CLC’s website as a modern e-commerce platform with an engaging and interactive user interface.
- f. Include the capability to support and implement future second screen experiences that enhance user interaction and engagement. This may include synchronized content delivery, interactive features, or complementary experiences across multiple devices during live or on-demand digital events.

6. Security & Compliance

- a. Implement industry-standard security protocols to protect user data and ensure regulatory compliance.
- b. Conduct vulnerability assessments and penetration testing prior to launch.
- c. Ensure the website complies with all relevant state and federal data privacy and online security regulations.

7. Search Engine Optimization (“SEO”) & Performance Optimization

- a. Optimize site speed and performance for fast load times and a smooth user experience.
- b. Implement SEO best practices to improve search engine rankings and visibility.
- c. Ensure compatibility across all major browsers and devices.

8. Hosting & Maintenance Recommendations

- a. Provide proposed solution for website hosting (i.e., continue web hosting by CLC in Microsoft Azure or hosted by vendor). If a firm offers hosting services, then its proposal should include its hosting capabilities and preferred platform, backup, and disaster recovery solutions.
- b. Outline post-launch maintenance and support services.

**F. Website Compliance Requirements**

As a regulated entity subject to DCP oversight, CLC must ensure its website complies with all state regulations. The website must include specific content to meet CLC’s business needs and state requirements, including:

1. Draw game winning numbers;
2. Draw game jackpot amounts;
3. Number of winners and prize level payouts for each drawing or scratch game;
4. Scratch game sales start and end dates, total and remaining prizes by prize tier;
5. Overall game odds and individual odds by prize level;
6. CLC Board of Directors meeting schedules, agendas, and minutes; and
7. Retailer locations, including store name, address, phone number, and user mapping functionality to each retail location.

## **G. Roles & Responsibilities**

1. Vendor
  - a. Professional and satisfactory completion of the stated work contained in the Scope of Work within an agreed upon project timeline.
  - b. Provide a means to accept data uploads from CLC by an approved method (API, web page file uploads, SFTP upload, direct database connection, etc.) with intervals as often as once per minute.
  - c. Filter any remote connections used for data uploads via an approved list of source IP addresses.
2. CLC
  - a. Obtain and provide information, data, decisions, and approvals in an acceptable amount of time.
  - b. Responsible for uploading/sending the automated data to the website through the approved method.

## **H. Project Deliverables**

1. Initial wireframes and design mockups.
2. Functional prototype for stakeholder review.
3. Fully developed and tested website.
4. ADA compliance audit and certification.
5. CMS training and user documentation.
6. Final deployment and post-launch support.

## **I. Audience Requirements**

1. Players
  - a. Provide quick, easy-to-find, visually engaging access to game information, such as winning numbers, drawing results, prize charts, and how-to-play instructions.
  - b. Encourage interaction with the brand by prompting actions, such as:
    - Registering for iLottery;
    - Purchasing draw products online;
    - Participating in or registering for 2nd Chance drawings;
    - Exploring game offerings;
    - Learning about winners;
    - Locating a lottery retailer; and
    - Engaging in promotions.

## 2. Public

- a. Demonstrate CLC's commitment to financial and operational transparency by:
  - Providing information about lottery drawings and key operational processes;
  - Making all lottery game rules easily accessible;
  - Identifying General Fund transfer amounts and the state services and programs funded by those transfers; and
  - Sharing relevant sales data.
- b. Engage current CLC staff and potential future hires (applicants or prospective applicants) by:
  - Highlighting the benefits of working for CLC;
  - Providing information about job opportunities; and
  - Highlighting the lottery's positive impact on players, communities, small businesses, and Connecticut's economy.

## 3. Retailers

- a. Provide key information and resources to help retailers navigate their relationship with CLC, such as:
  - Information concerning the process and requirements for initial licensing;
  - Training materials for new lottery retailers and their employees; and
  - Tools to help retailers manage their lottery business and products.

# PART III. SUBMISSION INSTRUCTIONS & CONTENT REQUIREMENTS

## A. Submission Instructions

Proposals must be received by the Proposal Deadline stated in Part I.B of this RFP. Send proposals to PO Stephen Day at [Stephen.Day@ctlottery.org](mailto:Stephen.Day@ctlottery.org) with the subject line: "[Firm Name] Submission - RFP CLC202504".

**Public Copy Requirement:** CLC is subject to the Connecticut Freedom of Information Act ("FOIA"). This means that any information firms provide to CLC could be shared with the public. CLC strongly recommends that firms not include any proprietary or confidential information in their submissions. If a firm chooses to include proprietary or confidential information in its submission, then it must provide CLC a second copy of its submission labeled "Public Copy" with this information redacted. CLC will not honor submissions with general proprietary notices or markings, or that use page headers or footers that arbitrarily mark all pages "confidential." Furthermore, pricing, resumes, copyrighted materials, and marketing information has been found to be subject to public disclosure. Despite what a firm redacts as protected information, the final determination as to whether it is subject to public disclosure resides solely with CLC. CLC will interpret a firm's failure to provide a "Public Copy" as the firm's acknowledgment that its submission contains no protected information, and CLC may disclose the submission to the public, upon request without notice or liability to the firm.



## **B. Content Requirements**

Proposals must include the information outlined below and be clearly labeled. They should demonstrate the firm's experience, competence, and capabilities, as well as the qualifications of the staff assigned to the redesign. Additionally, proposals must reflect the firm's understanding of the required services and its commitment to fulfilling them. Firms should also highlight any experience working with government agencies or state lotteries on projects with a similar scope of work as outlined in this RFP.

### **1. Firm Profile**

- a. Firm's full business name, website, and the street and mailing address of its principal place of business. Firms must state whether they are or are not registered or qualified with the Connecticut Secretary of State to do business in Connecticut. The selected firm must be authorized to conduct business in Connecticut upon contracting.
- b. The name, title, address, telephone number, and email address of the firm's designated point of contact for this RFP.
- c. Firm's founding and history; the names of principals/owners; the number of employees; service areas; and the number of years in business providing the services requested in this RFP. Provide the firm's organizational chart. If the firm is a small or diverse business, provide a copy of its diverse business certificate.
- d. For each firm employee who will be involved in building the new website and/or maintaining and supporting it after launch, provide his/her name, title, location, number of years employed with the firm, and relevant experience and qualifications.
- e. If the firm plans to use other companies or subcontractors to fulfill any RFP requirements, then it must identify them. For each, also provide (i) details concerning the company's or subcontractor's relationship history with the firm; (ii) the work it will perform and relevant experience and qualifications performing it; and (iii) who at the firm will oversee and enforce its compliance with work requirements, including, without limitation, work-for-hire, confidentiality, and information security compliance.

### **2. Project Approach**

#### **a. Project Methodology and Execution**

- Provide a comprehensive overview of the firm's proposed approach to fulfilling the scope of work.
- Outline all project phases with estimated timelines, including discovery, design, development, testing, launch, and post-launch support.
- Explain the design and development methodologies, tools, and technologies the firm will use throughout the project.
- Define the project team structure, including roles and responsibilities of both the firm and CLC.

- Describe the firm’s process for maintaining clear and consistent communication with CLC, including project updates and status reports.
- Specify deliverables, including any third-party software, licensing, or integrations.
- Identify potential challenges and proposed mitigation strategies.
- If applicable, suggest scope modifications to better align with CLC’s objectives and clearly outline any exclusions to avoid scope misunderstanding.

**b. Accessibility Compliance (ADA/WCAG 2.1 AA)**

- Describe the firm’s strategy for ensuring full ADA/WCAG 2.1 compliance of CLC’s website by the April 24, 2026 deadline.
- Explain how accessibility compliance will be monitored and maintained post-launch.
- Detail the testing methods, tools, and third-party validation processes to confirm compliance.
- Outline the firm’s approach to identifying and remediating accessibility issues during development and post-launch.

**c. Training and Knowledge Transfer**

- Describe the firm’s methodology for training CLC staff on website administration and management.

**3. Sample Statement of Work**

Provide a sample Statement of Work (“SOW”) tailored to a hypothetical website design and development project of similar complexity and scope to CLC’s. This should not be a full proposal for this specific project. After agreeing on the project’s scope, goals, and objectives during contract negotiations, CLC and the selected firm will collaborate to finalize the SOW.

**4. Options**

**a. Invited.** CLC requests information and pricing for the following invited options:

- **24/7 Website Maintenance and Support.** Describe your firm’s ability to provide round-the-clock website maintenance and support - 24 hours per day, 7 days per week, including weekends and holidays. If multiple maintenance or support tiers exist, clearly define each option and its associated services (identify any excluded services, as well). Provide details on your support structure (e.g., help desk availability, escalation procedures), staffing, and any service-level agreements (“SLAs”) you offer. Services may include, but are not limited to:

- Real-time monitoring and issue detection;
  - Emergency bug fixes and downtime response;
  - Security patches and updates;
  - Routine maintenance and performance tuning; and
  - Guaranteed response/resolution times (please specify)
  - Periodic updates (e.g., logo, font, color, changes)
- **Website Hosting Services.** If your firm offers hosting services, please describe the available hosting environments (e.g., cloud-based, dedicated servers) along with security measures, performance monitoring tools, backup and disaster recovery protocols, and scalability. Include information on:
    - Server locations and redundancy;
    - Uptime guarantees; and
    - Data storage and privacy compliance (e.g., SOC 2, ISO 27001, etc.)
- b. **Offered.** Vendors are encouraged to identify and propose additional services that could enhance CLC's website, brand presence, and digital accessibility. These options are not explicitly requested but will be considered based on their potential value to the project, CLC's brand recognition, or its ongoing ADA compliance. For each service, provide a clear description, associated costs in Appendix A (if applicable), and supporting information demonstrating your firm's experience, capabilities, and past performance. Examples of such services include, but are not limited to:
- **Branding and Visual Identity Services.** Creation or refinement of brand assets such as logos, typography, visual style guides, and brand messaging tailored for digital platforms.
  - **Content Creation and Strategy.** Development of engaging, accessible, and SEO-optimized content, including copywriting, multimedia integration, and editorial planning.
  - **Accessibility Auditing and Remediation.** Assessment of compliance with accessibility standards (e.g., WCAG 2.1 AA), along with recommended improvements and support in implementing changes.

## 5. References

Provide three (3) references who are customers for which the firm has performed work similar to that requested in this RFP. For each reference, provide the name of the company, address, contact person, telephone number, email, description of the services provided, and the dates they were provided. If utilizing a subcontractor for a primary or functional aspect of the work, then provide two (2) customer references for it.

## 6. Price Proposal

Firms must provide a completed and signed Fee Proposal (Appendix A). This template provides a consistent format that all firms must use to submit pricing. CLC will not accept pricing submitted on firm quotation forms. Further, firms should not include their standard terms and conditions, unless expressly requested by CLC.

## 7. Campaign Contribution Certification

Firms must include a signed Campaign Contribution Certification (OPM Form 1) with their submission. The form is available on the [State of Connecticut's website](#) and can also be accessed through [CLC's Procurement website](#) under the "Supplier Resources" tab.

## **PART IV. GENERAL TERMS & CONDITIONS**

In addition to the requirements found elsewhere in this RFP, any resultant contract between CLC and the selected firm will include the following provisions or substantially similar provisions:

- A. The selected firm will be solely responsible for providing the new website and related services and will serve as CLC's point of contact for all issues and requirements under the contract. CLC will consider submissions proposing the use of subcontractors; however, no services may be subcontracted without CLC's prior written consent for each instance, which may be withheld or conditioned, or revoked at any time for any reason.
- B. If a subcontract arrangement is approved by CLC, then the selected firm will be solely responsible and fully liable for the performance of its subcontractors and their compliance with the contract. Additionally, the selected firm will be required to obtain, in advance, from each subcontractor an agreement assigning all rights in and to any materials they create to CLC. CLC will monitor the effectiveness and efficiency of project staff, whether employed or subcontracted, and may request additions or replacements of staff as necessary, including in instances where CLC finds any individual unfit or whose conduct is detrimental to CLC's best interests. The selected firm agrees to promptly address all staffing issues raised by CLC and will not unreasonably withhold cooperation with CLC's staffing recommendations.
- C. CLC will own all rights, title, and interest in and to the website and all of its constituent and associated elements. This includes all copyrights and other applicable intellectual property; the complete source code (with documentation and credentials); executable code/object code; all content created or included by the selected firm (or a complete unconditional assignment of rights in content if any such content is not considered work made for hire); the website design (including licenses for any pre-existing elements); the domain name(s); licenses for all third-party materials; and any custom tools/software developed for the website's administration. The selected firm will provide CLC with access to all website-related accounts and platforms, including hosting, domain registration, content management systems, and any other relevant services.
- D. The selected firm is responsible for providing a website that will: (a) not infringe on any third-party intellectual property rights or rights of publicity or privacy; (b) comply with all applicable federal, state, and local laws and regulations, including the Americans with Disabilities Act ("ADA" with specific conformance to Web Content Accessibility Guidelines (WCAG) 2.1 Level AA); and (c) be free of harmful code (e.g., viruses, etc.). Additionally, the selected firm will obtain all written consents, assignments, and licenses from third parties (including its employees and subcontractors) necessary or required by CLC to vest exclusive ownership of the website in CLC, or as applicable, the perpetual, irrevocable, worldwide, royalty- and fee-free right to make full and unrestricted use of its constituent and associated elements. The selected firm will promptly cooperate with compliance reviews and certification requests from CLC and maintain and restore service access in case of website failures or interruptions, as soon as possible, meeting agreed-upon service levels.

- E. The selected firm and its project staff may create, receive, and have access to information about CLC’s business, operations, technical data (e.g., code, login credentials, keys), marketing plans, hardware and software configurations, website architecture and security controls, and other sensitive and proprietary CLC information that is confidential information (“CLC Confidential Information”). The selected firm will keep, and ensure that project staff keep, CLC Confidential Information confidential and maintain appropriate administrative, technical, and physical safeguards to secure and protect CLC Confidential Information against unauthorized access, use, or disclosure. To the extent applicable law imposes greater confidentiality or security requirements or restrictions with respect to any CLC Confidential Information, particularly personal privacy information, the selected firm and its project staff will comply with such greater requirements or restrictions. The selected firm will immediately notify CLC of any suspected or actual loss or unauthorized access, use, or disclosure of any CLC Confidential Information in its possession or control.
- F. The selected firm will be solely and fully responsible and liable for its acts and omissions and those of its project staff as well as for any alleged breach or default of the contract by it and its staff. This obligation will include indemnification, defense, and payment of damages, awards, settlements, attorney’s fees, and other costs and expenses in connection with any third party demand or action brought against CLC or the State of Connecticut (including its agencies), and each of their respective directors, officers, employees, or representatives arising from such acts and omissions or alleged breach or default, including claims of trademark and copyright infringement and violations of law and regulations.
- G. The selected firm must maintain general liability, professional liability, workers compensation, and cyber/privacy liability insurance covering its services, and provide a certificate of insurance per insurance requirements to be provided by CLC after award.
- H. The selected firm and its subcontractors, if any, will preserve and make available to CLC and other authorized State of Connecticut officials all books and records relating to their performance (“Records”) during the contract and for no fewer than five (5) full years from the date of final payment by CLC. Records must be maintained in a manner and form that makes them readily accessible and easy to understand for audit and assessment.
- I. CLC’s “[Mandatory State Contract Provisions](#)” will be incorporated by reference and made a part of the contract as if fully set forth therein. The inclusion of all or some of these mandatory provisions is dependent upon the overall value of the contract.

## **PART V. CLC RESERVATIONS**

- A. In addition to any rights set forth elsewhere in this RFP, CLC reserves the right to take any of the following actions, in its sole discretion, at any time:
- B. Accept or reject any or all submissions, in whole or in part, and to award or not award a contract based on submissions received;
- C. Waive any mandatory, non-material specification(s) that cannot be complied with by all firms;
- D. Waive any informality in the RFP process if doing so, as determined solely by CLC, is in CLC’s best interest;

- E. Conduct discussions with any or all firms for the purpose of clarification and/or modification of their submissions, or to request best and final terms from firms deemed most qualified to provide the required services and with submissions within an acceptable competitive range;
- F. Arrange to receive services sought under this RFP from other providers, or perform the services itself;
- G. Solicit additional and/or new submissions from anyone;
- H. Clarify, supplement, modify, suspend, or terminate this RFP in whole or in part, or withdraw and reissue a new RFP, including an RFP with terms and conditions materially different from this RFP;
- I. Obtain information from any and all sources concerning a firm that CLC considers relevant to this RFP, and to consider such information in evaluating the firm's submission;
- J. Make a whole award, multiple awards, a partial award, or no award;
- K. Disqualify any firm whose conduct and/or submission fails to conform to the requirements of this RFP;
- L. Negotiate contract provisions, including provisions not found in this RFP, with one or more potential firms in any manner CLC deems fit (negotiations may be held with multiple firms concurrently or on an individual basis at separate times as CLC determines); and
- M. Set aside the original selected firm if CLC determines that the firm is unable to fulfill CLC's requirements for any reason. CLC may, but shall not be obligated to, award the contract to a different responsible firm.

**Website Redesign  
Request For Proposals (RFP)  
CLC #202504  
APPENDIX A**

**FEE PROPOSAL**

Firms must complete the tables below and include all related expenses under “Cost” column. For Website Design & Development Costs, include the full scope of services such as website design, development, migration, implementation, training, and post-deployment support. List any other one-time fees separately and clearly identify them. For Invited Options, present pricing as an annual, all-inclusive fixed fee or note another applicable pricing structure. If your proposal includes Offered Options, then please list these separately and provide itemized pricing as appropriate.

If travel expenses are applicable, they must be pre-approved in writing by CLC. Travel costs should be billed at actual cost, and include itemized charges for transportation, lodging, and meals (excluding alcohol). Staff positions should be indicated for clarity.

<b>One-Time Implementation Costs</b>	<b>Cost</b>
Website Design & Development	\$
Other Fees (Attach separate itemization)	\$
<b>Total:</b>	\$

<b>Invited Options</b>	<b>Cost</b>
24/7 Website Maintenance Monitoring	\$
Website Hosting Services	\$

<b>Offered Options</b>	<b>Cost</b>
Branding Services	\$
Content Creation	\$
Accessibility Auditing & Remediation	\$
Other Service Offerings (Attach itemized list)	\$

<b>Travel Expenses</b>	<b>Cost</b>
	\$
	\$
	\$

\_\_\_\_\_  
(Print Name)

\_\_\_\_\_  
(Title)

\_\_\_\_\_  
(Signature)\*

\_\_\_\_\_  
(Date)

**\*NOTE:** In order to be considered valid, Appendix A must be signed by a principal officer or owner of the firm.