



# Request for Proposals for City Website Design and Replacement

## RFP

**Date issued:  
April 25, 2019**

**Bid Opening**  
Wednesday, May 29, 2019 at 2:15 pm  
Late proposals will be rejected.

**Evaluation Team Review**  
June 11, 2019 @ 3:30 pm

**Council Presentation/Recommendation or Rejection**  
June 25, 2019

# 1. INTRODUCTION

## 1(A) Background

The City of Seaford was incorporated in April 1865 and is a city in Sussex County, Delaware. The City's population is approximately 7,200. For centuries, people have been drawn by the magnetic pull of the majestic Nanticoke River. From its headwaters, this most pristine of rivers meanders its way west into the Chesapeake Bay, and along the way, graces us with the serenity of its nature and the power of its currents which have fueled our economy for generations.

Whether trading, growing, manufacturing, or creating, Seaford has had a long and historic connection with productivity. The combination of the nature of our workers, and their passionate connection to their region creates an environment focused on loyalty and an ethic for the power of hard work.

Seaford is a traditional community, whose historic downtown is nestled along the Nanticoke River, our thriving retail provides for shoppers throughout the region, our hospital cares for our own with the attention given when you know someone by name, and our inspired leaders are crafting a bright future for this place we call home.

We are Seaford, Delaware—a community in every sense of the word, the spirit of our local high school, the excitement along the parade route. We are the hardworking employee, the brave entrepreneur, we are friends and neighbors celebrating along the banks of our river. We are an opportunity for all to realize the dreams they create.

Whether it is a job or an education, a vacation or a new home, come explore our hometown located here in the heart of Delmarva between the beaches and the bay and discover what we mean when we say:

**We are Seaford, Delaware, *the perfect place to start.***

For more information about the City of Seaford, visit <http://www.seafordde.com>

## **1(B) RFP Purpose**

The goal for the City is to have a website with the technology to support online services, provide full site searchability, facilitate content creation and editing, house a calendar of events system and create an overall inviting and engaging web design interface. The City is requesting qualifications from vendors specializing in web design services able to meet the requirements in this document for the City's new website. The successful vendors ability to convert existing content from the current site is necessary.

### 1(C) RFP Cover Sheet

<b>CITY OF SEAFORD RFP City Website Design and Replacement Response Cover Sheet</b>
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	Yes	No
Has your company operated at least 10 years without interruption?	<input type="checkbox"/>	<input type="checkbox"/>
Does any employee or official of the City have any financial or other interest in your firm?	<input type="checkbox"/>	<input type="checkbox"/>
Has your company been disqualified by any public agency from participation in public contracts?	<input type="checkbox"/>	<input type="checkbox"/>

***Please fill out this sheet with the appropriate contact information for your company.***

FULL LEGAL NAME OF COMPANY \_\_\_\_\_

TYPE OF BUSINESS  Corporation  Partnership (general)  Partnership (limited)  
 Sole Proprietorship  Limited Liability Company

FEDERAL EMPLOYEE ID NUMBER (FEI): \_\_\_\_\_  
ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

NAME(PLEASE PRINT) \_\_\_\_\_ TITLE \_\_\_\_\_

\*SIGNED \_\_\_\_\_ DATE \_\_\_\_\_

\*Proposals must be signed by a duly authorized official of the responder.

## 2. RFP INSTRUCTIONS AND INFORMATION

### 2(A) RFP Contact

	<p>Trisha Newcomer Director of Economic Development &amp; Community Relations</p>	<p><b>Physical Address:</b> 414 High Street Seaford, DE 19973</p> <p><b>Mailing Address:</b> P.O. Box 1100 Seaford, DE 19973</p> <p><b>Email address:</b> tnewcomer@seafordde.com</p> <p>Any and all communication to the RFP Contact relative to this requirement must be via email.</p>
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### 2(B) RFP Evaluation Criteria

A City evaluation team will evaluate the RFP responses received from each vendor. Prior to the selection of the award to the apparent successful vendor, the City of Seaford reserves the right to conduct on-site visits of any vendors' facilities and/or require any vendor to participate in a presentation to the evaluation team and/or the City Council of the items contained in the RFP response and any other items deemed appropriate by the City of Seaford.

If an award is made as a result of this RFP, it shall be awarded to the vendor whose proposal will lead to the best product for the City with the quality of design, CMS, along with price and other factors including, but not limited to: demonstrated technical ability and expertise; reference calls and/or recommendations; memberships, licenses, ISO Certifications or any other applicable membership or certifications; presentations to the City (if applicable); on-site visits at vendor's site (if applicable); product; any additional criteria deemed appropriate by the City which would lend itself to establishing the Service Provider's viability to perform the work as outlined in this RFP.

When determining whether a vendor is responsible, or when evaluating a vendor's response, the following factors will be considered, any one of which will suffice to determine whether or not a potential vendor is a responsible vendor or if the vendor's proposal is the most advantageous to the City:

1. The ability, capacity and skill of the vendor to perform/provide the service required.
2. The character, integrity, reputation, judgment, experience and efficiency of the vendor.
3. The vendor can provide a content management system that meets the requirements of the City.
4. The quality of performance of previous public and private contracts or services, including, but not limited to, the vendor's ability to perform satisfactorily and complete items specified in the contract agreements.
5. The previous and existing compliance by the vendor with laws relating to the contract or services.
6. Evidence of collusion with any other vendor, in which case colluding vendors will be restricted from submitting further bids on the subject project or future tenders.
7. The vendor is not qualified for the work or to the full extent of the RFP.
8. There is uncompleted work with the City or others, or an outstanding dispute on a previous or current contract that might hinder, negatively affect or prevent the prompt completion of the work bid upon.
9. Such other information as may be secured having a bearing on the decision to award the contract.
10. Any other reason deemed proper by the City.

## **2(C) Notices and Response Criteria**

### 2(C)1 Good Faith

This RFP has been compiled in good faith. The information contained within is selective and subject to the City's updating, expansion, revision and amendment.

### 2(C)2 Right to Cancel

The City reserves the right to change any aspect of, terminate, or delay this RFP, the RFP process and/or the program, which is outlined within this RFP at any time, and notice shall be given in a timely manner thereafter.

### 2(C)3 Not an Award

Recipients of this RFP are advised that nothing stated herein, or any part thereof, or any communication during the evaluation and selection process, shall be construed as constituting, offering or awarding a contract

### 2(C)4 Property of the City

Responses to this RFP will become the property of the City, and will form the basis of negotiations of an agreement between the City and the apparent successful vendor. Proposals are subject to the Freedom of Information Act (FOIA) and may be provided to anyone properly requesting same, after contract award. The City cannot protect proprietary data submitted in proposals.

### 2(C)5 City not Liable for Costs

The City is not liable and will not be responsible for any costs incurred by any vendor(s) for the preparation and delivery of the RFP responses, nor will the City be liable for any costs incurred prior to the execution of an agreement, including but not limited to, presentations by RFP finalists to the City.

### 2(C)6 City's Expectations

During the review of this document, please note the City's emphasis on the expectations, qualities, and requirements necessary to be positioned as an RFP finalist and successful vendor.

### 2(C)7 Proposal Rejection; No Obligation to Buy

The City reserves the right to reject any or all proposals at any time without penalty. The City reserves the right to refrain from contracting with any vendor. The release of this RFP does not compel the City to purchase. The City may elect to proceed further with this project by interviewing firm(s) well –suited to City Website Redesign RFP

this project, conducting site visits or proceeding with an award.

2(C)8 Right to Award

The City reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially with the most favorable terms the vendor can offer.

2(C)9 Non-Endorsement

As a result of the selection of a vendor to supply products and/or services the City is neither endorsing nor suggesting that the vendor's product is the best or only solution. The vendor agrees to make no reference to the City in any literature, promotional material, brochures, sales presentation or the like without the express written consent of the City.

2(C)10 Errors in Proposal

The City will not be liable for any errors in vendor proposals. Vendors will not be allowed to alter proposal documents after the deadline for proposal submission.

The City reserves the right to make corrections or amendments due to errors identified in proposals by the City or the vendor. This type of correction or amendment will only be allowed for such errors as typing, transposition or any other obvious error. Vendors are liable for all errors or omissions contained in their proposals.

2(E)11 Scoring the Submissions

Each submission will be judged according to a fixed set of criteria. The criteria are:

- 35% on experience level of project manager, including quality of previous design portfolio
- 35% on the approach of the proposal, including portability of the CMS system and ability to meet the requirements of the RFP
- 20% on the experience level and references of the contractor, including last five implementations and quality of training on the CMS provided to City Staff
- 10% on the total cost of the proposal

### 3. SCOPE OF SERVICES

#### **3(A)1 Project Goals**

The primary goal of this project is to replace the current website with a new and improved website, along with an updated Content Management System. The new website will be easier for users to navigate, more efficient for City staff to manage, and provide a wide variety of services to the citizens of the City of Seaford. The website shall be capable of serving the City and its customers for a minimum of 5 years. The vendor shall provide a platform and user interface that shall be able grow with the City and its services. The Vendor will provide the City with an information ready, turn-key website with current/pertinent content from our existing site migrated.

##### Short Term Goals

1. Improve the tools that support updating the website, i.e.; content management system (CMS).
2. Improve the information architecture that supports easy navigation of the site to key City services.
3. Redesign the website with a new look and feel; supporting the branding efforts of the City and reflecting the diverse make up and vision of the citizens of the City.

##### Long Term Goals

1. Improve the timeliness of content published to the website.
2. Expand the services the City offers to citizens on the website.
3. Enable updating the look and feel of the website on an as-needed basis by existing City staff.
4. Expand the amount of information the City publishes on the website.
5. Ensure easy accessibility and navigational user experience, encouraging citizens to return.
6. Visually reflect the values and character of the City.

##### Samples of websites with our desired characteristics

1. <https://www.boston.gov/>
2. <https://www.tampagov.net/>
3. <http://www.jamescitycountyva.gov/>

#### **3(A)2 Project Objectives**

1. Redesign & Host the information and architecture of the City's website.
2. Replace or upgrade the existing website CMS software.
3. Implement electronic workflow for all proposed web postings for approval and promotion.
4. Redesign the look and feel of the website.
5. Update and implement website technology management policies and best practices
  - a. Identify and formalize content contributors from each department who will ensure that all content is accurate and up to date.
  - b. Identify and formalize use of web social networking tools.
  - c. Identify and formalize acceptable website content and links to outside resources.
  - d. Identify and provide web information management tools to comply with the State of Delaware Public Records retention guidelines. This will include the storing of each information update.
6. Provide for full integration with existing e-government applications currently in use and

provide for easy integration with future e-government applications.

7. Provide customer service/technical assistance during normal business hours (EST)  
7am-6pm

### 3(A) 3 Scope of Work

Vendors replying to this RFP will be asked to organize and itemize their submissions into five (5) main areas for the City's consideration of their services: scope of design services offered, examples of previous designs; proposed content management system (CMS) software; available hosting options; and options for training.

#### A. The Vendor(s) will be responsible for the following:

- 1) Redesign the City website look and feel to support the City's updated brand as well as the design needs of specific departments/services.\*
  - Provide a project plan for the design phase of the website replacement project.
  - New website content information architecture that supports easy navigation to key services.
  - Determine a consistent look and feel for the website, including color schemes, graphic elements, and navigation tools that provide straightforward navigation within a unifying graphic theme as well as flexibility for the branding of different City departments/services.
  - Work with existing vendor to obtain starting data
  - Provide design mock ups of primary website sections: Home page, Departments, A Projects Page (not currently on website), Visitors, City Elections, Businesses, Residents, Contact Us, Community Calendar, FAQs.
  - Apply website redesign mockups to website CMS software implementation to enable information ready website.
  - Provide a website CMS software implementation project plan. This can be integrated with the overall project plan.
  - Consult with City staff to determine how the website CMS navigation will support the City template requirements.
  - Create website templates that meet ADA / 508 standards compliance.
- 2) Website CMS training for site administrators and content contributors.

**\* A deliverable of the City of Seaford Branding Guide will be provided to successful vendor.**

#### B. The successful Vendor(s) will deliver the following:

- 1) Look and Feel Design
  - The Vendor will work with the City to determine a new website design and content information architecture navigation framework to support easy navigation to key City services.
  - CMS
    - The Vendor shall provide a comprehensive CMS solution.
    - The CMS software proposed should not be a beta, release candidate or other early adopter technology.
    - The CMS shall be accessible via external access.
    - The Vendor will provide a search engine solution that will support indexing of all contents within the CMS as well as external City website resources.
- 2) Website
  - The Vendor shall provide a fully operational and working website.
  - The website shall integrate all existing e-government applications and shall be designed for easy integration of additional e-government applications.
  - The Website should be viable on mobile devices. (ex. iPhones, iPads, Android phones and tablets.)

- 3) Training ○ The Vendor will provide onsite, full and complete training on the use of the CMS.

**C. The City of Seaford will be responsible for:**

- 1) Collaborating with the website design vendor in determining key services and design for inclusion in the updated information architecture that will support easy navigation of the site to key City services.
- 2) Specify website CMS template requirements.
- 3) Website governance, i.e. user roles, permissions, and approval levels.

**3(A)4 Website Content Management Software**

**3(A) 4.1 Software Needs Summary**

The City is looking for website content management software that will; be adaptable to current and changing technology, enable content subject matter experts to efficiently publish and manage their content on the City website, and provide easy access of City services to website visitors.

**3(A) 4.2 Product Requirements**

Product requirements are outlined below. This list is a comprehensive set of requested features based on input from the City departments' website administrators and the IT staff members' requirements.

**General Website Content Management System features:**

**1. Content Editor**

- WYSIWYG rich text editor
- Spell checker
- Ability to limit certain features of WYSIWYG editor to maintain common look and feel throughout the website.
- Content publisher control of associated meta data

## **2. Content Management**

- Ability to organize and manage uploaded documents and images.
- Ability to archive outdated documents and images.
- Ability to optimize uploaded pictures and graphic files for quickest page loading.
- Interactive photo galleries to publish and display photo assets.
- Document galleries to organize and publish documents according to subject matter.
- List module for creation and organization of logically related items into lists that can be shared on multiple pages but managed within single list. Example list content: contacts and links.
- Ability to determine specify a publishing schedule for specific content
- Versioning and indexing of content to meet State of Delaware Records Retention and Retrieval requirements.
- Multi-lingual Content Integration with website content translation capabilities in up to five (5) languages.

## **3. Navigation**

- MEGA Drop Down Menus
- Breadcrumb navigation
- Secondary level navigation within specific content subject matter areas
- Friendly URL's
- Addition of external pages to navigation
- Flexible navigation tools that facilitate management of common links across site.
- Ability to reorganize content to different sections of the website without manually changing content links.

## **4. Master Calendar Functionality**

- Master calendar to share events, meetings, holidays, etc. that can be managed in a main calendar and shared across the website by content/subject matter category.
- iCal links for users to add events to desktop calendar programs such as Outlook.
- The ability to create interactive maps of event locations.
- Provide RSS feeds by calendar based on content creator defined categories.

## **5. Forms**

- Standard contact forms.
- Ability to easily add custom forms to site pages and manage content produced by the forms.
- Surveys and ad hoc reporting.

## **6. Security/Authorization**

- Ability to centrally add and manage users and specify access rights.
- Ability to create groups with different access rights.

- Ability to limit certain group members from specific content and content management functionality.
- Ability to manage logged in users.
- Publishing Workflow with ability to customize by security group and user.
- Audit trail and reports of changes to content within the CMS.

#### **7. Additional Functionality**

- RSS consumption and display of external resources
- RSS production on frequently updated content such as news releases and calendar events.
- “Share This” social networking site links for site visitors to share content on Facebook, Twitter, etc.
- Site templates must be ADA / 508 standards compliant
- CSS template features for viewing text only, printing, and mobile access versions of the site.
- Software Development Kit - Ability for the City to create custom pages and content within the site’s templates to facilitate integration of other e-Gov services software such as GIS, permitting, online bill payment, constant contact, See,Click,Fix etc.
- Search engine that can be directed to index both internally and externally hosted website resources.
- Ability to manage an interactive multimedia top stories section within the CMS.

#### **3(A) 4.3 Technical Requirements**

- Hosted by the vendor.
- Ability to have separate development and production environments.
- Vendors will have the ability and will allow City staff to perform a hands-on demo/test of the software during the website CMS selection process.
  - Demos will be as close to current production environment as possible.
  - Documentation of additional functionality and performance differences from demo will be provided.

#### **3(A) 4.4 Site Look and Feel**

- Site must display correctly in all version for major browsers, e.g. Internet Explorer, Firefox, Google Chrome, Safari, etc.
- Site themes and/or style sheets that maintain common look and feel throughout website.
- Department / Service Marketability – ability to apply customized look and feel within different departments/services while maintaining global navigation and website common look and feel.

## 4. ADDITIONAL INFORMATION

The information that is provided in your responses should answers all questions as indicated in the RFP Response Submittal checklist in Section 5.

### 4(A) Technical Questions

#### **4(A)1. Content Editor and Management**

- 1) Does the CMS software provide a WYSIWYG rich text editor an easy interface for nontechnical users to update content? If yes, please describe in detail, addressing how the editor manages HTML tags, tables, links, images, spellchecking, and other features.
- 2) Can WYSIWYG capabilities be turned off for source code editing? If yes, please describe how this is accomplished.
- 3) Can administrators limit certain features of the WYSIWYG editor? Please describe the features that can be controlled and how the control functionality is accomplished.
- 4) Describe the CMS software meta data management tools.
- 5) Can content live in multiple areas or be referenced in multiple areas? If yes, please describe the functionality and management of this feature.

#### **4(A)2. Archiving and Roll Back and Restore Functionality**

- 1) As pages are updated, are existing versions automatically archived? Is there a limit to the number of archived versions?
- 2) Describe the CMS software's version control of content and rollback to the previous versions of content and documents/pages.
- 3) Does the CMS generate an audit trail and reports for the content that was updated? If yes, please describe this functionality.

#### **4(A)3. Content Scheduling**

- 1) Describe the CMS ability to schedule publishing or deletion/archive of content based on date, time and/or approval, etc.
- 2) Describe how the CMS assigns expiration dates and handles expired pages (automatic e-mail notifications, link updates, removal of expired pages, follow up tasks, etc.).

#### **4(A)4. Navigation**

- 1) Describe the ability of users to create new navigation menus.
- 2) Describe the ability of users to move or change the placement of navigation menus.
- 3) Does the CMS software manage content and links for MEGA Drop Down Menus in it's global navigation? If yes, please describe how this is accomplished.
- 4) Does the CMS software manage navigation and display of interactive content such as tabbed content areas? If yes, please describe how this is accomplished.

- 5) Does the CMS software support the addition of external links to the global and secondary navigation? If yes, please describe how this is accomplished.
- 6) Does the CMS software support notification of users when they are leaving the site? If yes, please describe how this is accomplished.
- 7) Is 'breadcrumb' navigation automatically created and maintained by the software on every page of content? If yes, please describe how this content and links is managed.
- 8) Does the CMS support the ability to generate friendly URLs? If yes, please describe how this is accomplished.

#### **4(A)5. Master Calendar Functionality**

- 1) Describe the website calendar functionality.
- 2) Does the calendar support item categories and the custom display of calendar items by category across the site? If yes, please describe how this is accomplished.
- 3) Does the calendar create event reminders for site users to download event reminders to their own calendar applications? If yes, please describe how this is accomplished.
- 4) Does the calendar support event submission from the public side? If yes, please describe.

#### **4(A)6. Security/Authorization**

- 1) How are users and user groups created and managed? If yes, please describe how this is accomplished.
- 2) Can users with different access rights be created? Can groups with different access rights be created? If yes, please describe how this is accomplished.
- 3) Are there pre-defined users and/or group types included or specified with in the CMS software? If yes, please describe these users and/or group types.
- 4) Can specific content ownership be managed down to the user level including reassigning ownership to another user or user group? If yes, please describe how this is accomplished.
- 5) Can only certain group members have access to certain functionality, including limiting what buttons are accessible in the HTML editor? If yes, please describe how this is accomplished.
- 6) Can size limitations/quotas be assigned to different files, folders, and/or sites? If yes, please describe how this is accomplished.
- 7) Describe the administrator's role and access to content and content management on the website.
- 8) Describe the CMS software's workflow management tools including the ability to customize the workflow, workflow notifications, and the auditing capabilities of the workflow system.

**4(A)7. Other Features**

- 1) Does the CMS software support the ability to apply customized look and feel within different departments/services while maintaining global navigation and website common look and feel? If yes, please describe how this is supported.
- 2) Does the CMS software produce RSS feeds? If yes, please describe the content this feature is available for and how it is managed within the software.
- 3) Does the CMS support social networking links for site visitors to share content on Facebook, Twitter, etc.? If yes, please describe this functionality and the ability to manage which sites are included in this feature.
- 4) Does the CMS meet ADA / 508 standards? If yes, please describe how this is accomplished.
- 5) Does the CMS support viewing text only, printing, and mobile access of content? If yes, please describe how this is accomplished and the mobile access systems are supported.
- 6) Does the CMS have a software development kit or other functionality to facilitate the integration of current and future e-government services software such as GIS, permitting, online bill payment, etc.? If yes, please describe how this type of integration can be accomplished.
- 7) Does the CMS have search and index capabilities both internally and externally hosted website resources? If yes, please describe the content that can be indexed and how search features are managed.
- 8) Does the solution provide for the management of content in rotating content or slideshow type of content that could support a rotating news feature on the home page? If yes, please describe how the software supports this type of content.

**4(B) Summary**

Explain in one page or less how your solution will differentiate you from other vendors and why we should choose you as our successful vendor. List the unique features that give your company a competitive edge in the website design and replacement industry.

## 5. RFP RESPONSE SUBMITTAL CHECKLIST

Vendor shall submit a response in the following format; please note that No scanned RFP response submissions will be accepted.

1. Vendor shall create one original response (labeled “original”) with original signature (See Tab 1) and **four (4) identical copies (for a total of five (5) responses)**.

2. The **original and each of the four (4) copies** shall be sent to:

City of Seaford  
**Attn: Charles Anderson, City Manager – Website Bid Proposal**  
 P.O. Box 1100, 414 High Street  
 Seaford, DE 19973

On or before May 29, 2019 at 2:15 pm and in a box of sufficient size to hold all the responses.

3. In addition to the copies specified above, the Vendor **MUST** include a CD or USB/flash drive of the entire response, which shall be placed inside the front cover of the original response.
4. The RFP name must be shown on the lower left-hand corner of the box.
5. The **original and each of the four (4) copies** shall be indexed in the suggested format with tabs as follows:

Tab #	Section	Description
1	1(C)	RFP Cover Sheet
2	3	Acknowledgement of Scope of Services
3	n/a	Company Profile – to include names and bio of your team to be assigned to this project
4	n/a	Proof of Errors and Omissions Insurance – One Million Dollar
5	n/a	List of references with contact names, phone number and years as a client. (Minimum of 5)
6	n/a	Visual Examples of Previous Work (At least 3 municipal sites including web address)
7	n/a	Visual Examples of Proposed Content Management System
8	4(A)1	Answers to Content Editor and Management Questions
9	4(A)2	Answers to Archiving Questions
10	4(A)3	Answers to Content Scheduling Questions
11	4(A)4	Answers to Navigation Questions
12	4(A)5	Answers to Master Calendar Functionality Questions
13	4(A)6	Answers to Security/Authorization Questions
14	4(A)7	Answers to Other Features Questions
15	4(B)	Summary
16	Appendix A	Proposal Price Certification
17	Appendix B	Coy of Firms Valid DE Business License

***This checklist is intended merely as an aid to the Vendor in providing a response to this RFP. The Vendor retains the sole responsibility for accuracy and completeness of the response.***

## APPENDIX A PROPOSAL PRICE CERTIFICATION

In compliance with the attached specification, the undersigned offers and agrees that if this proposal is accepted by the City Council within ninety days of the date of proposal opening, that they will furnish any or all of the deliverables upon which prices are quoted, at the price set opposite each, to the designated point(s) within the time specified.

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

PRINT / TYPE NAME \_\_\_\_\_

Total Cost for Redesign Services \$ \_\_\_\_\_

Hosting Cost per year \$ \_\_\_\_\_

***Please list and explain all other pricing for services and frequency of cost below.***

<b><i>Item</i></b>	<b><i>Description</i></b>	<b><i>Cost</i></b>	<b><i>Frequency (One-time or Recurring)</i></b>

