

USD 262 VALLEY CENTER PUBLIC SCHOOLS REQUEST FOR PROPOSAL

WEBSITE DESIGN & DEVELOPMENT

August, 2022

USD 262 is accepting proposals to design, develop, and host a new district web site. This will be a concept to completion project. The purpose of this RFP is to provide a fair evaluation for all candidates, and to provide the candidates with the evaluation criteria against which they will be judged.

This is an open and competitive process.

Proposals received after 12:00pm/noon CST, Monday, September 19, 2022, will not be considered.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal, please provide the name and address of the sub-contractor. USD 262 will not refuse a proposal based upon the use of sub-contractors but does retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

Description/Goals

Create a flexible, informative, up-to-date web site that is **easy to maintain** and is **viewable by desktop and mobile devices**. The design must be user-friendly with an intuitive interface and be easy to update with news on the homepage.

To be effective, our web site must be:

- Easy to update and intuitive
- Visually pleasing
- Informative
- Safe and secure
- Quick to load and operate

- Responsive mobile device and desktop
- Search Engine Optimized with proper Keyword Research

Our new site should engage visitors by presenting attractive visual images, including video, intuitive navigation, and concise messaging, while at the same time increasing functionality and ease-of-use for staff to update. The tools that are incorporated must allow for timely delivery of content using basic technical skills and limited personnel.

Available Technology Resources/Integration Issues

We will use portions of content from our existing website. New content will be identified through feedback from stakeholders.

The new site will connect to our current athletic/activities website and the new site will need to support connections to external sources (i.e. multiple links).

Common tools should be easily integrated into the design of the new website. For instance, Facebook, Twitter, YouTube integration should be easily accommodated.

The CMS should provide a mechanism for posting content copied from various platforms such as Microsoft Word, preserving formatting, but eliminating unnecessary complexity.

The CMS should provide the ability to utilize vanity URL's instead of standard CMS page URL's for Search Engine Optimization and ease of publishing intelligible shortcuts/links.

The CMS should provide a fully mobile responsive experience.

The CMS should provide support for Google Analytics and other Google platforms.

The CMS should include an automatic translation system.

The CMS should include intuitive search functionality.

The CMS should provide a means for the district to communicate and "push out" information that is non-district related to a subscriber base.

Website must be ADA compliant.

Technical Requirements

- The web CMS should be hosted in a secure, redundant data center and be compliant with a high level of cybersecurity protections.
- The hosting entity should provide automatic software and feature releases in a regularly scheduled maintenance window with ample advance notice of any service impacts.
- The hosting entity should provide regular back-ups for content, and restoration services should be included as part of the package.

- The hosting entity should ensure that backups and backed up data are encrypted in-transit and at rest at all times.
- The hosting entity should provide storage for all content, web page content, images, videos, audio files, miscellaneous attachments, and all other digital assets (if there is a storage limit, please provide detailed explanation of the limits).
- The hosting entity should provide optimized content delivery for CMS content, focusing on extremely fast page load times, including the use of Content Delivery Networks, caching, and content optimization.

Service and Support

- The provider should include technical support that includes telephone, chat and email-based support options.
- The technical support offering should provide client with a service level agreement with consequences for failure to meet the agreement understanding for support response times for initial contact and time to resolution.
- The provider should provide options for in-person, virtual, on-demand and live training for website administrators and developers.
- The technical support offering should provide clients with 24/7 support and include the ability to get a live support agent on the phone to help with critical incidents (defined by client) within 30 minutes, including holidays and weekends.

Qualifications

- List four web sites your firm has produced that reflects your work and relevancy to this project. List the role your firm played in each project. Please submit the URLs for these sites, and only currently “live” sites should be included.
- Describe your experience producing sites for school districts.
- Provide current reference information for four former or current clients.
- Briefly outline your firm’s organizational capacity to produce the USD 262 web site (such as staff, equipment, software, physical space, office location, etc.).
- Provide company profile, length of time in business and core competencies.
- Briefly describe the percentage of your web staff that would be working on this project relative to your entire staff. For example, if you would use three staff on the project and you have ten web designers and developers, the percentage would be 30%.
- What type of team will be assigned to this project? What will each person’s role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your project management process.
- Please detail any hardware/software vendor partnerships you have.
- Provide a detailed timeframe for completion. This will be evaluated and will be part of the contractual agreement, so a realistic time frame for **completion is essential**.
- Please state how you intend to communicate with the project lead at USD 262 during the period of design/development, and at what intervals.

- Describe the support you offer during and after the project.

Evaluation Criteria

The following criteria will form the basis upon which USD 262 will evaluate proposals. The mandatory criteria must be met and include: receipt of your proposal must be received no later than 12:00pm/noon CST, Monday, September 19, 2022.

Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format. In addition, please provide pricing for a three year hosting/customer service contract with a five year option.

Deliver proposals to Director of Communication, Amy Pavlacka, via email at amy.pavlacka@usd262.net.

Proposals meeting mandatory requirements will be evaluated with the following criteria:

- The proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Prior work that demonstrates artistic, innovative and user friendly interfaces that engage viewers.
- Candidate has successfully completed similar projects and has the qualifications necessary to undertake, and be successful with this project.
- The price is appropriate for the value being offered by the proposer.
- The candidate firm has appropriate number of staff and necessary expertise to develop the site in a timely manner.
- The proposal is presented in a clear, logical manner, is well organized and has the appropriate information the RFP calls for.

STANDARD CONDITIONS

- USD 262 reserves the right to reject any or all bids, to accept any item(s) in the bid and to waive any informality in bidding. Contracts entered into on the basis of submitted bids are revocable if contrary to law.
- Bids of an incomplete nature, or subject to multiple interpretations may, at the option of the School District, be rejected as irregular.
- Each bid item must show unit price and extension. In case of error, unit prices will govern. Alternate bids, and/or bids based on group or total awards may be considered.
- Deliveries are to be F.O.B. stated location, Valley Center, Kansas.
- Certain bids, because of unique factors, may not be covered by standard conditions. Alternate or special conditions will take precedence over any standard conditions previously stated.
- Applicable warranty provided by vendor.
- Performance, surety, bid, and statutory bonds shall be provided when required by Kansas Statutes.
- Vendors shall be in compliance with all federal, state, and local laws, ordinances, and regulations.
- A valid federal tax identification number must be provided before any purchase order can be issued.
- A purchase order constitutes the buyer's offer to the seller upon the terms and conditions stated herein and shall become a binding contract on the terms set forth when it is accepted, either by acknowledgement or performance.
- Contract Provisions – The vendor and district shall comply with all requirements of Appendix II to Part 200 – Contract provisions for Non-Federal Entity Contracts Under Federal Awards
 1. The vendor and the district may each terminate this agreement without cause by 30 days written notice to the other party of its intent to terminate.
 2. The rights of termination in this agreement are not intended to be exclusive and are in addition to any other rights available to either party at law or in equity.
- Debarment and Suspension (Executive Orders 12549 and 12689) – a contract award must not be made to parties listed on the government-wide Excluded Parties List System in the System for Award Management (SAM), in accordance with OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 and 12689, “Debarment and Suspension.” The Excluded Parties List System is SAM contains the names and parties debarred, suspended, or otherwise excluded by agencies, as well as parties declared ineligible under statutory or regulatory authority other than Executive Order 12549.
- Byrd Anti-Lobbying Amendment – vendors that apply or bid for an award of \$100,000 or more must file the required certification. Each tier certifies to the tier above that it will not and has not used Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by 31 USC 1352. Each tier must also disclose any lobbying with non-Federal funds that takes place in connection with obtaining a Federal award. A non-Federal entity that is a state agency or agency of a political subdivision of a state and its contractors must comply with section 6002 of the Solid Waste Disposal Act, as amended by the Resource Conservation and Recovery Act. The requirements of Section 6002 include procuring only items designated in guidelines of the Environmental Protection Agency (EPA) at 40 CFR part 247 that contain the highest percentage of recovered materials practicable, consistent with maintaining a satisfactory level of competition, where the purchase price of the item exceeds \$10,000 or the value of the quantity acquired during the preceding fiscal year exceeded \$10,000; procuring solid waste management services in a manner that maximizes energy and resource recovery; and establishing an affirmative procurement program for procurement of recovered materials identified in the EPA guidelines.
- Vendor shall certify that all supplies or equipment sold and delivered to the district are free and clear of any and all liens or claims or liens arising under and by virtue of the provisions of the Statutes of Kansas, Sections 58-201, et. seq., and any other lien, right or claim of any kind.

- All items sold and delivered to the district shall be free from defects in material and workmanship and shall be subject to our inspection and approval at any time within thirty days after delivery. Rejected items shall be held at the seller's risk and expense. No replacement of defective items shall be made by the seller unless agreed to by a USD 262 authorized representative, and such agreement shall be in writing.
- The successful bidder shall not be allowed any extra compensation by reason of any matter or thing concerning which the bidder might have fully informed themselves because of their failure to do so prior to bidding. The successful contractor must employ, so far as possible, such methods and means in the carrying out of the work as will not cause any interruption or interference with any other contractors and/or District operations.
- The vendor agrees to require the following sections in all contracts:
 1. A requirement to observe the provisions of the Kansas Act Against Discrimination.
 2. A requirement that all solicitations or advertisements for employees shall include the phrase "Equal Opportunity Employer;"
 3. A requirement to comply with the proper reporting procedures to the Kansas
 4. Commission on Civil Rights, in accordance with the provisions of K.S.A. 1976 Supp. 44-1030.
 5. A requirement that should the vendor be found guilty of a violation of the Kansas Act Against Discrimination, such violation shall deem any contract with USD 262 to have been breached.
 6. The inclusion of Mandatory contractual provisions of Kansas form DA-146a.

PRE-BID QUESTIONS

All communications by any potential bidder concerning this bid, including requests for additional information or clarification, must be directed to Amy Pavlacka, via phone (316) 755-7000 or via email at amy.pavlacka@usd262.net. The last day to submit questions is September 12, 2022. Please expect a response within 48 business hours.

INSTRUCTIONS TO BIDDERS/BID CONDITIONS

The purpose of the attached specifications is to give detailed information of the services requested by the District. Bidders shall carefully check all requirements herein set forth and shall offer services which fully comply with these requirements or shall plainly set forth all points, features, conditions, specifications, etc., wherein the services offered do not meet these specifications. Failure to outline such expectations will result in assumption of compliance to said specifications.

GENERAL CONTRACTUAL REQUIREMENTS

- Prices quoted shall include all costs for labor, equipment, supplies and material charges to complete the work at the location indicated and as requested by the Director of Communications.
- See Qualifications and Evaluation Criteria for specifications or requested services and prices.
- Faxed bids will not be accepted.
- Whenever products or materials of any particular producer or manufacturer are mentioned in our specifications, such a product or material mentioned is intended to be descriptive of type or quality and not restrictive to those mentioned except as noted.
- Do not include Federal Excise Tax or Sales or Use Taxes in bid prices, as the District is exempt from them by law. Tax exemption certificate will be furnished upon request.
- In case of default by the Contractor, the District will procure the services herein specified from other sources and hold the Contractor responsible for any excess cost occasioned thereby.
- Failure to perform as guaranteed, or any other default by the Contractor may result in disqualification of the Contractor from future bidding.

- Should bidder take exception to any terms, conditions, or specifications stated herein, such exception must be so noted IN WRITING within your bid submittal and an alternate stated. Failure to do so will result in the assumption and requirement of compliance with said terms, conditions and specifications as stated.
- Failure to provide any requested information may result in the rejection of your bid.
- Bidder must agree to and integrate into any contracts, Kansas form DA-146a, Contractual Provisions Attachment, and provide that any provisions that are in contrast with any other part of the contract, the DA-146a provisions will prevail.

HOLD HARMLESS AGREEMENT

To the fullest extent not prohibited by law, the contractor shall indemnify and hold harmless the District, its Board of Education, officers, agents and employees from and against all claims, damages, losses and expenses (including but not limited to attorney's fees) arising by reason of any act of failure to act, negligent or otherwise, of Contractor, of any subcontractor (meaning anyone, including but not limited to consultants having a contract with Contractor or a subcontractor for a part of the services), or of anyone directly or indirectly employed by the Contractor or its subcontractor may be liable, in connection with providing these services.

BID RESPONSES

Bids submitted in response hereto shall be on the form provided herein and shall include completion of the Statement of Bidder's Qualifications, with reference from at least four (4) businesses, school districts or municipalities familiar with your work.