January 2, 2019

Request for Proposal (RFP) Website design and hosting

Release date:

Proposals due: on or before 3:00 PM (CST), February 4, 2019
Late proposals will not be accepted

Deliver written proposals to:
College Community Schools
Eric Townsley, Technology Director
401 76th Avenue SW
Cedar Rapids, IA 52404

Proposals will be time-stamped upon receipt.

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Section 1: Introduction

1.1   Purpose

The College Community School District ("The District") is seeking a qualified contractor to provide product, design, hosting, support as needed, and consultation services related to creating a new school district website. The chosen contractor will have demonstrated experience with constructing websites, integration of third-party websites, web design, customer support, web hosting, migration of content, and other related areas. Preferential scoring will be given to companies with extensive experience designing systems specifically for large websites.

1.2   Background Information

This Request for Proposal (RFP) is designed to provide vendors with the information necessary for the preparation of competitive proposals. The RFP process is for the District's benefit and is intended to provide the District with competitive information to assist in the selection process. It is not intended to be comprehensive. Each vendor is responsible for determining all factors necessary for submission of a comprehensive proposal.

The District has identified the need for the aforementioned services. The goal of this contract will be to design a new district wide website that incorporates numerous other communications tools and integration with other websites. Goals of the contract include identifying objectives, the timeline and deliverables.

1.3   District Background Information

The College Community School District serves approximately 6,200 students from Linn, Benton and Johnson Counties. The 137 square mile district includes part of southwest Cedar Rapids, the cities of Ely, Fairfax, Shueyville, Swisher, and Walford. As the 15th largest district in the state, College Community has more than 900 staff in one high school, one middle school, one intermediate school, four elementary schools, and two off-site programs.

As we work to incorporate a well-designed strategic plan, is the intent of the administration to raise the bar on electronic communication and build an infrastructure worthy of a top-tier organization. The web presence should reflect this in form and function.

Section 2: Administrative Information

2.1   Issuing Officer
The Issuing Officer, identified below, is the sole point of contact regarding the RFP from the date of issuance until selection of the successful vendor.

Eric Townsley
Technology Director
College Community School District
401 76th Avenue SW, Cedar Rapids, Iowa 52404
(319) 848-5419 x 2023
etownsley@crprairie.org

2.2   Restriction on Communication
From the issue date of this RFP until announcement of the successful vendor, vendors may contact only the Issuing Officer regarding this RFP. The Issuing Officer will respond only to questions regarding the procurement process. Vendors may be disqualified if they contact any employee or representative of the District, other than the issuing officer, regarding this RFP.

2.3   Downloading the RFP from the Internet
All amendments will be posted on the District web site at https://www.prairiepride.org. Amendments will be found under Resources > Reporting > Website RFP. The vendor is advised to check this page periodically for amendments to this RFP.

2.4   Procurement Timetable
The following dates are set forth for informational and planning purposes; however, the District reserves the right to change the dates.

Issue RFP	January 14, 2019
Questions for the District regarding RFP	January 28, 2019; 11:00AM
Closing Date for Receipt of Bid Proposals and Amendments	February 4, 2019; 3:00PM
Proposal Opening	February 4, 2019
Evaluation Committee Meetings	February 5-7, 2019
Presentations by Finalists (if necessary)	February 11, 2019 9:00AM
	February 11, 2019 10:30 AM
Board approval of Contract	February 18, 2019

2.5   Questions, Requests for Clarification, and Suggested Changes
Vendors may attend an **optional** pre-proposal meeting in order to answer questions and requests for clarifications regarding the RFP. Vendors may attend in person at 401 76th Avenue SW, Cedar Rapids, IA 52404 or via phone (call in number TBD will be supplied prior to the meeting date). The meeting will be held at 11:00 a.m., Central Standard Time, **January 28, 2019**. If the questions, requests for clarifications, or suggestions pertain to a specific section of the RFP, please have the page and section number(s) ready for reference.

2.6   Amendment to the RFP and Proposal and Withdrawal of Proposal

The District reserves the right to amend the RFP at any time. The vendor shall acknowledge receipt of an amendment in its proposal.

If the district allows vendors to amend proposals, the amendment must be in writing, signed by the vendor and received by the district either in person or via U.S. Mail or other commercial delivery service as noted in section 2.7 below by the deadline set for the receipt of amended proposals. Electronic mail and faxed amendments will not be accepted.

Vendors who submit proposals in advance of the deadline may withdraw, modify, and resubmit proposals at any time prior to the deadline for submitting proposals. Vendors must notify the Issuing Officer in writing if they wish to withdraw their proposals. Electronic mail and faxed requests to withdraw will not be accepted.

2.7   Submission of Proposals

The College Community School District must receive the proposal at its Administrative Office, **College Community School District, Attn: Eric Townsley, 401 76th Avenue SW, Cedar Rapids, Iowa 52404, before 3:00 p.m., Central Standard Time, February 4, 2019. This is a mandatory requirement and will not be waived. Any bid proposal received after this deadline will be rejected and returned unopened to the vendor.** Vendors mailing proposals must allow ample mail delivery time to ensure timely receipt of their bid proposals. It is the vendor's responsibility to ensure that the proposal is received prior to the deadline. Postmarking by the due date will not substitute for actual receipt of the proposal. Electronic mail and faxed proposals will not be accepted.

Vendors must furnish all information necessary to evaluate the proposal. Proposals that fail to meet the mandatory requirements of the RFP will be disqualified. Verbal information provided by the vendor shall not be considered part of the vendor's proposal.

2.8   Proposal Opening

The District will open proposals on February 4, 2019. The proposals will remain confidential until the Evaluation Committee has reviewed all the proposals submitted in response to this RFP and the District has announced a notice of intent to award a contract.

2.9   Costs of Preparing the Proposal

The costs of preparation and delivery of the bid proposal are solely the responsibility of the vendor.

2.10   Rejection of Proposals

The District reserves the right to reject any or all proposals, in whole and in part, received in response to this RFP at any time prior to the execution of a written contract. Issuance of this RFP in no way constitutes a commitment by the District to award a contract or to execute a binding contract with the successful vendor that may be selected as the result of this RFP. The District further reserves the right to cancel this RFP, to issue a new RFP or to award a contract in whole or in part if it is in the best interests of the District.

2.11   Disqualification

The District shall reject outright and shall not evaluate proposals for any one of the following reasons:

2.11.1　　　　　　The vendor fails to deliver the bid proposal by the due date and time.

2.11.2　　　　　　The vendor states that a service *requirement* cannot be met.

2.11.3　　　　　　The vendor's response materially changes a service requirement.

2.11.4　　　　　　The vendor fails to include information necessary to substantiate that it will be able to meet a service requirement. A response of "will comply" or merely repeating the requirement is not sufficient. Responses must indicate present capability; future developments will not satisfy the requirement.

2.11.5　　　　　　The vendor fails to respond to the District's request for information, documents, or references.

2.11.6　　　　　　The vendor fails to include any signature, certification, authorization, stipulation, disclosure or guarantee requested in section 4 of this RFP.

2.11.7　　　　　　The vendor presents the information requested by this RFP in a format inconsistent with the instructions of the RFP.

2.11.8　　　　　　The vendor initiates unauthorized contact regarding the RFP with any employee or representative of the District other than the Issuing Officer.

2.11.9　　　　　　The vendor provides misleading or inaccurate responses.

2.12 Reference Checks
The District reserves the right to contact any reference to assist in the evaluation of the proposal, to verify information contained in the proposal, and to discuss the vendor's qualifications and the qualifications of any subcontractor identified in the proposal.

2.13 Information from Other Sources
The District reserves the right to obtain and consider information from other sources concerning a vendor, such as the vendor's capability, performance, and customer service under other contracts.

2.14 Verification of Proposal Content
The content of a proposal submitted by a vendor is subject to verification. Misleading or inaccurate responses shall result in disqualification.

2.15 Criminal History and Background Investigation
The District reserves the right to conduct criminal history, sexual offender, and other background investigation of the vendor, its officers, directors, shareholders, or partners and managerial and supervisory personnel retained by the vendor for the performance of the contract.

2.16 Proposal Clarification Process
The District reserves the right to contact a vendor after the submission of proposals for the purpose of clarifying a proposal to ensure mutual understanding.

2.17   Disposition of Proposals

All proposals become the property of the District and shall not be returned to the vendor unless all proposals are rejected or the RFP is cancelled.

2.18   Public Records and Requests for Confidential Treatment

The District may treat all information submitted by a vendor as public information following the conclusion of the selection process unless the vendor properly requests that information be treated as confidential at the time of submitting the proposal. Any request for confidential treatment of information must be included in the transmittal letter with the vendor's proposal.

2.19   Copyrights

By submitting a proposal, the vendor agrees that the District may copy the proposal for purposes of distributing to Evaluation Committee members and other representatives of the District facilitating the evaluation of the proposal or to respond to requests for public records. The vendor consents to such copying by submitting a proposal and warrants that such copying will not violate the rights of any third party.

2.20   Release of Claims

By submitting a proposal, the vendor agrees that it will not bring any claim or cause of action against the District based on any misunderstanding concerning the information provided herein or concerning the District's failure, negligent or otherwise, to provide the vendor with pertinent information as intended by this RFP.

2.21   Presentations

If deemed necessary by the District, presentations by finalists will be required on the dates below, for consideration as the selected vendor. Presentations via online "gotomeetingtype" systems are acceptable, but presentations in person at a location selected by the District are preferred.

Finalist 1: February 11, 2019 9:00 AM
Finalist 2: February 11, 2019 10:30 AM

2.22   Evaluation of Proposals Submitted

Proposals that are timely submitted and are not subject to disqualification will be reviewed in accordance with Section 5 of the RFP. The District will not necessarily award any contract resulting from this RFP to the vendor offering the lowest cost. Instead, the District will award the contract to the compliant vendor whose proposal receives the most points in accordance with the evaluation criteria set forth prior to initiation of the evaluation process and subject to approval of the District.

2.23   No Minimum Guaranteed

The District anticipates that the selected vendor will provide services as requested by the District. The District will not guarantee any minimum compensation will be paid to the vendor or any minimum usage of the vendor's services.

The District does not promise any minimum amount of compensation or business to the selected provider. Some examples include when the vendor will be paid on an hourly basis, a per-client basis, a per-case basis, or a per-transaction basis.

SECTION 3: SERVICE REQUIREMENTS

3.1   Introduction

The selected vendor will be expected to work with the District in developing a new school district content-management-based website, integrating third-party websites, social media, mobile support, and top-tier design. Other areas in which the successful vendor will be responsive are in the areas of ongoing customer technical support, training, web hosting and migration of content.

3.2   Ownership of Materials and Deliverables

By submitting a proposal, each vendor agrees that all materials, work product and other deliverables (the "Deliverables") to be produced or provided under a contract and all intellectual property rights in or related to the Deliverables shall become and remain the sole and exclusive property of the District. All services and work provided by the vendor shall be treated as a "work made for hire" by the vendors. The successful vendor will be required to assign all right, title, and interest in and to all of the foregoing to the District. As owner of the Deliverables and related intellectual property rights, the District may: (i) obtain and hold copyrights, patents or such other registrations or intellectual property protections with respect to the Deliverables as may be desirable or appropriate, (ii) adapt, change, modify, edit, or use the Deliverables as the District sees fit, including in combination with the works of others, (iii) prepare derivative works based on the Deliverables and publish, display, and distribute any Deliverable(s) in any medium, and (iv) sell, license, sublicense, lease, or permit others to use the Deliverables and any intellectual property rights therein or related thereto, all without payment of any additional compensation to Vendor.

This does not apply, of course, to any proprietary system platforms or software used to create and host the site, but rather to the content, logos, graphics, and other representations of the District, provided, however, that vendor shall be in a position to grant to the District a Nonexclusive license or sublicense to use the such proprietary system platforms or software for purposes of creating, designing, hosting and operating the website.

Vendor shall be in a position to represent and warrant that the Deliverables will not infringe on the intellectual property rights of others and indemnify the District for any damages incurred relating to any infringement of the intellectual property rights of third parties.

The chosen vendor and its employees and subcontractors working on the project will be required to treat all content on the site pertaining to the District, its employees and students as confidential at all times.

3.3   Scope of Work

The successful vendor will work directly with the District's Community Relations Director, Community Relations Director's Assistant, the Director of Technology, the designated Curriculum Technology Coordinator to develop the district website, provide training and ongoing hosting services, as well as provide usage guides and other services.

These are the **Service Requirements** for this Scope of Work:

3.3.1 A set of integrated, branded websites with consistent, intuitive navigation

The district's network of websites should initially consist of:

- A comprehensive District site
- A staff "intranet" site, or the ability to "hide" staff-specific content behind a login (please note section 3.3.8)
- One high school page
- One middle school page
- One intermediate page
- Five elementary school pages
- A preschool page
- One offsite school page

- Describe how information is organized on the school building subsites, and the ability to arrange navigation on a sub-site (visual representations will be advantageous).

- Other features include announcements, third-party site integration, social media, pop-up notifications, custom search function, content editor levels, panel drop-downs for navigation and other purposes.

3.3.2 Site hosting and disaster recovery - It is an expectation that this site will be hosted by the respondent, off-site from the school district. Hosting cost should be included in the cost proposal.

- Please describe your hosting services, size and capabilities, data encryption, security features and firewall protection, intrusion detection, internet connection and page-load times.

- If there are limitations, please note the amount of file storage space included.

- If there are limitations, please note the maximum file size that can be uploaded.

- Please note if there are fee differences for a limited or unlimited storage.

- Please note if there are limitations to the number of pages we can create.

- Infrastructure and plan should allow us to be back online *rapidly* during a school day if the site goes down at the primary hosting site, even in the event of natural disaster.

- Describe your infrastructure related to keeping our website online should you experience a catastrophic failure or natural disaster at your primary facility.

- Please indicate your historical site up/down time measurements.

3.3.3 Top-tier design, which supports district branding - Aesthetics and branding are important to the College Community School district and should not appear to be "off the rack."

- Include links to five websites which you consider to be your best design work.

- Additional design examples may be included in a proposal appendix.

- Include short and long timeline estimates for design, based on past experience.

In addition to basic branding and design, please describe any capabilities you provide that limit certain graphic customization and navigation location options (examples: template locks the main navigation menu in the same place on each sub-site; a district-defined family of fonts, sizes, line spacing and colors are available, etc.):

  - Your level of ability to template that limits changes to colors, backgrounds and fonts in sub-sites.

  - Your level of ability to limit the customization of these elements to specific levels of permissions based on roles.

  - NOTE: Examples of current District website branding can be viewed at www.prairiepride.org 'About Us' <logos>

3.3.4 Ability to connect with and integrate with existing systems - Describe in detail your ability to receive and integrate information from any of the following District-utilized systems. Inability to integrate information or data from these systems **will not necessarily** disqualify the respondent. Ability to integrate will be considered an advantage, however.

- **Infinite Campus** - describe how student, parent and teacher data from this system is imported and used, single sign-in options, parent dashboard and other features that integrate information from Infinite Campus. (See also 3.3.11, 3.3.17, 3.3.18)

  - Clearly identify the entity performing the integration between Infinite Campus and website service.

  - Describe the frequency, process and automation of data upload.

  - Describe the ability to hide or "turn off" any features in this set that we determine not to use.

  - Describe the user account management process, what can be managed by the user, who is responsible for management, and other details.

- **rSchool Today Sports Management Platform** - Due to athletic conference affiliation, College Schools must use the rSchool Activity Scheduler to enter calendar data for the foreseeable future. If your system will receive calendar data from rSchool, please describe if/how your system:

  - Receives all data from rSchool calendars;

  - User interface is an improvement over the rSchool interface;

- ○ Allows for subscription and notification via smartphones, email, etc.
- ○ Allows calendar printing in a printer-friendly format

- ○ Allow parents to save a personal calendar view

- ○ The frequency, process and automation of data upload to your site

- ○ Has any site features that would be negatively impacted by this integration

- ○ Provides the same or greater functionality once data is received; or

If your system will not accept rSchool data, describe how you recommend incorporating rSchool into the website and any site features that are negatively impacted by not using any built-in calendaring system you have.

- **Google Apps for Education -** Describe any way in which your system can integrate with Google Apps for ed which the district utilizes;

  - ○ Including calendar feeds
  - ○ Google drive integration

- **Additional systems used by the District with which your system may integrate -** Please describe how your system integrates with any of the following, if applicable:

  - ○ EZSchoolPay (School Meals and School Fees)
  - ○ Facebook
  - ○ Twitter
  - ○ Instagram
  - ○ YouTube
  - ○ Sub Central
  - ○ Prairie Pride E-News (Constant Contact)
  - ○ Prairie Backpack: digital flyers (word press)
  - ○ School Messenger (school crisis notification)

In addition to these systems, please list any other systems with which you integrate and define how.

3.3.5 Mobile device compatibility - Describe in detail the site capabilities for compatibility with mobile devices such as iPhones, Android phones, iPads and other tablets, and other technology. Please address whether your package includes:

- Responsive design

- Please note if these items are included in the base budget, or whether they are additional line item costs. If additional, please show the price for these features in the cost proposal (Section 4.3) on separate line items.

Please also note any limitations of your mobile device compatibility, including:

- Any current class or types of devices with which your system is not compatible;

- Any features of your site that either do not work on mobile devices or are not mobile compatible (i.e., they do not re-size or function like the rest of the site);

- Any browsers that do not work, or that you do not recommend for use with your system, either on a computer or mobile platform.

3.3.6 Accessibility - Must comply with ADA website-accessibility laws and the WCAG 2.1 Standards for education/governmental entities.

3.3.7 Custom search engine - Describe in detail your website search feature, noting whether it searches:

- At the building site level only, or across the entire district; or either, through user-designated selection;

- Document body text within the site (such as PDFs and Word documents);

- Teacher pages.

- Describe any filtration or "advanced search" features/capabilities;

- Describe any search customization that can be implemented, such as ability to search other specified domains;

- Describe any pages or resources within your site that the search feature will NOT search.

3.3.8 Staff Content Separated from Parent Content by Login - Staff content should either be hidden from the general public via login, or in an entirely separate teacher intranet site. Please describe your solution for this goal. Also, the ability to connect with Google Login as a potential option.

 3.3.9 Integrated News Stories, Announcements and Social Media - The district site, each building site home page, and possibly department and other sites should have a defined space with the ability to post news stories/articles/announcements, etc. related to that building or department. Within this general requirement, please describe your capabilities/tools for:

- Publishing online news stories/articles/announcements/press releases;

- Setting articles to publish at a future date **_and specific time_** if possible;

- Whether the same article can be assigned more than one publishing date; i.e., a single article is created at the beginning of the year and set to publish on multiple date windows of August 15-30, December 15-30 and May 15-30 throughout the year, **_without_** having to manually create multiples of the article.

- How headlines or brief synopsis of a longer article are published to the home page in an integrated manner;

    ○ Would be nice to have announcements integrate on home page in a visual manner.

- How these articles can be published to multiple locations in the district (for example: from the district site to the building sites, or up from the building sites to the district site) without having to copy and paste from one site to another. In these cases it is desirable to:

    ○ Be able to reorganize the stories in each building's list into any desired order, regardless of where the story is flowing from, mixing stories from different sources in the list. This could result in the same stories on two different site being in different list orders, as the priority of importance may be different on different sites (i.e. a district site vs. a high school site), or

    ○ Have the stories that are pushed to each site listed together in time/date of posting order, regardless of where they are coming from;

- How articles are archived for future reference by the public;

- Process for emailing articles either to parents or a pre-set press release contact list through an integrated system.

- Please show examples of these tools and features.

3.3.10 Robust newsletter tool and/blogging tool - Within the general requirement for an electronic newsletter tool, please describe any options for blogging, and/or newsletters. These may be the same or different tools:

- Newsletter analytics not only for newsletter views, but for clicks within the newsletter that allow us to determine what content is being accessed;

- How newsletters are archived for future access;

- Please show examples of electronic newsletters.

- How your blogging tool works;

- Customization options;

- Publishing options and process;

3.3.11 Dynamic Staff Contact Directory – The system should include both:

- A single, district-wide staff directory:

- Individual building/department directories in which staff pages are editable by permission to their page.

  - On each of the building sub-sites, a directory including only the staff from that building would also be visible, preferably organized by grade, department, or subject taught, depending upon preference of the district.

Within this general requirement, please describe your abilities to:

- Customize the information within a directory entry, to include items such as name, title photo, phone, e-mail listing, other forms of contact, office hours, links to pages, etc.

- Provide an easy, efficient way for a teacher's profile to show up on multiple sites and directories, and their teacher pages to be replicated for classes they teach, if they teach in more than one building.

- It is desirable to be able to search the directory any of the available fields in the directory.

- Is there a way to prevent the mining of e-mail addresses?

3.3.12 Content management permissions - The system should include ability to assign users one of a variety of permission levels, to define who may add, edit, or take other actions with the site. Please describe provided capabilities for such permissions, as well as any features that allow routed content review and approval prior to publishing.

- What access can be granted or restricted, and what profiles can be set up based on role and group?
- Is there a "sandbox" area?
- Can pages be created but require permission of another to publish?
- Is there a content approval process - i.e.: a person can write and post a web page and it is sent to an approver for approval prior to publishing.

3.3.13 Content management by novice users - The system should utilize a simple interface that allows the district to assign editing and maintenance of pages, departments and other information to a variety of staff members without the need for skilled web developers. Within this general requirement, describe (or use graphics and video to demonstrate) how your system is simple for novices to use.

- The site should incorporate easy editing capability – preferably a system that is WYSIWYG, or based on a "Word"-style editor that is intuitive to most users.

- The site should include the ability to edit paragraphs, margins, fonts, colors, sizes, insert bullets, numbered lists, photos, etc., within set parameters.

  - As noted in section 3.3.3, if possible, the system should provide the ability to lock down certain formatting on pages to pre-determined criteria.

- If the above is not possible, then it would be advantageous to be able to set and name a number of styles, such as "Headline," "Sub-headline," "Body copy"

- The system should include the ability easily, with as few clicks as possible, to insert and edit content, photos, and other objects into basic pages.

3.3.14 Page/Content Sharing - The site should be able to share pages/content among sub-sites. For example, the content page for lunch information should be shared at all building sites so that when it is updated at one, it is current at all. Each building should display that page's content in its own site frame, appearing to be a part of that building's site.

3.3.15 Translatable into multiple languages - Please describe how your system can display content in different languages, and which languages the system can translate pages into.

- Please note if this feature changes the display of the site in any way other than the text translation.

3.3.16 Built in analytics - Ensure you will add the google analytics script to each index page of the district site and subsites.

3.3.17 Parent (and/or other) Dashboard - *Optional.* If a parent dashboard, student dashboard, or other such tool is an option in your system, please describe in detail:

- How your dashboard functions;
- What site information is pulled into the dashboard once logged in;
- What information can be viewed in the dashboard from Infinite Campus;
- How information is organized;
- The process for synchronizing information from sources such as Infinite Campus;
- Customization capabilities. For example, can certain information/modules be "shut off."
- Please show a graphical representation of the dashboard.

3.3.18 Single Sign-In - *Optional.* It is desired, if possible, to minimize the number of logins required of teachers, students, parents and staff when switching between various systems such as the website, Infinite Campus, the online payment site, the staff intranet, once stakeholders have logged into our website. Although this is a desirable feature, inability to provide this feature will not disqualify the provider. Please describe:

- Your capabilities for providing single sign-in;
- Your definition of the term;
- Which systems/services you are compatible with/have had satisfactory experience with;
- How your system can improve this issue.

In addition, please note:

- The process and requirements on the part of the district related to this feature, especially those which will require IT input and assistance;
- Any systems which the district has listed in 3.3.4 with which your single sign-in process does not work.

3.3.19 Online Forms - *Optional:* If your system includes an online forms tool, please include information about how forms are created, how information can be output, how forms can be routed to various personnel for approvals, and how form data is stored and accessed.

 3.3.20 Other Modules - *Optional*

Please describe any other prominent features or systems included in your system, such as:

- Media Manager (Photo and/or video sharing systems)

- Modal or Pop-up window for specific building wide announcements.

- Other methods of social media integration not previously specified.

- Other tools not previously specified which you believe give the school district an advantage. Please note that any of these features which are not included in the base cost of the site should be listed as separate line items in the cost proposal, as outlined in Section 4.3.

3.3.21 Content Migration

- Please state whether your proposal includes content migration services from our own hosted site, or not.

- If content migration is optional for an additional fee, please separate this fee out as a line item in the cost proposal (Section 4.3) and note it as an optional add-on.

- If content migration is not an optional service and will be solely the district's responsibility, please clearly state this.

3.3.22 System Training

The proposal should also include a definition of included services and any additional costs for:
- Length and frequency of the recommended training.
- Please note as to whether training is online or in person and a schedule of options you offer.

3.3.23 Ongoing Technical Support

Communications staff should be able to call or message for technical support and receive assistance as necessary.

- Please indicate whether ongoing technical support is included in your package price or if it is an additional cost. If additional, a pricing schedule should be clearly outlined in the cost proposal (Section 4.3).

- Please note the methods by which staff can receive assistance, whether it be by phone, email, tickets, or other methods.

  - Please indicate your average wait time for phone assistance, if available.

○ Please indicate your average response time for other methods, if available.

- Please note the hours and days of operation of your technical support staff, whereby staff members can receive technical support.

- Please describe any emergency support services available for times in which your support department is closed, including how contact is made and guaranteed response times, if applicable.

- Please also outline any other technical support options not indicated here which you believe could give the district an advantage.

3.3.24 System and Feature Upgrades

Please indicate the types of system and feature upgrades that you regularly provide, and whether these upgrades are included in regular annual hosting/use fees, or whether there are additional costs involved.

- Provide examples of upgrades or new features that you have provided to schools for whom you provide similar web services, and whether these upgrades were provided at a cost to the district.

- Please indicate the process for requests for system upgrades and feature additions, and examples of where upgrades might be included at no expense to the school district, if applicable.

  ○ Please note any differences between user-requested changes to functionality and regularly provided upgrades.

- Please indicate your philosophy regarding regular system updates and maintenance in relationship to school hours. When are upgrades made, regardless of whether they are perceived to possibly disrupt the system or not?

3.3.25 Proposed Implementation Timeline

The district desires to design, develop, migrate content to, and train staff on use of the website on approximately the following timeline:

- Basic design, development and set-up of website, as well as training strategy/schedule planning:
  ○ March 4, 2019 – April 8, 2019
- Communications staff training:
  ○ April 8, 2019 - May 6, 2019
- Content migration from current site to the new website:
  ○ May 6, 2019 – July 1, 2019
- Website launch - new site goes live to the public & current site shut down:
  ○ August 1, 2019
- Please note special requests regarding hosting fees between January 2019 and August 2019 in section 4.3 of this RFP.

SECTION 4: FORMAT & CONTENT OF PROPOSALS

4.1   Instructions

These instructions prescribe the format and content of the proposal. They are designed to facilitate a uniform review process. Failure to adhere to the proposal format may result in the disqualification of the proposal.

4.1.1   The proposal shall be on 8.5" x 11" paper (one side only). Please provide four copies.

4.1.2   The proposal shall be divided into two parts: (1) the Technical Proposal and (2) the Cost Proposal. Vendor must also sign, return and comply with Attachments A, B, and C (included in this RFP). The proposal and attachments shall be sealed in an envelope accompanying the Technical Proposal. The envelopes shall be labeled with the following information:

RFP Title
Agency's Address
Vendor's Name and Address

4.1.3   The proposal can be submitted in hard copy to the address below:

Eric Townsley
Technology Director
College Community School District
401 76th Avenue SW
Cedar Rapids, Iowa 52404

4.2   Technical Proposal
The following documents and responses shall be included in the proposal in the order given below:

4.2.1   Transmittal Letter - An individual authorized to legally bind the vendor shall sign the transmittal letter. The letter shall include the vendor's mailing address, electronic mail address, fax number, and telephone number.

Any request for confidential treatment of information shall be included in the transmittal letter in addition to the specific statutory basis supporting the request and an explanation why disclosure of the information is not in the best interest of the public.

The transmittal letter shall also contain the name, address and telephone number of the individual authorized to respond to the District about the confidential nature of the information.

4.2.2   **Background Information** - The vendor shall provide the following general background information:

4.2.2.1   Name, address, telephone number, and an e-mail address of the vendor including all d/b/a's or assumed names or other operating names of the vendor.

4.2.2.2   Form of business entity, i.e., corporation, partnership, proprietorship, limited liability company.

4.2.2.3   If applicable, state of incorporation, state of formation, or state of organization.

4.2.2.4   If applicable, identify the location(s) and phone numbers of the major offices and other facilities that relate to the vendor's performance under the terms of this RFP.

4.2.2.5   Address and phone number of any local office, or of the closest offices providing customer service and technical support.

4.2.2.6   Total number of employees.

4.2.2.7   Number of employees specifically dedicated to user-facing technical support that can be utilized by the district.

4.2.2.8   Name, address and telephone number of the vendor's representative to contact regarding all contractual and technical matters concerning this proposal.

4.2.2.9   Name, address and telephone number of the vendor's representative to contact regarding scheduling and other arrangements.

4.2.2.10   Name and qualifications of any subcontractors who will be involved with this project.

4.2.4   **Experience**
The vendor must provide the following information regarding its experience:

4.2.4.1   Number of years of experience in designing and providing website and electronic engagement platforms, and website hosting, and or other types of services sought by the RFP.

4.2.4.2   Describe the company's level of technical experience in providing the types of services sought by the RFP.

4.2.4.3   Provide the number of school, business and governmental clients for whom you currently provide services similar to those sought by this RFP.

4.2.4.4   Letters of reference from **three (3)** clients knowledgeable of the vendor's performance in providing services similar to the services described in this RFP and a contact person and telephone number for each reference.

4.2.4.5   Include links to five or more websites that were designed and hosted by your company. It would be beneficial to include any sites that the company has designed specifically for

similarly sized schools, or government agencies and similar organizations, as well as those which it believes are its best work. It is permissible to include links to more than five examples.

4.2.5   Personnel

The vendor must provide background for all key personnel, including the project manager, who will be involved in providing the services contemplated by this RFP. The following information must be included in the resumes:

4.2.5.1   Full name

4.2.5.2   Education related to the services specified in the RFP

4.2.5.3   Years of experience and employment history particularly as it relates to the scope of services specified herein (may include experience previous to the current company).

4.2.6   Acceptance of Terms and Conditions

The vendor shall specifically agree that the proposal is predicated upon the acceptance of all terms and conditions stated in the RFP. If the vendor objects to any term or condition, the vendor must specifically refer to the RFP page, and section. Objections or responses that materially alter the RFP may be deemed non-responsive and disqualify the vendor.

4.3   Cost Proposal

The vendor will provide a separate cost proposal document that includes the following elements:

4.3.1   Pricing for design and creation of the elements outlined in section 3, assuming a premium or high-level of custom design expectations.

4.3.2   Pricing for any ongoing annual fees for site hosting, customer service and technical support services, and other elements noted by the vendor.

a)   Multi-year contracts that reduce price per year may be considered, but the price for a single year contract must also be noted.

4.3.3   Costs for training package options to adequately train staff in the use of the site.

4.3.4   Itemized line-item prices for any optional services or features that are not included in the base costs above.

4.3.5   **Please note:** As stated in section 3.3.25, it is intended to develop the site, train staff and migrate content from the old site to the new site between March 2019 and August 2019, when the new site will "launch." Obviously, this will require College Community Schools to have both its old site (already contracted) and its new site up at the same time. Any proration, discounting or elimination of hosting fees that can minimize expenses to the district during this timeframe will receive favorable consideration.

4.4.6   As noted, the district is growing and will be potentially be adding additional buildings.

a)   If the school district were to select your proposal, once the main set of sites and tools has been created and is up and running, it would essentially need to replicate one of the existing elementary sites and add it to the system when the next building is added.

b)   Based on your proposal at today's rates, what would be the approximate additional cost to the district to add one elementary school site to the system in terms of design, creation, and addition of any annual fee for hosting, given that the main website system would be up and functional?

Section 5: Evaluation of Proposals

5.1 Introduction

Due to the nature of this request for services and the acknowledgement that every proposed solution will have differences in capabilities, this evaluation process is designed to award the contract not necessarily to the vendor of lowest cost, but rather to the vendor with the best combination of attributes to perform the required services, of which cost is an element.

5.2 Evaluation Committee

An evaluation committee will be formed to examine and evaluate all compliant proposals. The membership of the committee will be at the sole discretion of the District.

5.3 Selection Process

A weighted scoring system will be used to represent the Evaluation Committee's assessment of the relative merits of the proposals relating to each prospective vendor's overall qualifications and capabilities to provide the requested services and address the scope of work.

While cost will be a factor, the District will not evaluate on a "low-cost" basis only. Quality and breadth of features, technical abilities, artistic abilities, perceived fit and ease of use of the various tools, functionality, navigational options, and quality of service and training will be considered, as well as meeting the overall requirements of the proposal.

Criteria used for selection process	Criteria value
Quality of navigation and responsive design	20
Cost of ownership	15
Customer support	15
News/announcement tool	15
Content management ease of use for novice users	15
Custom search engine	10
Site structure, quality of hosting	10

Section 6: Contract Terms and Conditions

6.1   **Contract Terms and Conditions**

Any contract between the District and the successful vendor shall be a combination of the specifications, terms and conditions of the Request for Proposal, including the offer of the vendor contained in the technical and cost proposals, written clarifications or changes made in accordance with the provisions herein, and any other terms deemed necessary by the District.

The District reserves the right to refuse to enter into a contract with the successful vendor, even after delivery of notice of selection or intent to award a contract, if the District and the vendor are unable to agree to terms and conditions that are acceptable to the District, or if the best interests of the District would not be served.