

GAINESVILLE CITY SCHOOLS
REQUEST FOR PROPOSAL
WEB SITE DESIGN, DEVELOPMENT & HOSTING

Published February 1st, 2018



Gainesville City Schools current website at <http://www.gcssk12.net>

The Gainesville City Board of Education reserves the right to reject any and all proposals and to waive technicalities.

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1. SUMMARY

Gainesville City Schools is accepting proposals to design, develop and host the District's web site, which includes our main site, 10 school subsites, and up to 20 departmental subsites. 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.

The existing District web site was originally designed and produced in 2015. The site is currently locally hosted and maintained with in-house resources.

2. PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process.

Proposals received after 4:00pm, March 1st, 2018, 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 all inclusive and that price indicated on the attached Bid Sheet (page 10).

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. Sub-contractors must meet the same eVerify criteria as the vendor submitting a bid. Gainesville City Schools will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

3. CONTRACT TERMS

Gainesville City Schools will negotiate contract terms upon selection. All contracts are subject to review by the Finance Department of Gainesville City Schools, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

4. PURPOSE, DESCRIPTION AND OBJECTIVES

Purpose

Gainesville City School System currently has a web presence that is has proven difficult for in-house personnel to maintain and does not provide the interoperability with notification systems and other technologies that is desired. The School System also wishes to have their web presence hosted, rather than housed on local servers.

The web presence requested in this RFP should also provide interoperability with the school system's current notification service, SchoolMessenger, so that important information publicized on one is likewise reflected on the other. In addition, the web presence requested in this RFP should provide interoperability with vendor supplied iOS and Android mobile apps that concisely reflect information from the website and notification systems.

Description

Create a flexible, informative web site that is easy for School System employees to maintain and has levels of authentication so that individual schools can modify, add and delete information from their individual school site, but not from other district school sites or from the main system site. The new web presence must present a friendly site that can deliver large amounts of constantly changing information to our diverse audiences. In addition to designing a user-friendly and informative main website, the vendor will provide each school with its own site where users can add, delete and modify content, but not have the ability to change the overall appearance of their individual site. This structure will pertain to approximately 20 individual departments within the School System that must too have websites. The main site and all individual sites must employ a mechanism for updates and revisions that are easy for the neophyte to understand and perform without extensive training or the use of source code.

Gainesville City Schools will maintain ultimate editorial control of website content, without burdening the local schools or significantly delaying the publishing of new information on the site. Both the District as a whole and the individual schools will efficiently manage web publishing processes, preferably by using a system with a browser-based user interface. Administration of web content will be based on roles to control access and work flow (e.g. author, reviewer/editor, publisher). There will be a master administrative user who has complete control over the entire website and all school and departmental subsites.

To be effective, our web site must be:

- Easy and intuitive
- Visually pleasing
- Informative
- Safe and secure
- Quick to load and operate
- Easily interactive with mobile apps and the current notification system
- Must meet AA compliance on all items in WCAG 2.0 when and if it or any other American Disability Act regulations pertain to public school system websites

Objective

Our primary objective with this RFP is to continue to build and strengthen relationships with our core audiences, create awareness, and interest in the school district and the services it provides. Ultimately we want to position our website, mobile app and notification system as the source for all District and/or school information.

Our Vision

- Maximize web-based technologies and applications
- Improve information delivery and service
- Provide focused web-based solutions

Specific Strategies

- Strengthen relationships with community (parents, community members, community partners, etc...)
- Strengthen relationships with staff (teachers, support staff, etc.)
- Improve efficiencies
- Present comprehensive information and resources in an easy to use format
- Increase site promotion activities
- Integrate brand messaging
- Deliver a consistent image
- Deliver a scalable, maintainable foundation

- Provide notification service in a unified way via website and mobile apps, as well as integration with SchoolMessenger for telephone and email notifications.

In short we must tell our story through the use of compelling visuals, intuitive navigation, and concise messaging.

5. TIMELINE

- This RFP is posted on the Gainesville City School System website at <http://www.gcssk12.net/bid-opportunities.html> on February 1st, 2018.
- Proposals are due no later than **4:00pm, March 1st, 2018**.
- Questions for clarification or more information must be submitted by email to keith.palmer@gcssk12.net before **4:00pm, Monday, March 1st**.
- Proposals will be evaluated within 5 working days thereafter. During this time we may require interviews at our office with our evaluation team. Bidders will be notified if this is requested.
All other candidates will be notified once the successful proponent is selected.
- Engagement work complete and web site live – deliverable date to be determined during consultations after the contract has been awarded (we are anticipating an August 1st date, however).

6. BUDGET

With a modest, but reasonable, budget we are seeking an aggressive cost proposal to accomplish the scope outlined below. The bid must encompass all design, production, and software acquisitions necessary for development and maintenance of the web site. The budget must include all costs for hosting to be performed off-site (i.e. not on Gainesville City Schools servers). Bid will also include estimated annual maintenance and support costs.

Bid price should also include costs of:

- Discovery
- Requirements Planning
- Site Definition
- Site Development
- Testing
- Deployment
- Training

7. BACKGROUND OF ORGANIZATION

Our Mission

As ONE GAINESVILLE, we will inspire, nurture, challenge and prepare our students as we educate them to be successful in a 21st century global society.

Our Vision

A culture of respect, inclusion, caring and excellence, where every student succeeds.

Our Mandate

Gainesville City Schools is responsible for providing the opportunity for our students to acquire the knowledge and skills necessary for become self-reliant, responsible, caring and contributing members of society.

Serving the education needs of children and youth within the city limits, plus numerous tuition students, Gainesville City Schools employs approximately 1,000 staff members, serving 8,000 students. We have a responsibility to provide instructional programs that ensure students have opportunities to meet provincial graduation requirements and become prepared for entry into the workplace or post-secondary studies. We have a further responsibility to ensure that our students understand the rights and responsibilities of citizenship, and that they have the physical and intellectual skills as well as the creative abilities and disposition, to pursue learning throughout life.

8. AUDIENCE

Stakeholders and audience groups:

Primary:

Parents, Teachers, Support Staff, and Students.

Secondary:

Community Members and Community Partners.

9. SCOPE & GUIDELINES

The scope of this project is to redesign the existing Gainesville City Schools web site. The site must include a technology solution that allows the in-house staff too easily and cost effectively update content and modify the sites after the initial launch. School and department based staff should be able to modify and update content of their respective school site but not that of other locations. School and department staff should be able to add, modify and delete *content*, but not alter the overall design elements of their site, such as headers, menu structure and color palette.

Discovery:

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

Design:

Include web site information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

Development Guidelines:

The web site designed by the successful bidder must meet the following criteria:

- Create a content management system that will permit non-technical staff to instantly update web site content on specific pages.
- Easily Updated – Once the site has been completed and accepted by Gainesville City Schools, the content will be maintained by District staff.
- Convert substantial amounts of existing content to new web site.

- Visually Appealing – The site must have an attractive mix of text and graphics. We would expect the proponent to utilize best practices in web design when developing the Gainesville City Schools site.
- Common Theme – Each section of the site should have a consistent look and feel. The Gainesville City Schools’ logo should be prominently displayed on every page as a common header.
- Consistent Design – As stated above, each section of the site should have a common look and feel.
- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.
- Development of web pages to accommodate the proposed navigation scheme.
- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- Provide initial training and all necessary support & support documentation to permit easy use by Gainesville City Schools staff. We would prefer a “train-the-trainer” approach, in which representatives from all of our schools are trained at once. However, we also would like the option of schools contracting directly with the successful proponent to have more in-depth training on site.
- A minimum of 8:00 am. to 5:00 pm. technical support, 5 days a week, in the event of technical issues or problems.
- Project Management – An assigned project manager will be made available to present information and coordinate with Gainesville City Schools staff, including a reasonable number of meetings to present design and development solutions.
- Hosting information:
 Pertaining to hosting:
 - How often do you backup?
 - How often do you have down time?
 - How often do you upgrade software/hardware?
 - Please describe your technical support.
 - Please describe your security.
 - Please describe your process of returning District data in the event your company is not longer able to continue to provide hosting services.
 - Please describe your methodology and service level agreements.
 - Pricing, terms and conditions.

In addition to the criteria above, Gainesville City Schools would consider the following options as potential additions, depending on the cost:

- The ability to have online forms, such as online payments, transportation applications, school registration forms, or other similar examples.
- A Content Management application that can alert users when a posting has become outdated.

Site Specifications:

Gainesville City Schools encourages creativity in the proposals submitted; however there are certain requirements for the web site project. Your proposal must account for all of these requirements.

- Site must be compatible with most modern web browsers, including Microsoft's Internet Explorer, Moxilla FireFox, Google Chrome, and Apple's Safari.
- Site must be pleasingly viewable and fully useful on tablet devices and smartphones, in addition to personal computers.
- Web site must not require plug-ins as a default.
- Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads in 5 seconds or less on the average computer (using a DSL or cable modem Internet connection).
- Must meet AA compliance on all items in WCAG 2.0 when and if it or any other American Disability Act regulations pertain to public school system websites.

Testing:

Testing of site on all applicable platforms to ensure web site works as promised. Explain testing plan through development process (i.e. focus groups, etc.).

10. AVAILABLE TECHNOLOGY RESOURCES / INTEGRATION ISSUES

- We will use much of our existing web content. New content will be identified through interviews and user focus groups.
- There are no existing databases that will need to be imported or connected to the new site.
- We do not have existing e-Commerce systems, web forums or other tools that the new site should be connected to. However, common Web 2.0 tools should be easily integrated into the design of the new web site. For instance, Facebook, Twitter, YouTube integration should be accommodated.

11. STAFF RESOURCES

A successful planning effort is driven by an interdisciplinary team of participants. The core team will be lead by:

Project Lead: Responsible for sign-off on key decisions, providing project steering and maintaining relationships with outside stakeholders – Keith Palmer, Gainesville City Schools Director of Technology.

12. QUALIFICATIONS

- List at least five web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- Describe your experience in producing sites specifically for the K-12 education sector.
- Provide current reference information for three former or current clients.
- Briefly describe your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, physical space, office location, etc.).

- How many full-time staff does your firm employ?
- Provide a company profile, length of time in business and core competencies.
- 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 firm's project management process.
- Please explain how your bid website will integrate with our existing SchoolMessenger notifications system.
- Please discuss the mobile app(s) you plan to provide and their integration to the website.
- Please discuss your testing and support plan.
- Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
- Process to include input from all program areas. Please state how you intend to communicate with all program areas to gather all of the required information.
- Terms and conditions.

13. EVALUATION CRITERIA

The criteria found below will form the basis upon which Gainesville City Schools will evaluate proposals. In order for your proposal to be accepted for evaluation, the thirteen (13) mandatory criteria listed in Section 9 must be met. Please acknowledge in your response your ability to meet all of the points listed in Section 9.

Three (3) copies of your proposal must be received no later than 4:00pm, March 1st, 2018. 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.

Deliver proposals to the attention of:

Keith Palmer
 Director of Technology
 Gainesville City Schools
 508 Oak Street, Gainesville, Georgia 30501

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in Section 9 of the RFP. (30 points)
- Ability to seamlessly interact with a bidder supplied mobile app as well as the district's current notification system, SchoolMessenger (30points).
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers. (10 points)
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project. (5 points)

- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer. (20 points)
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized. (5 points)

Gainesville City Schools reserves the right to choose a bidder based upon overall suitability of the product and its ability to best serve the students, parents, teachers, administrators of the school district, and the community it serves, rather than lowest price alone.

14. FORMAT FOR PROPOSALS

Please use the following as a guideline to format your proposal:

Length and Font Size:

Please use fonts no smaller than 12 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 25 pages.

Title Page:

Gainesville City Schools, Web Site Development Proposal, your company name, address, web site address, telephone number, e-mail address and primary contact person.

Cover Letter:

Signed by the person or persons authorized to sign on behalf of the company.

Proposal:

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. Be certain to address how your product will interact with the mobile app you will supply as well as with our existing SchoolMessenger notification system. You should also touch on your ability to deliver the project in the timeframe noted in Section 5.

Qualifications:

Provide the information requested in Section 12.

Budget and Fees:

List budgets as requested above.

Bid presentation:

Your complete bid amount must be presented on the supplied bid form.

15. CONTRACTUAL INFORMATION

Contracts and Obligations - Contracts and obligations are contingent upon the Gainesville City School System Board of Education having sufficient local funding at the time the contract is secured. Contracts and obligations will commence upon approval by the Gainesville City School System Board of Education.

Data Access - Any data (data defined as any information, associated meta data and databases.) provided to vendors is intellectual property of the Gainesville City School System Board of

Education and as such must be provided to Gainesville City School System Board of Education upon request.

Assignment - Any attempt by supplier to assign or otherwise transfer any interest in this Agreement without prior written consent of Gainesville City School System Board of Education shall be void.

Attorney's Fees - The parties agree that in the event of dispute, each party will bear its own costs of litigation and attorney's fees.

Compliance with Law - The vendor shall comply with all applicable federal, state and local statutes, regulations, ordinances or other legal requirements that apply to it or Gainesville City School System Board of Education.

Inconsistencies in Conditions - In the event there are inconsistencies between the specifications, scope of work and the proposal terms or conditions, contained herein, the proposal terms and conditions will take precedence.

Indemnity - Respondent shall indemnify, defend and hold harmless Gainesville City School System Board of Education from and against any claims, losses, suits, charges, demands and expenses, including attorneys' fees, arising out of or related to (i) Respondent providing the services, (ii) any breach of any duty, representation, warranty or covenant, contractual or otherwise, by or attributable to Respondent and (iii) any act or omission attributable to Respondent.

16. EVERIFY



Contractor Affidavit under O.C.G.A. § 13-10-91(b)(1)

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services on behalf of Gainesville City Schools has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b). Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Federal Work Authorization User Identification Number

Date of Authorization

Name of Contractor

Name of Project

Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on _____, __, 201__ in _____(city), _____(state).

Signature of Authorized Officer or Agent

Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME
ON THIS THE _____ DAY OF _____, 201__.

NOTARY PUBLIC

My Commission Expires:

17. BID SHEET

Bid Proposal Sheet

Website Development Proposal

Company name	
Total contract amount for website development, implementation, training and first year of hosting	\$
Total contract amount for website hosting, per year	\$
Does bidder hold a Gainesville/Hall County business license	<input type="checkbox"/> Yes <input type="checkbox"/> No
Are E-Verify affidavits included with the bid	<input type="checkbox"/> Yes <input type="checkbox"/> No
Company address	
Telephone number	
Email address	
Years of experience in the field	
Name of bidder's lead technician that will be onsite	
Signature of bidder's authorized representative submitting bid	