



Request for Proposal

CFF Digital Experience & Engagement

Proposals will be received until:

Wednesday, February 28th
4 P.M. PST

California Family Fitness
Attention: Digital Experience RFP
8680 Greenback Lane
Suite 108
Orangevale, CA 95662

T: 916.560.4677
F: 916.987.2040
E: RFP@calfamfit.com

Summary

California Family Fitness is accepting proposals to design, develop and implement an enterprise level website and mobile application. 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.

Project Overview

California Family Fitness is looking to partner with an accomplished vendor that has a multitude of cross industry experience; such as but not limited to Hospitality, Retail and Finance to create a complete digital member experience through the use a mobile application and a device agnostic website. Our top priority is to provide a cohesive cross platform digital experience to potential new members and current members. The focus is to have an easy to navigate intuitive design that provides informative content giving the audience a positive interaction with the California Family Fitness brand.

Background

California Family Fitness ("CFF" or the "Company"), headquartered in Orangevale, California, is the market-leading owner and operator of fitness centers in the greater Sacramento, California, area. CFF currently has 19, soon to be 20, mid-to-large format club locations, each of which offers a selection of modern exercise equipment, swimming pools, basketball / racquetball courts, tanning, sauna and steam rooms; as well as member services such as personal training, fitness class instruction, child care and organized sports leagues. The Company, which has been voted "Best Fitness Club in Sacramento" by Sacramento Magazine for 18 consecutive years, offers members a family- oriented, fun, inviting club environment and all-inclusive member access to activities and amenities for one competitive monthly fee.

CFF prides itself on being family-friendly, with every location offering various activities for members of all ages. Activities for children include infant care, the Company's youth-oriented Kidz Klub, water spray grounds and specialized class instruction. Additionally, the clubs' membership covers all age groups from pre-teens to senior citizens and programs that encourage community, health and wellness. CFF creates an environment that enables all members to find an activity that fits their health and fitness needs.

Audience

California Family Fitness's core demographic of members are between the ages of 32-63 years old, with some age variance in the younger and older demographic.

CFF member demographics include:

- Live 3-5 miles from their preferred club
- Children in home or two adults
- Some college experience or a graduate
- \$75K household income
- Homeowner – Single family dwelling
- Lives an active lifestyle

Digital Experience Objectives

California Family Fitness is an ever-evolving company and the proposed digital experience will be required to support the growth of the company for many years to come using scalability, low TCO and adaptability for future technology. We take pride in our ability to service our members and provide them the highest level of customer satisfaction.

To be effective, the digital experience must include the following:

- Built on Heroku and integrated with Salesforce
- Consistent cross platform experience
- Easy to use
- Easy backend management
- Integrate third party applications via API with Single Sign-On
- Provide analytics
- Support high converting landing pages from PPC and various other digital campaigns
- Support high traffic viewership and overall use
- Align with Marketing objectives
- ADA Compliant



Proposal Guidelines and Requirements

This is an open and competitive process.

Proposals received after **4 p.m. PST, Wednesday, February 28th** will not be considered.

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

If you wish to submit alternate solutions, please do so.

Cost proposals 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, address, and EIN of the sub-contractor. CFF 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.

Contract Terms

CFF will negotiate contract terms upon selection. All contracts are subject to review by California Family Fitness legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

This request for statements of qualifications does not commit CFF to award a contract, to pay any costs incurred in the preparation of statements of qualifications in response to this request, or to procure or contract for services or supplies. CFF expressly reserves the right to reject any and all statements of qualifications or to waive any irregularity or informality in any statements of qualifications or in the RFP procedure and to be the sole judge of the responsibility of any proposer and of the suitability of the materials and/or services to be rendered. CFF reserves the right to withdraw this RFP at any time without prior notice. Further, CFF reserves the right to modify the RFP schedule described above.

Timeline

This RFP is dated **January 18th, 2018**.

Proposals are due no later than **4 p.m. PST, Wednesday, February 28th**.

Proposals will be evaluated immediately thereafter. During this time we may require interviews at our Corporate office with our evaluation team starting as early as the week of **February 19st, 2018**. You will be notified if this is requested.



The name of the candidate vendor who has been selected will be decided by the week of **March 12th, 2018**

There will be three open conference Q&A calls scheduled for **February 5th, 2018, February 12th, 2018** and **February 19th, 2018**. Please email RFP@calfamfit.com for additional information.

Negotiations will begin immediately with the successful candidate and should conclude the week of **March 26th, 2018**.

Phase I of the project must be completed and delivered by **April 27th, 2018**.

Final implementation of project will be determined after Phase I of the project.

Budget

Please provide a cost proposal to accomplish the various scope tasks outlined below. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the end product. CFF will be responsible for Heroku negotiations.

List pricing for:

- Phase I: Discovery, requirements planning and assessment of technical feasibility
- Phase II: Design and develop a prototype
- Phase III: Integrate APIs and member experience applications
- Phase IV: Beta test and integrate relevant feedback and determine Pre-Launch Checklist
- Phase V: Training of internal staff and technical support
- Phase VI: Launch and systems acceptance
- Phase VII: Bug fix and implement relevant customer feedback

You must submit an estimated timeline of delivery for each phase of work performed.

Bid Submission and Evaluation

Any question of interpretation by the Bidder shall be resolved before the Bidder submits the final response. In order to maintain the project schedule, requests for interpretation are required for submission as soon as possible, but in no case later than **February 23rd, 2018**. Questions concerning this RFP should be directed to RFP@calfamfit.com.

1. **Bid Submission:** Please prepare a total of 2 physical copies of your proposal, and provide an electronic copy on a thumb drive as a PDF document. Proposals must be sent to **California Family Fitness Attention: Director of Information Technology, 8680 Greenback Ln #108, Orangevale, Ca, 95662**. Emailed or faxed proposals will **not** be considered. Do **NOT** include California Family Fitness' logo in bid submission.

2. **Right to reject proposals:** CFF reserves the right to reject any and all proposals or any part of any proposals, to waive minor defects or technicalities, or to solicit new proposals on the same project or on a modified project which may include portions of the originally proposed project as may be deemed necessary in its interest. CFF is not required to have reasons for rejecting a proposal or for not purchasing a system after accepting proposals. There will be no contest in final decision made.

3. **Evaluation:** All proposals will be evaluated using the following criteria:

- a. Vendor understanding of the proposed system. Design, capability, and completeness of system.
- b. Cost-effectiveness of the proposed solution consistent with long-term growth.
- c. Vendor ability to meet system requirements or viable functional equivalent consistent with the overall design.
- d. Economic feasibility and justification of all project costs.
- e. Vendor ability to meet the time constraints outlined in the milestone schedule.
- f. Level of service and responsiveness that the Bidder can provide CFF.
- g. Experience and technical expertise of staff.
- h. Capability, reliability and expandability of proposed solution.

4. **References and demonstrations:** The Bidder must include at least three references for existing systems installed by bidder employing the same or similar equipment, technologies and capabilities as proposed here for CFF. One of the three references must be a client who has recently discontinued service. Please provide the customer name, title, address, and telephone number, the number of applications installed, the date placed in service and the customer's selected method of maintenance. CFF intends; & by submitting your bid you authorize CFF to check these references and verify customer satisfaction with hardware, software, installation and training. CFF may require demonstrations of similar systems that are installed and operational. All costs of the demonstrations are the Bidder's responsibility.

5. PAYMENT SCHEDULE - in consideration of acceptance testing period:

Bidder shall submit all-inclusive price quotes. Price quotes shall include all equipment, materials, software, labor for complete installation of the system as specified herein, turnkey. If sales taxes are applicable, Bidder shall include an amount sufficient to cover the taxes in all bid prices; otherwise, sales taxes shall be presumed to be included in all bids.

For a period of 6 months following the launch of the website, a set price is required for *minor adds and changes* to cover ALL updates and or modifications (Phase VII). CFF will bear the cost for labor for such moves, adds and changes within this 6 month period.

The cash payment schedule required is as described in the following:

- 20% on contract signing
- 20% on completion of Phase II
- 20% on completion of Phase III
- 40% on completion of Phase VI and on systems acceptance (refer to #6)
- 6 month post launch payment schedule TBD

6. Systems Acceptance Period:

The term “systems acceptance” means that all materials including hardware, software, and functionality proposed by the bidder, as established in response to this RFP, are functioning at a minimum of 95% based on Phase IV Pre-Launch Checklist.

The successful Bidder is required to provide a Pre-Launch Checklist, which includes a UAT plan for approval by CFF or its agent. This document must be capable of providing for functional and performance testing of the hardware and software to conform to the operational description contained herein. Tests of the system under high traffic loads will be required. An acceptance testing *period* of thirty workdays (30) / forty-five (45) days following launch is required before final acceptance of the system will be considered and final payment rendered.