

SAN DIEGO
WORKFORCE
PARTNERSHIP®

Date: Friday, October 06, 2017
Subject: Request for Quotes (RFQ) –Website for Career Center Network

The San Diego Workforce Partnership (SDWP) seeks a contractor to design a website for San Diego's network of America's Job Center of CaliforniaSM (AJCC) sites.

Further details are discussed in the "Scope of Work" of this RFQ.

Email your quote to Desiree@workforce.org by Friday, October 20, 2017 at 5 p.m. with the subject of the e-mail titled, "Quote for Website for Career Center Network."

ORGANIZATIONAL OVERVIEW

The SDWP is a 501(c)(3) chartered by the County and City of San Diego to fund and deliver employment and training programs in the San Diego region. For additional information, please visit workforce.org.

BACKGROUND

The AJCCs are SDWP's largest investment in serving San Diego job seekers and experience approximately 100,000+ in-person visitors annually. Currently, there are six AJCC locations sharing information across four separate websites:

- <http://www.metrocareercenters.org/Home.aspx>
- <http://www.southsdcareercenter.com>
- <http://eccc.guhsd.net>
- <http://www.northcountycareercenters.com>

SCOPE OF WORK

SDWP is interested in entering into an agreement with a qualified contractor to provide a design and development of a centralized homepage and multiple internal content pages for the new website.

Requirements of the site:

- Must be responsive
- Must display properly and maintain full functionality across all common OS, including mobile
- Must be created in a CMS system* that allows:
 - Multiple user accounts with varied permissions
 - An ability to update with minimal training and no web development experience
- No long-scrolling layouts
- Must be ADA compliant

*SDWP IS NOT interested in Drupal as a CMS system.

Among others TBD, features of the new website to include:

1. Location listings
 - Interactive map of locations with ability to enter address and find closest location
 - Ability to hover over points on map and see pop up or click out to subpage with details such as list of services, partners on site, hours, public transportation info
 - Listing of AJCCs with same info that is in map
 - Similar to <http://workforce.org/job-centers> with increased functionality
2. Event calendar
 - One calendar of workshops and events that can be filtered and sorted by location, event type, etc.
 - Ability for participants to RSVP for events
 - Users need ability to easily pull event reports from the backend
 - Include options for participant notifications/reminders—receive email notification, add event to Google calendar, etc.
3. Ability to create forms that can be filled out and submitted online
4. Eligibility wizard
 - Participant answers a variety of demographic questions (age, income, zip code, parenting/non-parenting, etc.), using IFTTT logic they are guided through the questionnaire ending with results directing them to programs they are likely eligible for. SDWP to provide all content and indicate IFTTT navigation.
5. Contact form with ability to choose subject, which dictates whose inbox the message goes to
6. FAQ
7. Links to social media
8. Newsletter sign up
9. News/feature/blog section

Other items:

- SDWP will provide a site map and accept recommendations from contractor on changes to improve UX
- SDWP will provide all content and copy needed
- SDWP will provide all photos needed
- Contractor will stage draft in a demo site
- Contractor will provide updates on progress regularly
- Contractor will present website demo to SDWP staff
- Contractor will require SDWP approval prior to finalization
- Contractor will thoroughly test for quality and browser and device compatibility

Onsite work: the majority of development work can occur remotely, however, an unknown number of on-site work/meetings will be required at SDWP's discretion. There will be no reimbursement for travel-related expenses.

DELIVERABLES

Creative brief in-person meeting

Target date: week of November 10, 2017

- Vendor should come prepared with questions, examples to discuss
- SDWP will come prepared to discuss likes/dislikes, present examples of sites/specific elements

Draft front end layout + look and feel of homepage and internal content pages

- 3 layout and design options presented in in-person meeting
- Target date: week of November 27, 2017*
- 5 revisions

Finalized front and backend development

- SDWP gains full access to backend functionality with:
 - Ability to edit all content, including images, slideshows, widgets
 - Ability to add users with varying permissions

Target date for access: week of January 31, 2017

Final content uploaded *Target date: week of March 16, 2017*

Quality assurance *Target date: week of May 18, 2017*

Training session with SDWP, AJCC provider and current web support consultant

Target date: week of June 15, 2016

- Full website demo, including plug-ins, theme templates, etc.
- Any specifics to make website run smoothly post hand-off
- Leave-behind document with content management procedures

Target completion date: June 30, 2017

PROJECT TIMELINE

The term of service will be from November 2017 to June 2018, with the option to extend the agreement for two (2) additional one-year periods based on need, performance, and funding availability.

SUBMITTAL SCHEDULE

| | |
|------------------|---|
| October 6, 2017 | RFQ release date |
| October 20, 2017 | Quotes due at 5 p.m. to desiree@workforce.org |
| October 31, 2017 | Respondents notified of the RFQ selection |
| November 1, 2017 | Contract start date |

QUOTE FORMAT

Respondents must submit the following information (**10-page maximum**):

1. Cover page (one page)
 - Name and contact information (email, phone number) of the respondent
 - SSN or tax ID
 - Authorized signature and job title
2. Short description of the approach to this project (no more than 3 pages)
 - a. Technical details on how the design will be accomplished (template developed from scratch, template based on some off-the-shelf company, etc.)—be as detailed as possible
 - b. Must include proposed CMS
3. Project budget (half page)
4. References (3 max, half page)
5. Links to past projects (3 max with no more than a half page description per project, 2 pages)
6. Statement of ability to fulfill the onsite work requirement explained in the Scope of Work. (one page)
 - a. Willing and able to attend onsite meetings as needed with no limit to number of occurrences
 - b. Understand that no travel expenses will be reimbursed by SDWP
7. Conflict of Interest Disclosure Form – Attachment A

EX-PARTE COMMUNICATION

All inquiries must be emailed to desiree@workforce.org. No phone calls will be accepted. No other individuals related to the SDWP (e.g., staff, board) are to be contacted regarding this matter. No other sources of responses or clarifications are considered valid.

SELECTION

Award will be based upon an assessment of overall value. For example, a respondent may propose a project estimate that is more expensive than competitors, but require less time to complete the same project or offer better overall quality, thus making the overall “bottom-line price” for this service a better value.

The proposal will be scored based upon the following components, with 100 total points possible:

- Quality of work samples (45 points)
- Experience with projects of a similar size and scope (30 points)
- Proposed hourly rate and estimate time to complete projects (25 points)

LIMITATIONS

Right to Cancel

SDWP reserves the right to cancel, delay, amend or reissue all or part of this RFQ at any time without prior notice. This RFQ does not commit SDWP to award a contract or to pay any cost incurred in the preparation of a response to the solicitation. SDWP reserves the right to reject any and all quotes, to accept or reject any or all items in the quotes, and

to award the contract in whole or in part as deemed to be in the best interest of SDWP. SDWP reserves the right to negotiate with any respondent after the quote(s) are reviewed, if such action is deemed to be in the best interest of SDWP. Such negotiation should not be viewed by any respondent as an indication of contract award.

Cooling Off Period

SDWP shall not contract with any respondent whose quote was submitted by an individual or entity who, within the preceding twelve months, was themselves or employs anyone who is a current, dismissed, separated or formerly employed person of SDWP, and:

- Was employed in any position(s) of substantial responsibility in the area of service to be performed by the contract; or
- Participated in any way in the negotiations, transactions, planning, arrangements or any part of the decision making process relevant to the proposed contract/service agreement, or was or is employed in a role of substantial responsibility in the same general subject area as the proposed contract; or
- Is an owner, officer, principal, partner or major shareholder of the proposed Contractor.

This prohibition will apply to any qualified person(s) leaving the employ of SDWP, and will apply at all times during the twelve-month period beginning on the date the person left the employment of SDWP. This policy will apply to any procurements issued or contracts executed for program-related services and not to internal SDWP operational support executed within that twelve-month period.

Protest/Appeals Process

An appeal will only be considered valid if there has been a violation of the one of the following criteria:

- The procurement process as outlined by the RFQ/RFP was violated in some manner
- Federal, State and/or SDWP procurement guidelines, as described in SDWP Contract General Provisions, have been violated

An appeal would not be allowed:

- To contest individual scores, the rating system or dissatisfaction with the evaluation results unless there is a violation of the process as outlined above
- By those other than RFQ/RFP respondents

The appeals process shall consist of the following steps:

- A written letter of appeal must be delivered to the RFQ/RFP contact
- The written appeal must specify evidence for valid appeal and the specific relief requested
- The written appeal must be received by SDWP within five (5) business days from the date the winning respondent for the RFQ/RFP is selected. For RFPs, SDWP's recommendation is publicly posted on SDWP's website. Pursuant to the Ralph M. Brown Act (Cal. Gov't Code §54950 et al.), the agenda for a publicly noticed meeting shall be posted no later than 72 hours prior to the meeting being held
- A designated third-party appeals review panel comprised of non-SDWP staff shall have ten (10) business days to determine if the criteria for a valid appeal have been met. The decision of the review panel shall be final with no provision for reconsideration.