

CALIFORNIA/NEVADA COMMUNITY ACTION PARTNERSHIP

The Statewide CAA Association

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**California / Nevada Community
Action Partnership**

REQUEST FOR PROPOSALS (RFP)

New Cal/Neva Website

PURPOSE

Under a discretionary grant from the State of California, Department of Community Services and Development (CSD) Community Services Block Grant (CSBG) Discretionary Training and Technical Assistance (11F-4291), **the California/Nevada Community Action Partnership (Cal/Neva) is seeking the services of a web design firm/professional to design and build a new website for our organization. The successful applicant will need to have the capacity and ability to expedite this project in order to have the website completed website by September 30, 2012.**

WHO WE ARE

Cal/Neva is the statewide association of Community Action Agencies (CAA's) and other CSBG eligible entities in California. CAA's are federally designated anti-poverty agencies, some of which are private non-profit organizations while others are public agencies. Other CSBG eligible entities include Migrant Seasonal Farm Worker, Limited Purpose and Native American Indian organizations. There are 59 CSBG eligible entities in California and over 1,000 Community Action Agencies nationwide. In California, these agencies provide services to over 3 million low-income people, including Head Start, Job Training, Homeless Services, Youth Programs, Senior Services, Food Banks and other locally determined services, with the goal of helping low-income individuals and families achieve self-sufficiency. In addition to services, CSBG eligible entities provide advocacy for the low-income communities they serve.

COMMUNITY SERVICES BLOCK GRANT FUNDING

CAA's receive their core funding from the federal Community Services Block Grant (CSBG), which is authorized by Congress pursuant to the Omnibus Budget Reconciliation Act of 1981 that created a block grant structure for poverty program funds. CAA's use CSBG funds to address locally identified needs in low-income communities and to leverage millions of dollars in other federal, state, local government, corporate and foundation funds. In California, CSD distributes CSBG funds to CAA's and other eligible entities based upon an approved state plan. For additional information on the CSBG program, please review the following resources:

Community Action Body of Knowledge: <http://tinyurl.com/3nl8lcn>

Community Action Standards of Excellence: <http://tinyurl.com/3jopmuk>

Virtual CAP: <http://www.virtualcap.org/>

Office of Community Services – CSBG: <http://www.acf.hhs.gov/programs/ocs/csbg/>

OUR VISION

We envision a new website that features:

- Clear, engaging and easy to navigate information and updates for the public and our membership.

New Cal/Neva Website RFP

- Tools for member interaction and collaboration.
- Seamless integration with social media and mobile devices.
- Blogging and calendaring functionality.
- Secure event registration and payment processing.
- Online program request forms and ability to sign up for email updates.
- Modern graphics, pictures and layouts that create a unified look and design.
- Google analytics and ADA compliant

Cal/Neva's current website was developed in 2007 and uses outdated technology, requiring a content expert to make major changes. Cal/Neva's website is limited in terms of interactivity and is difficult to update. The selected applicant will be welcome to reference our current site; however, we do not intend to keep this website and we are seeking something new.

Our new website should be designed in a way so all authorized Cal/Neva staff (who are non-computer specialists) can easily and quickly maintain, update and manage the website. With the new website, Cal/Neva will have ownership of all data and associated content. Furthermore, Cal/Neva will have unrestricted access to its data and content without having to issue special requests, nor incurring additional costs. Cal/Neva is seeking applicants who will utilize open source or other low cost, easy-to-use platforms and tools. We are seeking to obtain a solution at a competitive total cost of ownership.

The graphics and layout of Cal/Neva's current website are dated. The goal of the new website is to have a unified look and feel, enhanced interactivity, readability and access to information. **The end result will be an informed network that has an updated, modern and professional association website** – making it easier and more efficient for our constituents to stay updated and access the T&TA and capacity building resources and services offered by Cal/Neva.

FUNDING

The total available funding for the website redesign is \$16,520. These funds shall cover all related costs, including contractor hours, travel, supplies, internet, phone, software, hardware, equipment, etc.

PROPOSAL INSTRUCTIONS

Proposals should include the following:

1. Cover letter
2. Table of contents
3. Project workplan and timeline
 - a. Demonstrate the ability to begin this work on or after August 29th and to complete the website by September 30, 2012.
4. Project budget that includes:
 - a. Proposed costs to complete the website redesign within a budget of \$16,520
 - b. Hourly billing rates along with the estimated number of hours
5. Narrative section that addresses:
 - a. Your approach to website design.
 - b. Your strategies and methods for working/communicating with an organization that has a small, busy staff with several competing priorities and deadlines.

New Cal/Neva Website RFP

- c. Details regarding your ability and capacity to complete this project in a quick, expedited fashion by September 30th.
 - d. Details regarding your website project management process.
6. Statement regarding the applicant's capabilities and experience, to include:
 - a. Resume of principal applicant
 - b. A summary of website development experience.
 - c. A listing of existing client references and links to their websites.
 - d. Names of who will be involved on your project team, including their relevant experience and credentials (if applicable).

How to Apply:

Applicants are welcome to submit proposals either by mail or email:

Mail

Send one (1) original of your proposal to:

California/Nevada Community Action Partnership
225 30th Street, Suite 200
Sacramento, CA 95816
Attention: Katey Bjerke

Email

Email your proposal as a single PDF file to katey@cal-neva.org
Subject line must read: Proposal – New Cal/Neva Website

If mailing, proposals should be on 8.5" X 11" paper and binder/paper clipped in top left corner. Please do not bind proposals, as we need to duplicate copies. Proposals should be no more than 15 pages. Please do not attach completed research projects or other items.

Selection Criteria:

- | | |
|--|-----------|
| 1. Experience in successfully completing similar projects | 20 Points |
| 2. Project design and approach that both indicates a clear understanding of the project and is appropriate to the charge | 30 Points |
| 3. Work Plan: Clear and logical sequence, timely benchmarks for results | 30 Points |
| 5. Experience and capability of key personnel | 10 Points |
| 6. Costs appropriate to plan needs | 10 Points |

Total: 100 Points

SELECTION PROCESS

The Cal/Neva Executive Director will approve the selection of the consultant(s). Finalists may be required to meet with the Executive Director prior to final selection. The decision of the Cal/Neva Executive Director will be final with no appeal process for unsuccessful applicants. The

New Cal/Neva Website RFP

Executive Director may negotiate any portion of the scope of the work plan or budget as necessary and at Cal/Neva's discretion.

TIMEFRAME

RFP Posted:

August 8, 2012

Deadline for submission of proposals:

August 22, 2012

Cal/Neva must receive proposals no later than **5:00 p.m. on August 22, 2012.** The proposals will be reviewed by selected members of the Cal/Neva Board of Directors. *There is no guarantee that funding for this project will continue and is solely contingent upon the availability of federal and state funding, the continued award of project funds to Cal/Neva in the future, and the satisfactory completion of the contracted scope of work by the consultant.*

Contract awarded by:

August 29, 2012

Website completed by:

September 30, 2012

Final Report due on:

October 15, 2012

ELIGIBLE APPLICANTS

Any experienced, qualified organization or individual is eligible to apply.

CONDITIONS OF CONTRACT

The successful applicant may be asked to present proof of eligibility to drive in California and proof of adequate liability insurance.

PAYMENT

Payment to the Consultant(s) will be made as follows:

Cal/Neva will pay within 15 days of receipt of acceptable invoices.

Invoices will reflect actual services provided and actual reimbursable expenses incurred.

Final payment will be made after submission of the evaluation.

Cal/Neva will not reimburse/pay any sub-contractor more than the contract approved budget limit for services provided or expenses incurred for the duration of the contract.

For questions about this RFP you may contact Katey Bjerke via email at katey@cal-neva.org. No calls, please.