



KIDS CENTRAL, INC.

A COMMUNITY APPROACH TO THE WELFARE OF CHILDREN

Building Better Lives

REQUEST FOR PROPOSALS
For
Website Redesign, Hosting, and
Maintenance

RFP # KCI2009-003

Kids Central, Inc.
2117 SW Highway 484
Ocala, FL 34473

www.kidscentralinc.org

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1.0 OVERVIEW

1.1 Purpose

Kids Central, Inc. is soliciting proposals from organizations that are qualified to provide professional website redesign, hosting, and maintenance services as detailed herein. This Request for Proposal (RFP) is open to all eligible organizations that are qualified to provide the requested services.

1.2 Background

Kids Central, Inc. is the private, non-profit organization selected by the Florida Department of Children and Families (DCF) as the lead agency responsible for the privatization of child protection services in Citrus, Hernando, Lake, Marion and Sumter Counties (Circuit 5). The agency develops and manages a comprehensive, community-based system of care for abused, neglected and abandoned children and their families. Kids Central, Inc. is committed to promoting the welfare of children through abuse/neglect prevention services, in-home care, foster care, and adoption, as outlined in F.S. Section 409.1671. In order to insure the safety, security, and well being of every child, the Kids Central, Inc. Provider Network will build a continuum of care for Circuit 5 children and families to address the prevention, intervention and treatment of child abuse and neglect.

2.0 SCOPE

Kids Central, Inc. requires a web designer/information architect to redesign the over-all look and feel, navigation scheme, XHTML markup, CSS styling, and related graphics; necessary to create the required templates for the new edition of the Kids Central, Inc. website (<http://www.kidscentralinc.org>). The goal of the Kids Central, Inc. website is to provide the public with a simple, but resourceful and informative, electronic access to Kids Central, Inc. services and information. The Kids Central, Inc. website is to be redesigned to increase functionality, usability, and to provide a modern and professional "Look and Feel". Due to the public nature of the site, the widest user community must be accommodated. It shall be assumed that users may be accessing the site with older equipment and software therefore design elements must consider a more minimal performance level for communications and hardware capability. Accessibility should not be limited to Microsoft based platform browsers. Macintosh based browsers must be able to access and run functions in this environment. Effort should be made to ease site navigation and page viewing for all such visitors, minimizing the number of clicks to destination information.

2.1 Services To Be Provided

The site shall be designed from the user's perspective, not the Kids Central, Inc. perspective. The designer should be looking at how residents can get the information they need with minimal navigation and no advance knowledge of Kids Central, Inc.

2.1.1 Templates

The following template pages, depending on the navigation scheme, are required at a minimum:

- The Home Page
- Navigational links to “push” specific areas of the site
- Departmental and Services pages
- Informational and single article pages (cross-referenced links to similar articles are desired)
- Frequently Asked Questions (FAQ) pages
- Links pages
- Contact pages
- Embedded applications
- Bulletin Board or Blogging Features
- Careers (posting job descriptions, on-line application, uploading of resumes, printing applications)
- SSL Certification
- Verisign Functionality (payment gateway and other protected information)
- Search results
- Site Map

2.1.2 General Requirements

The website shall meet the following criteria:

- Visually appealing – The site must have an attractive mix of text, photos, and graphics.
- The Kids Central, Inc. preferred website model calls for authorized Kids Central, Inc. staff to have some ability to perform routine content management related to routine information such as posting of meeting dates, agendas, RFPs, removing old and outdated information and general noticing, etc. A staff webmaster should have more comprehensive ability to provide quality control and the ability to update non-routine information, therefore the system needs to be structured for maintenance and updating capabilities by non-technical staff.
- Provide Service Level Agreement Language for provided services

- Host and maintain website; to include, backing up website on a continuous basis (i.e. imaging or virtualizing).
- Provide easy electronic access to public information for use by the target audience.
- Easily updated. Updates may include the need to address other laws and statutes that may become applicable. Applicants should list the software used to create the site including all graphics software and recommended software and licenses that Kids Central, Inc. may need to purchase for the continued maintenance of the website.
- Common theme/consistent design. Each section of the site should have a common look/theme.
- The same font types and basic layout should be used throughout the site.
- Provide pages for all programs, services, and functions.
- Meet ADA Priority 1 requirements (see example at www.ada.gov/websites2_prnt.pdf) with adherence to Section 508 Standards.
- Provide for high-speed upload/download response for both low and high speed computers that are used by the average citizen.
- Minimized loading times for analog dial-up customers.
- Function effectively with common versions of software and hardware, which must be identified in the proposal.
- All documents should be in HTML, Portable Document Format (PDF), or in a format approved by Kids Central, Inc. to provide ease of viewing, printing, and downloading, and in alternate ADA acceptable download formats.
- Include links for the public to download any browser plug-in products, such as Acrobat Reader, that are necessary to view information on the site.
- Compatible with current versions of commonly used Internet browsers. (Please identify proposed compatibility with your response).
- Be easily upgradeable/portable.
- Although Kids Central, Inc. has some specific requirements, we are also interested in ideas for content, and more specifically, other approaches in redesigning the style of the existing Kids Central, Inc. website. We encourage applicants to consider and propose alternative solutions, recommendations, and improvements.

2.1.3 Other Requirements and Features

In addition to the templates and general requirements listed above, the website developer shall provide the following services and features:

- Cross-reference information should be hyperlinked from page to page within the website with the Home Page link always available.
- Information currently provided on the website must be included in the proposal.
- The inclusion of meta tags
- Graphical files should be relative to the site and provide for quickest loading, with little use of cartoons and caricatures.
- The site must be designed for continuous operation 24 hours a day, 7 days a week with exception for times of scheduled maintenance.
- Capability to maintain an archive of existing and past records such as agendas, minutes, press releases, newsletters, etc. preferably in HTML format.
- Disaster Recovery Plan
- Consideration of RSS Feeds
- The proposal should include basic training for a minimum of two (2) employees, training plan, and timeline for same.

2.2 System Standards

It is desired that the website design strictly separates the content from the presentation layers. Thus, XHTML markup should be strictly semantical in nature. The “Look and Feel” of the website must be controlled by style sheets, with graphic elements for the site’s “Look and Feel” called from the CSS as much as possible. Multiple style sheets, for different areas of the site, are acceptable. Style sheet implementation should be conducive to both complementary designs in custom applications as well as having extensibility for future page styling.

The site must be cross-browser and platform compliant and must adhere to the following standards:

1. Markup: XHTML 1.0 Strict
2. CSS: CSS 2.0
3. Accessibility: W3C Web Content Accessibility Guidelines 1.0, as well as the web accessibility portions of Section 508 (1998 version) of the Workforce Rehabilitation Act.
4. Images containing text should be avoided, to allow for multilingual translations.
5. User information available in three clicks or less.

Both the site’s copyright (including graphics and any other element), and the original artwork for any editable graphics (titles, etc.) will be granted to Kids Central, Inc. before sign-off of the project.

3.0 RFP PROCESS

3.1 Contact Person

Rick Parker
RFP Project Manager
Kids Central, Inc.
2117 SW Highway 484
Ocala, FL 34473
rfp@kidscentralinc.org

Respondents are advised to limit their contact regarding this RFP to the sole contact person listed above. All contact shall be addressed to the email or physical address stated above. With reference to this RFP, no representations, other than those distributed by the contact person in writing, are binding on Kids Central, Inc. and Respondents are cautioned that oral responses by Kids Central, Inc. are not binding upon it.

Please note that Kids Central, Inc. shall designate a Contract Manager whose duties shall be to:

- liaison with the contractor
- coordination and approval of all work under the contract
- assure consistency of quality of the contractor's performance
- review for approval payment for all reimbursement requests
- assure that the project is operating within federal, state and local regulations

3.2 Timeline

EVENT	DATE
Release RFP	August 21, 2009
Final questions due from respondents	September 11, 2009
Answers to questions	September 18, 2009
Proposals Due	September 30, 2009
Oral Presentations (if required)	October 14, 2009 (target)
Negotiations (if required)	October 21, 2009 (target)
Award	October 26, 2009 (target)

3.3 Respondent Questions

All questions regarding this RFP must be submitted in writing to Rick Parker at the address specified in Section 3.1 of this RFP or via email to rfp@kidscentralinc.org. Answers to all questions will be posted at www.kidscentralinc.org each Friday by 12:00 P.M. for the benefit of all respondents. Questions received after 12:00 P.M. on Wednesday will have

answers posted the following week. Please note that all questions must be submitted by September 11, 2009 in order to ensure a response. Responses may not be provided for questions received after this deadline.

3.4 Oral Presentations

Applicants may be required to make individual presentations to Kids Central, Inc. in order to clarify their proposals. Only those firms with the highest rated scores, in accordance with the stated criteria, will be invited to give oral presentations. However, Kids Central, Inc. has the right to accept the best proposal submitted, without discussion or negotiation.

If Kids Central, Inc. determines that such presentations are needed, a time and place will be scheduled for oral presentations. Each Applicant shall be prepared to discuss and substantiate any of the areas of the proposal as submitted, and its qualifications to perform the specified services.

During the oral presentations, the Applicants should relate their discussion to the evaluation criteria, which will include (but is not limited to) their approach to the project. The proposed Project Manager must be in attendance.

Additionally, prior to award of a contract, pursuant to this RFP, Kids Central, Inc. may require Applicants to submit such additional information bearing upon the Applicant's ability to perform the services in the contract as Kids Central, Inc. deems appropriate.

3.5 Submittal Process

Proposals shall include an original, unbound, signed proposal plus five (5) bound copies. The proposals must be received at the address specified in Section 3.1 of this RFP by 5:00 P.M., EST on September 30, 2009.

Proposals which are received by FAX are not acceptable and will be rejected.

No changes, modifications or additions to the submitted proposals will be allowed once submitted. Kids Central, Inc. reserves the right to reject any and all proposals or to waive minor irregularities when to do so would be in the best interest of Kids Central, Inc. A minor irregularity is defined as a variation from the RFP terms and a condition which does not affect the price of the proposal or give the prospective Applicant an advantage or benefit not enjoyed by other prospective Applicants or does not adversely impact the interest of the agency.

Material changes, if any, to the scope of services or bidding procedures will only be transmitted by written addenda and posted on the Kids Central, Inc. website at www.kidscentralinc.org.

The award hereunder is subject to provisions of Federal Regulations, State Statutes and County Ordinance. All Applicants must disclose with their proposal the name of any officer, director, or agent who is also an employee of Kids Central, Inc. or member of the board of directors. Further, all Applicants must disclose the name of any Kids Central, Inc. employee or member of the reviewing board of directors who owns, directly or indirectly, any interest in the Applicant's firm or any of its branches.

Firms and their agents are hereby placed on notice the Kids Central, Inc. staff or reviewing board of directors shall not be contacted (with the exception of the designated contact person) about this RFP. Public meetings and public deliberations are the only acceptable forum for the discussion of merits of products/services requested by the RFP; and written correspondence in regard to proposals may be submitted to the Kids Central, Inc. official contact person. Failure to adhere to these requirements could result in action to disqualify your firm from consideration of award.

Kids Central, Inc. reserves the right at its sole discretion to increase, decrease, or delete any portion of this proposal at any time without cause.

3.6 Evaluation of Responses

Proposals will be reviewed by the Kids Central, Inc. Proposal Review Team. Responses that deviate from the format required and/or are incomplete **will not be reviewed**. A maximum total score of 100 points will be allowed and all responses to this RFP will be scored according to the following point system:

Subject	Points
A. Qualifications of respondent, including: • Demonstrated competence and professional qualifications necessary for successfully performing the work required by Kids Central, Inc. as stated in the RFP. • Recent experience in successfully performing similar services, and the background and experience of the specific individuals assigned to this project. • Experience in making websites interactive, user friendly, informative, and attractive to the website user. • Experience in content management website construction. Preference will be given to respondents who have developed successful websites for other Community Based Care (CBC) agencies. Please list the URL of any websites developed for such agencies. • Demonstrated creativity in CBC website development. • Evidence of ability to perform. Before the award of any contract, each respondent may be required to demonstrate	50

that it has the necessary facilities, ability, and resources to provide the services specified herein and within the time line required.	
B. Cost; include new equipment or license requirements that may affect short-term and long-term costs to Kids Central, Inc.	20
C. Proposed approach and commitment in respect to completing the work.	20
D. Understanding of the work required by Kids Central, Inc. (completeness of responses to specific requirements of this RFP).	5
E. References	5

The most qualified firm, based on total points and the oral presentations described in Section 3.2 of this RFP, will be presented with the opportunity to enter into negotiations for the provision of services under a performance-based contract with Kids Central, Inc. ***The invitation to negotiate does not constitute a guarantee of contract award.***

3.7 Special Conditions

1. News Releases/Publicity: News releases, publicity releases, or advertisements relating to this contract or the tasks or projects associated with the project, when feasible, shall not be made without prior knowledge of Kids Central, Inc. Releases should identify the funding entity as well as the funding source.
2. RFP Documents: Applicant shall examine the RFP carefully. Ignorance of the requirements will not relieve the Applicants from liability and obligations under the Contract.
3. Applicant's Costs: Kids Central, Inc. shall not be liable for any costs incurred by Applicants in responding to this RFP.
4. Insurance: The Applicant shall insure that either its insurance coverage or self-insurance program or its insurance of its contracted agents is adequate and sufficient to cover the activities performed under this Agreement, as the case may be as to the particular actions undertaken. The Applicants shall insure that the insurance requirements upon all contractors conform to and comply with all applicable local, state and/or federal requirements.
5. Audits and Inspection of Records: At any time during normal business hours, the Kids Central, Inc. staff, other County, State or Federal

representatives, shall have access to all work sites and the Applicant's records directly related to the contract. The Applicant shall permit the Kids Central, Inc. staff, other County, State or Federal representatives to audit and examine all invoices, contracts, and any other data relating to the expenditure of allocated funds. This time period minimally includes six (6) years after the project is closed and/or six (6) years after the end of the project's affordability period. The Applicant will ensure compliance with applicable established cost principles in OMB A-133 for Local Government or Non-Profit Agencies.

6. Other Laws, Rules and Regulations Which May Apply

- A. American Disabilities Act of 1990 PL 101-336
- B. Health Insurance Portability and Accountability Act (HIPAA)

Additional Terms and Conditions: Kids Central, Inc. reserves the right to reject proposals containing any additional terms or conditions not specifically requested in the original conditions and specifications of this proposal.

3.8 Appeals

A. Any Applicant who is allegedly aggrieved in connection with the solicitation or pending award must file a formal written protest with Kids Central, Inc. within 48 hours of the posting of the award.

B. The formal written protest shall reference the Name and Closing Date of the RFP, and shall state with particularity the facts and laws upon which the protest is based, including full details of adverse affects and the relief sought.

C. A Kids Central, Inc. Appeals Committee will review appeals within 10 working days of the appeal. The Kids Central, Inc. Attorney or designee may be requested to attend. The Kids Central, Inc. Chief Operating Officer records the meeting and provides any information as the committee may request. The purpose of an appeals hearing is to provide an opportunity to: (1) review the basis of the protest, (2) evaluate the facts and merits of the protest, and (3) if possible, to reach a resolution of the protest that is acceptable to the affected parties.

D. In the event the matter is not resolved with the Applicant's acceptance of the Kids Central, Inc. Appeals Committee decision, the Kids Central, Inc. Chief Operating Officer will present the recommended award including the details of the protest and the Kids Central, Inc. Appeals Committee recommendation to the Kids Central, Inc. Chief Executive Officer and Board Chairman or their designee, as a final means of administrative remedy within 15 work days of the Kids Central, Inc. Appeals Committee decision.

4.0 PROPOSAL CONTENT AND FORMAT

4.1 General Instructions

Organizations are allowed to submit only one proposal. Proposals must follow all instructions set forth in the RFP. Narrative content of proposals should be clear-cut, comprehensive, and specific. Presentation of the proposal outside of adhering to the instructions in the RFP will not be considered in the evaluation. Volume and/or packaging of the proposal will therefore not impact scoring. All proposals shall become the property of Kids Central, Inc. The proposal shall be signed by a representative who is authorized to contractually bind the Applicant.

4.2 Format Requirements

Content of proposals must follow the outline presented in the RFP. Proposals shall be printed on "8 ½ x 11" paper only, using no less than 12 pitch font In Arial or Times New Roman with one inch page margins. Narrative sections should be single-spaced, with each section clearly defined. All hardcopy responses should be bound in a single three-ring or spiral bound binder. Assemble the proposal according to the order outlined in this RFP.

4.3 Content Requirements

4.3.1 Cover Page for proposal

The cover page must include the following information:

- Name of Respondent (Organization)
- Federal Employer ID # (FEIN)
- Point of Contact (POC) Name and Title
- POC telephone number including extension
- POC e-mail address
- POC physical address

4.3.2 Table of Contents

A complete table of contents must accompany the proposal following the cover page.

4.3.3 Narrative

The narrative shall contain the following items at a minimum.

- A summary of your firm's background, size and length of time incorporated
- Resumes of all principals to be involved in the project and their roles and responsibilities for the proposed project.

- Necessary hardware and software, and additional communication requirements, integration needs, and potential costs necessary to host and maintain the website (i.e. hardware, software, installation, licensing, training, etc.)
- A Project Management Plan for processing tasks requiring professional website redesign, hosting, and maintenance services. The plan shall include a detailed work plan describing the approach to designing, managing, and coordinating the project. It shall also include the scheduling of all major project milestones in a time-line fashion, tracking and reporting procedures for identified milestones, and development strategy that defines the deliverables to be supplied.
- Comprehensive timeline for each phase of the website redesign, including meetings with Kids Central, Inc. staff, redesign, development, draft presentation, implementation, hosting, and training.
- Identification of the single vendor identified as the “responsible lead vendor”. Please indicate any needed subcontracted services required to meet the needs of the proposal or clearly indicate what portion of the services are not included as part of your proposal.
- A description of how you intend to gather all the information required, format preferred, and assistance expected from Kids Central, Inc. in order to complete the project.
- Years of experience related to website design. Provide a list of comparable websites, including any Community Based Care (CBC), designed by your firm. Include website address, company/agency contact person, address, phone number, and hard copies of the home pages. These companies/agencies may be contacted for references.
- Relevant development experience and information on the extent of your firm’s abilities to meet the needs of this project. Please provide a sample of what you envision as the home page of the site.
- Capability and ability to service the Kids Central, Inc. website on a daily basis.
- Approach to ongoing web site maintenance, web training, and site security
- Any additional information you wish to present to the selection committee.

4.3.4 Cost Proposal

4.3.4.1 Total All-Inclusive Price of Services

Provide the total maximum pricing information relative to performing the website redesign, hosting, and maintenance services as described in this RFP. The total all-inclusive maximum price shall contain all direct and indirect costs including out-of-pocket expenses. Please include an hourly rate and/or a not to exceed annual rate. Please include a list of expenses that would be billed to Kids Central, Inc. (i.e. mileage, copying/faxing charges, etc.)

4.3.4.2 Rates for Additional Services

If it should become necessary for Kids Central, Inc. to request any additional services to either supplement the services requested in this RFP or to perform additional work as a result of specific recommendations included in any report issued on this project, then such additional services shall be performed only if set forth in an addendum to the agreement between Kids Central, Inc. and the firm. Any such additional work agreed to between Kids Central, Inc. and the firm shall be performed at the same rates set forth in the proposed amounts described above.

4.3.4.3 Manner of Payment

Payments will be made on a monthly basis; upon receipt of a statement for service or on an alternate basis if agreed to by both parties.