



**Administrative Services  
Contracts Office**

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**REQUEST FOR PROPOSALS  
For  
DEVELOPMENT AND DESIGN OF SCHOOL DISTRICT WEBSITE**

RFP issued: Tuesday, January 18, 2011

RFP due: Tuesday, February 15, 2011, 5:00 p.m.

Place: Sacramento City Unified School District  
Contracts Office  
5735 47<sup>th</sup> Avenue  
Sacramento CA 95824

Contact: Gabe Ross, Chief Communications Officer  
Sacramento City Unified School District

RFIs: Questions related to this RFP are due February 1, 2011, 1:00 p.m.  
Address all Requests for Information to:  
[Joettemo@sac-city.k12.ca.us](mailto:Joettemo@sac-city.k12.ca.us)  
Subject line: Website RFP

To obtain a copy of the RFP, go to [www.scusd.edu](http://www.scusd.edu). Go to offices and departments, Contracts Office, Requests for Proposals and Qualifications. A copy may also be obtained by calling 916-643-2464.

**SUBMITTAL INSTRUCTIONS:** Complete proposals must be delivered to the above address in a sealed envelope/package *prior* to the date and time specified. **Late submittals will not be considered.** In addition to your complete company name and address, please annotate the envelope as follows: Confidential: Request for Proposals for Development and Design of School District Website.

## I. GENERAL INSTRUCTIONS

Submit one (1) original and five (5) copies of your response to this Request for Proposals in a sealed envelope/package, bearing the complete name and return address of the respondent. In addition to your complete company name and address, please annotate the envelope(s) as follows: Confidential: REQUEST FOR PROPOSALS for Development and Design of School District Website. Improper identification may result in premature opening of, or failure to consider the material. All requirements must be addressed in your proposal. Non-responsive proposals will not be considered. All proposals, whether selected or rejected, shall become the property of the district.

Firms are responsible for checking the website periodically for any updates or revisions to the RFP.

### A. DUE DATE, TIME, PLACE:

**Proposals must be delivered on or before the due date and time specified. Late proposals will not be accepted.**

Office hours for receipt of proposals are Monday through Friday from 8:00 a.m. to 5:00 p.m., local time, excluding holidays.

#### Mailing and Delivery Address

Sacramento City Unified School District  
Contracts Office  
5735 47<sup>th</sup> Avenue  
Sacramento, CA 95824

#### Contact Personnel

Gabe Ross, Chief Communications Officer  
Joette Monteiro, Administrative Assistant  
JoAnn Sulli, Contract Specialist

#### Deadline for Submission

Date: Tuesday, February 15, 2011  
Time: 5:00 p.m.

## II. BACKGROUND

The Sacramento City Unified School District is an urban district with an enrollment exceeding 45,000 students in 51 elementary schools, five K-8 schools, nine middle schools, nine high schools, and K-12 independent/charter study programs. Eleven thousand additional students participate in adult education classes throughout the city.

The District covers 67 square miles. Its buildings comprise approximately 5,218,544 square feet of traditional school buildings, portable classrooms, and administrative offices. It is governed by an elected board of seven members who serve four-year terms, and is staffed by 6,600 teaching, support, and administrative employees.

### III. SCOPE OF WORK

Sacramento City Unified School District (SCUSD) is seeking to update its website to enhance the user experience, simplify content management, and provide beneficial information and enhanced customer service to all users, while meeting high standards for design quality and visual appeal.

Effective websites provide dynamic content that keeps ALL users engaged and coming back. Sacramento City Unified School District's website users include students, parents, staff, and community members. Effective websites also must ensure that content sought is easily found and that navigation remains user friendly.

In addition to the SCUSD website, the district is also seeking to provide website options for school sites that integrate with the district site. These websites, which will be optional for schools to utilize, will be hosted as part of the district site. (The district expects to host the sites on district servers, which currently utilize Microsoft SharePoint technology.)

SCUSD is seeking a site that utilizes a web-based content management system that is flexible and offers varying levels of content management access to different users without 3<sup>rd</sup> party software. Additionally, the site must allow for the ability to integrate third party tools and existing software relationships such as the district's student information system and online forms for interactive surveys and questionnaires. The site must also allow for the creation of specific tools and functionalities to meet unique district needs.

An ongoing support and maintenance agreement is expected to be part of any vendor relationship, including training for district and school site staff on creating and updating pages, and overall site management.

SCUSD seeks the assistance of a company that can accomplish all of the functionality identified in this RFP but has the flexibility of providing this functionality over time, if needed, due to budgetary constraints. The district also seeks a company that has the capability of integrating additional features that may be needed in the future. Understanding the dynamic, ever-changing nature of web technology, as well as the evolving uses of the website, the district is seeking a vendor relationship that includes some design changes (major and minor) over the duration of the agreement.

It is the intent of this RFP process, and the information required herewith, to assist the district in determining responsibility, fitness, quality, and capacity to satisfactorily perform the proposed work. Rejection of any proposals, to contract for the proposed work with whomever and in whatever manner, to abandon the project entirely, and/or to waive any informality in receiving proposals is reserved as a right of the district. Before a contract is awarded, the district may require further evidence of reasonable qualifications to perform the proposed work.

## IV. RESPONSE FORMAT

Responses are required for six sections (A-F). Responses to each section must be indexed in order to facilitate the review process. The district encourages responses to be thorough, yet precise and succinct.

### **Section A. Business Profile: Provide a brief profile of your company**

- Company name, address, telephone number, fax number, and e-mail address
- Date established and type of business (corporation, individual, etc.)
- California Secretary of State File Number and federal taxpayer ID number
- Identify who is authorized to sign agreements and represent your firm in matters related to this RFP.
- Describe your firm in terms of number of years in business and experience with the work contemplated in this RFP.
- State the percentage of your firm's work that is public or educational.

### **Section B. Performance Standards**

Describe your company's commitment to provide website design services that will result in a website that provides enhanced customer service to all users and will simplify content management.

### **Section C. Expertise and Experience**

Provide three references that reflect your company's work as a website designer and are similar to the work contemplated in this RFP. Include the scope of work for each reference. School district experience is desirable, but not required.

### **Section D. Staffing**

If your company is awarded a contract, please identify the key individuals and their positions that will be assigned to the various functions of coordinating and assisting in the website development and design.

**Section E. Insurance**

Provide evidence of liability insurance coverage carried by your company.

**Section F. Cost**

Provide a detailed cost proposal to complete the work contemplated in this RFP. Provide annual maintenance and support costs.

**V. EVALUATION CRITERIA**

A Selection Advisory Committee, chaired by Gabe Ross, Chief Communications Officer, will select and rank in the order of their qualifications those companies deemed to be the most highly qualified to perform the required work.

The Selection Advisory Committee may choose to interview any, all, or none of the respondents as may be in the best interest of the district. If interviews are held, the chairperson will notify those companies selected as to place, date, and time. The district will make investigations as necessary regarding the financial stability of any or all respondents and may require review by the district's legal counsel.

The names of all firms submitting proposals and the names, if any, selected for interview shall be public information. After award, final ranking, committee comments and evaluation scores as well as the contents of all proposals become public information. Firms that have not been selected shall be so notified in writing after the conclusion of the selection process.