

**REQUEST FOR PROPOSAL
WEBSITE
Cover Page**

CONTACT INFORMATION

RFP # CalCreative-2021-Website

by

California Creative Learning Academy

ADDRESS ALL PROPOSALS TO:

Betsy Chapman

bchapman@calcreative.org

Request for Proposal

Table of Contents

INTRODUCTION	3
WHO WE ARE	3
VISION	3
PROJECT NEED	3
ADDITIONAL RESOURCES	3
SCHEDULE	4
GENERAL INSTRUCTIONS FOR RESPONDENTS	5
PROPOSAL REQUIREMENTS	6
PROPOSAL EVALUATION	7

INTRODUCTION

WHO WE ARE

A Progressive Charter Public School in Los Angeles

VISION

Transforming our world and ourselves through inquiry, innovation & connection.

California Creative Learning Academy (CalCreative), serves Pre-K through 8th grade students, and is in its 15th year of operation with two approved charters. We have recently undergone a renaming and professional rebranding of our celebrated and unique institution, and are seeking partnership with a creative professional design firm to bring our guiding philosophy, core values, and deeply connected teaching style to the public. We are seeking proposals for a new website front-end (look/feel) utilizing our new brand standards, and is in harmony with our inspired mission, as well as an easy-to-use and comprehensive content management system (CMS/backend) for this website.

PROJECT NEED

Creative Design/Build partners for new website

Our Target Goals for the new website are to create a modern and informative experience that highlights our purpose and the creative potential of students. The website will primarily be targeted for marketing to new parents seeking enrollment but will also serve existing parents, current and future partners, and to gain traction and recognition among our peers. Attendees to our school come from a diverse social and economic background, but they all love our school because of the high level of social and artistic direction we engage with.

The California Creative Learning Academy (CalCreative) is a place where students, teachers, parents, and the community collaborate to create a nurturing and inspiring learning environment where students can develop academic and life skills. Through our holistic approach to learning the California Creative Learning Academy (CalCreative) empowers our students to inquire, self-express, listen to multiple perspectives, and take risks to discover who they are and create a world they want to live in.

Content for the new website will be based somewhat around assets from our current website (<https://calcreative.org/>), and we also have a large pool of additional content to draw upon including photos of our beautiful locations, video of student testimonials, and student projects. Additionally we want to utilize resources generated from meetings with our internal rebranding team - including a new comprehensive site map, presentations of our philosophy, core values, and story (see attached). The branding team is a tightly knit group within the school and we also have directional ideas and impulse discussions to reference when it comes to topics such as content hierarchy, and key/hero content. With that said, we are open to discussion about strategy for key experiences on our new site.

ADDITIONAL RESOURCES

Site map: <https://whimsical.com/cal-creative-MiVJCJLYb4sGL2n7Wz7xai>

Rebranding documents:

<https://drive.google.com/drive/folders/1sqdqmSHPdXdWWEm0IFrZhGyDqtTi7hy0?usp=sharing>

PROPOSAL CANDIDATES

Proposal submissions should consist of a clear and detailed design/build process - with information about your team and the programming stack/s you would utilize. Achievable milestones for various parts of the project, along with project budget, terms, and criteria should be outlined for consideration.

Candidates must have a good understanding of 508/ADA compliance and other current web standards in order to create a forward looking and backwards compatible, mobile friendly, agnostic front-end that meets the goals of modern technology. Examples of prior completed projects of a similar nature are required to be considered.

The proposal will include any ongoing maintenance costs.

LOOKING FORWARD

The website must be able to grow with us as we grow, and although we are currently looking to lay a new foundation for the public-facing elements of the school as quickly as possible, future iterations are likely, as we seek expansion and to include more content.

COMPETATIVE BIDDING STANDARDS

Outlined below are competitive bidding basic standards:

- The purpose of soliciting competitive proposals is to secure public objectives in the most effective manner and avoid the possibilities of graft, fraud, collusion, etc.
- The organization released this RFP to benefit the organization and not the Respondents.
- Fulfillment of RFP specifications is based on full and fair competition and acceptance of the most responsive and responsible Respondent to the organization's requirements, as determined by the organization when evaluating proposals based on the criteria contained in the RFP.
- The RFP must provide a basis for full and fair competition among Respondents to a common standard, free of restrictions that tend to stifle competition.

The above four points are for illustrative purposes only, and do not include all California state and federal requirements to achieve competitive bidding.

To respond to this RFP, interested vendors must present evidence of experience and ability necessary to meet the requirements stated in this RFP. The organization will measure this evidence by scoring the proposals, using a point system that will rank each proposal from highest to lowest, to determine which proposals they will consider for the award of a contract.

To be competitive in this solicitation, the Respondent must:

- Carefully read the entire RFP and any attachments
- Ask appropriate questions or request clarification before the deadline in the RFP
- Submit all required responses by the required deadlines
- Follow all instructions and requirements of the RFP thoroughly and appropriately

If a Respondent discovers any ambiguity, conflict, discrepancy, omission, or other errors in this RFP, the Respondent shall immediately notify the organization of the error in writing and request clarification or a modification of the RFP. If the Respondent fails to notify the organization of the error prior to the date for submission of proposals, and is awarded the contract, the Respondent shall not be entitled to additional compensation or time by reason of the error or its later correction.

SCHEDULE

- Release of RFP December 15, 2021
- First Public Notice December 17, 2021
- Respondent Question Submission Deadline January 10, 2022

- | | |
|--|------------------|
| • Organization Provides Answers | January 15, 2022 |
| • Deadline for Submission of Sealed Proposal | January 17, 2022 |
| • Proposals Evaluated By | January 24, 2022 |
| • Anticipated Contract Award Date | January 21, 2022 |
| • Project Start | February 1, 2022 |
| • Project Completion | August 1, 2022 |

The organization will make every effort to adhere to the schedule. However, the organization reserves the right to amend the schedule, as necessary, and will post a notice of said amendment on the school's website (www.losfelizarts.org).

GENERAL INSTRUCTIONS FOR RESPONDENTS

1. Prepare proposals simply and economically. Provide a straightforward, concise description of the Respondent's capability to satisfy the organization's requirements. Emphasis should be placed on completeness and clarity of content.
2. Submit proposals for the performance of all the services described within this RFP. The organization will not consider any deviation from these specifications and will reject such proposals.
3. The organization may reject a proposal if the proposal is conditional or incomplete, deemed nonresponsive, or if it contains any alterations of form or other irregularities of any kind. The organization may reject any or all proposals or waive any immaterial deviation in a proposal. The organization's waiver of an immaterial deviation shall in no way modify the RFP document or excuse the Respondent from full compliance with all other requirements if awarded the contract.
4. Respondents are responsible for the costs of developing proposals, and shall not charge the organization for any preparation costs.
5. The organization asks Respondents that do not intend to submit a proposal to notify the organization in writing.
6. Respondents may modify their proposal after submission by withdrawing the original proposal and resubmitting a new proposal prior to the submission deadline. The organization will not consider proposal modifications offered in any other manner, either oral or written.
7. Respondents may withdraw their proposal by submitting a written withdrawal request to the organization, signed by the Respondent or their authorized agent, through the contact person named in the "Contact Information" provided on page iv of this RFP. Thereafter, a Respondent may submit a new proposal prior to the proposal submission deadline. Respondents may not withdraw their proposal without cause after the proposal submission deadline.
8. The organization may modify the RFP prior to the date given for submission of proposals by posting an addendum on the school's website (www.calcreative.org). The organization will notify Respondents so they can obtain any addenda from the organization's website, or request it by e-mail, postal mail, or fax.
9. The organization reserves the right to reject all proposals for reasonable cause. If the costs of all proposals are excessive, the organization is not required to award a contract.
10. The organization will not consider more than one proposal from an individual, firm, partnership, corporation, or association under the same or different names. Reasonable grounds for believing that any Respondent has submitted more than one proposal for work contemplated herein will cause the organization to reject all proposals submitted by the Respondent. If there is reason to believe that collusion exists among the Respondents, the organization will not consider any of the participants of such collusion in this or future solicitations.

11. The organization shall not accept proposals after the submission deadline specified in the RFP.
12. Respondents are responsible for examining the entire RFP package, seeking clarification for any item or requirement that may not be clear to them, and checking all responses in their proposal for accuracy before submitting it.
13. Respondents may submit their questions regarding the information presented in this RFP to Betsy Chapman in writing, by email, no later than January 10, 2022. The organization will answer all questions received by the deadline in writing without exposing the query source. This will be the sole process for asking and answering questions regarding this RFP. Respondents may not contact organization employees directly to ask questions.
14. Organization representatives reserve the right to contact a Respondent's references prior to any award of a contract.
15. The organization reserves the right to negotiate the final terms and conditions of the contract, which may differ from those contained in the proposal, provided the organization considers such negotiation to be in its best interest. Any change in the terms and conditions must not create a material change, which is any alteration or modification to the original terms stated in the RFP that would have resulted in different proposals from the respondents. A material change will require the organization to rebid the contract.
16. Respondents shall submit one paper copy and one copy in digital format (e.g., CD, DVD, flash drive, etc.).
 - a. The Respondent must ensure the digital copy is complete and inclusive of all materials contained in the paper copy, including any required signatures. If there is an inconsistency between the paper and digital copies, the paper copy will take precedence.
 - b. The sealed proposal envelopes must be marked legibly with the organization's RFP number and title, and the organization name and address, as shown in the following example:

California Creative Learning Academy
 Attn: Betsy Chapman, RFP # [CalCreative-2021-Website]
 2709 Media Center Drive
 Los Angeles, CA 90065

PROPOSAL REQUIREMENTS

To be eligible for evaluation, a proposal must adhere strictly to the format set forth below; failure to do so may result in disqualification. The content and sequence of the proposal will be as follows:

Section	Title
A.	Cover Letter
B.	Proposal Questionnaire (Attachment A)
C.	Respondent References (Attachment B)
D.	Fee Proposal

A. Cover Letter

Only the individual(s) authorized to bind the Respondent contractually may sign the cover letter, which shall be a part of the proposal package. If the cover letter is unsigned, the organization will reject the proposal. The organization may reject the proposal if the Respondent fails to include the following required information:

- Name and address of responding company
- Organizational structure of the responding company (e.g., corporation, partnership, etc.)

- Respondent's Federal Employee Identification Number and Corporate Identification Number, if applicable
- Name, title phone number, fax number, and e-mail address of the representative who will be designated as the primary liaison to the organization
- Name, title, phone number, and e-mail address of the representative(s) authorized to bind the Respondent in a contract if different from the primary liaison
- A statement expressing the Respondent's willingness to perform the services described in this RFP
- A statement expressing the Respondent's ability to perform the services required in the Scope of Work, including availability of staff and other required resources to meet all deliverables as described in this RFP
- The following certification:

By signing this cover letter, I (we) certify that the information contained in this proposal is accurate and that all attachments required to be submitted as part of the proposal are certified to be true.

B. Proposal Questionnaire

The Proposal Questionnaire is intended to provide the organization with specific information concerning the Respondent's capability to provide services as described in this RFP. Respondents should limit their responses to the number of pages noted in the questionnaire and answer each question in the same order.

C. Respondent References

Respondents must provide three references. The organization reserves the right to contact any of the references listed, and retains the right to conduct reference checks with individuals and entities beyond those listed.

D. Fee Proposal

The Respondent must submit the fees associated for website design and any ongoing maintenance costs.

PROPOSAL EVALUATION

Proposals will be opened on or after the date and time specified in the Schedule of Events. During the evaluation process, the organization may ask Respondents to clarify information in the proposals, but Respondents may not change their proposals.

The organization will determine if a proposal is responsive or nonresponsive.

An error in the proposal may cause the organization to reject that proposal; however, the organization may, at its sole discretion, retain the proposal and make certain corrections. When determining if a correction will be made, the organization will consider the conformance of the proposal to the format and content required by the RFP and that the Respondent's intent is clearly established based on review of the whole proposal. Based on that established intent, the organization may choose to correct errors such as obvious grammatical or punctuation errors and arithmetic errors.

The organization will evaluate qualifying proposals using the following criteria in order of general priority:

- Cost
- Aesthetic match

- Technical ability
- Support mechanisms & any ongoing costs
- Experience with schools, institutions, and/or small non-profit organizations
- Delivers on time, within budget, and operates well
- Fully answered the proposal
- Minority, women-owned, local small business

The organization will score and rank selected proposals by assigning a score between zero and the maximum score to each proposal criterion. The organization will recommend awarding the contract to the most responsive and responsible Respondent with the highest total proposal score.

Proposal Questionnaire

This proposal questionnaire is intended to provide the organization with specific information concerning the Respondent's capability to provide services as described in the RFP. Please be as concise as possible and limit your responses **to no more than two pages per question, unless instructed otherwise. Type each question in the same order as listed in the questionnaire.**

1. Provide a general description of your company's qualifications and experience, along with any necessary substantiating information. Limit your responses to information about your company's capabilities.
2. Provide a statement indicating the year your company was founded; what the primary business(es) of the company is(are); the length of time the company has been providing website design and related services. In addition, provide the duration and extent of experience the company has with similar organizations.
3. Provide a general description of how your company will be able to provide the experience and ability necessary to meet the requirements set forth in this RFP.
4. Provide any supporting documentation and/or resources to convey aesthetic and technical ability
5. Provide a description of the timeline and benchmarks for the project
6. Provide a description of the ongoing services, if any, that would be provided or required.
6. Provide a recommended transition plan that describes the steps the Respondent will take to begin providing the services described in this RFP.

Attachment B

Respondent References

List three references to which the Respondent has provided meal vendor services within the past 3 years.

Reference 1		
Name of Reference		
Street Address		
City	State	Zip Code
Contact Person	Contact Title	Contact Phone Number
Brief Description of Services Provided		
Dates of Service		
Reference 2		
Name of Reference		
Street Address		
City	State	Zip Code
Contact Person	Contact Title	Contact Phone Number
Brief Description of Services Provided		
Dates of Service		
Reference 3		
Name of Reference		
Street Address		
City	State	Zip Code
Contact Person	Contact Title	Contact Phone Number
Brief Description of Services Provided		
Dates of Service		