

The San Francisco Unified School District ExCEL After School Programs Office is accepting Statement of Proposal from Web Design consultants meeting the listed eligibility requirements to provide support services for the ExCEL Hub website.

This request for proposals seeks the following type of service providers:

Website Designers for the redesign of the the ExCEL After School Program website to enhance ease of usability and functionality.

Work on the website will begin in April 2017 and is to be completed by the end of June 2017.

Submissions

VII. SUBMISSION DETAILS

A. TIME AND PLACE OF SUBMISSION

Applications **must** be submitted online by COB on , March 13, 2017 . The link for the online survey is:

<https://www.surveymonkey.com/r/webRFQ>

CONTENTS OF PROPOSALS AND EVALUATION CRITERIA

1 Introductory/Cover Letter - Maximum 3000 characters

Please provide information regarding your company.

1. The full name and address of the Company and it's location in the state of California
2. A brief description of your Company including a description of your typical services
3. Name, email address and phone number of contact person

2 . Project proposal and implementation Plan - Maximum 9000 characters

Provide a detailed project proposal based on the required criteria outlined below. Provide an implementation plan that includes a timeline and responsible party.

3. Proposed Pricing Structure

Identify in detail your proposed pricing structure to provide ExCEL After School with an updated website. Include software, hardware, set-up and on-going support service costs. Identify any other key assumptions that are part of your pricing structure and implementation plan. Pricing plan should also include security measures to prevent The proposed budget not to exceed \$25,000.

4 Migration and Continuity - Maximum 6000 characters

Describe in detail how the information from the existing ExCEL website will be migrated to a new platform (if necessary) as well as how ExCEL After School program staff will have the ability to continue

to maintain the website without your continuous support. Include transition details as well as on-going operation without your support.

5 List of Project References

Provide three project references of organizations that are currently using a web page designed by your Company. Provide names, telephone numbers, positions, etc of those references and clients who had used or is currently using your Company’s services.

6 Evaluation Criteria

Maximum Points Possible: 60 Points. All proposals receiving a minimum of 50 points will be qualified to be invited to the negotiations phase of the process. Not all agencies will be invited to the negotiations phase. Final selection of the agency will be made after the negotiation process.

Evaluation Criteria	Points	Score
Introductory Cover Letter	0	
Project Proposal and Implementation Plan	30	
<ul style="list-style-type: none"> ● Implementation Plan ● Timeline 	Poor: 0-10 Marginal: 11-17 Acceptable: 18-25 Exceeds: 26-30	
Pricing Structure	10	
<ul style="list-style-type: none"> ● Software and Hardware ● Set-up ● Ongoing Support Service Costs ● Identify Staff Training Costs ● Security software and protection 	Poor: 0-3 Marginal: 3-5 Acceptable: 5-8 Exceeds: 8-10	
Migration and Continuity	10	
<ul style="list-style-type: none"> ● New Platform ● Web Maintenance Without Continuous Support ● Transition Plan 	Poor: 0-3 Marginal: 3-5 Acceptable: 5-8 Exceeds: 8-10	

Project References	10	
<ul style="list-style-type: none"> ● Provide list of references of organizations currently using website of your design ● Include names, email, telephone numbers and positions of references 	Poor: 0-3 Marginal: 3-5 Acceptable: 5-8 Exceeds: 8-10	
Total Score		0-60

7 RFQ SCHEDULE (Subject to change)

- RFQ Advertisement: February 13, 2017
- RFQ Available: February 13, 2017
- Proposals Due no later than: March 13, 2017
- Negotiation Phase: April 1- 15, 2017
- Final Selection: April 17, 2017

The District reserves the right, at its sole discretion, to modify RFQ requirements, cancel the selection process, or amend the schedule.

Proposers shall not be reimbursed for any costs associated with the preparation of proposals in response to this RFQ.

The District will be confirming accuracy of all information submitted in response to this RFQ.

REQUIRED CRITERIA

GENERAL:

The SFUSD ExCEL After School Program website (<http://www.healthiersf.org/ExCELafterschool/>) includes an information HUB (<http://healthiersfexcel.org/blog/>) that is used to provide our After School Program contractors with the latest information needed to operate an efficient and effective After School Program. Our contractors rely on the Hub for important compliance information, documents, forms, meeting overview, calendar, and community forum. Website visitors must be able to easily access all resources and documents on the Hub. All documents and forms are generated by ExCEL After School program.

The SFUSD ExCEL After School Program is accepting proposals to transform the ExCEL Hub to be more focused and streamlined while showcasing our Quality Action Plan bus . All content of the Hub must be easily searchable while the website must be aesthetically pleasing and easy to navigate. We want to ensure that our contractors do not feel overwhelmed looking at the Hub and we want to increase traffic to the site. Security measures should also be included to protect the site from infiltration. A couple of designs we are looking at are the website for Habitat for Humanity (www.habitat.org) and The Chinese Historical Society of America (www.chsa.org) Research should be done on other websites for reference. Focus groups must also be conducted to include input from our current users. ExCEL After School must also be able to access a log of who has logged into the website.