



Children's Board
HILLSBOROUGH COUNTY

www.ChildrensBoard.org

Request for Proposals (RFP)

**Website Redesign, Development, Hosting and
Creative Consultation Services**

RFP Designation: PUR 2013-01 RFP Website Redesign

INSTRUCTIONS TO PROPOSERS
For RELEASE on October 8, 2012
Includes Addendum 1 issued October 17, 2012

Questions:

Monday, October 29, 2012 by 4:00 PM

Proposals Due:

Monday, November 5, 2012 at 10:00 AM

Complete RFP available on our website – www.childrensboard.org

Pam Iorio, Interim Chief Executive Officer
Christopher E. Brown, Board Chair

For further information, please contact:
Trish Charo, Project Manager, (813) 204-1782
pcharo@childrensboard.org

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PART 1 – GENERAL INSTRUCTIONS

1.1 INTRODUCTION TO THE CHILDREN'S BOARD OF HILLSBOROUGH COUNTY

In 1988, Hillsborough residents agreed that improving support and services to our county's children and families was a major priority for our community's future. Thus, the Children's Board was established in 1989 as a special taxing district through a levy of up to 50 cents per \$1,000 of assessed property tax to improve the lives of children and families through its strategic investments on behalf of the community. These investments include:

- developing local prevention and early intervention services
- convening community partners to work in partnership on shifting outcomes for children and their families;
- actively influencing local, state, and national policy;
- providing venues for community engagement in advocacy efforts and decision-making;
- maximizing funding revenues through strategic grant making principles and other leveraging strategies;
- developing innovative services and support for the well-being of children and their families;
- produce research and evaluation agendas of the community to promote learning and improve professional training, and enhance service systems.

Our Vision

By the year 2020, Hillsborough County will be recognized as one of the top places in the nation to raise children.

Our Mission

The Children's Board of Hillsborough County (CBHC) promotes the well-being of children and families by uniting community partners, investing in innovative opportunities, and leading the county in best practices—so the whole community can realize its full potential.

1.2 TIMELINE AND SUMMARY – REQUEST FOR PROPOSALS [This is a summary only and does not alter the requirements contained in other RFP sections.]

Date	Description
October 8, 2012	RFP Packets are available to Proposers.
October 26, 2012	<p>Deadline for Letter of Intent to submit Proposal. Please email to Trish Charo: pcharo@childrensboard.org See section 1.3.5.</p> <p>Please use email subject line: PUR 2013-01 RFP Website Redesign</p>
October 29, 2012	<p>Deadline for written questions is 4:00 PM. Please email questions to Trish Charo: pcharo@childrensboard.org</p> <p>Please use email subject line: PUR 2013-01 RFP Website Redesign</p>
November 1, 2012	Addendum and answers to questions released by 1:00 PM by Trish Charo, by posting on www.childrensboard.org and by email to all Proposers who submitted a Letter of Intent prior to the Letter of Intent deadline.
November 5, 2012	<p>Proposal submission deadline 10:00 AM (Children’s Board’s clock) at Children’s Board of Hillsborough County — Front Desk Reception. See section 2.20 for label and address requirements.</p> <p>Proposers will use Part 2 as the Proposal form to submit a Proposal (6 paper copies with one being unbound and a CD of Proposal in searchable PDF.) No facsimile or e-mailed Proposals accepted.</p>
November 5, 2012	<p>Proposals are opened publicly at 10:15AM (Proposals are subject to a limited period of exemption from the Public Records Law, see Section 119.071, Florida Statutes).</p> <p style="text-align: center;">Children’s Board of Hillsborough County Conference Room #2 1002 East Palm Avenue Tampa, FL 33605</p>
November 8, 2012	Review team evaluates Proposals’ quality and cost based on the requirements of Part 2 and uses Attachment 1 – Website Request for Proposals (RFP) Rating Sheet.
November 9, 2012	Notice of Intent to Award issued; notification sent via e-mail to all Proposers who submitted a Proposal.
November 16, 2012	Contract negotiations are finalized; contract signed (date subject to change) using Attachment 2 – Contract Template Form.
November 19, 2012	Contract scheduled to begin.
January 4, 2012	Subpart B Creative Consultation Services complete. See Section 2.16.
January 11, 2013	Subpart A Website Services complete. See Sections 2.6 through 2.15. Hosting services continue. See Section 2.14.4.

1.3 DEFINITIONS

1. **“Children’s Board” or “CBHC”** means the Children’s Board of Hillsborough County, a special district political subdivision of the state of Florida. The Children’s Board of Hillsborough County is not a corporation. All records submitted to the Children’s Board become public records under Chapter 119, Florida Statutes, unless exempted by state law. The Children’s Board is also subject to the Florida’s Sunshine Law, see Chapter 286, Florida Statutes.
2. **“General Instructions”** means the content of this RFP, Part 1.
3. **“RFP” or “Request for Proposals”** means this request for proposals, PUR 2013-01 RFP Website Redesign and includes any addendum and the answers to Proposers’ questions.
4. **“Services”** means all labor, equipment, and materials necessary for the selected Proposer to provide the Services in Phases 1- 3 of the redesign and development of a new website, the associated hosting services of said website, and a creative consultation services package, all as required by this Request for Proposals.
5. **“Letter of Intent”** means a letter from a person or legal entity who intends to submit a Proposal. A Letter of Intent should include Proposer’s complete contact information and express the intent to submit a Proposal. A Letter of Intent does not obligate a person or legal entity to submit a Proposal. A Letter of Intent allows the Project Manager to email answers to questions and addenda to those who submit a Letter of Intent.
6. **“Proposal”** means a proposal submitted by a person or legal entity in response to this RFP and includes any written clarifications submitted by the Proposer in response to a written request from the Project Manager. The Proposal includes the Letter of Intent.
7. **“Notice of Intent to Award”** means the selection and notice that the Children’s Board intends to enter into a contract with the selected Proposer. The selection and notice does not create any contractual obligation or liability on the Children’s Board. Until a contract is signed by both parties, the Children’s Board reserves the right to reject any or all Proposals.
8. **“Project Manager”** means Trish Charo.

1.4 GENERAL DESCRIPTION OF SERVICES

The Children’s Board of Hillsborough County (CBHC) is accepting Proposals for all labor, equipment, and materials necessary to provide the Services in Phases 1- 3 of the redesign and development of a new website, the associated hosting services of said website, and a creative consultation services package. See **PART 2 — PROPOSAL FORM FOR WEBSITE RFP AND THE REQUIREMENTS AND SPECIFICATIONS FOR THE SERVICES.**

The website and associated hosting services must function in accordance with the specifications set forth in this RFP, including Part 2 and must include all functions listed as “mandatory” and must address functions listed as “required” or “desired”. Additional functions may be proposed, but any additional costs associated with such additional functions must be stated separately.

1.5 RESTRICTED COMMUNICATIONS

Communication with Children's Board personnel and/or Children's Board's Board members, other than Trish Charo, regarding this RFP, from October 8, 2012 until November 16, 2012 may result in rejection of such Proposer.

1.6 QUESTIONS FROM PROPOSERS AND CHILDREN'S BOARD'S ANSWERS

Answers to Proposers' written questions will be furnished in writing by e-mail to all Proposers who submitted a Letter of Intent to submit a Proposal. Should any questions or response require revisions to the Request for Proposals, such revisions will be by addendum only and furnished by e-mail to all Proposers who submitted a Letter of Intent to submit a Proposal. See Section 1.2 Timeline and Summary for how to email questions.

1.7 CHILDREN'S BOARD'S PROJECT MANAGER

Trish Charo is the Project Manager for the website design RFP and for administration of the contract with the selected Proposer. In performing the contract, the selected Proposer will work primarily with Trish Charo, Project Manager; IT staff; the Public Affairs Director; and database staff for technical and collaborative decisions.

1.8 NO ORAL INTERPRETATIONS

Interpretations, explanations, corrections and changes in this Request for Proposals will be made only by written answers to Proposers' questions submitted prior to the deadline for such questions and/or by addendum. Interpretations, explanations, corrections and changes of the Request for Proposals made in any other manner or made orally by Children's Board staff will not be binding on the Children's Board and Proposers shall not rely upon them.

1.9 ADDENDUM AND INCOMPLETE PROPOSALS

Proposers are responsible for complying with any addendum issued. **FAILURE TO RESPOND TO ANY ITEM INCLUDING ANY REQUESTED INFORMATION, OR FAILURE TO FOLLOW THE RFP MAY RESULT IN THE SUBMISSION OF AN INCOMPLETE PROPOSAL AND MAY RESULT IN DISQUALIFICATION OF THE PROPOSAL FROM FURTHER CONSIDERATION.**

1.10 CONTRACT TERM

A single contract between the Children's Board and the selected Proposer will consist of:

SUBPART A. WEBSITE SERVICES: The estimated term will be November 19, 2012 to January 11, 2013, consisting of Phases 1, 2, and 3. Hosting services continue after January 4, 2013. CBHC will issue a NOTICE TO PROCEED for each phase of the Services identified in Anticipated Timeline and will be confirmed during negotiations.

SUBPART B. CREATIVE CONSULTATION SERVICE PACKAGE: The estimated term for this part of the contract will be November 19, 2012 – January 4, 2013 and will be confirmed during negotiations.

1.11 RIGHT TO SEEK AND CONSIDER CLARIFYING INFORMATION

The Children's Board may seek clarifying information regarding any Proposal. Such clarifying information shall be provided by the Proposer in writing. Such clarifying information may not modify any material portion of the Proposal, affect the price, or give one Proposer an advantage not enjoyed by the other Proposers.

1.12 PROCEDURE FOR CONDUCTING NEGOTIATIONS

Proposals will be scored and ranked in order from highest to lowest score received. CBHC may conduct negotiations with the top-ranked firm on a final contract form and other refinements to the Services. If CBHC is unable to negotiate a contract, negotiations shall be formally terminated with the top-ranked firm. CBHC will then negotiate in rank order with the next firm(s) until a satisfactory contract is reached based on the requirements of the RFP.

1.13 CHILDREN'S BOARD'S CONTRACT

By submitting a Proposal, the Proposer agrees that, if the Children's Board selects such Proposer to perform the Services, the Proposer will, upon such selection, execute a contract in substantially, the same form of the contract attached hereto as Attachment 2. Execution of the contract will be contingent on availability of funds.

1.14 AWARD OF CONTRACT

The contract for the Website Redesign, Development, Hosting and Creative Consultation Services Project will be awarded to the Proposal determined in writing to be the most advantageous to the Children's Board, taking into consideration the price and other criteria set forth in the Request for Proposals. No contract shall exist between the Children's Board and the selected Proposer until the written contract is signed by the Children's Board and the selected Proposer.

1.15 REJECTION OF PROPOSALS OR PROPOSERS:

Children's Board reserves the right to omit an item or items.

Children's Board reserves the right to reject any and all Proposals with or without cause, to waive technicalities or informalities, and/or to accept a Proposal which best serves the interests of the Children's Board. Cost of preparing a Proposal is an operational cost of the Proposer and shall not be passed on to or borne by CBHC.

Any Proposal determined to be non-responsive to any specification or requirement of this Proposal, including instructions governing submissions of Proposals, may be disqualified without evaluation.

Proposers who violate the provisions of this RFP may be rejected from the selection process.

1.16 PUBLIC RECORDS

All documents and other records as defined in the Public Records Law received from Proposers are public records in accordance with the Chapter 119, Florida Statutes.

1.17 EQUAL OPPORTUNITY AND NONDISCRIMINATION

The Children's Board encourages the participation of minority/women business enterprises (M/WBE) in all contracts. No person or legal entity will be excluded from participation in, denied the benefits of, or otherwise discriminated against in connection with the award and performance of any Children's Board procurement on the basis of race, color, religion, national origin, age, sex, disability or marital status.

1.18 PUBLIC ENTITY CRIMES

Pursuant to Section 287.133(3)(a), Florida Statutes:

A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid, proposal, or reply on a contract to provide any goods or services to a public entity; may not submit a bid, proposal, or reply on a contract with a public entity for the construction or repair of a public building or public work; may not submit bids, proposals, or replies on leases of real property to a public entity; may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in s. 287.017 for CATEGORY TWO for a period of 36 months following the date of being placed on the convicted vendor list.

1.19 PROHIBITIONS ON USE OF FORMER EMPLOYEES AND BOARD MEMBERS

The following prohibitions apply to the use or involvement of former CBHC employees and Board members for Services under this RFP.

(1) For a period of two years from the date the person ceased his employment or Board member duties with CBHC, CBHC will not award a contract to and may cancel any contract with an organization in which any former Board member, or any former employee or their relatives, including spouse, son, daughter, parents, brother, sister or similar in-law relationships; is an officer, director, employee, consultant, subcontractor, or owner (in part or whole) if the former employee, former Board member, or former Board member's or former employee's relative has a substantial interest.

(2) For a period of two years from the date the person ceased his employment or Board member duties with CBHC, CBHC will not award a contract to and may cancel any contract with an organization in which any former Board member, any former employee, or any former Board member's or former employee's relative(s) as defined in (1) above is an officer, director, employee, consultant, subcontractor, or owner (in part or whole) if the former employee or former Board member had a substantial involvement in the development of the Proposal response to this RFP or the preparation of this RFP; or had any involvement with the Children's Board's website, communications, or Information Technology work.

**PART 2 — PROPOSAL FORM FOR WEBSITE RFP
AND THE REQUIREMENTS
AND SPECIFICATIONS FOR THE SERVICES**

In addition to the other requirements in Part 1 – General Instructions, the Services are described in this Part 2. Proposals shall be organized and numbered as shown in Part 2.

2.1 GENERAL

2.1 Proposal Cover Page

2.1.1 Cover Page Contact Information – The first page of the Proposer’s Proposal shall state:

Company’s name:

Address:

URL:

Telephone:

Federal Employment Identification # or SSN:

Name of primary liaison for performance of the Services:

Title:

Telephone:

Email:

Name of contact for RFP, if different from Liaison

Title:

Telephone:

Email:

2.1.2 Principals – The Cover Page or pages must identify all persons or entities interested in the Proposal as principals.

2.1.3 Noncollusion – The Cover Page or pages must state whether or not the Proposal is made without collusion with any other person or entity submitting a Proposal for this RFP.

2.2 Executive Summary and Table of Contents

2.2.1 The Proposal shall include a two or three paragraph executive summary of the Proposal and its timelines. The executive summary shall not exceed 500 words.

2.2.2 Beginning on a separate page, the Proposal shall include a table of contents showing the page numbers of the sections of the Proposal. The table of contents shall show at least the main headings, such as 2.2 Executive Summary. The table of contents should also show such other specific levels, such as 2.4.1 through 2.4.4 that will aid review of the Proposal. The table of contents need not show such other specific sublevels, such as 2.15.1 through 2.15.115 – FUNCTIONAL SPECIFICATIONS – SCREEN-BY-SCREEN.

2.3 References

References – Proposers must provide the information below for at least 3 clients for whom the Proposer completed website design or similar consulting projects in the last 3 years. In addition, include a reference for all website design work performed for a governmental entity in Florida in the past 3 years.

BUSINESS REFERENCE FORM

PROPOSER : _____

1. Reference Name: _____ Contact Person: _____

Address: _____ Phone: _____

Email: _____ [URL:](#) _____

Name of Proposer in the contract with the client if the name is different from the exact name of Proposer in this CBHC Proposal: _____

Description and dates of service provided:

2. Reference Name: _____ Contact Person: _____

Address: _____ Phone: _____

Email: _____ [URL:](#) _____

Name of Proposer in the contract with the client if the name is different from the exact name of Proposer in this CBHC Proposal: _____

Description and dates of service provided:

3. Reference Name: _____ Contact Person: _____

Address: _____ Phone: _____

Email: _____ [URL:](#) _____

Name of Proposer in the contract with the client if the name is different from the exact name of Proposer in this CBHC Proposal: _____

Description and dates of service provided:

4. Reference Name: _____ Contact Person: _____

Address: _____ Phone: _____

Email: _____ [URL:](#) _____

Name of Proposer in the contract with the client if the name is different from the exact name of Proposer in this CBHC Proposal: _____

Description and dates of services provided:

5. Reference Name: _____ Contact Person: _____

Address: _____ Phone: _____

Email: _____ [URL:](#) _____

Name of Proposer in the contract with the client if the name is different from the exact name of Proposer in this CBHC Proposal: _____

Description and dates of service provided:

6. Reference Name: _____ Contact Person: _____

Address: _____ Phone: _____

Email: _____ [URL:](#) _____

Name of Proposer in the contract with the client if the name is different from the exact name of Proposer in this CBHC Proposal: _____

Description and dates of commodities and service provided:

References will be contacted to confirm the Proposer's abilities and qualifications as stated in the Proposal. The Children's Board may deem the Proposal unresponsive if a reference is not obtainable from a listed reference after reasonable attempts.

2.4 Personnel and Availability

2.4.1 Principals. Please provide resumes of Proposer's principal officers.

2.4.2 Staff Assigned to CBHC Project. Please provide, names, resumes including work history of principal officers overseeing project, project manager, personnel assigned, and principal staff support.

2.4.3 Proposer's Qualifications & Experience. Please describe Proposer's organization, capabilities, and experience that would substantiate its qualifications and capabilities to perform the Services requested.

2.4.4 Availability. Please describe Proposer's current and anticipated workload. Explain how the Proposer's current work schedule, will allow Proposer to meet the deadlines in Section 2.6.4.

2.5 Methodology and Approach Narrative

2.5 Methodology and Approach Narrative. The Proposal shall include a narrative of the Proposer's overall methodology and approach to all Services, Subpart A Website Services (see Sections 2.6 through 2.15.115) and Subpart B Creative Consultation Services Package (Section 2.16). The narrative shall include detailed descriptions of activities necessary to fulfill the requirements of this RFP with timelines, deliverables, and resource allocations. Within such narrative, the Proposer shall include, but is not limited to, the following headings:

2.5.1 Proposer's articulation of its overall understanding and proposal for the scope and nuances of the Services to be performed.

2.5.2 Proposer's approach and timelines for developing a look and feel for the web redesign.

- 2.5.3 Proposer’s approach and timelines for content conversion and new content creation.
- 2.5.4 Proposer’s detailed and prioritized plans and timelines for evaluating, recommending and implementing content management systems and solutions.
- 2.5.5 Proposer’s approach to full life cycle methodology, for design and development.
- 2.5.6 Proposer’s methods and timelines for requirement gathering, usability testing, and user acceptance.
- 2.5.7 Proposer’s approach and timelines for browsing experience to accommodate those with visual and motor impairment without loss of media-rich presentation capability.
- 2.5.8 Proposer’s approach and timelines for continued development of knowledge, state of art technology and ability to recommend appropriate technology (hardware/software etc.) for the Children’s Board’s needs.
- 2.5.9 Proposer’s approach to how it will work with the Children’s Board staff to perform the Services.

2.6 SUBPART A SERVICES, SECTIONS 2.6 THROUGH 2.15 – DETAILS OF WEBSITE SERVICES
The Services described in Sections 2.6 through 2.15 will be performed during Phase 1 through Phase 3 of the Subpart A Services as may be assigned according to the Contract with the selected Proposer consistent with the requirements of this RFP. The Proposal shall include a concise responsive description of Proposer’s specific capabilities, experience and proposal regarding the Subpart A Website Services portion of the Services:

- 2.6.1 Phase 1 – Website Redesign, including discovery, planning, mock ups and prototypes
- 2.6.2 Phase 2 – Site Development
- 2.6.3 Phase 3 – Hosting/Staff Training/Maintenance
- 2.6.4 Timeframe and Sequence for the following. The Proposal shall indicate Proposer’s agreement with this schedule:

Estimated Anticipated Timeline:

Scope of Services by Phase:

<p>2.6.4.1 Monday, November 19 - 28, 2012</p>	<p>PHASE 1 – Includes Research; Analysis; Confirmation of objectives, graphic look and feel; Strategic plan; and Assessing existing web content. NOTICE TO PROCEED WITH DESIGN AND PROTOTYPING ISSUED</p>
<p>2.6.4.2 Monday, November 28 – Friday, December 7, 2012</p>	<p>PHASE 2 - Primary Functionality completion. Testing/Debugging completion dates. Hosting may begin with website mock-up as authorized by the Project Manager. NOTICE TO PROCEED WITH DEPLOYMENT ISSUED.</p>
<p>2.6.4.3 Monday, December 10 - Wednesday, December 26, 2012</p>	<p>PHASES 3 – Content Management, hosting, staff training and initial testing, debugging etc. NOTICE TO PROCEED WITH DEPLOYMENT, HOSTING, TRAINING AND IMPLEMENTATION ISSUED.</p>

2.6.4.4 Thursday, December 27, 2012 - Friday, January 4, 2013	Staff training and website upload completed.
2.6.4.5 Friday, January 4, 2013	New redesigned website goes "LIVE".
2.6.4.6 Friday, January 11, 2013	Provide the source code, manuals and documentation for software on CD upon completion of all design, development and implementation. Hosting services continue after January 4, 2013 as provided for in the contract for hosting services.

2.7 Website Goals

2.7 The Proposal shall include a concise responsive description of Proposer's specific capabilities, experience and proposal regarding the Website Goals portion of the Services:

- 2.7.1 Enhanced look and feel
- 2.7.2 Enhanced functionality
- 2.7.3 Distribute information & share community resources
- 2.7.4 Increase communication amongst community members, providers and partners
- 2.7.5 Interactive training website (including multiple types of account registration, workshop, registration and online payment)
- 2.7.6 Integrated & Filtered Calendars increase awareness of the Children's Board mission and promote involvement through programs
- 2.7.7 Strengthen relationships with community partners, program participants, staff and community residents
- 2.7.8 Retention of current members and program participants and gain new ones
- 2.7.9 Attract qualified and diverse staff
- 2.7.10 Improve business efficiencies
- 2.7.11 Present comprehensive information and resources in an easy to use format
- 2.7.12 Increase site promotion activities
- 2.7.13 Integrate brand messaging
- 2.7.14 Deliver a consistent image
- 2.7.15 Deliver a scalable, maintainable foundation
- 2.7.16 Utilize social media
- 2.7.17 In-house staff will efficiently manage web publishing processes, preferably by using a system with a browser-based user interface. Administration of web content will be based on roles to control access and work flow (e.g. author, reviewer, editor, and publish).

2.8 The Proposal shall include a concise responsive description of Proposer’s specific capabilities, experience and proposal regarding the Graphics Provided portion of the Services:

- 2.8.1 Children’s Board logo - to be provided in electronic file
- 2.8.2 Content- for initial site setup
- 2.8.3 Audio and video files
- 2.8.4 Basic Site map

2.9 The Proposal shall include a concise responsive description of Proposer’s specific capabilities, experience and proposal regarding the Graphics Requirements portion of the Services:

- 2.9.1 Homepage creation and matching internal pages
- 2.9.2 E-mail tool that matches website
- 2.9.3 Background images
- 2.9.4 Customized navigation graphical elements

2.10 The Proposal shall include a concise responsive description of Proposer’s specific capabilities, experience and proposal regarding the Logo Usage portion of the Services:

2.10.1 The Children’s Board currently has one logo that will be used. The logo will be provided in electronic and print form.

2.11 The Children’s Board seeks a Proposer that not only possesses technical knowledge about the Services, but also has wide experience from which to offer the Children’s Board prudent and practical suggestions. The Proposal shall include a concise description of any deficiencies, omissions, or inconsistencies in the Services and shall include Proposer’s recommendations for a better or more practical way of achieving the intended results or avoiding short and long-term problems or costs.

2.12 DESIGN STANDARDS AND PERFORMANCE

Proposers should have experience with and knowledge of access standards adopted by the Federal Access Board and the W3C. Although the Children’s Board may not be legally required to comply with all such standards, the Children’s Board wants to provide access following the practices of the most accessible governmental websites to the extent reasonably possible. The Proposal shall include a concise responsive description of Proposer’s specific capabilities, experience and proposal regarding compliance with such Access Standards:

2.12.1 The standards in or similar to those contained in 36 CFR 1194.22 adopted by the Federal Access Board and Web Content Accessibility Guidelines 2.0 provided by the W3C.

2.13 The Children’s Board of Hillsborough County encourages creativity in the Proposals submitted; however there are certain requirements for the website project. The Proposal shall include a brief statement of Proposer’s agreement to include each subsection item below, such as by stating “Agreed” and the Proposal may include any additional proposal or recommendations regarding these subsections. If Proposer cannot agree to include an item or feature, the Proposer shall so state and state the reasons it cannot agree.

- 2.13.1 Site must be compatible with Internet Explorer, Firefox, Safari, and Google Chrome versions 4.0 and higher.
- 2.13.2 The website must not require plug-ins as a default.
- 2.13.3 The site should be developed to meet all access standards in 36 CFR 1194.22 adopted by the Federal Access Board.
- 2.13.4 Site must be built in accordance to the Web Content Accessibility Guidelines 2.0 provided by the W3C and should be easily accessible to the novice as well as the experienced Internet user.
- 2.13.5 Site should be built to be inexpensively conformable to reasonably anticipated revisions to access standards that may be adopted by the Federal Access Board and W3C.
- 2.13.6 The website must be designed with a balance of text and graphics such that each page loads in 6 seconds or less on the average computer.
- 2.13.7 The site must include a technology solution that allows in-house staff to easily and cost effectively update content and modify site design after the initial launch.

2.14 HOSTING

- 2.14.1 Proposers shall propose how the Children’s Board’s website should be hosted. The Proposal shall include a concise responsive description of Proposer’s specific capabilities, experience and proposal regarding Website Hosting.**
- 2.14.2 The Proposal shall include a concise responsive description and proposal regarding the type of servers to be used, who owns them, how long the owner has been in business, where the servers are located, how they are secured, and emergency back-up plans for hurricane, power outages, etc.**
- 2.14.3 The Proposal shall describe the relationship between Proposer and the owner of the servers proposed for hosting the website.**
- 2.14.4 Hosting Services will begin when appropriate as authorized by the Project Manager in writing after consultation with the selected Proposer and will continue beyond January 4, 2013 as provided in the contract for Hosting Services. The Proposal shall describe Proposer’s recommendations regarding when Hosting Services should or can begin.**

2.15 FUNCTIONAL SPECIFICATIONS – SCREEN-BY-SCREEN

The following specifications are classified as mandatory, required, or desired:

- Mandatory features must be included for the system to function.
- Required features should be included but the system can function without them.
- Desired features are nice to have but are not needed for the system to function.

Note: Alternatives to Sections 2.15.1 through 2.15.115.

In Sections 2.15.1 through 2.15.115, in the response for each item, Proposers may propose an alternate feature, tool or method as a better way to achieve the Children’s Board’s overall goals and objectives described in Section 2.7. Whatever is proposed as a substitute or alternative must be offered with supporting rationale justifying the alternative or substitute feature, tool or method.

Note: Additions to Sections 2.15.1 through 2.15.115.

In Section 2.15.116 Proposers may propose additional functions (features, tools or methods) as a better way to achieve the Children’s Board’s overall goals and objectives described in Section 2.7. Whatever is proposed as a substitute or alternative must be offered with supporting rationale justifying the alternative or substitute feature, tool or method.

Proposers shall use the following table to organize and present the response for this section.

Proposer shall include a brief statement of its agreement to include each Mandatory feature, such as “Agreed” along with any additional comments about its Proposal regarding the Mandatory feature. If Proposer cannot agree to include such feature, the Proposer shall state that it cannot provide the feature and the reasons. The Proposer may also respond with “We recommend an alternative approach for this feature” and set forth the alternative and its rationale.

The Proposer shall include a brief statement of its approach or recommendations regarding the Required feature, such as “Will be included” “Will not be included” along with any additional comments about its Proposal regarding the Required feature. The Proposer may also respond with “We recommend an alternative approach for this feature” and set forth the alternative and its rationale.

The Proposer shall include a brief statement of its approach or recommendations regarding the Desired feature, such as “Will be included,” along with any additional comments about its Proposal regarding the Desired feature. The Proposer may also respond with “We recommend an alternative approach for this feature” and set forth the alternative and its rationale.

Example of response:

Elements and Design of Site (Home Page and Internal Pages)		
2.15.1	Design flash and traditional main navigation screen PROPOSAL: Agreed. All of XYZ, Inc.’s websites for clients similar to the CBHC have these features.	Mandatory

TABLE TO BE INCLUDED IN PROPOSAL

Elements and Design of Site (Home Page and Internal Pages)		
2.15.1	Design flash and traditional main navigation screen	Mandatory
2.15.2	Integrate photos provided by CBHC into working interface	Desired
2.15.3	Utilize CBHC logo	Mandatory
2.15.4	Color scheme- TBD	Mandatory
2.15.5	Design 6-8 templates for CBHC staff to review	Required
2.15.6	Breadcrumbs	Mandatory
2.15.7	Last revised date on bottom of pages- automatically inserted when page is updated	Mandatory
2.15.8	Design and Develop search and advanced search engine based on keywords -search all of the site (or part of the site) (for example search trainings by key word) (keyword may be applied to documents and images)	Mandatory
2.15.9	Design and Develop synchronized interface between internal and external databases	Mandatory
2.15.10	The synch should occur automatically at specified time intervals, it should not involve manual upload/download	Mandatory
2.15.11	Create a contact us form	Mandatory
2.15.12	Sign up will have capability to add other categories as needed CBHC will create list of current subscription lists	Mandatory

Design and/or Develop Website Administration Tool(s)		
2.15.13	Access for multiple Staff to update/edit every page (and elements within pages) on the website	Mandatory
2.15.14	Allow for multiple users to access the administration tools of the website simultaneously	Mandatory
2.15.15	Various levels of administration (User/Administrator functions) User may be assigned content and uploading capabilities User may be assigned editor permissions Administrator may be assigned Publish permissions Administrator may be assigned whole site changes including navigation and menu changes, additions, deletions, etc.)	Mandatory
2.15.16	Ability to add delete and edit pages	Mandatory
2.15.17	Ability to add delete and edit navigation/sub-navigation (flouts)	Mandatory
2.15.18	Spell check feature for each part of administration tool	Mandatory
2.15.19	WYSIWYG interface environment	Desired
2.15.20	Content release date- when content shows on site (automatic process)	Mandatory
2.15.21	Content expiration date- when content no longer shows (automatic process)	Mandatory
2.15.22	Active/Inactive and Release/Expire should be independent functions- so that the content (perhaps RFP) could be expired- but yet still be visible on the site	Mandatory
2.15.23	Log of transactions- Audit report Fields to include: Log in date/time, Employee name, Activity	Mandatory
2.15.24	Audit Report send automatically via e-mail on time interval (ex. Close report on last day of each month at midnight- send report automatically- first day of the following month)	Mandatory

Site Statistics		
2.15.25	Ability to determine how many hits	Mandatory
2.15.26	Ability to determine how many downloads of various documents	Mandatory
2.15.27	Ability to determine site pattern navigation (Where does the user navigate the site-entry and exit pages)	Desired
2.15.28	Identify traffic patterns by days of the week	Mandatory
2.15.29	Identify traffic patterns by the time of the day	Mandatory
2.15.30	Identify keywords that users searching to find the site	Mandatory
2.15.31	Site statistics report sent automatically at the end of the month by e-mail	Mandatory
Develop Document Repository/File Upload Tool(s)		
2.15.32	Design/Develop components of the document repository	Mandatory
2.15.33	Allow various types of uploads	Mandatory
2.15.34	PDF, Word, Excel, Power point images (jpeg, gif) etc.	Mandatory
2.15.35	Ability to upload audio and video files (various formats)	Mandatory
E-mail Campaign Tool		
2.15.36	Ability for any department to create a message and send to specific audience (CBHC protocols regarding us will be established)	Mandatory
2.15.37	E-mail to masthead to match website	Mandatory
2.15.38	E-mail campaign tool link back to website	Mandatory
2.15.39	Ability to store unlimited names in multiple contact lists	Required
2.15.40	Ability for all departments to access distribution lists	Mandatory
2.15.41	Import and Export capability to/from Outlook	Mandatory
2.15.42	Ability to attach documents to messages	Mandatory
2.15.43	Ability to insert images to messages	Mandatory
Develop Integrated Calendars		
2.15.44	Design/Develop components for Calendar/Meetings Interface	Mandatory
2.15.45	Category: CBHC Board Meetings	Mandatory
2.15.46	Category: Community Events	Required
2.15.47	Master list of categories	Mandatory
2.15.48	Allow for additional categories to be added to the master list	Mandatory
2.15.49	Allow for assignments of events to categories (one or more)	Mandatory
2.15.50	Option to display as calendar format	Mandatory
2.15.51	Fields to include: Day, Date, Event, Time Location Example: Monday 10/15 CBHC Provider Meeting 10:00 a.m. CBHC Boardroom	Mandatory
2.15.52	Filter by: (drop down or multi select functionality) Display all, CBHC Board Meetings, CBHC Provider Meetings, Community Events, etc.	Mandatory
Event Registration		
2.15.53	Ability to register for CBHC events (HR, In-house trainings, etc.,	Mandatory
2.15.54	Generate list of registrants	Required
2.15.55	Generate Sign in Sheet	Required
2.15.56	Ability to add event to Outlook calendar (event name, date, time location details)	Required

RFP (Request for Proposal) Interface		
2.15.57	Agency Registration is required to access RFP Documents	Mandatory
2.15.58	Agency Registration is captured in a database Fields to include: Agency name, Program Name, Address, Telephone, E-mail, Contact Person, Submitted by, Date	Mandatory
2.15.59	Prompt: Would you like to be included in mailing list for future notices regarding RFP? Exact wording TBD	Mandatory
2.15.60	Ability to add event to Outlook calendar (event name, date, time location details)	Mandatory
2.15.61	Once registered- can download or view (PDF or other type)	Mandatory
2.15.62	Auto release and expire for forms	Mandatory
2.15.63	Option to have content on site active/inactive	Mandatory
Data Portal for Funded Agencies		
2.15.64	Ability for each CBHC Funded Agency to have a unique user ID and password to log in	Mandatory
2.15.65	Behind the log in: Information pertinent to funded agencies	Required
2.15.66	Disaster Plans Media Guide	Desired
2.15.67	Logo and guidelines	Desired
2.15.68	Other content and documents (as appropriate)	Desired
2.15.69	Links to CscForce and ASO databases	Mandatory
2.15.70	Option to have content on site active/inactive	Required
Survey Capability		
2.15.71	Ability for any department to create surveys for multiple audiences (internal staff and external users of the site)	Mandatory
2.15.72	Unlimited number of surveys	Mandatory
2.15.73	Create various types of questions: Yes/No; Multiple Choice; Multiple Select (check boxes); Likert scale(1-5);Open ended (free response)	Mandatory
2.15.74	Store questions in data bank for later or repeated use	Mandatory
2.15.75	Report feature with numbers (quantitative representation)	Mandatory
2.15.76	Report feature with charts and graphs (visual representation)	Mandatory
2.15.77	Results export to Excel	Mandatory
Human Resources Interface		
2.15.78	Display Employment Opportunities (CBHC/Provider Opportunities) as links	Mandatory
2.15.79	Display Employment Opportunities Details Page (one per listing)	Mandatory
2.15.80	Application available as a download (Word/PDF)	Mandatory
2.15.81	Store questions in data bank for later or repeated use	Mandatory
2.15.82	E-mail link for HR questions	Mandatory
2.15.83	Link to Hillsborough County Civil Service website	Mandatory
2.15.84	Overview, mission, vision, values, leadership philosophy	Mandatory

About Us		
2.15.85	Redesign, Develop components of the About Us Interface	Mandatory
2.15.86	Members (Name, Title, Affiliation)	Required
2.15.87	Bylaws	Required
2.15.88	Legislation	Required
2.15.89	Statutes	Required
2.15.90	Meeting Schedule-Listed on page and Integrated into Main Calendar	Mandatory
2.15.91	Meeting Agendas- link to documents	Mandatory
2.15.92	Meeting minutes- link to documents	Mandatory
2.15.93	Ability to search by name	Mandatory
2.15.94	Ability to search by department	Mandatory
2.15.95	Content: Physical Address	Required
2.15.96	Mission and Goals	Required
2.15.97	Behaviors	Required
2.15.98	Leadership Philosophy	Required
2.15.99	Accomplishments	Required
2.15.100	Awards	Required
2.15.101	Best Practices	Required
2.15.102	Legislative Planning session documents	Required
2.15.103	Tax Information	Required
2.15.104	Public Records Information	Mandatory
2.15.105	Public Records Request --Phone and e-mail	Mandatory
Public Affairs- Page specifications		
2.15.106	Press Kit for Media	Required
2.15.107	Press releases	Required
2.15.108	Logo and guidelines	Required
2.15.109	CBHC in the news	Required
2.15.110	Upcoming Reports	Required
2.15.111	Contact information for Public Affairs Director	Required
2.15.112	Links to Publications	Required
2.15.113	Media Guide for funded programs	Required
2.15.114	Streaming Media (Video and Audio clip uploads	Required
2.15.115	Production of agency brochures and collateral materials	Required
Additional Recommended Functions See Sections 1.4 and 2.15 Note		
2.15.116		

2.16 SUBPART B SERVICES, SECTION 2.16 – CREATIVE CONSULTATION PACKAGE SERVICES: The Services described in Sections 2.16 will be performed during Subpart B Services as may be assigned according to the Contract with the selected Proposer consistent with the requirements of this RFP. The Proposal shall include a concise responsive description of Proposer’s specific capabilities, experience and proposal regarding the Subpart B Creative Consultation Services Package portion of the Services:

- 2.16.1 Consultation from concept to production for Public Affairs projects including social media marketing, community outreach, and collateral materials (brochures, newsletters, banner, fliers, postcards, events and presentations) in English and Spanish.
- 2.16.2 Project Management and development in partnership with Children’s Board leadership and staff.
- 2.16.3 Design and create promotional brochures and collateral material for target audiences in English and Spanish.
- 2.16.4 Develop print/electronic newsletters, print and online media (Facebook, Twitter, Internet groups) strategies.
- 2.16.5 Stock images for website and Children’s Board creative projects.

2.17 CONTRACT REVISIONS, LICENSES, and SUBCONTRACTORS

2.17.1 If Proposer believes that any paragraph in the Children’s Board’s contract, attachment 2 to this RFP, is unacceptable, the Proposal shall reference the paragraph and provide a proposed revision.

2.17.2 If the Children’s Board will be required or requested to enter into licenses, agreements similar to licenses, or contracts for any purpose (collectively called “Additional Agreements” in this section) with any third party or with Proposer to accomplish the Services, the Proposer shall attach such Additional Agreements to its Proposal and reference 2.17.2. If such Additional Agreements cannot be obtained, the Proposal shall state the reasons the Additional Agreements cannot be provided and shall describe the purpose and content of Additional Agreements.

2.17.3 The Proposal shall describe all costs and fees to the Children’s Board associated with or required by such Additional Agreements.

2.17.4 The selected Proposer may not assign or subcontract any of the Services without the prior written approval of the Children’s Board which approval may be denied in the Children’s Board’s absolute discretion. Any requested assignees or subcontractors shall be listed in the Proposal. For each such requested assignment or subcontract, the Proposal shall provide the name and contact information and the Services to be assigned or subcontracted.

2.18 Format

2.18 Format – All Proposals must be typewritten using MS WORD on 8 1/2" by 11" paper with at least 1-inch margins. Please submit one original and 6 copies of the Proposal with one being unbound and one CD with the Proposal in searchable PDF format in a sealed package. If the original of the Proposal contains any color fonts, graphics, or objects, the copies must also be in color. The Proposal shall acknowledge whether or not the Proposer has complied with the requirements in this section.

2.19 Cost and Fee Proposal Form

2.19.1 SUBPART A – WEBSITE SERVICES

2.19.1.1 Phase 1

Please provide hourly costs of the staff members and titles that the Proposer will utilize to staff this phase of project, along with their work location.

Name	Title	Location	Hourly Rate

Phase 1 – ACTIVITIES – Summary, see Section 2.6. This table does not include all the Services that may be assigned for Phase 1 from Sections 2.6 through 2.15.	Total Cost
Research on CBHC development standards for website design and functionality.	
Analysis to determine most frequent user groups and most frequent website functions from existing CBHC site.	
Work with CBHC to confirm objectives, graphic look and feel, navigation, technology issues and assumptions, required functionality, including phasing and budgetary constraints, resulting in a project brief generated by the selected proposer.	
Develop and execute a strategic plan coordinating involvement of CBHC stakeholders for maximum participation and buy-in.	
Assess existing web content and in conjunction with CBHC develop a plan to revise existing content and create new content as needed. Please avoid extensive analysis of issues with current website, unless they are directly pertinent to a solution.	

2.19.1.2 Phase 2

Please provide hourly cost of the staff members and titles that the Proposer will utilize to staff this phase of project, along with their work location.

Name	Title	Location	Hourly Rate

Phase 2 – ACTIVITIES – Summary, see Section 2.6. This table does not include all the Services that may be assigned for Phase 2 from Sections 2.6 through 2.15.	Total Cost
Provide mock-ups, creative treatments, site maps, color palettes and navigation tools for one or more prototypes. CBHC will approve the prototype for ongoing work.	
Work with designated individuals and groups to combine CBHC’s needs and website technology to create a strategy and navigational structure to best serve CBHC.	
Incorporate CBHC’s desired brand into the website based on ideas and recommendations from internal discussions.	
Plan a strategy for existing web content conversion and creation of new content.	
Proposer shall identify needs for infrastructure enhancements, and provide hardware, software and implementation specifications for technical skills required by each prototype(s) in addition to associated cost. <i>The acquisition, licensing and actual hardware and software installation may be done by CBHC or another respondent.</i>	
Primary functionality, testing and debugging completed.	
Preliminary Hosting options and recommendations are provided. Hosting may begin for testing and website mock-up.	

2.19.1.3 Phase 3

Please provide hourly cost of the staff members and titles that the Proposer will utilize to staff this phase of project, along with their work location.

Name	Title	Location	Hourly Rate

Phase 3 - ACTIVITIES – Summary, see Section 2.6. This table does not include all the Services that may be assigned for Phase 3 from Sections 2.6 through 2.15.	Total Cost
Identify and finalize website hosting arrangements and implementation.	
Conduct pre-post website launch usability testing, training and technical assistance to internal users	
Complete Content Management System	
Deploy Website and go “Live”.	
Provide Source Code, manual(s), documentation for software on CD upon completion of design, development and implementation.	

Website Hosting /Maintenance. See Section 2.14.	Total Cost
January 4, 2013 – September 30, 2013	
October 1, 2013 – September 30, 2014	
TOTAL	

2.19.2 SUBPART B – CREATIVE CONSULTATION SERVICES PACKAGE

Please provide hourly cost of the staff members and titles that the Proposer will utilize to staff this phase of project, along with their work location.

Provide the cost breakdown for the following:

Name	Title	Location	Hourly Rate

CREATIVE CONSULTATION SERVICES PACKAGE - Activities. See Section 2.16.	Total Cost
Consultation from concept to production for Public Affairs projects including social media marketing, community outreach, and collateral materials (brochures, newsletters, banner, fliers, post cards, events and presentations) in English and Spanish.	
Project management and development in partnership with Children’s Board leadership and staff.	
Design and create promotional brochures and collateral material for target audiences in English and Spanish.	
Develop print/electronic newsletters, print and online media (Facebook, Twitter, Internet groups) strategies.	
Stock images for website and Children’s Board creative projects.	

2.19.3 COST SUMMARY

PROJECT BUDGET SUMMARY

	SUBPART A - WEBSITE SERVICES	
Phase 1	Discovery	\$
Phase 2	Design and Prototyping	\$
Phase 3	Initial Hosting, training, deployment	\$
	Hosting/Maintenance (1/4/2013 - 9/30/2013)	\$
	Hosting/Maintenance (10/1/2013 - 9/30/2014)	\$
	SUBPART B -CREATIVE CONSULTATION SERVICES PACKAGE	\$
	TOTAL RFP COST	

Section 2.19.4 COST OF ADDITIONAL FUNCTIONS

SEPARATELY STATED COSTS FOR ADDITIONAL FUNCTIONS See Section 1.4, 2.15 and 2.15.116	
Function	Cost
TOTAL ADDITIONAL FUNCTION COST	

ONGOING TECHNICAL CONSULTATION (POST DEPLOYMENT)	
Propose ongoing consultation services as an hourly rate*. For each person, include the person's qualification/certifications and hourly rate.	
NAME OF PERSON, QUALIFICATIONS/CERTIFICATIONS	HOURLY RATE
<i>*If reduced rates are available based on minimum number of hours provide cost variances.</i>	

The Proposer proposes to provide the Services to the Children’s Board of Hillsborough County in accordance with the terms specified in the Request for Proposals.

The Proposer declares that only this Proposer is interested in this Proposal, that the Proposal is made without any connection with other persons making any proposal in response to the Request for Proposals; that no other person or persons are directly or indirectly interested in this Proposal, or in any contract which may be made under it, or is expecting profits to arise therefrom; and that this Proposer, its officers or employees have not directly or indirectly influenced or attempted to influence any other person who may submit a Proposal.

The undersigned declares that this Proposal is based solely on their own investigations and research and not in reliance upon any representations of any employee, officer, or agent of the Children’s Board of Hillsborough County.

Signature(s) – The original Proposal is to be signed by an official/individual who is legally authorized to bind the Proposer.

Company/Firm Name of Respondent: _____

Name of Signatory (Person signing below): _____

Authorized Signature: _____

Printed Name and Title: _____

Date of Offer/Response: _____

Duration of Offer/Response (minimum 90 Days): _____

2.20 Label for Submission of Proposals. Proposals are to be submitted timely and properly. Proposals received after stated time and date may not be accepted or considered. See Section 1.2.

Submissions should be clearly labeled:

<p>PUR 2013-01 RFP Website Redesign CBHC REQUEST FOR PROPOSALS Website Redesign, Hosting and Creative Consultation Services</p> <p>Trish Charo, Project Manager Website RFP Children’s Board of Hillsborough County 1002 E. Palm Avenue Tampa, FL 33605</p>

Website Request for Proposals (RFP) Rating Sheet

I. Evaluation and Selection Criteria

CBHC will review all Proposals in accordance with the criteria, procedures, submission requirements, and other information outlined in this RFP. After receipt of the Proposals, CBHC may, at its discretion, interview one (1) or more Proposers during which time such Proposer will have the opportunity to present its Proposal and respond to questions.

EVALUATION TABLE

Evaluation and Selection Criteria	Total Points Available for Section	Possible Points per item	Points Scored
2.1 Cover Page	15		
2.1.1 Cover Page Contact Information		5	
2.1.2 Principals		5	
2.1.3 Noncollusion		5	
2.2 Executive Summary and Table of Contents	10		
2.2.1 The Proposal shall include a two or three paragraph summary of the Proposal and its timelines. The executive summary shall not exceed 500 words.		5	
2.2.2 Beginning on a separate page, the Proposal shall include a table of contents showing the page numbers of the sections of the Proposal. The table of contents shall show at least the main headings, such as 2.2 Executive Summary. The table of contents should also show such other specific levels, such as 2.4.1 through 2.4.5 that will aid review of the Proposal. The table of contents need not show such other specific sublevels, such as 2.15.1 through 2.15.115 – FUNCTIONAL SPECIFICATIONS – SCREEN-BY-SCREEN.		5	

Evaluation and Selection Criteria	Total Points Available for Section	Possible Points per item	Points Scored
2.3 References References – Proposers must provide the information below for at least 3 clients for whom the Proposer completed website design or similar consulting projects in the last 3 years. In addition, include a reference for all website design work performed for a governmental entity in Florida in the past 3 years. If needed, duplicate the form for additional references.	30	30	
2.4 Personnel and Availability	60		
2.4.1 Principals. Please provide résumés of Proposer’s principal officers.		15	
2.4.2 Staff Assigned to CBHC Project. Please provide, names, resumes including work history of principal officers overseeing project, project manager, personnel assigned, and principal staff support.		15	
2.4.3 Proposer’s Qualifications & Experience. Please describe Proposer’s organization, capabilities, and experience that would substantiate its qualifications and capabilities to perform the Services requested.		15	
2.4.4 Availability. Please describe Proposer’s current and anticipated workload. Explain how, with the Proposer’s current work schedule, Proposer is able to meet the deadlines in Section 2.6.4.		15	

Evaluation and Selection Criteria	Total Points Available for Section	Possible Points per item	Points Scored
2.5 Methodology and Approach Narrative Methodology and Approach Narrative. The Proposal shall include a narrative of the Proposer's overall methodology and approach to all Services, Subpart A Website Services (see Sections 2.6 through 2.15.115) and Subpart B Creative Consulting Services (Section 2.16). The narrative shall include detailed descriptions of activities necessary to fulfill the requirements of this RFP with timelines, deliverables, and resource allocations. Within such narrative, the Proposer shall include, but is not limited to, the following headings:	90		
2.5.1 Proposer's articulation of its overall understanding and proposal for the scope and nuances of the Services to be performed.		10	
2.5.2 Proposer's approach and timelines for developing a look and feel for the web redesign.		10	
2.5.3 Proposer's approach and timelines for content conversion and new content creation.		10	
2.5.4 Proposer's detailed and prioritized plans and timelines for evaluating, recommending and implementing content management systems and solutions.		10	
2.5.5 Proposer's approach to full life cycle methodology, for design and development.		10	
2.5.6 Proposer's methods and timelines for requirement gathering, usability testing, and user acceptance.		10	
2.5.7 Proposer's approach and timelines for browsing experience to accommodate those with visual and motor impairment without loss of media-rich presentation capability.		10	

Evaluation and Selection Criteria	Total Points Available for Section	Possible Points per item	Points Scored
2.5.8 Proposer's approach and timelines for continued development of knowledge, state of art technology and ability to recommend appropriate technology (hardware/software etc.) for the Children's Board's needs.		10	
2.5.9 Proposer's approach to how it will work with the Children's Board staff to perform the Services.		10	
<p>2.6 DETAILS OF WEBSITE SERVICES</p> <p>SUBPART A SERVICES, SECTIONS 2.6 THROUGH 2.15 - DETAILS OF WEBSITE SERVICES</p> <p>The Services described in Sections 2.6 through 2.15 will be performed during Phase 1 through Phase 3 of the Subpart A Services as may be assigned according to the Contract with the selected Proposer consistent with the requirements of this RFP. The Proposal shall include a concise responsive description of Proposer's specific capabilities, experience and proposal regarding the Subpart A Website Services portion of the Services:</p>	90		
2.6.1 Phase 1 – Website Redesign, including discovery, planning, mock ups and prototypes		20	
2.6.2 Phase 2 – Site Development		20	
2.6.3 Phase 3 – Hosting/Staff Training/Maintenance		20	
2.6.4 Timeframe and Sequence for the following. The Proposal shall indicate Proposer's agreement with this schedule:			
2.6.4.1 Monday, November 19 -28, 2012		5	
2.6.4.2 Monday, November 28, 2012 – Friday, December 7, 2012		5	

Evaluation and Selection Criteria	Total Points Available for Section	Possible Points per item	Points Scored
2.6.4.3 Monday, December 10, – Wednesday, December 26, 2012		5	
2.6.4.4 Thursday, December 27, 2012 – Friday January 4, 2013		5	
2.6.4.5 Friday, January 4, 2013		5	
2.6.4.6 Friday, January 11, 2013		5	
2.7 The Proposal shall include a concise responsive description of Proposer’s specific capabilities, experience and proposal regarding the Website Goals portion of the Services:	85		
2.7.1 Enhanced look and feel		5	
2.7.2 Enhanced functionality		5	
2.7.3 Distribute information & share community resources		5	
2.7.4 Increase communication amongst community members, providers and partners		5	
2.7.5 Interactive training website (including multiple types of account registration, workshop, registration and online payment)		5	
2.7.6 Integrated & Filtered Calendars increase awareness of the Children’s Board mission and promote involvement through programs		5	
2.7.7 Strengthen relationships with community partners, program participants, staff and community residents		5	

Evaluation and Selection Criteria	Total Points Available for Section	Possible Points per item	Points Scored
2.7.8 Retention of current members and program participants and gain new ones		5	
2.7.9 Attract qualified and diverse staff		5	
2.7.10 Improve business efficiencies		5	
2.7.11 Present comprehensive information and resources in an easy to use format		5	
2.7.12 Increase site promotion activities		5	
2.7.13 Integrate brand messaging		5	
2.7.14 Deliver a consistent image		5	
2.7.15 Deliver a scalable, maintainable foundation		5	
2.7.16 Utilize social media		5	
2.7.17 In-house staff will efficiently manage web publishing processes, preferably by using a system with a browser-based user interface. Administration of web content will be based on roles to control access and work flow (e.g. author, reviewer, editor, and publish.		5	
2.8 The Proposal shall include a concise responsive description of Proposer's specific capabilities, experience and proposal regarding the Graphics-Provided portion of the Services:	35		
2.8.1 Children's Board logo - to be provided in electronic file		5	

Evaluation and Selection Criteria	Total Points Available for Section	Possible Points per item	Points Scored
2.8.2 Content- for initial site setup		10	
2.8.3 Audio and video files		5	
2.8.4 Basic Site map		15	
2.9 The Proposal shall include a concise responsive description of Proposer's specific capabilities, experience and proposal regarding the Graphics Requirements portion of the Services:	20		
2.9.1 Homepage creation and matching internal pages		5	
2.9.2 E-mail tool that matches website		5	
2.9.3 Background images		5	
2.9.4 Customized navigation graphical elements		5	
2.10 The Proposal shall include a concise responsive description of Proposer's specific capabilities, experience and proposal regarding the Logo Usage portion of the Services:	10		
2.10.1 The Children's Board currently has one logo that will be used. The logo will be provided in electronic and print form.		10	

Evaluation and Selection Criteria	Total Points Available for Section	Possible Points per item	Points Scored
<p>2.11 The Children’s Board seeks a Proposer that not only possesses technical knowledge about the Services, but also has wide experience from which to offer the Children’s Board prudent and practical suggestions. The Proposal shall include a concise description of any deficiencies, omissions, or inconsistencies in the Services and shall include Proposer’s recommendations for a better or more practical way of achieving the intended results or avoiding short and long-term problems or costs.</p>	5	5	
<p>2.12 DESIGN STANDARDS AND PERFORMANCE</p> <p>Proposers should have experience with and knowledge of access standards adopted by the Federal Access Board and the W3C. Although the Children’s Board may not be legally required to comply with all such standards, the Children’s Board wants to provide access following the practices of the most accessible governmental websites to the extent reasonably possible. The Proposal shall include a concise responsive description of Proposer’s specific capabilities, experience and proposal regarding compliance with such Access Standards:</p>	10		
<p>2.12.1 The standards in or similar to those contained in 36 CFR 1194.22 adopted by the Federal Access Board and Web Content Accessibility Guidelines 2.0 provided by the W3C.</p>		10	

Evaluation and Selection Criteria	Total Points Available for Section	Possible Points per item	Points Scored
<p>2.13 The Children’s Board of Hillsborough County encourages creativity in the Proposals submitted; however there are certain requirements for the website project. The Proposal shall include a brief statement of Proposer’s agreement to include each subsection item below, such as by stating “Agreed” and the Proposal may include any additional proposal or recommendations regarding these subsections. If Proposer cannot agree to include an item or feature, the Proposer shall so state and state the reasons it cannot agree.</p>	35		
<p>2.13.1 Site must be compatible with Internet Explorer, Firefox, Safari, and Google Chrome versions 4.0 and higher.</p>		5	
<p>2.13.2 The website must not require plug-ins as a default.</p>		5	
<p>2.13.3 The site should be developed to meet all access standards in 36 CFR 1194.22 adopted by the Federal Access Board.</p>		5	
<p>2.13.4 Site must be built in accordance to the Web Content Accessibility Guidelines 2.0 provided by the W3C and should be easily accessible to the novice as well as the experienced Internet user.</p>		5	
<p>2.13.5 Site should be built to be inexpensively conformable to reasonably anticipated revisions to access standards that may be adopted by the Federal Access Board and W3C.</p>		5	
<p>2.13.6 The website must be designed with a balance of text and graphics such that each page loads in 6 seconds or less on the average computer.</p>		5	

Evaluation and Selection Criteria	Total Points Available for Section	Possible Points per item	Points Scored
2.14 HOSTING	35		
2.14.1 Proposers shall propose how the Children’s Board’s website should be hosted. The Proposal shall include a concise responsive description of Proposer’s specific capabilities, experience and proposal regarding Website Hosting.		10	
2.14.2 The Proposal shall include a concise responsive description and proposal regarding the type of servers to be used, who owns them, how long the owner has been in business, where the servers are located, how they are secured, and emergency back-up plans for hurricane, power outages, etc.		10	
2.14.3 The Proposal shall describe the relationship between Proposer and the owner of the servers proposed for hosting the website.		10	
2.14.4 Hosting Services will begin when appropriate as authorized by the Project Manager in writing after consultation with the selected Proposer and will continue beyond January 4, 2013 as provided in the contract for Hosting Services. The Proposal shall describe Proposer’s recommendations regarding when Hosting Services should or can begin.		5	

Evaluation and Selection Criteria	Total Points Available for Section	Possible Points per item	Points Scored
<p>2.15 FUNCTIONAL SPECIFICATIONS – SCREEN-BY-SCREEN</p> <p>The following specifications are classified as mandatory, required, or desired:</p> <ul style="list-style-type: none"> • Mandatory features must be included for the system to function. • Required features should be included but the system can function without them. • Desired features are nice to have but are not needed for the system to function. <p>Proposers shall use the following table to organize and present the response for this section.</p>	60	50	
<p>Note: Alternatives to Sections 2.15.1 through 2.15.115.</p> <p>In Sections 2.15.1 through 2.15.115, in the response for each item, Proposers may propose an alternate feature, tool or method as a better way to achieve the Children’s Board’s overall goals and objectives described in Section 2.7. Whatever is proposed as a substitute or alternative must be offered with supporting rationale justifying the alternative or substitute feature, tool or method.</p>		5	
<p>Note: Additions to Sections 2.15.1 through 2.15.115.</p> <p>In Section 2.15.116 Proposers may propose additional functions (features, tools or methods) as a better way to achieve the Children’s Board’s overall goals and objectives described in Section 2.7. Whatever is proposed as a substitute or alternative must be offered with supporting rationale justifying the alternative or substitute feature, tool or method.</p>		5	

Evaluation and Selection Criteria	Total Points Available for Section	Possible Points per item	Points Scored
2.16 SUBPART B SERVICES, SECTION 2.16 – CREATIVE CONSULTATION PACKAGE SERVICES: The Services described in Sections 2.16 will be performed during Subpart B Services as may be assigned according to the Contract with the selected Proposer consistent with the requirements of this RFP. The Proposal shall include a concise responsive description of Proposer’s specific capabilities, experience and proposal regarding the Subpart B Creative Consultation Services Package portion of the Services	25		
2.16.1 Consultation from concept to production for Public Affairs projects including social media marketing, community outreach, and collateral materials (brochures, newsletters, banner, fliers, postcards, events and presentations) in English and Spanish.		5	
2.16.2 Project Management and development in partnership with Children’s Board leadership and staff.		5	
2.16.3 Design and create promotional brochures and collateral material for target audiences in English and Spanish.		5	
2.16.4 Develop print/electronic newsletters, print and online media (Facebook, Twitter, Internet groups) strategies.		5	
2.16.5 Stock images for website and Children’s Board creative projects.		5	
2.17 CONTRACT REVISIONS, LICENSES, and SUBCONTRACTORS 2.17.1 If Proposer believes that any paragraph in the Children’s Board’s contract, attachment 2 to this RFP, is unacceptable, the Proposal shall reference the paragraph and provide a proposed revision. [Points are awarded for accepting the CBHC’s contract or alternatives that do not conflict with the CBHC’s contract and are acceptable to the Children’s Board.]	20	5	

Evaluation and Selection Criteria	Total Points Available for Section	Possible Points per item	Points Scored
<p>2.17.2 If the Children’s Board will be required or requested to enter into licenses, agreements similar to licenses, or contracts for any purpose (collectively called “Additional Agreements” in this section) with any third party or with Proposer to accomplish the Services, the Proposer shall attach such Additional Agreements to its Proposal and reference 2.17.2. If such Additional Agreements cannot be obtained, the Proposal shall state the reasons the Additional Agreements cannot be provided and shall describe the purpose and content of Additional Agreements. [Points are awarded on the basis of what is in the best interests of the CBHC.]</p>		5	
<p>2.17.3 The Proposal shall describe all costs and fees to the Children’s Board associated with or required by such Additional Agreements.</p>		5	
<p>2.17.4 The selected Proposer may not assign or subcontract any of the Services without the prior written approval of the Children’s Board which approval may be denied in the Children’s Board’s absolute discretion. Any requested assignees or subcontractors shall be listed in the Proposal. For each such requested assignment or subcontract, the Proposal shall provide the name and contact information and the Services to be assigned or subcontracted. [Points are awarded for no requests for assignments or subcontracts or on the basis of what is in the best interests of the CBHC.]</p>		5	

Evaluation and Selection Criteria	Total Points Available for Section	Possible Points per item	Points Scored
2.18 Format 2.18 Format – All Proposals must be typewritten using MS WORD on 8 1/2" by 11" paper with at least 1-inch margins. Please submit one original and 6 copies of the Proposal with one being unbound and one CD with the Proposal in searchable PDF format in a sealed package. If the original of the Proposal contains any color fonts, graphics, or objects, the copies must also be in color. The Proposal shall acknowledge whether or not the Proposer has complied with the requirements in this section.	10	10	
2.19 Costs and Fees Proposal Form	50	50	
2.20 Label and Submission of Proposals. Proposals are to be submitted timely and properly. Proposals received after stated time and date may not be accepted or considered. See Section 1.2.	5	5	
TOTAL POINTS	700	700	

PROPOSER: _____

Rating Team Member: _____

Date: _____

This rating form is subject to public records and is open for inspection and copying in accordance with the Chapter 119, Florida Statutes.

**INDEPENDENT CONTRACTOR AGREEMENT
PUR 2013-01 RFP Website Redesign**

THIS AGREEMENT is made as of the __ day of __, 2012, by and between the Children's Board of Hillsborough County (hereinafter the "Children's Board") and _____, doing business as _____, whose address is: _____ and whose telephone number is _____ - (hereinafter referred to as the Independent Contractor). For the mutual promises contained herein, the parties agree as follows:

A. TERM OF AGREEMENT

This Agreement shall be effective from _____ through _____ and Independent Contractor shall finish all Services by _____. Either party may terminate this Agreement upon seven days written notice to the other party.

B. SCOPE OF SERVICES

The term "Services" means the work to be performed by the Independent Contractor under this Agreement. The Independent Contractor shall perform the Services described below:

See Attachment A, which is attached hereto and incorporated into this Agreement by reference.

C. COMPENSATION

The Children's Board shall review and determine the end results of the Independent Contractor's Services and shall pay compensation set forth below if the products and final performance are in accordance with this Agreement.

See Attachment B, which is attached hereto and incorporated into this Agreement by reference.

The Children's Board representative for approval of the Services for payment is _____.

The Independent Contractor's total compensation for performance of the Scope of Services is described in Attachment B.

Certain expenses may be reimbursed if the type of expenses and the amount or rate of reimbursement are also described on Attachment E. The Children's Board may request additional information to verify performance.

When the Children's Board determines that the invoices are satisfactory, the Children's Board shall pay the Independent Contractor within 30 days after submission of a complete invoice. The final invoice must be received by the Children's Board no later than 45 days after the end date of the Agreement.

D. BENEFITS

The Independent Contractor is not an employee of the Children's Board and is not entitled to any employee benefits. The Independent Contractor shall not receive nor be entitled to:

- Leave
- Insurance
- Workers' compensation benefits
- Unemployment compensation benefits
- Withholding of federal income taxes
- Social security taxes or similar taxes
- Employee travel expenses
- Pension plan benefits
- Retirement benefits

The Independent Contractor is not protected by the immunity granted to public employees under Section 768.28, Florida Statutes. The Independent Contractor shall be liable for her or his accidents or negligence (including automobile accidents) while performing this Agreement. The Independent Contractor is not entitled to Civil Service protection.

E. MANNER OF PERFORMANCE OF SERVICES

The Independent Contractor has complete and exclusive authority over the means and methods of performing the Services. The means and methods of performing the Services shall not be subject to the direction or control of the Children's Board.

The Independent Contractor may perform the Services according to her or his own schedule at the offices of the Children's Board or at any other location.

The Independent Contractor need not follow the Children's Board work policies or procedures applicable to employees regarding manner or method of performing work. The Independent Contractor shall comply with Children's Board written and unwritten procedures regarding security, format of documents, use of equipment, use of facilities and record keeping, to ensure the Services and any work product are performed in a manner capable of being incorporated into the operations of the Children's Board.

F. OTHER SERVICES BY INDEPENDENT CONTRACTOR

This is not an exclusive Agreement for the Services or the time of the Independent Contractor. The Independent Contractor may perform similar or dissimilar Services for other entities at any time.

G. ITEMS TO BE FURNISHED BY INDEPENDENT CONTRACTOR

The Independent Contractor shall supply the following items necessary for performance of Services:

See Attachment C, which is attached hereto and incorporated into this Agreement by reference.

H. ITEMS FURNISHED BY THE CHILDREN'S BOARD

The Children's Board shall furnish the Independent Contractor the following items necessary for performance of Services:

See Attachment D, which is attached hereto and incorporated into this Agreement by reference.

I. EXPENSES

The Children's Board shall reimburse the Independent Contractor the following expenses upon submission of the invoices paid by the Independent Contractor and such other documentation as the Children's Board may reasonably request:

See Attachment E, which is attached hereto and incorporated into this Agreement by reference.

J. LIMITATION ON AUTHORITY OF INDEPENDENT CONTRACTOR TO ACT AS A REPRESENTATIVE AND PUBLIC RECORDS

The Independent Contractor has no authority to speak as a spokesperson for nor to act or represent herself or himself as an agent of the Children's Board except in the following circumstances:

See Attachment F, which is attached hereto and incorporated into this Agreement by reference.

All records prepared by or received by the Independent Contractor in the performance of this Agreement shall be considered public records when received by the Children's Board. If such records are not provided to the Children's Board and the Children's Board does not view such records, then those records shall not be deemed to be public records. However, both the Independent Contractor and the Children's Board shall comply with chapter 119, Florida Statutes, and any contrary provision of this Agreement shall be void.

K. LIMITATION ON AGREEMENT

The Independent Contractor may not assign nor subcontract any of its rights or obligations under this Agreement without the prior written consent of the Children's Board.

L. NO THIRD PARTY BENEFICIARIES

This Agreement is for the benefit of the Children's Board and the Independent Contractor. No third party is an intended beneficiary. No third party has any cause of action to enforce the terms of this Agreement or a cause of action for damages due to its breach.

M. INDEMNIFICATION

The Independent Contractor agrees to be liable for and to indemnify the Children's Board against all claims, suits, judgments, or damages, including court costs and attorney's fees, arising out of the negligent or intentional acts or omissions of the Independent Contractor, or arising out of the violation of any copyright law by the Independent Contractor, in the course of the performance of this Agreement. If the Independent Contractor and the Children's Board commit joint negligent acts, the Independent Contractor shall not be liable for nor have any obligation to defend the Children's Board with respect to that part of the joint negligent act committed by the Children's Board. In no event shall the Independent Contractor be liable for nor have any obligation to defend the Children's Board against such claims, suits, judgments, or damages, including costs and attorney's fees, arising out of the sole negligent acts of the Children's Board.

N. COPYRIGHTS

The Children's Board shall own and has the exclusive right to copyright, patent, or trademark all original materials (Work Product) created or produced by the Independent Contractor while performing under this Agreement. It is expressly agreed by the Independent Contractor that any work for use as a contribution to a collective work, as a part of a motion picture or other audiovisual work, as a translation, as a supplementary work, as a compilation, as an instructional text, as a test, as answer material for a test, or as an atlas, that is created by the Independent Contractor shall be considered a work made for hire.

Independent Contractor agrees that the development of the Work Product is a "work made for hire" within the meaning of the Copyright Act of 1976, as amended. Independent Contractor hereby assigns to the Children's Board, without further compensation, all of its right, title and interest (whether arising prior to this Agreement, now in existence or hereafter arising) in and to the Work Product, in the United States and elsewhere. Upon request, Independent Contractor will sign all applications, assignments, instruments and papers and perform all acts necessary or desired by the Children's Board to assign the Work Product, or any portion thereof, fully and completely to the Children's Board and to enable the Children's Board, its successors and assigns to secure and enjoy the full and exclusive benefits and advantages thereof.

The Independent Contractor shall do all acts and sign such documents necessary or requested by the Children's Board to implement this paragraph. This paragraph shall survive termination of this Agreement.

O. NO MODIFICATION UNLESS IN WRITING/AUTHORITY OF PROJECT MANAGER

No modification of this Agreement shall be valid unless in writing and approved by the Children's Board and the Independent Contractor.

The Children's Board's Project Manager shall have the authority to administer this Agreement on behalf of the Children's Board and to issue written approvals and directions for the proper and efficient performance of this Agreement by the Independent Contractor.

P. VENUE

Venue for any action arising out of this Agreement shall be in Hillsborough County, Florida.

Q. INTEGRATION OF AGREEMENT

This written Agreement contains the complete agreement of the parties on the subject matter of this Agreement. There are no such inducements, promises, or terms other than those contained in this written Agreement.

IN WITNESS WHEREOF, the INDEPENDENT CONTRACTOR and the CHILDREN'S BOARD have executed this Agreement by their authorized officials.

WITNESS:

NAME OF SELECTED PROPOSER

By: _____
Signature

By: _____
Signature

(Printed Name)

(Printed Name)

(Date)

(Title)

(Date)

WITNESS

**CHILDREN'S BOARD OF
HILLSBOROUGH COUNTY, FLORIDA**

By: _____
Signature

By: _____
Pam Iorio, Interim Chief Executive Officer

(Printed Name)

(Date)

(Date)

In the signed contract each attachment will begin on a separate page

**AGREEMENT FOR INDEPENDENT CONTRACTOR
PUR 2013-01 RFP Website Redesign**

Attachment "A"

Description of Scope of Services

Type of Service: _____

The Independent Contractor shall:

**AGREEMENT FOR INDEPENDENT CONTRACTOR
PUR 2013-01 RFP Website Redesign**

Attachment "B"

Compensation

The Independent Contractor shall be paid as follows:

**AGREEMENT FOR INDEPENDENT CONTRACTOR
PUR 2013-01 RFP Website Redesign
Attachment "C"**

Items to be Furnished by the Independent Contractor

**AGREEMENT FOR INDEPENDENT CONTRACTOR
PUR 2013-01 RFP Website Redesign
Attachment "D"**

Items Furnished by the Children's Board

**AGREEMENT FOR INDEPENDENT CONTRACTOR
PUR 2013-01 RFP Website Redesign
Attachment "E"**

Expenses

The Independent Contractor shall be reimbursed for the following items in the amounts or at the rates shown:

**AGREEMENT FOR INDEPENDENT CONTRACTOR
PUR 2013-01 RFP Website Redesign
Attachment "F"**

Authority of Independent Contractor to Act as a Representative

NONE