



Englewood Schools  
Belong and Thrive

## **Request for Proposal Website Design & Hosting Solution**

Proposal deadline: October 4, 2019

Contact: Julie McMorris  
Communications Coordinator  
Englewood Schools  
4101 S. Bannock St., Englewood CO 80110  
Email: [julie\\_mcmorris@engschools.net](mailto:julie_mcmorris@engschools.net)

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## Background and Overview

### Requested Services

This solicitation is intended to provide a mechanism for Englewood Schools (EPS) to evaluate options for a new website solution design and hosting.

### Current Environment

Englewood Schools currently has a custom-designed website solution hosted off-site. Englewood Schools is not under contract for this service.

### Period of Performance

If successful, the term of the contract resulting from the RFP shall be 12 months after the launch of the new website. Content migration and set up would ideally start in January of 2020 or earlier.

## Instructions to Vendors

### Proposal Contact and Correspondence

All correspondence related to the RFP must be directed to the following designated District RFP contact:

Julie McMorris  
Communications Coordinator  
Englewood Schools  
4101 S. Bannock St.  
Englewood, CO 80110  
[julie\\_mcmorris@engschools.net](mailto:julie_mcmorris@engschools.net)

There will be no verbal understandings recognized by the District.

No Vendor should attempt to contact or obtain information from any other District representative.

Communication from the District to Vendors will be done via email.

### Proposal Deadline and Submission

Proposals must be received no later than 4:00 p.m. MT on October 4, 2019.

Vendor to submit:

- (1) Electronic Proposal on USB Drive
- (1) Bound copy of Vendor Proposal

Proposals shall be clearly marked, "Response to Englewood Schools Website Design & Hosting Solution."

Please include: Cover letter, company profile, legal name, Federal tax I.D. and company address.

Proposals shall be submitted to:

Englewood Schools Communications Department  
Attn: Julie McMorris  
Englewood Schools  
4101 S. Bannock St.  
Englewood, CO 80110

### Delivery to District

Written Proposals must be received at the District Office, no later than the specified Proposal Submission Deadline. No telegraphic, facsimile, or emailed Proposal will be accepted. The District assumes no responsibility for late delivery.

If discrepancies between two (2) or more copies of the Proposal are found, the Proposal may be rejected. If, however, the Proposal is not rejected, the master copy will provide the basis for resolving such discrepancies.

### Withdrawal, Resubmission or Modification

Vendor may withdraw the Proposal at any time prior to the Proposal Submission Deadline specified in the Calendar of Events, by submitting a written request for its withdrawal to the designated District RFP contact, signed by the Vendor or authorized agent. Vendor may thereafter submit a new or modified Proposal prior to the Proposal Submission Deadline.

Modification offered in any other manner, oral or written, will not be considered. A Proposal cannot be changed, corrected, or withdrawn after the Proposal Submission Deadline.

### Calendar of Events

Event	Details	Date
RFP Released to Vendors	District Website, Email	September 6, 2019
Last Day to Submit Questions	<a href="mailto:Julie_mcmorris@engschools.net">Julie_mcmorris@engschools.net</a>	September 11, 2019 by 4:00 p.m.
Response to questions posted	District Website	September 13, 2019 by 4:00 p.m.
Proposals Due	Attn: Julie McMorris 4101 S. Bannock St. Englewood, CO	October 4, 2019 By 4:00 p.m.
Evaluation and Selection of Finalists		October 7-11, 2019
Vendors informed of district decision	Via email	October 15, 2019 by 4:00 p.m.
Target for website launch		July 1, 2020

### Preparation

A Proposal should be prepared in such a way as to provide a straightforward description of Vendor capabilities to satisfy the requirements of this RFP. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, and completeness and clarity of content.

The contents of Vendor's proposal to the District, including technical specifications for hardware and software and software maintenance fees, shall remain valid for a minimum of ninety (90) calendar days from the Proposal due date. If selected, Vendor's Proposal pricing shall remain valid for the duration of the contract term including the original contract and all extensions.

Vendor shall include sample contracts for all applicable goods, services, and software in its proposal. All Vendor contracts are subject to negotiation.

### False and Misleading Statements

A Proposal which contains false or misleading statements, or which provides references which do not support an attribute or condition contended by the Vendor, may be rejected. If, in the opinion of the District, such information was intended to mislead the District in its evaluation of the Proposal and the attribute, which is a condition or capability of a requirement of this RFP, the Proposal shall be rejected.

### Request for Information (RFI)

Vendors are encouraged to ask questions during the open RFP period. All questions shall be in writing and submitted to the listed District contact person. Questions must be received by the deadline specified in the Calendar of Events. There shall be no verbal understandings or clarifications recognized by the District. All responses shall be in writing by an authorized District employee or their designated representative. Responses to all RFIs received will be emailed to all respondents. It is Vendor's responsibility to monitor their designated email inbox for question responses and any changes to the RFP process.

### Amendments to the RFP

During the RFP period, the District may amend the RFP. Amendments to the RFP and/or calendar of events will be posted on the District's website.

### Limits of the RFP

EPS reserves the right to reject all proposals and will determine what future action, if any, will be taken. All costs incurred in the preparation or submission of a proposal shall be entirely the responsibility of the Vendor and shall not be chargeable directly or indirectly to the District.

## Evaluation and Award

### General Information

Award will be made to the Vendor offering the most advantageous proposal for a website design and hosting solution and related services. Englewood Schools shall not be obligated to accept the lowest priced proposal, but will make an award in the best interest of the District after all other factors have been evaluated. All proposals received in response to this RFP will receive a fair and impartial evaluation by the District. In conducting this evaluation, the District may obtain and use information, in addition to that contained in the proposals, from any source desired. Customers on each Vendor's reference list will be contacted, as many other customers selected by the District and listed by the Vendor as a reference.

The District shall make its evaluation in its sole discretion and its decision shall be final.

## Evaluation Factors

The District will use the following factors to evaluate the proposals, listed in order from most to least important:

1. Ability of the proposed system(s) to meet the stated requirements;
2. Competitive total cost that meets all requirements;
3. Vendor experience and qualifications related to delivering, installing and maintaining the content management system and related components;
4. Vendor references for comparable installations;
5. Vendor warranty, training, support and maintenance offerings;
6. RFP response document completeness.

## Bid Specifications

### Overview

The District is looking for a complete solution for procurement and installation of an outsourced website content management system for one district site and 9 school sites. Englewood Schools serves 2,800 students and 450 staff members in grades PK-12.

### Hosting Expectations

Service Provider will provide all server-related equipment. Maintenance and repair of the hosting server(s), software and applications, and connectivity to the Internet shall be the sole responsibility of the Service Provider, including regular data backups and legally required web page archiving. Should the District decide to end the relationship with the Service Provider, the Service Provider will assist the District in retrieving content from the Service Provider's servers.

The Englewood School District shall register and retain ownership and management of any applicable Internet domain names used to access district, school and staff websites.

The Englewood School District shall retain ownership of content.

### Minimum Technical and Functional Requirements for District and School Websites

Englewood School District is seeking an outsourced web content management system that will enhance our existing web presence. We seek to expand the capacities of our existing websites to include richer staff, student, and parent content, participation, and collaboration. We are particularly interested in considering a management system that has the ability to connect to other modules such as a mass communications tool and mobile application.

The District requires one main district site as well as 9 school sites.

Provide customer references for two completed projects at institutions of similar size and mission currently serviced by the provider. Each reference must include:

- the institution name and business address;
- the name, title, and telephone number of the company contact knowledgeable about the project work

## General Requirements

System should provide the following features:

- System must be a fully hosted solution backed by a 99.9% uptime guarantee, with no software or hardware requirements on the part of the district.
- System must provide web-based user access and administration without requiring any special browsers, software, or plugins.
- Vendor must provide award-winning responsive designs with unlimited breaking points that fully adapts to the size and orientation of any device.
- Vendor must demonstrate a strong commitment to accessibility compliance and provide numerous resources to assist the district in meeting its legal requirements.
- System must provide unlimited site depth and storage at no additional cost.
- System must provide rich granular permissions for controlling individual or group access down to the object level. This should integrate with our Active Directory (LDAP) system.
- Vendor must provide full content migration services for all district and school-level pages at no additional cost.
- System must provide an unlimited number of dynamic calendars that filter, merge, and search calendars across schools, departments, and the district. The system should also be capable of providing a two-way synchronization with calendar systems, particularly Google Calendar.
- System must provide robust content management capabilities that require little or no technical skills for editing.
- Supports content editing in both WYSIWYG and HTML modes.
- Provides standard WYSIWYG features: links, images, data files, audio & video.
- System allows friendly URLs.
- System must support social media integration.
- System must provide an auditable history of pages and the ability to revert back to any previous version of a page.
- System should provide directory integration and single sign-on for efficient access and management of accounts, identity profiles, roles, and groups.
- Provides spell checking.
- Allows embedding code: for example, externally provided code to embed audio, video, web pages, and scripts.
- Provides the ability to disable a page until it is ready for publishing.
- Provides quality language translation.
- Allows for copy and paste from web and from word processing documents.
- Provides advanced search functionality.
- Provides a secure hosting environment.
- Offers intuitive navigation.
- Clean, colorful design with clickable buttons on homepage that are easy to customize.
- Optimized with SEO best practices.

- Has the ability to add an email update sign-up form.
- Must have a secure area for staff content (log-in required) integrated with our active directory system.
- Must allow for posting of many file types, including multimedia, in a simple manner
  - Please list size limitations for file uploads, if any
- The solution must be supported by testimonials and references that verify its effectiveness.
- Must have Google Analytics capability.
- A vast library of layouts to choose from and/or custom layouts offered.
  - Please list extra costs and time (if any) for custom layout.
- Please list other functions which may not be included in this document.

**Content Management:** The District wants the content of the website to be managed dynamically by non-technical personnel in a simple, user-friendly method from remote locations. Website must have search functionality that is thorough and intuitive. Staff will need to create, update and delete content without altering any HTML or script languages, while still allowing for advanced content creation. This includes formatted text, links, images, embed codes, audio files, video files, as well as providing downloadable documents in a variety of MS Office documents, PDF, and other formats. The CMS will include the ability to easily upload multiple documents and to access and manage uploaded documents. The CMS will allow content creators to assign flexible access to various groups of users. The CMS will include user-friendly, just in time, online help documentation and videos.

**Advanced Website Design:** The District wants the ability to maintain the website using modern advanced website tools when desired. This includes (but not limited to) HTML, CSS, JavaScripting.

**Account Management:** Automation of the account management system is desired, preferably something that integrates with one of the district's existing systems, including but not limited to LDAP and Infinite Campus. The account management system should allow group and individual permissions.

**Templates and Design:** The visual design should be aesthetically pleasing and consistent with our identity and brand. Content and design features of the website should be easily manageable by non-technical personnel. Please describe any fees that would be incurred should the District want to alter the look of the website.

**Other requirements:** Bid documents should include any bandwidth limitations, quality of service and uptime guarantees and also include detailed tech support and training offerings, including costs. The District also requires at least one recommendation from a school district of similar size that is integrated with LDAP.

The Respondent must provide customer implementation, training and support. Please describe the Implementation process, Onsite Training offered by Company (Train the Trainer), and Web-Based on demand training offered by Company.

**Importing Content:** The District is interested in assistance with migrating the existing static and database-driven content from its existing sites to new sites without creating an additional workload for district staff.

**Price:** RFP to include all costs: material, labor, transportation, etc.

### **Optional New Website Functionalities/Wish List**

We would love to have the following in our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately, and note if any additional design or development time would be required.

- Homepage video
- Interactive map of district

### **Optional modules**

Vendor should describe the availability and cost of additional modules such as:

- Hosted, mass notification system to keep parents and other stakeholders informed. (Must integrate with Infinite Campus.)
- Custom, district-branded mobile app to provide a go-to destination for parents and other stakeholders. App design should be fully configurable.
- Secure document delivery for electronic delivery of important files such as report cards.
- Social media monitoring of official channels (Facebook pages, Twitter handles, etc.) and the public web, with the ability to generate reports.
- Single Sign-On solutions.
- Student attendance management solutions.
- Two-way teacher messaging solutions.

### **Vendor Requirements**

1. Vendor should describe their experience and expertise in the K-12 market.
2. Vendor should describe their ability to provide comprehensive support services. Support should be available 24/7/365, North America-based, and completely in-house.
3. Vendor should describe industry recognition and awards.
4. Vendor must describe guarantees related to system uptime, connection times, call back times and other support service metrics.
5. Vendor must offer support resources such as training videos, best practice templates, and full manuals at no additional cost.
6. Vendor must provide unlimited on-demand webinar training and district-specific webinar training at no additional cost.
7. Vendor should describe the process and or additional cost of migrating content from current site.

## Appendix A: Required Forms

### PURCHASE AGREEMENT

Upon notification of selection, the undersigned hereby promises and agrees to furnish all articles or services within the dates specified, in the manner and form and at the prices herein stated in strict accordance with the advertisement, specifications, proposals and general conditions all which are made a part of the purchase agreement.

Name under which business is conducted \_\_\_\_\_

Business Street Address \_\_\_\_\_ Tel: \_\_\_\_\_

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip Code

IF SOLE OWNER, sign here:

I sign as sole owner of the business named above.

\_\_\_\_\_

IF PARTNERSHIP, sign here:

The undersigned certify that we are partners in the business named above and that we sign this purchase agreement with full authority so to do. (One (1) or more partners sign)

\_\_\_\_\_

IF CORPORATION, execute here:

The undersigned certify that they sign this purchase agreement with full and proper authorization so to do.

Corporate Name  
\_\_\_\_\_

Signed \_\_\_\_\_ Title \_\_\_\_\_

Signed \_\_\_\_\_ Title \_\_\_\_\_

Incorporated under the laws of the State of \_\_\_\_\_

## VENDOR REPRESENTATION AND CERTIFICATION

The undersigned hereby acknowledges and affirms that:

- He/she is a duly authorized agent of the Vendor with the authority to submit a Proposal on behalf of the Vendor (corporate or other authorization confirmation may be requested prior to final contract execution).
- He/she has read the complete RFP documents and all amendments issued pursuant thereto.
- The Proposal complies with State conflict of interest laws. The Vendor certifies that no employee of its firm has discussed, or compared the Proposal with any other Vendor or District employee, and has not colluded with any other Vendor or District employee.
- If the Vendor's Proposal is accepted by the District, the Vendor will enter into a contract with the District to provide the Services, Systems and Equipment described by the Proposal on the terms mutually acceptable to the District and the Vendor.
- The District reserves the right to reject any or all proposals.

I hereby certify that I am submitting the attached Proposal on behalf of [Specific Entity Submitting Proposal].

I understand that, by virtue of executing and returning this required response form with the Proposal, I further certify, that the Vendor understands and does not dispute any of the contents of the proposal requirements (except as may be noted in the response).

Vendor Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

FAX: \_\_\_\_

E-Mail: \_\_\_\_\_

By: \_\_\_\_\_

Signature of Authorized Agent

Date

Name and Title of Authorized Agent \_\_\_\_\_

NOTE: If Joint Venture, each member of the joint venture must provide a completed certificate form.

## NONCOLLUSION DECLARATION

TO BE EXECUTED BY VENDOR AND SUBMITTED WITH PROPOSAL

The undersigned declares:

I am the \_\_\_\_\_ (title) of \_\_\_\_\_ (Vendor), the party making the foregoing proposal.

The proposal is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation. The proposal is genuine and not collusive or sham. The Vendor has not directly or indirectly induced or solicited any other Vendor to put in a false or sham proposal. The Vendor has not directly or indirectly colluded, conspired, connived, or agreed with any Vendor or anyone else to put in a sham proposal, or to refrain from submitting a proposal. The Vendor has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price of the Vendor or any other Vendor, or to fix any overhead, profit, or cost element of the proposal price, or of that of any other Vendor. All statements contained in the proposal are true. The Vendor has not, directly or indirectly, submitted his or her proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, to any corporation, partnership, company, association, organization, proposal depository, or to any member or agent thereof, to effectuate a collusive or sham proposal, and has not paid, and will not pay, any person or entity for such purpose.

Any person executing this declaration on behalf of a Vendor that is a corporation, partnership, joint venture, limited liability company, limited liability partnership, or any other entity, hereby represents that he or she has full power to execute, and does execute, this declaration on behalf of the Vendor.

I declare under penalty of perjury under the laws of the State of Colorado that the foregoing is true and correct and that this declaration is executed on \_[date], at \_\_\_\_\_ [city], \_\_\_\_\_ [state].

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

CERTIFICATION OF PRIMARY PARTICIPANT REGARDING DEBARMENT, SUSPENSION, AND OTHER RESPONSIBILITY MATTERS

The \_\_\_\_\_ (Principal) of \_\_\_\_\_ (Firm Name)

Certifies to the best of its knowledge and belief that it and its principals:

1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency;
2. Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state or local) transaction or contract under a public transaction; violation of federal or state antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
3. Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (federal, state, or local), with commission of any of the offenses enumerated in paragraph (2) of this certification; and
4. Have not within a three-year period preceding this proposal had one (1) or more public transactions (federal, state or local) terminated for cause or default.

If unable to certify to any of the statements in this certification, the participant shall attach an expiration to this certification.

I HEREBY CERTIFY AND AFFIRM THE TRUTHFULNESS AND ACCURACY OF THE CONTENTS OF THE STATEMENTS SUBMITTED ON OR WITH THIS CERTIFICATION AND UNDERSTAND THAT THE PROVISIONS OF 31 U.S.C. SECTIONS 3801 ET SEQ. ARE APPLICABLE THERETO.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Vendor/Firm Name

\_\_\_\_\_  
Name and Title of Primary Participant/Authorized Official

\_\_\_\_\_  
Date