



Webpage Design and Development Services (RFQ) # 2020.2021 – 0006

I. Introduction

The Early Learning Coalition of the Big Bend Region, Inc. (“ELCBB”), a Florida not-for-profit Corporation, is seeking web design and development services to better serve the needs of our current and potential online audiences by implementing a more modern and interactive website design that enables moderately skilled in-house staff to make frequent updates to the site and organizes online information in a coherent and consistent manner.

Most visitors to ELCBB’s current website site fall into one of two categories: a) parents seeking information about child care tuition assistance and early childhood education programs, services, and resources, and b) early childhood education professionals who deliver child care services and education through Florida’s School Readiness (SR) and Voluntary Pre-K (VPK) programs. ELC also communicates to the general public regarding board meetings, procurement opportunities, job openings, and special events.

The budget for this project will not exceed **\$20,000**. RFQ sponsored by ELCBB and the State of Florida, Office of Early Learning—100% funded by the School Readiness (SR) grant, SR 97BBA.

II. RFQ Due Date and Instructions

- Due Date: Tuesday, June 8, 2021 1 P.M. Eastern Standard Time (EST)
- E-mail proposal to purchasing@elcbb.org in PDF format following the required outline on pages 2 and 3 of the RFQ.

III. Organization Background and History

ELCBB began operations as the Leon School Readiness Coalition in 2001 as required by the School Readiness Act - F.S. 411.01 and operates as a not-for-profit corporation. In response to legislative requirements, ELCBB has gone through several transitions, mergers as well as name changes and in 2005 expanded its service area to encompass the seven counties served today.

Headquartered in Tallahassee, Florida, ELCBB currently has 45 employees and proudly serves Gadsden, Jefferson, Leon, Liberty, Madison, Taylor, and Wakulla Counties. A contracted partner with the State of Florida’s Office of Early Learning (OEL), the ELCBB is responsible for the administration of SR and VPK programs.

Throughout ELCBB’s history, its Board of Directors and staff have strived to provide a holistic service delivery system responsive to needs of families and communities while maintaining effective and efficient business practices that support the following primary goals:

1. Children are ready for success when they enter school; and
2. Families have access to the quality child care services and assistance they need.

ELCBB staff work every day at effectively connecting approximately 7,000 children and their families to the early learning program that best meets the needs of the child and family. Eligible families in the SR program receive financial assistance paid directly to contracted providers to help make quality child care affordable so they can work or attend school/education training. All families may enroll their children in a free VPK program, regardless of income, as long they meet the mandated age requirements. Working with a network of over 300 child care programs and local community partners, the ELCBB provides a comprehensive system of services for families, children, and provider/teachers.

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IV. Project Description

The Offeror will design and develop a flexible, informative, and easy to maintain website. The site must be user friendly and able to deliver large amounts of frequently changing content to our key audiences. Upon completion website development, ELCBB will assume full responsibility for the web site content and administration. All content, coding and graphics produced for this project will become the sole property of ELCBB.

V. Project/Website Status

Please review ELCBB's current website at www.elcbb.org. ELCBB seeks to establish a high-quality website that provides easy navigation for families, child care and early learning education providers, residents in our seven-county service area, vendors, partner agencies and community service organizations, and our funders. The website will be one of ELCBB's primary communication tools and should project a positive image reflecting our Vision, Mission, and the work we do to serve our community. ELCBB anticipates several existing staff members will maintain the website upon completion so the system must be designed and developed so it will be easy to learn and manage website content. ELCBB will retain ownership of all new URLs designed and developed for its website by the selected Offeror(s).

VI. Proposal Outline

All Offerors must prepare and submit a proposal using the following outline using an Arial 11 Pt font and formatted in an electronic PDF format. We encourage images, graphics, charts, graphs, and/or tables to best exemplify Offeror's capability and experience. Do not exceed the page number count for any section in the outline—*any pages exceeding the maximum counts for each section will be discarded prior to evaluation.*

A. Letter of Interest (1 Page)

Company Information—Company Name, Address, Project Contact Name, Phone and E-mail, DUNS Number (if applicable)

B. Company Overview and History (1 Page)

Include year established, office location where work will be performed, annual revenues for past 3 years, number of employees, officer names and general backgrounds. Use D1 and/or D2 to provide further detail on project leadership and staff.

C. Project Approach – DESIGN (6 Pages)

1. Name, Job Title, Education and Work Experience Summary of Primary Staff that will work on the Website Design. **(2 Pages)**
2. Overview of how your company will approach the project design. **(2 pages)**
3. Identify creative and unique approaches your company uses in **designing** websites for community-based organizations that incorporate social media integration, heavy text, and intuitive user experiences. **(2 pages)**

D. Project Methodology – DESIGN (4 pages)

1. Typical timeline/schedule for design – outline activities for each week, estimated hours, average hourly rate, sub-totals, and totals.
2. Process used to determine what design elements best fits client's needs.
3. Identify and describe the most important design issues to consider when designing a new website for non-profit clients.
4. List websites, including their URL's, that had a similar scope and budget and exemplify your design skill.

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E. References – DESIGN (1 Page)

Provide company name, phone number, e-mail, and contact names of three (3) companies, non-profits, or government agencies that your company designed websites for in the past three (3) years.

F. Project Approach – DEVELOPMENT (6 Pages Total)

1. Name, Job Title, Education and Work Experience Summary of Primary Staff that will work on the Website Design. (2 Pages)
2. Overview of how your company will approach the project development. Describe how you will incorporate or accomplish the required development elements in the Scope of Work – Part 2. (2 pages)
3. Identify creative and unique approaches your company uses in **developing** websites for that incorporate social media integration, video, live chat, and intuitive user experiences. (2 pages)

G. Project Methodology – DEVELOPMENT (4 pages)

1. Typical timeline/schedule for development (programming, testing, and implementing design) – outline activities for each week, estimated hours, average hourly rate, sub-totals, and totals.
2. Process used to identify any outstanding issues that the completed design may pose during development.
3. Identify and describe the most important development issues to consider when developing a website using a completed design.
4. Describe the process for training administrators, department heads, and content managers.

H. References – DEVELOPMENT (1 Page)

Provide company name, phone number, e-mail, and contact names of three (3) companies, non-profits, or government agencies that your company developed websites for in the past three (3) years.

VI. Compliance with Laws

Any person submitting a Reply for providing commodities or contractual services must comply with antidiscrimination laws and may not exclude any person(s) from participating in, deny any person(s) the proceeds or benefits of, nor otherwise subject any person(s) or Subcontractors to any form of discrimination based on the grounds of race, creed, color, national origin, age, sex, or disability. Any person, who is providing commodities or contractual services, or possible subcontract, must comply with the Americans with Disabilities Act of 1990, Public Law 101-336, as amended. Any person with a qualified disability shall not be denied equal access and effective communication regarding any Reply documents or the attendance at any related meeting or Reply opening. If accommodations are needed because of a disability, please contact the OSCA General Services Office at (850) 410-5300 at least five (5) business days prior to the event.

The Successful Offeror shall for itself, and it shall cause each of its employees, agents, representatives, and contractors and subcontractors to continuously comply with all federal, state, and local laws, rules, regulations, codes, ordinances, statues, and orders of any public authority bearing on the performance of the awarded contract. The Successful Offeror shall ensure throughout the duration of the contract that it, and all its contractors and subcontractors of any tier, shall be properly licensed and certified continuously throughout the duration of all work performed and services provided on accordance with the resulting contract. All such licensing and certification shall be at the sole cost of each contractor and subcontractor. Upon request, the Successful Offeror shall furnish to ELCBB copies of any licenses, permits or certification required to comply with any law, rule,

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regulation, code, ordinance, statute and order referenced herein. Lack of knowledge by the Offeror will in no way be a cause for relief from responsibility.

VII. Diversity

ELCBB is committed to supporting diverse business industries and populations through ensuring participation by minority, service-disabled veteran, and women-owned business enterprises in the economic life of the state. Small, minority, service-disabled veteran, and women-owned business enterprises are strongly encouraged to participate in this solicitation as a vendor or Subcontractor.

VIII. Procurement Constraints

A. **Discriminatory Vendor List**

The Florida Department of Management Services is responsible for maintaining discriminatory vendor information on its website. An entity or affiliate who has been placed on the Discriminatory Vendor List may not submit a bid, proposal, or reply on a contract to provide any goods or services to a public entity.

B. **Convicted Vendor List**

The Florida Department of Management Services also maintains on its website a list of any convicted vendors. 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.

C. **Suspended Vendor Lists**

The Florida Department of Management Services maintains on its website a list of suspended vendors. A person or affiliate who has been placed on the Suspended Vendor List for contractual default may be excluded from award of a contract unless the vendor corrects its failure within the time frame provided by the contracting entity, pays any additional cost incurred for re-procuring the services, or is legally excused by the agency from default.

D. **IRS Form W-9**

ELCBB is required by federal law to perform "Taxpayer Identification Number" (TIN) matching for all vendors with the United States Internal Revenue Service (IRS). The selected vendor will be required to submit a completed W-9 form.

E. **Conflicts of Interest/No Prior Involvement**

Vendors, Contractors, Subcontractors, and individuals that have assisted in preparation of the RFP or with project management oversight are precluded from bidding or preparing a Reply for this solicitation. The vendor and/or Contractor shall not compensate in any manner, directly or indirectly, any officer, agent or employee of ELCBB for any act or service that he/she may do, or perform for, or on behalf of, any officer, agent, or employee of the vendor and/or Contractor. No officer, agent, or employee of ELCBB shall have any interest, directly or indirectly, in any Contract or purchase made, or authorized to be made, by anyone for, or on behalf of, ELCBB. The Contractor shall have no interest and shall not acquire any interest that shall conflict in any manner or degree with the performance of the services required under the Contract resulting from this RFP.

Scope of Work (SOW)
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I. Scope of Work

A. PART 1 – DESIGN

Website design elements include information, architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links. Overall design should complement ELCBB's brand mark colors. Site must include a technology solution that allows ELCBB staff to easily and cost effectively update content and modify site design after its initial launch.

We expect the design phase to be a collaborative process, wherein members of the ELCBB Communications team provide examples of desired aesthetic and layout in the initial meeting, and input in subsequent scheduled milestone meetings, as determined by the Offeror.

- 1. Common Theme:** Each section of the site should have a common look and feel. ELCBB seeks a site that conveys warmth and sophistication. Site should be visually appealing across all audiences. ELCBB logo should be prominently and clearly displayed on every page as part of a common header. The theme should accommodate the proposed navigation scheme.
- 2. Consistent Design:** As stated above, each section of the site should have a common look and feel. The use of photographs, fonts, and layouts should be consistent throughout the site.
- 3. Navigation:** Site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of 'drill down' for the user to find desired information.
- 4. Website look and feel will include the following features:**
 - a) Easy to navigate.
 - b) Responsive web design, mobile-friendly.
 - c) Accessible to people with disabilities – website meets current ADA requirements.
 - d) Easy to edit/add pages/change layout.
- 5. Required Design Elements Include:**
 - a) Home Page that includes banner slideshow of hyperlinked images
 - i. "I want to..." Drop-Down Menus
 - b) Navigation Bar that includes the following sections and pages:
 - i. About Us
 - a. Staff Directory
 - b. FAQ
 - c. News & Announcements
 - d. Events
 - e. RFQ/RFP/ITB/ITN Bid Posting (Procurement)
 - ii. Parents
 - iii. Providers
 - iv. Governance
 - v. Downloads
 - vi. Contact Us
 - a. Job Postings
 - c) Master Calendar: Capable for content manager to update regularly. Includes unlimited number of event listings, single or reoccurring. Viewable by list, week, or month.
 - d) Social Media Sharing Capability. This includes social media feeds.
 - e) Video Library (posting from YouTube/Vimeo)

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- f) Images throughout website that communicate positive, happy interactions with children (infant-five), caregivers, and child care providers. Images should promote diversity, equity, and inclusion.
- g) Payment (Donation) Tool
- h) ELC Store – purchase ELC t-shirts, bags, etc.
- i) Fillable Forms – User may fill out and submit directly to an associated email.
- j) Newsletter Subscription Option – user provides email to join.
- k) ELC anticipates that much of the content in our current website will be incorporated and ported to the new website but the look, feel, and organization may be different.

B. PART II – DEVELOPMENT

1. Website compliant with Mac and PC, as well as with the latest versions of Microsoft Edge, Google Chrome, Mozilla Firefox, and Safari.
2. Optimization for viewing on mobile devices – Site must be responsive and seamlessly adjust to fit desktops, laptops, tablets, and smartphones.
3. Initial Launch and Testing
 - a) During user acceptance, Offeror will correct, free of charge, any defects or missing required content in the web design and/or content management system.
 - b) During the initial launch, Offeror will clearly state the amount of time, if any, that they will correct, free of charge, any defects in the web design and/or content management system that does not include new features/functions requested by internal/external users.
4. A content management system that offers flexibility and easy management
 - a) Online, login-from-anywhere administration/content management.
 - b) Built-in content version control and management.
 - c) Incorporate a variety of user roles and permissions. Ability to establish specific rights and capabilities for internal staff to update content based upon the role they have in updating the website.
 - d) Content Preview/Live Edit – The ability to preview/edit content before publishing live.
 - e) Include a page content editor that has style editors and media handlers that assist with uploading and resizing pictures.
 - f) Spell-check – The ability to spell-check content via the editor.
 - g) Organize pages so they can be easily administered, modified, re-categorized, etc.
 - h) Identify all necessary software and licenses to maintain the site internally by ELCBB.
 - i) Social Media Integration – link ELCBB’s current social media networks to the website.
 - j) Provide search capabilities using key words or phrasing that will display a list of results.
 - k) Website accommodates additional administrative tasks, such as resource requests, workshop and training registrations, and donations. Therefore, site design should incorporate tools for interactive systems, fillable forms, and live chat.
 - l) Allow for content to be displayed in Spanish.
 - m) Optimize keywords visitors use or will use to find ELCBB website across different search engines.
 - n) Provide or recommend analytic tools to analyze which pages visitors search the most by time spent at each page. This may be done with free tools such as Google Analytics.
 - o) Printable Pages – Print-friendly function (ex. Print button on page/document).