



**FIRST 5 ALAMEDA COUNTY WEBSITE REDESIGN  
REQUEST FOR PROPOSAL**

**Application Deadline: 5:00 PM , January, 30th 2018**

**APPLICATION INFORMATION:**

1. All five sections of the application must be completed.
2. Completed applications should be delivered or emailed to:

**Attn: Barrie McClune**  
**First 5 Alameda County**  
**1115 Atlantic Avenue**  
**Alameda, CA 94501**  
**[Barrie.mcclune@first5alameda.org](mailto:Barrie.mcclune@first5alameda.org) 510 227 6921**

3. Applications must be received by **5:00 PM, January 30, 2018**. Applications may be emailed. **WE WILL NOT ACCEPT FAXED COPIES.**
4. All applicants will be notified by **February 15, 2018**.

If you have any questions, please contact Barrie McClune at (510) 227-6921 or via email at [barrie.mcclune@first5alameda.org](mailto:barrie.mcclune@first5alameda.org).

## SECTION 1: INTRODUCTION

First 5 Alameda County (First 5) has approved a strategic plan for a comprehensive system of early intervention services for children birth to 5 years of age and families in Alameda County. A key component of the First 5 Strategic Plan is to develop communications campaign strategies that align with First 5 priorities (2017-21 Strategic Plan, page 30).

First 5 is seeking a qualified company, agency and/or individual to provide strategy and re-design of the current website ([www.first5alameda.org](http://www.first5alameda.org)).

Please review the application materials for scope of work, application instructions and the criteria for selection.

Interested individuals and organizations should submit their qualifications to:

Barrie McClune  
First 5 Alameda County  
1115 Atlantic Avenue  
Alameda, CA 94501  
[Barrie.mcclune@first5alameda.org](mailto:Barrie.mcclune@first5alameda.org)  
510 227 6921

## SECTION 2: BACKGROUND

### **Project Overview:**

First 5 is looking to update its website ([www.first5alameda.org](http://www.first5alameda.org)) to a simple, mobile friendly and easy to navigate website. With the direction of First 5 Leadership, the web developer will facilitate staff through the planning of the new site, present a design, detailed architecture, wire frames and site map. Additionally, the selected vendor will work with First 5 to develop written and visual content, beta test and launch the website.

### **Current Website Assessment:**

First 5's website is a custom-designed site that is out of date and does not use responsive design. There is important information on our website that providers and partner organizations do not find easily (e.g. when and what trainings are happening, new funding opportunities and early childhood news and legislative updates.). Our website currently gets about 4,000 visitors a month, 1,200 visitors a week and 300 visitors a day. Given the volume of visitors, it is important to have a website where our partners can arrive and quickly understand the breadth of our work and easily access the information they came to the site to obtain.

## SECTION 3: SCOPE OF WORK AND REQUIREMENTS

### **CONTRACT OBJECTIVES**

The primary objective is to redesign First 5's website to establish credibility for potential funders, partners and early childhood leaders. The secondary objective is for it to be the go-to place for early childhood policy news in Alameda County.

## **Website Audience:**

The audience for the updated [www.first5alameda.org](http://www.first5alameda.org) site is intended to be partner organizations in the early childhood field, public funders and decision-makers, private funders and potential partners, and public systems staff and leaders. Parents of young children are not the primary audience for this website; however, we would like parents that land on [www.first5alameda.org](http://www.first5alameda.org) to easily navigate to the parent resources site at [www.alamedakids.org](http://www.alamedakids.org).

## **Website Vision:**

- Visitors will immediately understand our core values and what we do.
- Visitors will see our top policy and programmatic priorities front and center—including up to date programs, initiatives and legislation.
- The website will use a common, user-friendly Content Management System that is secure and easy for staff to update.
- The website will use consistent language that is easy to understand across all strategies.
- The website will use uplifting, and diverse images/stories representing children ages birth to five across the county.
- The website will allow for internal staff and external partners to access First 5 applications offsite.

## **CONTRACTOR ACTIVITIES**

1. Conduct a needs assessment to inform website redesign. Meet with First 5 staff and interview First 5 partners (see d. below) to better understand needs.
2. Outline process and activities involved with the design, development and launch of the website. These activities may include:
  - a. Expanding or developing new website functionality such as responsiveness across multiple platforms (phone, tablet, desktop), social sharing, compatibility with our Sales Force data system (from eightCloud).
  - b. Scheduling and facilitating a kick-off meeting and regular planning meetings.
  - c. Facilitating content development by creating and managing timeline.
  - d. Conducting a minimum of 7 total individual interviews, one per target audience below:
    - 1) Early care and education providers (family and center)
    - 2) Parent advocacy organization
    - 3) Family navigator
    - 4) Member of press
    - 5) Public Systems Leader
    - 6) Business leader
    - 7) Higher Education

- e. Design three (3) mockups of the landing page with wireframes and propose site map.
- f. Facilitate selection process of design and feedback on site map.
- g. Build out creative images and design elements for the website informed by the First 5 style guide and based on mockup feedback.
- h. Launch redesigned website in July 2018.

#### **CONTRACTOR REQUIREMENTS AND QUALIFICATIONS**

1. Contracted agency or consultant will assign an individual or small team as the lead contact to First 5 and other partner agencies to carry out the contract activities identified above.
2. Contractors will have demonstrated expertise in:
  - a. Excellent project management skills; able to see a process through from start to finish with tight timelines, efficient communication and adherence to deadlines;
  - b. Excellent facilitation skills;
  - c. Facilitating diverse stakeholders in planning, prototyping and development of websites;
  - d. Integration with Salesforce Communities and social media plug-ins;
  - e. Familiarity with both custom and off the shelf website content management systems;
  - f. Information architecture;
  - g. Familiarity working with public agencies;
  - h. Demonstrated ability to synthesize information with varied degrees of reliability and consistency;
  - i. Strong communication and writing skills.
3. **Insurance** – Contractor is required to provide valid insurance coverage(s) as applicable.
4. **Orientation** – Contractor’s key staff assigned to the project will receive an overview and orientation to First 5. There will be an identified First 5 contact for questions and support throughout the duration of the project.
5. **Meeting Requirements** – Contractor’s key staff assigned to the project will meet with staff from First 5, meeting location, dates and times will be scheduled after the award process has been completed. Meetings will be through a combination of in-person and conference calls.
6. **Oversight** – On-going contract oversight will be provided by First 5 Communications Specialist.

## SECTION 4: TIMELINE, FUNDING AND DELIVERABLES

### CONTRACT TIMELINE

The term of the contract will be February – July 2018.

### FUNDING

The facilitation, planning and web development should not exceed \$40,000. All proposals must demonstrate a rationale behind expected expense. Contractor payments will be made based on actual approved expenses and satisfactory work performance of identified deliverables.

### DELIVERABLES

1. Facilitation plan- Detailed outline of what activities, purpose, expected duration and completion date, anticipated stakeholders of each of the following steps.
2. Discovery and Planning - February 2018
  - a. Meeting with Staff to identify website goals, content and key objectives
  - b. Review similar websites
  - c. Research technical specs (API's, forum hosting specs and content management system options.)
  - d. Produce interview protocols and provide summaries of interview responses.
3. Proposed Concepts – March 2018
  - a. Provide wireframes, sitemap and creative using the First 5 style guide
  - b. Mock 3 design options for First 5 to review, detailing comparative advantages and disadvantages for each design.
  - c. Facilitate process for making final selection.
4. Content writing and assembly – February through May 2018
  - a. Work with First 5 to manage the creation of language to populate the website
5. Development and programming –June through July 2018
  - a. Develop backend functionality (if appropriate)
  - b. Using the approved design, architecture and content to update the site.
  - c. User interfaces testing
  - d. Quality assurance testing
  - e. Launch

## SECTION 5: ELIGIBILITY & APPLICATION INSTRUCTIONS

### ELIGIBILITY

Website developer with proven track record in designing simple to maintain, easy to navigate, and responsive websites in collaboration with staff.

### APPLICATION INSTRUCTIONS

Interested applicants should submit their Qualifications in the following proposal format, no more than four pages (twelve point font).

1. **Understanding of Need** – Describe the benefits of, and rationale for an updated responsive redesign of [www.first5alameda.org](http://www.first5alameda.org) .
2. **Qualifications & Experience** – Describe the agency and/or individual’s qualifications to successfully fulfill the obligations of the contract including your experience in web design. Please provide 3-5 case studies of your work and 3 references.
3. **Approach** – Describe your recommended approach to developing a redesign of [www.first5alameda.org](http://www.first5alameda.org), including approach and draft workplan and the roles/bios of key staff assigned to the project.
4. **Evaluation** – Describe how you will assess effectiveness of a redesign of [www.first5alameda.org](http://www.first5alameda.org) .
5. **Costs** – Please complete the attached budget form and explain your proposed budget in a brief narrative including estimated amounts of time to carry out contract activities. Specifically detail staff to be assigned to project, respective hourly rates and submit staff resumes. It is assumed that the costs will include the salary and benefits for dedicated staff and related expenses. Costs should be reasonable and well justified.

## SECTION 6: PROJECT BUDGET

### PROJECT BUDGET

1. Please provide a budget of your proposed expenses using the form included at the end of this packet. The budget form and narrative does not count toward the 4 page limit.
2. Please provide a narrative description of your budget request (1-page limit).

## SECTION 7: SELECTION CRITERIA & SELECTION PROCESS

### SELECTION CRITERIA

The criteria by which each response will be judged are as follows:

1. **Applicable experience** – The extent to which the agency or individual demonstrates a depth of relevant experience in web design. Include 3-5 examples of past web design work.

2. **Applicable approach** – The extent to which the applicant describes an approach to redesign [www.first5alameda.org](http://www.first5alameda.org) that is consistent with the needs outlined in this document.
3. **Demonstration of understanding** – The extent to which the applicant communicates an understanding of the mandate of Proposition 10 and of the unique requirements of First 5.
4. **Fit with First 5 Alameda County** – The degree to which the applicant’s approach and values are consistent with that of First 5.
5. **Cost** – Should be reasonable and well justified.

#### SELECTION PROCESS

All applications will be reviewed by an internal staff committee. Applicants selected for the second phase of the application process will be invited for an interview. References may be consulted.

#### SECTION 8: OTHER INFORMATION

1. No response will be considered for award unless submitted in full, delivered on or before the date specified in this RFQ.
2. Specifications are carefully prepared describing the services desired. An addendum will be issued to all applicants, if necessary, stating revisions, deletions, or additions to be made to the specifications.
3. Solicitation of qualifications in no way obligates First 5 to purchase any or all of the described goods or services prior to bid award by the First 5 Commission.
4. First 5 shall require indemnification on behalf of itself and Alameda County entities with any agencies or individuals into which it enters into agreements. In addition, First 5 requires all agencies to provide evidence of both workers compensation and general liability insurance, with First 5 listed as additional insured.

# FIRST 5



## First 5 Alameda County Website Redesign RFP

### Proposed Budget Form

February – July 2018

STAFF NAME & POSITION	FTE	Proposed Budget
Benefits		
<b>SUBTOTAL</b>		

GENERAL EXPENSES (include brief description)	Proposed Budget	
<b>SUBTOTAL</b>		

SUBCONTRACTORS/CONSULTANTS (List separately)	Proposed Budget	
<b>SUBTOTAL</b>		

TOTALS	Proposed Budget	
<b>SUBTOTAL OF DIRECT EXPENSES</b> (Add subtotals for Personnel, General, Equipment, Subcontractors)		
<b>ADMINISTRATIVE/INDIRECT COSTS</b> (Maximum is 15%)		
<b>TOTAL PROJECT BUDGET</b>		