



Union School District

155 Bardin Road, Salinas, CA 93905

Request for Proposals

for

Website Design, Development,  
Hosting and Management

Proposals Due not later than 2:00 p.m.

Thursday, December 14, 2023

## Introduction

Alisal Union School District (AUSD or District) currently has a robust website with links to websites for each of our thirteen schools, the Alisal Union School District Board of Education, and various other websites for programs, divisions, and business functions. Please visit <https://www.alisal.org/site/Default.aspx?PageID=3079> to view our website including the hierarchy and format of all linked websites.

District is seeking the right partner for modernizing our websites and for the ongoing hosting, management, and technical support and assistance for a term of three years with the option to extend for one year at a time for up to two additional years is desired.

The selected partner should have a proven history in providing website design and hosting service to K-12 public schools, preferably in California, using leading-edge, standards-based technologies including those that position AUSD to incorporate Artificial Intelligence and Machine Learning to improve and enhance the experience for students, parents, content providers, and the community.

## About Alisal Union School District

Alisal Union School District serves approximately 7,700 students in thirteen neighborhood K-6th grade schools and preschools. Many of our over 400 certificated and 300 classified staff members are from the community and proudly serve it. AUSD is situated in East Salinas, California, which has a large agricultural base. A significant number of our students' parents are immigrant farmworkers, some of whom follow the crops during the school year. It is important that our website be designed to help keep every student and their family engaged, even while learning remotely, to ensure that every student is as well-prepared as possible for middle school and beyond.

## Target Audiences and Uses

Our websites serve a variety of uses and audiences with varying degrees of technical skills and familiarities with computer use, so each should be designed accordingly. Examples include:

- Registration: Provide easy-to-use means of online registration for school/classes.
- Recruitment: District is constantly recruiting for certified teachers and other staff. Website should provide easy-to-use tools for posting and applying for positions.
- Parents throughout the year: Lunch menus, calendars, policies, announcements, keeping contact information current, etc.
- Community members: Public Relations information including the impact their taxes and bond initiatives have on childhood education, public meeting schedules, opportunities to get involved, etc.
- Vendors: Easy access to information on current requests for bids and proposals.
- Languages: Many of our students and the families are English learners and not yet fluent in English, so it is important that our websites are easy to navigate and that all information is available in Spanish and other languages. District currently uses Google Translation for that purpose.

## Bidding Process

### Schedule (Tentative)

October 26, 2023	RFP posted on District's website
November 8 & November 15, 2023	Announcement of RFP in local paper
4:00 p.m. November 6, 2023	Deadline for questions
5:00 p.m. November 8, 2023	Responses to questions posted on District website
2:00 p.m. December 14, 2023	Deadline for submissions
Early January, 2024	Outreach to firms ranked highest in review process
TBD	Award Recommendation submitted for Board Approval

#### Questions:

Questions regarding the RFP should be submitted to Clemente Villarreal at [clemente.villarreal@alisal.org](mailto:clemente.villarreal@alisal.org) no later than 4:00 p.m., PST, Tuesday, November 6, 2023.

Questions and responses of interest will be posted on the District's website <https://www.alisal.org/site/Default.aspx?PageID=3079> no later than 5:00 p.m. on Thursday, November 8, 2023.

*No potential proposer should contact any person at the District with regard to this RFP other than the contact shown above for questions and clarifications. District reserves the right to disqualify any candidate or potential proposer for violation of that provision.*

#### Bid Submittals:

Proposals are to be submitted via email to Clemente Villarreal, Director of Technology Services, [clemente.villarreal@alisal.org](mailto:clemente.villarreal@alisal.org) before 2:00 p.m. Pacific Standard Time, Thursday, December 14, 2023. Any submissions received after the deadline will be returned unread.

## Selection Criteria and Process

In accordance with the Public Contracting Code for California Public Schools Section 20118.2, this RFP is not a request for bids; it is a request for proposals. That allows considering other factors besides price or cost in selecting a service or service provider.

The primary factor in selecting a partner for this project will be the firm's demonstrated experience and capabilities needed to provide the services as described in this RFP. The District's Interview Committee will base that assessment on proposals submitted in response to this RFP, independent research, references, and oral interviews as needed. The District may ask a short list of proposers to provide demonstrations or presentations following that evaluation.

The Interview Committee's recommended firm(s) will be submitted to the Board of Education for approval. The District, following Board approval, may then enter negotiations with the selected firm and ultimately execute a contract upon completion of negotiated contract terms and fees.

The District reserves the right to reject any and all statements of qualifications received as a result of this Request for Proposals and to negotiate in any manner necessary to serve the best interests of the District, including selecting multiple firms for different aspects of the long-term project.

### Finding the Right Partner: Requirements

The chosen partner should be prepared to work with District staff in an ongoing collaborative effort to develop and maintain a welcoming and attractive website that incorporates the following platforms, technologies, and capabilities:

- Seamless integration with BoardDocs, which the District uses for management and access to the Board calendar, agendas and archived minutes, including the ability to search by key words
- Seamless integration with PowerSchool Student Information System
- Seamless integration with Google Workspace for Education including messaging and collaboration apps such as Gmail, Google Drive, Calendar, Classroom, etc.
- Easy-to-use and easy-to-manage staff directory databases including auto-updates from the District's active directory
- Ability to quickly post news headlines and updates on all websites
- Integrated means of alerts and messages to staff and parents via multiple methods, including but not limited to text, email, FaceBook, Instagram, X, etc.
- Ability to access as much information as possible via an *integrated Parent app*.
- Website should be capable of automatically detecting the screen size and resolution of any device and optimizing the viewed information specifically for that screen
- Secure access for internal users to confidential student records, financial information, etc.
- Interactive and intelligent web-page creation ability for teachers that provides easy-to-use two-way communication with parents
- Secure and easy-to-use business functions for procurement and business transactions
- Constant 24-hour uptime for all websites with unlimited number of simultaneous users
- Excellent technical support for help with changes during normal business hours
- Ownership of the website design and content shall belong to and be provided to District on completion of design and implementation.

## Proposal Requirements

### **Letter of Transmittal**

A one-page Letter of Transmittal signed by an owner, officer, or authorized agent of the firm or organization, acknowledging and accepting the terms and conditions of this RFP. In its letter, the candidate firm should identify all addenda received by the candidate firm. Although a single service provider is desired for this project, if any portion of the services provided are to be outsourced or provided by another entity, a separate letter of transmittal should be signed by each.

### **Executive Summary**

The Executive Summary is intended to demonstrate an understanding of and ability to meet all requirements outlined in the proposal, and how those requirements will be met. Please note any exceptions with explanations.

### **Corporate Profile**

Basic information including company name, brief history, qualifications of person or persons contributing to the response, and an overview of firm's history in the K-12 education market. Please include a brief description of company's financial stability as it relates to the ability to provide continued support for the duration of the agreement.

### **References**

Please provide a minimum of three references consisting of K-12 school districts, preferably in California, that can be contacted for feedback on their experience with your firm. These references can be past or present customers, including person's name, email address, and telephone contact information.

### **Pricing Details Based on Requirements Provided in the RFP**

We leave to candidate firms to present their pricing in a way that allows the District to determine affordability and to evaluate costs relative to other proposals. Details should include upfront costs for design and implementation, as well as the ongoing costs of hosting, management and technical support and change charges.

### **Declaration of Non-Collusion**

Please complete and sign the attached document.

### **Fingerprint Acknowledgement Form**

Please complete and sign the attached document.

**NON-COLLUSION AFFIDAVIT**

I, \_\_\_\_\_ ,  
(Type or Printed Name)

being first duly sworn, deposes and says that I am the

\_\_\_\_\_ of  
(Title)

\_\_\_\_\_  
(Bidder Name)

the party submitting the foregoing Bid Proposal ("the Bidder"). In connection with the foregoing Bid Proposal, the undersigned declares, states and certifies that:

1. The bid is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization or corporation.
2. The bid is genuine and not collusive or sham.
3. The bidder has not directly or indirectly induced or solicited any other bidder to put in a false or sham bid, and has not directly or indirectly colluded, conspired, connived or agreed with any bidder or anyone else to put in a sham bid, or that anyone shall refrain from bidding.
4. The bidder has not in any manner, directly or indirectly, sought by agreement, communication or conference with anyone to fix the bid price of the bidder or any other bidder, or to fix any overhead, profit or cost element of the bid price, or of that of any other bidder, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract.
5. All statements contained in the bid are true.
6. The bidder has not, directly or indirectly, submitted his or her bid price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereof, or paid, and will not pay any fee to any corporation, partnership, company, association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham bid.

Executed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_ at \_\_\_\_\_  
(City, County and State)

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Address

\_\_\_\_\_  
Name (Printed or Typed)

\_\_\_\_\_  
City, County and State

\_\_\_\_\_  
(Area Code) and Telephone Number

**FINGERPRINTING/CRIMINAL BACKGROUND INVESTIGATION CERTIFICATION**

One of the boxes below **must** be checked, with the corresponding certification provided, and this form attached to the Site Services Agreement ("Agreement"):

- Contractor's employees will have only limited contact, if any, with any pupils and the District will take appropriate steps to protect the safety of any pupils that may come in contact with Contractor's employees so that the fingerprinting and criminal background investigation requirements of Education Code section 45125.1 shall not apply to Contractor for the services under this Agreement. As an authorized District official, I am familiar with the facts herein certified, and am authorized to execute this certificate on behalf of the District. (Education Code § 45125.1 (c))

Date: \_\_\_\_\_

District Representative's Name and Title: \_\_\_\_\_

District Representative's Signature: \_\_\_\_\_

- The fingerprinting and criminal background investigation requirements of Education Code section 45125.1 apply to Contractor's services under this Agreement and Contractor certifies its compliance with these provisions as follows: *"Contractor certifies that the Contractor has complied with the fingerprinting and criminal background investigation requirements of Education Code section 45125.1 with respect to all Contractor's employees, subcontractors, agents, and subcontractors' employees or agents ("Employees") regardless of whether those Employees are paid or unpaid, concurrently employed by the District, or acting as independent contractors of the Contractor, who may have contact with pupils in the course of providing services pursuant to the Agreement, and the California Department of Justice has determined that none of those Employees has been convicted of a felony, as that term is defined in Education Code section 45122.1.*

***A complete and accurate list of all Employees who may come in contact with any pupils during the course and scope of the Agreement is attached hereto.***

**CERTIFICATION:**

I am a representative of the Contractor entering into this Agreement with the District and I am familiar with the facts herein certified and am authorized and qualified to execute this certificate on behalf of Contractor.

Date: \_\_\_\_\_

Name of Contractor: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name and Title: \_\_\_\_\_