



REQUEST FOR PROPOSAL (RFP)
WEBSITE PROVIDER
RFP-2023-CMS

Request for Proposals Issued: November 27, 2023

Deadline for Submittal of Proposals: December 11, 2023, 4:00pm PST

Natomas Unified School District
1901 Arena Blvd.
Sacramento CA 96834

REQUEST FOR BID PROPOSAL

Natomas Unified School District is looking for a complete solution for the procurement and installation of an outsourced website content management system that creates an effective site for our audiences to easily access, interact with, and be informed while providing a simple system for use by Natomas Unified School District staff to maintain, update, and evolve the website.

This Request for Proposal (RFP) serves as notice that Natomas Unified School District will accept bid proposals from qualified vendors for the hosting, installation, migration of data, and training for a new website content management system.

Natomas Unified School District reserves the right to accept or reject any or all bids or any items therein, to waive any irregularities or informalities, and to contract in the best interests of Natomas Unified School District.

The bid documents must be received by Monday, December 11, 2023 at 4:00 PM (Pacific) or earlier. Send the entire proposal in PDF form to nusdpurchasing@natomasunified.org. The subject line of the email must read: Proposal for NUSD Website Provider RFP-2023. Proposals not received by the specified time noted will be rejected.

Copies of the request for proposal are available on Natomas Unified School District's website at <https://natomasunified.org/departments/business-services/financial-services/purchasing/request-for-proposals-page/>.

This RFP is let pursuant to Public Contract Codes 20111, 20118.2, and 22000.

BID REQUIREMENTS

Bid Submission Documents

The submission requirements for the RFP are detailed below. Review this RFP carefully before responding to ensure that you understand fully all procedural and contractual requirements. Bidder understands that all bids are to comply with the General Conditions included herein and submit the following in their bid proposals –

1. Cover Page (Appendix A)
2. Proposal Checklist (Appendix B)
3. Non-Collusion Affidavit (Appendix C)
4. Introduction Statement / Company Background
5. Bidder's response to the requirements outlined in the RFP: Website Functionality Requirements, Content Management System, Technical Requirements, and Website Design Principles
6. A detailed explanation of how the Bidder will train and support the district in the new website development
7. A detailed explanation of the implementation process and the projected pricing/cost of the project
8. References - Three or more current references including school district name, contact person, and project description, preferably in California

Bidder Requirements

The bidder must meet or exceed all minimum qualification requirements. All submitted quotes must provide at a minimum, all requested information in this quote document. Any portion not included will be cause for elimination from the quote process.

Each response will be reviewed to determine if it is complete prior to actual evaluation. The information should be organized as indicated in the quote requirements. Any portions of the submitted quote, that are to be treated by the District as proprietary and confidential information, must be clearly marked as such.

The District reserves the right to eliminate from further consideration any response, which is deemed to be substantially or materially unresponsive to the request for information, contained in this section.

Deadline for Questions

Please direct all questions regarding this RFP to **nusdpurchasing@natomasunified.org**. Please use "Questions: NUSD Website Provider RFP-2023" on the email subject line. All questions must be received before 4:00 pm on **Wednesday, December 6, 2023**. General information regarding NUSD is available on the district website at www.natomasunified.org.

Answers to the questions will be posted on the district website at <https://natomasunified.org/departments/business-services/financial-services/purchasing/request-for-proposals-page/> on Friday, December 8, 2023.

Bid Submission Deadline

Send the entire proposal in PDF form to nusdpurchasing@natomasunified.org. The subject of the email must read: Proposal for Website Provider RFP-2023. Proposals not received by the specified time noted will be rejected.

RFP DUE By 4:00 p.m. PST, December 11, 2023

Copies of the request for proposal are available on Natomas Unified School District's website at <https://natomasunified.org/departments/business-services/financial-services/purchasing/request-for-proposals-page/>.

RFP SCHEDULE

| <u>Milestone</u> | <u>Date</u> |
|--|-------------------------------------|
| RFP Issued | November 27, 2023 |
| Sacramento Bee Advertisements | November 27, 2023, December 4, 2024 |
| Deadline for questions/inquiries | December 6, 2023 at 4:00pm PST |
| Response to questions/inquiries | December 8, 2023 |
| Deadline for submission | December 11, 2023 at 4:00pm PST |
| Notification of Bidders selected for demonstration | December 15, 2023 at 4:00pm PST |
| Demonstration, presentation and interviews | Week of December 18, 2023 |
| Selection of Vendor | By January 5, 2024 |
| Board Approval | January 17, 2024 |
| Implementation begins | January 18, 2024 |

BID ASSESSMENT

Natomas Unified School District shall evaluate all valid bids deemed responsive on the following criteria:

1. Website Functionality Requirements
2. Content Management System
3. Technical Requirements
4. Website Design Principles
5. Training and Support
6. Price/Cost

A score on a scale of 0 – 5 shall be assigned for each of the above criteria. A score of ZERO (0) shall be assigned to ALL criteria for bids that do not meet technical specifications.

Natomas Unified reserves the right to reject any or all proposals.

Solution

In this section, the vendor should describe their proposed solution. This solution will involve the supply of one or more products as well as a range of other offerings, including training, documentation, and support that are customized to meet the requirements of the RFP provided below.

Quote Requirements

List the information required to provide the project team with a detailed understanding of the services proposed. Detailed information is required in this section for the project team to gain a full appreciation of the solution being offered.

Your proposal must include a narrative explanation (including necessary graphical aids) of how your solution addresses the requirements listed below.

In the event a prospective vendor wishes to offer a proposal based on CMAS or other active government contract that is piggyback-able, the vendor shall furnish a copy of all required documents such as but not limited to Notice of Bid, Bid Documents, Contract, Detailed line-item pricing, and Letter of Renewal if applicable.

WEBSITE FUNCTIONALITY REQUIREMENTS

- Analytics Component - Ability to monitor and review user traffic to website and webpages.
- Blogging - The system should allow for the creation of blog posts. Blogging functionality should include the ability to tag and categorize posts and allow for comments to be posted after being vetted. The blog functionality should also enable the ability to like and share a post.
- Events Calendar - The site may have multiple event calendars. The ability to integrate with Office 365 and Google Apps calendars is required.
- Form Creator - The solution should have an easy-to-use form creator enabling non-technical staff to create and deploy forms. Form data should be easily exported from the CMS in a usable format (.csv, .xlsx, .txt).
- Image Management - Tools to upload multiple images at one time and associate them with specific pages are desirable. The ability to preview and alter image properties such as width, height, orientation, and alignment is also required.
- News Posting - The system must have the ability to post press releases, and feature stories to the site. The solution should also have the ability to integrate with RSS feeds.
- Search Engine - A robust search engine for better accuracy of what the user is searching for. Accept keywords rather than searching for pages from Google for better accuracy.
- Schedule Web Page Publishing - The ability to schedule publishing and to schedule updates to the existing page, as well as expire them on selected date.
- School District Directory - Integration with school directory and search capability for specific schools in NUSD by name is desired.
- SEO Support - The solution must allow keyword optimization and include the implementation of Google Analytics.
- Social Media Integration - The solution must integrate social media platform feeds directly into the site.
- Single Post to All Sites - The ability to have posts go out once and appear on all school websites.
- Single Sign-on - The solution may natively support integration with NUSD's Active Directory, Office 365, and G Suite.
- Staff Directory - The solution may be able to integrate with Natomas Unified staff directory system daily to maintain an up-to-date staff directory.

- Subscription Service - Subscribe to news articles updates.
- Translations - An auto-translate feature built-in website.
- Video Captioning - The solution should provide the ability to edit closed captions associated with a posted video.

Additional Requirements:

In addition to the above, your quote should also address the **requirements** in the following sections.

- Scheduling/Posting Duration Functionality
- Archiving Functions
- Searchable website
- Integration with EMS, visitor management, Google, options
- Language Translation
- ADA compliant
- SIF compliant
- Mock up a conceptual lead page
- Staff page tied to single sign-on
- Several sample staff resource page (conceptual or example)
- Several staff development pages (conceptual or example)
- Google search engine
- Custom-designed webpages (not template)
- 24/hour customer service
- CCS Chat feature
- Legally required links (ask if they know)
- Sample school office staff updating schedule (cadence)
- Usage Metrics
- App Integration (athletic apps)
- Software Integration (i.e. ParentSquare, MyNUSD, Employee Self-Service)

CONTENT MANAGEMENT SYSTEM

The website must utilize a Content Management System for non-developer Natomas Unified School District authors to manage and maintain the website content without the use of HTML or other technical knowledge. Currently, Natomas Unified School District utilizes a third-party company for design and WordPress as the CMS to maintain www.natomasunified.org. A wide range of content (thousands of pages in total) will be published using the CMS characterized as:

- Simple pages
- Complex pages, with specific layouts and presentation requirements
- Dynamic information sourced from databases, etc.
- Training materials
- Online manuals (policy, procedures, HR, etc.)
- General business documents
- Extensive linking between pages

The CMS must allow Natomas Unified School District's staff the ability to create, edit, and remove website pages along with the ability to select from a variety of pre-established branded templates.

The CMS must allow for the upload and use of a variety of different media on a page, including photos and videos.

Natomas Unified must be able to maintain full editorial control of content and full technical control of site and content without dependence on outside contractors.

TECHNICAL REQUIREMENTS

- Must support SSL encryption (https).
- Planned, scheduled, and predictable upgrade process.
- The CMS will be hosted in the cloud.
- Management - CMS is managed through a web browser.
- Social Media Integration - The CMS should include a variety of social media integration plug-in features with the capability to integrate Natomas Unified social media campaigns seamlessly within and across the website.
- The CMS may securely integrate with Natomas Unified School District's Active Directory for authentication and identify roles and permissions.
- Content Creation requirements - This is the functionality required by content authors/editors using the CMS.
- Integrated authoring/ability with a seamless environment for authors/editors providing easy access to the full range of CMS features.
- Separation of content and presentation providing capability to publish to multiple formats.
- Multi-user authoring/editing allows for many simultaneous users with features such as record locking limiting change conflicts.
- Metadata creation ability to capture metadata (creator, subject, keywords, etc.) including keyword indexes, subject taxonomies, and topic maps to support a large content repository.
- Ability to create cross-links between pages providing stability of content when restructuring segments of the site.
- Content Management Requirements: This is the core of the CMS and must be supported by a range of tools for manipulating and managing content.
- Version control and archiving to provide control for legal accountability, backup, and disaster recovery. The interface must be simple but powerful.
- Workflow to support decentralized content creation with the ability to easily customize as needed to support organizational change.
- Security levels and audit trails to protect the integrity of the content.
- Reporting features must provide an extensive range of reports for both users and administrators with support for the customization of reports by Natomas Unified School District staff.

- Publishing Requirements - The publishing engine takes the content in the repository and generates the final pages.
- Comprehensive stylesheets and layouts to provide the flexibility and expandability to control the final appearance of the content/page. Style and layout features should conform to CSS3 standards.
 - Page templates to control the final page layout with a non-technical interface.
- Extensibility to incorporate and integrate programming code and code “snippets” for additional functionality by the Natomas Unified School District staff without the need for an outside contractor.
- Multiple format publishing capabilities such as HTML (web), printed, PDF, mobile, etc., with the ability to add support for additional formats as standards evolve without the need for an outside contractor.
- Providing comprehensive usage statistics including, but not limited to, most popular pages, daily usage, and search engine usage allowing the site to be tracked and usability issues identified. Drag and Drop tools, WYSIWYG page design to facilitate non-technical content editors.
- Editing features must require the editor to include necessary tags and metadata to maintain ADA compliance.

Content Organization

- Organization Schema - the CMS must provide flexibility in content organization such as organizing content by audience, relevance, usage, geography, organizationally, etc.
- Content must be organized and structured for easy navigation and search functionality.
- Content should be organized at each level of the website so that a clear and logical structure is evident to users. The CMS must support content organization at the website level, page level, and paragraph or list level.
- Content must be organized so that most common tasks are successfully completed in the fewest number of clicks.

Search Functionality

The proposed solution must include a sophisticated search utility allowing end users to enter keywords to access the information they seek. As such, a sophisticated (but not complicated) system utilizing metadata must be included in the CMS for Natomas Unified School District users.

Additionally:

- The system should provide the flexibility to modify the order of search results.

- The search engine's front-end design must include an input field that clearly displays typed text, not be too short for input queries, and include a large submit button with the word "SEARCH" on it.
- The search field should be prominent on all website pages, be designed to appear as a box, and not include advanced search options for the user.
- The search box should not be amidst a navigation menu/panel or near other forms.
- An RSS or other "subscribe" option should be part of the results pages.
- Sorting and filters should be javascript or query-driven.
- After a query is submitted, the search engine results page (SERP) should include the search box at the top of the SERP with the searched words still included.
- The total number of results for each submission should be visible at the top of the SERP; results should be large, bold, and hyperlinked.
- Titles should be clickable and clearly differentiated from details.
- Visited links should be indicated.
- The search engine should integrate with back-end databases and business applications as needed.
- The search engine should integrate with Google Analytics or other analytic tools recommended by the vendor.
- The search engine should include a scalable architecture that allows multiple appliances (if necessary) within the organization to share search indices across vast ranges of content and still provide unified results.
- The search engine should be able to access information stored in multiple formats including but not limited to HTML, MS Office, PDF, major graphic formats, Google Docs, Sheets, etc.
- The search engine should utilize a full array of intelligent biasing features and customize user interface and security.
- The search engine should include closest-match spelling corrections for users.
- Search terms should be clearly displayed at the top, and in context with the results.
- Natomas Unified School District staff must be able to modify, customize, and maintain the search engine features and programming without the need for an outside contractor.
- The search engine should take advanced common logical operators such as "II" (and), "II" (or), "!" (not), and "site:" so that a user may tailor results from his or her search.

WEBSITE DESIGN PRINCIPLES

- Proposed system should be developed utilizing modern web design standards (e.g. responsive and defensive design, progressive enhancement, etc.).
- Provide simple URLs for hosted programs and departments. That is, paths must be understandable English words (e.g. <http://www.natomasunified.org/divisionname/> as opposed to <http://www.natomasunified.org/divisionname/?loc=home&m=5>).
- The website must be easy to use, easy to learn, and easy to maintain. For example: Call-to-action buttons should be positioned effectively to grab users' attention. Usability heuristics must be followed.
- The website must comply with standard accessibility requirements such as the W3C's Web Accessibility Initiative (WAI) and Web Content Accessibility Guidelines 2.0 (WCAG2. AA) as well as Section 508 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act. The site must be certified as compliant at time of go-live.
- To provide easy compliance with accessibility on web pages, build styling steps that must be met before allowing further edits.
- Titles must be added to every page.
- Paragraph and heading styles must be applied to all page text.
- Photos have automatic tags for alternative text, alt= "", which can then be edited in Image Library and at the page level.
- Insert box available to add photo captions.
- Insert box for video captions and audio.
- Tables have header rows and columns automatically applied, which can then be edited.
- Lists are automatically coded as lists.
- Text blocks should pop up for help to correct the mistake.
- The website must be HTML5 and CSS3 compliant.
- The website must include an RSS system that may be activated through the CMS and be connected to any page of the website.
- Pages must be viewable in the most current version of all major web browsers (FireFox, Safari, and Chrome).
- Limit client-side functionality to Java, JavaScript, JQuery.
- Page, image, asset, etc., size must be minimized to ensure that load times are acceptable for users. Pages should load in a minimal amount of time.

- All pages must conform to the current HTML specification assuring maximum compatibility across browsers and platforms.
- Page style and layouts conform to CSS3 standard and include cross-browser CSS3 support.
- Although multiple data sources are generally required for sophisticated websites, the proposed website should use a minimal number of databases and software systems.
- Page layout must be based on responsive design principles (e.g. multi-device display, asset scaling for media and images).
- All pages and content must provide sufficient metadata to allow effective indexing and searching and conform to a standard such as the DOI, Dublin Core, or RDF for networked resources or web resources.
- The website must be fully functional on mobile devices (including, but not limited to, iOS and Android).
- Uploaded images should have a caption field editable by content editors.
- Site navigation must be consistent, comprehensive, and usable through navigation aids such as depth finder (breadcrumbs). Depth-finder (breadcrumb) navigation (secondary navigation scheme) should be integrated throughout the website system.
- The website should be designed defensively (contingency design, code to prevent SQL injection, HTML Encode and Decode all user input).
- Provide inline roll-over support (i.e., modal dialogues) text throughout site pages that provide users with information about an offering/service link on a page without leaving the page.
 - All site content should be readable (including interactive elements) without images (e.g. navigation tools, calls to action, rollover elements) to defend against slow connections.
 - Form validation and error handling scheme should include:
- Preservation of visitor data (i.e., when a user is returned to a form to fill in missing data, the website should keep completed fields filled in)
- Error highlighting (i.e., fixing and completing entries should be obvious and easy)
 - A customized 404 page (with Natomas Unified School District branding) which includes a search field for redirect as well as a link to contact Natomas Unified page.
 - A customized 500 error page (with Natomas Unified School District branding) which includes a form to contact the webmaster.
- The entire website system should be built and maintained based on progressive enhancement strategies which include:
 - Basic content should be accessible to all web browsers

- Basic functionality should be accessible to all web browsers
- Sparse, semantic mark-up should contain all of the site content
- Enhanced layout is provided by externally linked CSS
- Enhanced behavior is provided by externally linked JS
- End-used web browser preferences are respected
- Consistent site header/logo and navigation area
- Customizable page footer area
- Site index
- Website code needs to follow Natomas Unified School Districts' software application coding standards, including, but not limited to, code and comment formatting standards, security standards, and code review standards.

TRAINING AND SUPPORT

List the information required to provide the project team with a detailed understanding of the training and support your firm will provide Natomas Unified School District including:

- Systems for which training is required
- Method of training proposed
- Levels of training to be given (e.g., webmaster, content editors)
- Number and duration of proposed trainings

List the information required to provide the project team with a detailed understanding of the support offered by your firm including:

- Products for which support is provided
- Types of support provided (e.g. 1st, 2nd, 3rd level support)
- Response times (for support provided)
- Hours (for support provided)
- Organizations (involved in providing support)

Hosting

List the information required to provide the project team with a detailed understanding of the support offered by your firm including:

- SOC2 compliance/reports PCI DSS compliance
- Physical security safeguards
- Network security and encryption
- Capabilities to support elasticity in the event of a major uptick in site usage
- Redundancy capabilities to mitigate hardware failures and minimize downtime associated with maintenance

- Backup and Disaster Recovery capabilities and procedures
- SOPIPA compliance

IMPLEMENTATION

Vendors must propose their implementation approach. This includes the methods of designing and deploying the website as well as the timeframes for delivery.

Approach

List the information required to provide the project team with a detailed understanding of the approach to be taken by the vendor towards deployment of the website system and other deliverables including the:

- Method for delivery of the website system
- Activities involved with training, documentation and support
- Activities involved with undertaking other project deliverables

Timeframe

List the information required to provide the project team with a detailed understanding of the timeframes proposed for the delivery of the solution.

Pricing

List the information required to provide the project team with a detailed understanding of the pricing for the delivery of the solution including:

- Price of all deliverables (including training, documentation and support)
- Other requisite costs (e.g. ongoing support, third-party services)
- **CMAS or Piggyback-able Contracts:** In the event a prospective vendor wishes to offer a proposal based on CMAS or other active government contract that is piggyback-able, the vendor shall furnish a copy of all required documents such as but not limited to Notice of Bid, Bid Documents, Contract, Detailed line-item pricing, and Letter of Renewal if applicable.

GENERAL CONDITIONS

Price and Tax

1. Prices shall remain firm and in effect for a minimum of one hundred eighty (180) days after the date of the bid award.
2. State and local taxes and all other applicable taxes are to be included in bids.

Liabilities

1. The Vendor or Vendor shall save, defend, hold harmless, and indemnify NUSD against any and all liability, claims, and costs of whatsoever kind and nature for injury to or death of any person or persons, and for loss or damage to any property occurring in connection with or in any way incident to or arising out of the occupancy, use, service, operations, or performance of work or supply of material under the terms of this contract, resulting in whole or in part from the negligent acts or omissions of Vendor, and subcontractor, or any employee, agent, or representative of Vendor or subcontractor.
2. The Vendor or Vendor shall hold NUSD, its officers, agents, servants, and employees harmless from liability of any nature or kind, including the use of any copyrighted or non-copyrighted composition, secret process, patented or unpatented invention, articles, or appliances furnished or used under this bid. The Vendor agrees to defend, at his own expense, any and all actions brought against NUSD or itself because of the unauthorized use of such articles.

Insurance

1. The Vendor agrees to maintain insurance adequate for protection from claims under Workers Compensation Acts and from claims for damages for personal injury, including death and damage to property, which may arise from operations under the contract.
2. The Vendor shall not allow any Subcontractor, employee or agent to commence work on this contract or any subcontract until the insurance required of the Vendor, subcontractor, or agent has been obtained.

Default by Bidder

1. In case of default by the bidder, NUSD may procure the articles or services from other sources and may deduct from any money due, or that may thereafter become due to the Vendor, the difference between the price named in the contract or

Purchase Order and the actual cost thereof to NUSD. Prices paid by NUSD shall be considered the prevailing market price at the time such purchase is made.

2. Default by the bidder may be sufficient cause to remove the bidder from the approved Vendor list for subsequent bids.
3. Periods of performance may be extended if the facts as to the cause of delay justify such extension in the opinion of the Purchasing Agent.

Attorney Fees/Legal Fees

1. In the event that suit or action is brought by either party in this contract to enforce any of the rights thereunder, the prevailing party shall be entitled to recover such additional sums as the court may adjudge reasonable attorney fees.
2. The parties hereby agree that any legal dispute arising from this agreement shall be settled in the appropriate jurisdiction in Sacramento County, California.

Warranty

1. The Vendor warrants that the services and items provided shall be merchantable within the meaning of Articles 2313-2317, et. seq. of the California Commercial Code in effect on the date of this offer. In addition to all warranties that may be prescribed by law, the item(s) shall conform to specifications, drawings, and other descriptions and shall be free from defects in materials or workmanship.
2. The Vendor also warrants that to the extent the item(s) are not manufactured pursuant to detailed designs furnished by NUSD they will be free from defects in design.
3. Such warranties for any equipment provided, including warranties prescribed by law, shall run to Natoma Unified School District, its successors, assigns, and customers, and to users of the items, for a period of one (1) year, after delivery, or such longer period as may be prescribed by law or by additional agreement.

Award of Bid

1. Natomas Unified School District reserves the right: (1). to award bids received on the basis of individual items or groups of items, or on the entire list of items; (2). to reject any or all bids, or any part thereof; (3). to waive any informality or irregularity in the bid; and (4). to accept the bid that is in the best interest of the Natomas Unified School District, price and other factors considered.

Withdrawal of Bid

1. Any bidder may withdraw his or her bid personally or by written request at any time prior to the scheduled due date and time for receipt of bids.

Invoices and Payments

1. Unless otherwise specified, the Vendor shall render invoices for materials delivered or services performed under this bid to the Natomas Unified School District, Business Services, 1901 Arena Blvd, Sacramento, CA 95834. All invoices and packing lists must reference the Purchase Order number.

Bid Documents

1. The complete bid packet may include, as applicable, the Request for Proposal, General Conditions, Specifications, Addenda, or other supplementary information.
2. Any of the above shall be interpreted to include all of the provisions of the other documents as though fully set out therein. The Vendor should fully acquaint himself or herself with the conditions and terms affecting the performance of this contract.
3. Submission of a bid shall be taken as prima facie evidence of compliance with this provision.
4. The Vendor agrees that in the event any provision(s) specified herein are finally held, or determined to be, illegal or void, or as being in contravention of any applicable law, the remainder of the agreement shall remain in full force and effect.
5. The bid documents must be received by Monday, December 11, 2023 at 4:00 PM (Pacific) or earlier. Send the entire proposal in PDF form to nusdpurchasing@natomasunified.org. The subject line of the email must read: Proposal for NUSD Website Provider RFP-2023. Proposals not received by the specified time noted will be rejected.

Appendix A: RFP Response Cover Page

2023
NATOMAS UNIFIED SCHOOL DISTRICT
WEBSITE PROVIDER

To: Deidra Powell, Executive Director

Company: _____

| |
|--------------------------|
| Contact Person: _____ |
| Address: _____ |
| City, State & Zip: _____ |
| Telephone: _____ |
| Email Address: _____ |

The undersigned authorized chief administrative official submits this proposal on behalf of the company, attests to the appropriateness and accuracy of the information contained therein, and certifies that this proposal will comply with all relevant requirements of the applicable laws and regulations.

In addition, funds obtained through this source will be used solely to support the purpose, goals, and objectives as stated herein. The following **signatures and other printed information** are required.

Authorized Signature: _____ Date: _____

Name (typed): _____

Email: _____ Phone: _____

Address: _____

APPENDIX B - PROPOSAL CHECKLIST

Natomas Unified School District Website Provider Proposal Checklist

Each proposal must be submitted in the format outlined below. Please use the following as a checklist in assembling the completed proposal and include in the order given below:

- Table of Contents Page (listing the sections and the pages on which they can be found)
- Signed Proposal Cover Page (Appendix A)
- Proposal Checklist (Appendix B)
- Non-Collusion Affidavit
- Introductions Statement/Company Background
- Bidder's response to:
 - Website functionality
 - Content management system
 - Technical requirements
 - Content organization
 - Search functionality
 - Website design principles
- Train/Support and Implementation plan
- Price/Cost
 - Piggyback-able contract? If yes, include all necessary documentation of the piggybackable contract
- References

Appendix C: Non-Collusion Affidavit

RFP Non-Collusion Affidavit

I, _____, _____
(Name) (Title)

Of _____ hereby certify:
(Company Name)

- That all statements of fact in this proposal are true, and that such proposal is genuine and not collusive or a sham;
- That such proposal was not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation;
- That said bidder has not, directly or indirectly, by agreement, communication, or conference with anyone, attempted to induce action prejudicial to the interest of the Natomas Unified School District, or of any other bidder or anyone else interested in the proposed contract;
- That prior to the public opening and reading of proposals, said bidder did not, directly or indirectly, induce or solicit, or collude, conspire, connive, or agree with anyone else that said bidder or anyone else would submit a false or sham proposal, or that anyone should refrain from bidding or withdraw his proposal;
- That said bidder has not, in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to raise or fix the proposal price of said bidder or of anyone else.
- Furthermore, the above-named certifies:
- That no current Board member or employee of the Natomas Unified School District, and no one who has been a Board member or who has been employed by the Natomas Unified School District within the past two years has participated in bidding, selling or promoting this contract;
- That no such current or former Board member or employee has an ownership interest in this contract, nor shall any such current or former Board member or employee derive compensation, directly or indirectly, from this contract;
- That said, the bidder does not know of any facts which constitute a violation of Conflict of Interest laws.

Government Code of the State of California, Section 87100 et. seq. Public officials; states in part: No public official at any level of state or local government shall make, participate in making of or in any way attempt to use his official position to influence a governmental decision in which he knows, or has reason to know, he has a financial interest. The bidder understands that any violation of this Statement of Compliance shall make any agreement or contract voidable by the District.

Signature

Date