REQUEST FOR PROPOSALS

SBCCD WEB DESIGN SERVICES
RFP # 2017-06

RFP RELEASED: 4/17/2017
TECHNICAL QUESTIONS DUE: 12:00 p.m. on 4/26/17
PROPOSALS DUE: No later than 3:00 p.m. on 5/5/17

SUBMIT PROPOSALS TO:
San Bernardino Community College District
ATTN: Steven Sutorus, Business Manager
114 South Del Rosa Drive, San Bernardino, CA 92408
Phone: 909.382.4031 • Fax: 909.382.0174
Email: ssutorus@sbccd.cc.ca.us
## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>INSTRUCTION TO VENDORS</td>
<td>4</td>
</tr>
<tr>
<td>1.1</td>
<td>NOTICE FOR INVITING PROPOSALS</td>
<td>4</td>
</tr>
<tr>
<td>1.2</td>
<td>PURPOSE</td>
<td>4</td>
</tr>
<tr>
<td>1.3</td>
<td>REJECTION OF PROPOSALS</td>
<td>4</td>
</tr>
<tr>
<td>1.4</td>
<td>SUBCONTRACTORS</td>
<td>4</td>
</tr>
<tr>
<td>1.5</td>
<td>RFP COMPLIANCE, FORMS, AND CERTIFICATES</td>
<td>4</td>
</tr>
<tr>
<td>1.5.1</td>
<td>ACKNOWLEDGEMENT OF INDEMNIFICATION &amp; INSURANCE REQUIREMENTS</td>
<td>4</td>
</tr>
<tr>
<td>1.5.1.1</td>
<td>INSURANCE POLICY REQUIREMENTS</td>
<td>5</td>
</tr>
<tr>
<td>1.5.2</td>
<td>NON-COLLUSION AFFADAVITS</td>
<td>5</td>
</tr>
<tr>
<td>1.5.3</td>
<td>AFFIDAVIT OF CONFIDENTIALITY AND INDEMNIFICATION AGREEMENT</td>
<td>5</td>
</tr>
<tr>
<td>1.5.4</td>
<td>DIR COMPLIANCE</td>
<td>5</td>
</tr>
<tr>
<td>1.6</td>
<td>CONFIDENTIALITY</td>
<td>5</td>
</tr>
<tr>
<td>1.7</td>
<td>PROPOSAL FORMAT</td>
<td>6</td>
</tr>
<tr>
<td>1.8</td>
<td>PROPOSAL SUBMISSION</td>
<td>7</td>
</tr>
<tr>
<td>1.9</td>
<td>VENDOR CONDUCT</td>
<td>7</td>
</tr>
<tr>
<td>1.10</td>
<td>QUESTIONS REGARDING THIS RFP</td>
<td>7</td>
</tr>
<tr>
<td>1.11</td>
<td>CONTRACT DOCUMENT</td>
<td>7</td>
</tr>
<tr>
<td>1.12</td>
<td>EVALUATION</td>
<td>8</td>
</tr>
<tr>
<td>1.13</td>
<td>COST OF PROPOSAL DEVELOPMENT</td>
<td>8</td>
</tr>
<tr>
<td>1.14</td>
<td>RFP INTERPRETATION AND ADDENDA</td>
<td>8</td>
</tr>
<tr>
<td>1.15</td>
<td>AWARD</td>
<td>8</td>
</tr>
<tr>
<td>1.16</td>
<td>INDEMNIFICATION</td>
<td>9</td>
</tr>
<tr>
<td>1.17</td>
<td>NOTICE OF SUIT OR ACTION FILED</td>
<td>9</td>
</tr>
<tr>
<td>1.18</td>
<td>PROHIBITED INTEREST</td>
<td>9</td>
</tr>
<tr>
<td>1.19</td>
<td>FINAL CONTRACT</td>
<td>9</td>
</tr>
<tr>
<td>1.20</td>
<td>TIMELINE</td>
<td>10</td>
</tr>
<tr>
<td>2.0</td>
<td>DISTRICT PROFILE</td>
<td>10</td>
</tr>
<tr>
<td>3.0</td>
<td>LEGAL SPECIFICATIONS</td>
<td>10</td>
</tr>
<tr>
<td>4.0</td>
<td>PROJECT SPECIFICATIONS</td>
<td>10</td>
</tr>
</tbody>
</table>
4.1 QUALIFICATIONS & EXPERIENCE ................................................................. 11
4.2 SCOPE OF PROJECT ..................................................................................... 11
4.3 PRICING INFORMATION ............................................................................. 14

APPENDICES:

APPENDIX A – NON-COLLUSION AFFIDAVIT .................................................. 15
APPENDIX B – VENDOR PROFILE & DESIGNATION OF NAMES ...................... 16
APPENDIX C – FINANCIAL STATEMENTS (To be supplied by Vendor) ............... 
APPENDIX D – PROFESSIONAL SERVICES AGREEMENT (SAMPLE) .............. 17
APPENDIX E – LOCAL VENDOR DESIGNATION FORM .................................. 23
INSTRUCTION TO VENDORS

This section will provide necessary information for vendors to qualify as legally “responsive” to this Request for Proposals (RFP). This section should be studied carefully before attempting to respond so that proposals are not rejected on a minor technicality that could have been avoided.

1.1 NOTICE FOR INVITING PROPOSALS

Notice is hereby given that the Governing Board of the San Bernardino Community College District (SBCCD) of San Bernardino County is issuing a Request for Proposal for a qualified contractor to provide web design services as summarized in the scope of work herein. SBCCD hereby invites you (VENDOR) to submit a Proposal according to the terms and procedures defined herein no later than 3:00 p.m. (PDT) 5/5/2017, directed to Steven Sutorus, Business Manager, at 114 S. Del Rosa Dr., San Bernardino, CA 92408 as per the specifications on file with Purchasing Office.

1.2 PURPOSE

San Bernardino Community College District (SBCCD) is seeking proposals from qualified contractors who can provide the design, development, and implementation of a new and modern looking website following the new brand of San Bernardino Community College District sbccd.edu.

1.3 REJECTION OF PROPOSALS

SBCCD’s Governing Board reserves the right to reject any or all proposals or any part of each proposal; to waive any irregularity in any proposal and to determine which, in its sole judgment, best meets SBCCD’s needs to receive an award after successful contract negotiations. VENDOR may not withdraw its proposal for a period of one hundred eighty (180) days after the opening thereof.

1.4 SUBCONTRACTORS

If a subcontractor will be used by VENDOR to comply with any portions of this RFP, that fact must be stated in the proposal. The names of the subcontractors and their duties shall be specified in the proposal.

1.5 RFP COMPLIANCE, FORMS, AND CERTIFICATES

1.5.1 ACKNOWLEDGEMENT OF INDEMNIFICATION AND INSURANCE REQUIREMENTS

There are certain indemnifications and insurance provisions which must be included in the final agreement(s) with SBCCD. The VENDOR shall maintain Workers’ Compensation Insurance as required by statute and shall submit a certificate of such insurance with its proposal response. SBCCD requires the following levels of coverage:

A. Commercial General Liability including personal injury and property damage in the amount of $1,000,000;

B. Employer’s Liability in the amount of $1,000,000;

C. Professional Liability in the amount of $1,000,000;

D. Automobile Liability, all automobiles, in the amount of $300,000 for combined single limit.
1.5.1.1 INSURANCE POLICY REQUIREMENTS

The foregoing insurance coverage plans shall be primary and non-contributing with respect to any other insurance which may be maintained by SBCCD.

A. All policies, except for Workers’ Compensation and Employer’s Liability and Professional Liability, shall be endorsed to include the San Bernardino Community College District as an additional insured and contain a Cross Liability or Severability Clause.

B. The Workers’ Compensation and Employer’s Liability policies shall be endorsed to waive all rights of subrogation against SBCCD.

C. SBCCD does not represent or warrant that the types or limits of insurance adequately protect VENDOR’S interest or sufficiently cover VENDOR’S liability. Failure by VENDOR to maintain the insurance coverage plans specified herein shall be considered a material breach of this Agreement.

D. Prior to commencing work, VENDOR will furnish SBCCD with properly endorsed certificates of insurance acceptable to SBCCD which provide that the coverage will not be canceled or materially changed except upon thirty (30) days written notice to SBCCD. All certificates must be faxed or emailed, followed by a hard copy “wet ink” signed original in the mail to: San Bernardino Community College District, Attn: Steven Sutorus, Business Manager, 114 South Del Rosa Drive, San Bernardino CA 92408.

E. No payments will be made to VENDOR until current and complete certificate(s) of insurance are on file with the Business Services Department of SBCCD.

1.5.2 NON-COLLUSION AFFADAVITS

Affidavits are required to be completed by the VENDOR declaring that the proposal is in all respects fair and without collusion or fraud. Please see Appendix A.

1.5.3 AFFIDAVIT OF CONFIDENTIALITY AND INDEMNIFICATION AGREEMENT

Vendors may designate selected portions of their proposal as confidential, such as proprietary information not publicly disclosed about their products. However, if a claim to release the confidential portion is made under the California Public Records Act, SBCCD will notify the VENDOR of such a claim but will not defend the VENDOR’s rights to privacy.

1.5.4 SB 854 DIR COMPLIANCE

Bidders are advised that this contract may be a public work for purposes of the California Labor Code, which requires payment of prevailing wages. Wage rates can be obtained from the Director of the Department of Industrial Relations at http://www.dir.ca.gov/OPRL/dprewagedetermination.htm As of March 1, 2015 all contractors bidding on a public works project must be registered with the Department of Industrial Relations pursuant to Labor Code section 1725.5. http://www.dir.ca.gov/Public-Works.html

1.6 CONFIDENTIALITY

The submitted proposals and Response Forms are public records subject to public disclosure pursuant to the provisions of the Public Records Act (Government Code
Section 6250). SBCCD will notify the VENDOR of any public request for disclosure of such documents.

1.7 PROPOSAL FORMAT
VENDOR shall use the forms and formats used in the appendices and described herein. The use of other forms may be cause for rejection of proposals. Every effort has been made to make the entry of this information as straightforward as possible, but in a format that can be fairly evaluated for inclusion in the RFP and in the order presented in this RFP. It is the intent of this RFP and the appendices to ascertain full and complete disclosure of all costs related to the successful implementation of the products and services requested. If there are additional costs or requirements which are not covered in the RFP and appendices it is the VENDOR’s responsibility to present that information during the RFP Window (the time following RFP release and the date the RFP Responses are due). Failure to disclose any of these costs in the RFP Response may constitute disqualification. All proposals should be submitted in the following format to enable SBCCD to fairly evaluate and compare all proposals. Failure to follow this format may constitute disqualification from consideration.

Section 1.0 EXECUTIVE SUMMARY
Vendors are asked to outline briefly the entire scope of the proposal and key elements to which readers should pay particular attention.

Section 2.0 VENDOR PROFILE
Vendors may describe in narrative form the nature and history of their company, relationships with other vendors if proposing jointly, etc.

Section 3.0 LEGAL SPECIFICATIONS
Vendors may wish to clarify their responses on the legal specifications and their policies with respect to contract negotiations. A blanket rejection of all SBCCD Professional Services Agreement terms in lieu of VENDOR standard contract terms will deem VENDOR as non-responsive and may remove them from consideration.

Section 4.0 PROJECT SPECIFICATIONS
VENDOR shall outline and describe their CMS solution and services proposals following the scope and specifications enumerated in Section 4.0. Specific exceptions to SBCCD specifications should be described and justified here as well as any additional information the VENDOR feels relevant to their proposal. Paragraphs shall be numbered to follow the enumeration of Section 4.0 so as to provide the Evaluation Committee the ability to objectively score each proposal.

Appendices:
The only official response to this RFP is what is submitted on the RFP Response and the appendices included with this proposal. Ancillary and supplemental comments will be considered in the evaluation but cannot substitute or contradict responses put in the forms.

Appendix A - Non-Collusion Affidavit
No additional directions necessary. This standard form is self-explanatory.
Appendix B - Vendor Profile Form & Designation of Names
This is the official signature page for the RFP Response and where pertinent information is identified.

Appendix C - Financial Statements
Please furnish financial information that accurately describes the financial stability of VENDOR.

Appendix D - Professional Services Agreement
Included in this appendix to the RFP is an example of all of SBCCD's required legal clauses. If an alternate is proposed, exact language must be included in VENDOR response.

Appendix E – Local Vendor Designation
No additional directions necessary. This standard form is self-explanatory.

1.8 PROPOSAL SUBMISSION
Six (6) copies of the proposal in addition to a flash drive containing the electronic RFP response are required. Proposal copies should be submitted in loose-leaf binder form. All data shall be clearly and legibly written, preferably typewritten, except for signatures. Signatures must be made in the appropriate spaces in compliance with legal requirements. Changes or erasures must be initialed by the individual signing the proposal. All blank spaces provided must have entries.

Proposals must be received in sealed envelopes or containers clearly showing the VENDOR name, address and San Bernardino Community College District, SBCCD Web Design Services 2017-06. No proposals may be withdrawn after submission.

1.9 VENDOR CONDUCT
During the RFP Window (from release of this RFP to Final award), VENDOR is not permitted to contact any SBCCD employees or members of the Governing Board unless at the request of SBCCD's designated contact person found on the title page of this RFP or to fulfill pre-existing contractual obligations. No gratuities of any kind will be accepted, including meals, gifts, or trips. Violation of these conditions may constitute immediate disqualification.

1.10 QUESTIONS REGARDING THIS RFP
Any administrative or technical questions concerning the requirements presented in this RFP must be directed to the contact on the title page of this RFP via US Mail, fax, or e-mail; e-mail is preferable. Technical questions must be submitted to Steven Sutorus, Business Manager no later than 12:00 p.m. 4/26/2017. The Evaluation Committee will draft responses to be posted as Addenda.

1.11 CONTRACT DOCUMENT
Certain contract language acceptable to SBCCD covering all of the services specified in this RFP are detailed in Appendix D and Section 3.0 related thereto. No terms or conditions can be added or changed by vendors after the proposals are received by SBCCD. Attempts to change the terms or conditions specified after the proposals are received by SBCCD may cause a proposal to be rejected as non-responsive. Vendors may propose alternate and additional language to the terms provided, but are subject to negotiation and acceptance by SBCCD.
1.12 EVALUATION
The SBCCD Evaluation Committee will review proposals and determine those that are responsive. The Evaluation Criteria include, but are not limited to, the following:

A. Responsive:
   a. Compliance with Required Forms and Certificates,
   b. Adherence to the RFP Response Forms and format,
   c. Complete consideration of all project specifications,
   d. Complete cost proposal;

B. Responsible:
   a. Sufficient references for which similar types of services had been provided,
   b. Proof of financial stability and viability,
   c. Experience of the firm and assigned personnel with the services proposed,
   d. Resources that demonstrate adequate capacity to perform services proposed;

C. Proposal:
   a. Value and quality of services to be rendered,
   b. Demonstrated knowledge of legal requirements,
   c. Work plan in conformity with scope of project,
   d. Fees and costs;

In the event a single proposal is received, SBCCD may conduct a separate cost analysis of the proposal. Where it is not possible to obtain a valid cost analysis, it may be necessary for SBCCD to conduct an independent cost analysis of the proposal price.

1.13 COST OF PROPOSAL DEVELOPMENT
SBCCD disclaims any financial responsibility for, and VENDOR shall be solely responsible for, any costs incurred by the VENDOR in responding to this RFP, whether or not it is the successful VENDOR, including the costs for bonding, legal costs for any reason, visitation/travel expenses, reproduction, postage and mailing, and the like.

1.14 RFP INTERPRETATION AND ADDENDA
Any changes, clarifications, or other interpretations regarding this RFP may be sent by SBCCD to each VENDOR who has received or requested an RFP and in addition, will be posted on District’s website. These Addenda will become part of the RFP and will be included by reference in the Final contracts between the VENDOR(s) and SBCCD.

1.15 AWARD
As explained above, any award is subject to successful contract negotiations between SBCCD and the selected VENDOR. Selection as the Preferred Vendor is not an award and the process will be concluded with the execution of the final agreement(s) with the VENDOR concerned pursuant to Governing Board authorization.

The final Agreement(s) shall be signed by the successful VENDOR and returned, within ten (10) working days after the Agreement has been mailed or otherwise delivered to VENDOR. No Agreement shall be considered as in effect until it has been fully executed by all of the parties thereto. Failure to execute the Agreement within ten (10) working days after the Agreement has been mailed or otherwise delivered to the successful VENDOR shall be just cause for the cancellation of the award. Award may then be made to an alternative VENDOR (selected by the Committee), or the proposal may be re-advertised as SBCCD may decide.
1.16 **INDEMNIFICATION**

VENDOR agrees to indemnify, defend and hold harmless SBCCD and its Governing Board, officers, employees, agents and volunteers from and against any and all liabilities, costs, penalties, fines, forfeitures, demands, claims, causes of action, suits, and costs and expenses related thereto (including reasonable attorney's fees) which any or all of them may thereafter suffer, incur, be responsible for or pay out as a result of bodily injuries (including death) to any person or damage to any property (public or private), alleged to be caused by or arising from: (a) the negligent acts, errors, or omissions of VENDOR or VENDOR's subcontractor, agents or employees; (b) any violations of federal, state, or local statutes or regulations arising out of or resulting from any negligent act, error or omission of VENDOR or its employees, agents, or subcontractors; (c) the use of any copyrighted materials or patented inventions; or (d) VENDOR breach of its warranties or obligations under this Agreement.

The rights and obligations created by this indemnification provision shall survive termination or expiration of this Agreement.

1.17 **NOTICE OF SUIT OR ACTION FILED**

The VENDOR shall give SBCCD immediate notice of any suit or action filed or prompt notice of any claim made against SBCCD arising out of the performance of this contract. The VENDOR shall furnish immediately to SBCCD copies of all pertinent papers received by the VENDOR. If the amount of the liability claimed exceeds the amount of insurance coverage, the VENDOR shall authorize representatives of SBCCD to collaborate with counsel for the insurance carrier, if any, in setting or defending such claim.

1.18 **PROHIBITED INTEREST**

No Board member, officer, or employee of the San Bernardino Community College District or of a local Public Body during his/her tenure or for one year thereafter shall have any interest, direct or indirect, in this contract or the proceeds thereof. If any such interest comes to the knowledge of any party at any time, a full and complete disclosure of all such information will be made in writing to the other parties, even if such interest would not be considered a conflict of interest under Article 4 of Chapter 1 of Division 4 of Title 1 (Sections 490-497) of the Government code of the State of California.

1.19 **FINAL CONTRACT**

The following documents are considered part of the final agreement, in order of precedence:

A. The final agreement between SBCCD and the VENDOR(s);
B. All schedules, implementation plans, service descriptions, and the like developed during the proposal evaluation phase for inclusion in the Final agreement;
C. The VENDOR proposal in total, including all addenda and attachments;
D. This RFP as originally released, with Appendixes, Exhibits, and any addenda released prior to proposal opening;
E. RFP Response and any addenda released prior to proposal opening.

SBCCD may terminate any resulting Agreement(s) for convenience at any time by giving the VENDOR written notice thereof. Upon termination, SBCCD shall pay the VENDOR his allowable cost incurred to date of termination, and those costs deemed reasonably necessary by SBCCD to effect such termination. The effective date of termination shall be the date of Notice of Termination.
1.20 TIMELINE

The anticipated timeline, subject to change, for the complete process is as follows:

<table>
<thead>
<tr>
<th>Event</th>
<th>Tentative Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFP Release – Response Window Opens</td>
<td>4/17/2017</td>
</tr>
<tr>
<td>Technical Questions Due</td>
<td>4/26/2017</td>
</tr>
<tr>
<td>Proposals Due – Response Window Closes - 3:00pm</td>
<td>5/5/2017</td>
</tr>
<tr>
<td>Presentations of Selected Respondents, if applicable</td>
<td>TBD</td>
</tr>
<tr>
<td>Preferred Vendor selected, contract negotiated and awarded</td>
<td>6/1/2017</td>
</tr>
<tr>
<td>Contract subject to Governing Board approval</td>
<td>7/13/2017</td>
</tr>
<tr>
<td>Work Commences</td>
<td>7/17/2017</td>
</tr>
</tbody>
</table>

2.0 DISTRICT PROFILE

The San Bernardino Community College District was established in 1926. We serve 22 cities in the heart of Inland Southern California and create new opportunities for 25,000 students each year through our two fully-accredited campuses: Crafton Hills College and San Bernardino Valley College. We cultivate minds and transform our community through our Economic Development & Corporate Training division and KVCR, the region’s National Public Radio (NPR) and Public Broadcasting System (PBS) television station. Through our day-to-day educational enterprise, SBCCD generates $621 million in local economic activity each year. Learn more at www.sbccd.edu and/or watch our video.

3.0 LEGAL SPECIFICATIONS

SBCCD’s Legal Specifications are contained in a sample contract template in Appendix D. This reflects the terms and conditions necessary to be included in the Final agreement(s) for the products and services specified herein. These specifications are to be used as the basis for the Final agreement(s) but are negotiable. The purpose will be to standardize the evaluation of the VENDOR agreements and to augment them where there are provisions required by SBCCD that are not included in the existing VENDOR agreements. SBCCD requires that each of these specifications be addressed in the Final agreement(s) in essentially the language provided or some acceptable substitute language. The inclusion of the VENDOR standard forms and/or boilerplate does not constitute a response to these Legal Specifications.

4.0 PROJECT SPECIFICATIONS

This section will provide necessary information regarding the services SBCCD shall expect outlined and described in a successful proposal. Services proposed in addition to the Scope of Project should be separately identified and quoted, and SBCCD shall consider these additional services optional. Prior to submitting a response it is recommended for the VENDOR to drive by each campus to be better able to gauge the scope of the job, if necessary.
4.1 QUALIFICATIONS & EXPERIENCE
This section should establish the ability of VENDOR to exceptionally perform the required work by reasons of demonstrated competence in the proposed services to be rendered, the nature and relevance of similar work currently being performed or recently completed, and competitive advantages over other firms in the same industry.
A. Furnish background information including date of incorporation/founding, legal form, location of offices, principal line of business, number of employees, days/hours of operation and any other pertinent data.
B. Describe most noteworthy qualifications for providing proposed services to be rendered. Specifically highlight those qualifications that provide a competitive advantage. Discuss your firm’s expertise in working with public or governmental agencies. Please note any specific experience with for-profit and/or non-profit higher education institutions.
C. Describe any significant developments in organization such as changes in ownership or personnel in the past five years.
D. Describe any litigation pending against VENDOR.
E. Provide at least five (5) references in total. One reference from a public or governmental agency or other California higher education institution preferred. Include the length of the relationship, scope of services performed, contract amount, and contact information including name, telephone number, e-mail address.
F. Identify Project Manager assigned to SBCCD account. Include a detailed resume of Project Manager including description of qualifications, professional certifications, job functions, and office location.
G. Identify the key personnel that would be assigned to SBCCD account. Include brief resumes of key personnel including description of individual qualifications, professional certifications, job functions, and office locations. Furnish an organizational chart for key personnel assigned to SBCCD account.

4.2 SCOPE OF PROJECT
This section should establish that Vendor understands SBCCD’s objectives and requirements by demonstrating its ability to meet those requirements and outlining the plan for accomplishing the specified work.

4.2.1 GENERAL OVERVIEW
The San Bernardino Community College District is looking for a vendor who can provide the design, development, and implementation of a new and modern looking website following the new brand of San Bernardino Community College District (sbccd.edu). The website’s primary focus will be to unify and promote SBCCD’s unique educational entities (Crafton Hills College, San Bernardino Valley College, Economic Development & Corporate Training, and KVCR TV/FM) to potential students, external community members, and current and prospective employees. In addition, the website will include an updated look and feel, responsive design, audience based navigation, easily searchable and accessible and ADA-compliant. The website will also include information pertaining to public Board of Trustees meetings and other committee meetings, legal postings, construction, public information and safety information.
The current SBCCD website design is outdated and does not adapt to mobile platforms. The design templates do not allow for much creativity in space utilization. Editors find the template designs too limiting. Overall, the navigation is poorly organized and the current template does not have modern navigation. This is in opposition to how most people look for information today. Despite many challenges, there are aspects of the current website that are positive. We currently have the ability for contributors to update and manage their own pages. This greatly improves the ability to keep information current while also maintaining brand identity for the District.

SBCCD currently uses OmniUpdate’s OU Campus content management system (CMS), and will continue to utilize this system for website management. Work delivered should be compatible with OU Campus without any customizations to the CMS and as few workarounds as possible. Interested vendors are asked to familiarize themselves with the system and the information located at the links below. Vendors with previous OU Campus experience are desired.

http://www.omniupdate.com/products/oucampus/

### 4.2.2 SCOPE AND DELIVERABLES

CONTRACTOR will work with District Web Redesign and Development Taskforce to develop a new site design, work with SBCCD web developer to implement new design in OU Campus, provide web development as needed to meet deadlines, and provide training to web developers and professional development staff on using new templates in OU Campus. CONTRACTOR shall propose a preliminary technical work plan based upon the following general stages of design and implementation between RFP Close and contract sign date to end of fiscal year.

- a. Conduct user studies of select departments and user groups
- b. Develop design
- c. Deploy design
- d. Test design
- e. Train select users

### DELIVERABLES

1. Create and present 3 different theme designs (home and interior page for each).
2. Web design must visually convey that SBCCD is the “umbrella organization” for Crafton Hills College, San Bernardino Valley College, Economic Development & Corporate Training and KVCR TV/FM.
3. Integrate with current Bedework master calendar of district-wide events somewhere on the home page.
4. Develop a comprehensive redesign plan complete with timelines and benchmarks.
5. Conduct a detailed analysis of the district’s current website (sbccd.edu) and then propose site architecture and navigation mapping considering the website objectives.
6. Make recommendations on an information architecture that differentiates content that would be primarily be useful to our different audiences.
7. Recommend primary navigation areas and web elements for the home page and primary landing pages.

8. Identify primary objectives for the first level landing pages, create templates for the home page, landing pages, and second level pages, and ensure that the identified objectives are incorporated into the revised content.

9. Create consistent and standardized templates for all pages to ensure that pages conform with the District’s branding and identity, but also provide flexibility for some level of functionality for the different departments at the District.

10. Review existing web content and recommend improvements based on best practices, including the consolidation and deletion of unnecessary content and web elements.

11. Incorporate dynamic elements into the home page design template to reinforce web strategy objectives and goals.

12. Incorporate graphics, videos and images into revised web pages to complement content and reinforce messaging and branding.

13. Ensure that the web design is able to accommodate delivery using responsive design across different platforms, including tablets, smart phones, and various desktop views. It needs to support all ever-green browsers (Firefox, Chrome, Edge, Opera) as well as Safari and IE 11.

14. Ensure templates allow for the software integration of a variety of common website processes such as email, surveys, social media, feedback, forms, master calendar and add-to-calendar functionality, as determined by the District.

15. Ensure the preservation of links required for archival and/or regulatory purposes and/or ensure the development of easily accessible permalinks.

16. Ensure that SSL certificates, obtained by the district, are integrated into templates and pages as needed to support content security.

17. Focus group testing of site design with identified constituencies.

18. Train district personnel as identified.

19. Ensure that the redesigned website is based upon World Wide Web Consortium (W3C) standards and uses the de-facto industry standard (HTML5), must be maintainable by the District staff, and will not include any proprietary scripts/codes that cannot be freely modified by the District.

20. Ensure that any use of script or code under the control of entities not associated with the District is clearly declared and approved for use by the District.

21. Ensure that the redesigned website complies with WCAG 2.0 AA and the 1998 Amendment to the Rehabilitation Act (1973) and all additional federal, state and local requirements.

22. Ensure that the redesigned website is a complete turn-key system that will become the legal property of the District, including but not limited to artwork, photography, software and all other source code materials.

**APPROACH**

1. Describe the redesign process from start to finish and submit a comprehensive project timeline, showing milestones for completed performance and deliverables.
2. Describe your ability and plan to work with relevant college staff.
3. Describe your ability to advise designated managers responsible for the project.
4. Describe how your firm will communicate and work with designated College employees to implement the website
5. Describe how your approach will differ for our district website when compared to a College website given our website objectives.
6. Provide samples of three (3) to five (5) recently designed and implemented websites

4.3 PRICING INFORMATION/SERVICE FEES

For CONTRACTOR to be considered Responsive to this RFP, CONTRACTOR shall provide a response to each of the following:
   A. CONTRACTOR shall explain its philosophy on charging fees for the services proposed in this RFP that will be provided to SBCCD.
   B. CONTRACTOR shall provide its fee schedule for the term of any resulting contract.
   C. CONTRACTOR shall propose a “not-to-exceed” fee for the complete and total compensation of any and all proposed services.

END OF BID DOCUMENT
Appendix A

Non-Collusion Declaration

STATE OF CALIFORNIA

The undersigned declares:

I am the __________________ of ________________________________, the party
__________________________________________, the party
(Title) (CONTRACTOR Name)
making the foregoing bid.

The bid is not made in the interest of, or on behalf of, any undisclosed person, partnership,
company, association, organization, or corporation. The bid is genuine and not collusive or
sham. The bidder has not directly or indirectly induced or solicited any other bidder to put in
a false or sham bid. The bidder has not directly or indirectly colluded, conspired, connived,
or agreed with any bidder or anyone else to put in sham bid, or to refrain from bidding. 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 that of any other bidder. All statements
contained in the bid are true. 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 thereto, to any corporation, partnership, company, association, organization, bid
depository, or to any member or agent thereof, to effectuate a collusive or sham bid, and
has not paid, and will not pay, any person or entity for such purpose.

Any person executing this declaration on behalf of a bidder 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 bidder.

I declare under the penalty of perjury under the laws of the State of California that the
foregoing is true and correct and that this declaration is executed on ____________ day of
__________________________, 20___ at ________________________________.
(City, State)

Signed: _________________________________
Appendix B

Contractor Profile Form & Designation of Names

CONTRACTOR Name: _____________________________________________

DUE NO LATER THAN 3:00 P.M. PST on May 5, 2017

In response to SBCCD’s Notice Inviting Proposals for SBCCD Web Design Services 2017-06, the undersigned submits this firm offer to:

SBCCD
RFP # 2017-06, SBCCD Web Design Services
Attn: Steven Sutorus, Business Manager
114 S. Del Rosa Dr.
San Bernardino, CA 92408

Section 1: Designation of Names

Person Responsible for Bid: __________________________________________

Street Address: __________________________________________

SBCCD, State & Zip: __________________________________________

Telephone: ___________________ Fax: ___________________

Email: __________________________________________

Business Type: _______________ TIN: _______________

(Corporation, Sole Proprietorship, etc.) (EIN or SSN)

Section 2: Bid

CONTRACTOR must enter a fixed price for each Unit Price item in the space(s) provided on the next page of the Bid Form if applicable. Bidder’s unit prices shall include all labor, materials, tools, equipment, overhead, profit, and all other direct and indirect costs and expenses to produce and deliver as required. Prices must be net including discounts.

I, ___________________________, the undersigned, the ___________________________ of ___________________________, hereby declare that I am duly authorized to execute this Bid Form; that I have carefully examined the requirements of this Bid; acknowledge receipt and incorporation of the following Addenda, _______________; that this Bid Form constitutes a firm offer to SBCCD that if awarded, all prices shall remain effective as required on this Bid Form; and that, under penalty of perjury under the laws of the State of California, to the best of my knowledge and belief, the information contained in this Bid Form is true and correct.

Signature: _____________________________ Date: _______
Appendix D

PROFESSIONAL SERVICES AGREEMENT
(Sample)

114 SOUTH DEL ROSA DRIVE
SAN BERNARDINO, CALIFORNIA, 92408

This agreement is made and entered into by and between the SBCCD hereinafter referred to as “DISTRICT”, and ____________ hereinafter referred to as “CONTRACTOR”.

RECITALS

WHEREAS, the DISTRICT needs professional services; and;

WHEREAS, the CONTRACTOR is professionally and specially trained and competent to provide these services; and,

WHEREAS, the authority for entering into this agreement is contained in Section 53060 of the Government Code and such other provisions of California Law as may be applicable,

NOW THEREFORE, the parties to this agreement do hereby mutually agree as follows:

AGREEMENT

1. DESCRIPTION OF SERVICES
Services shall be rendered per RFP of this agreement.

2. TERM
CONTRACTOR will commence work under this agreement on ____________, and will diligently prosecute the work thereafter. CONTRACTOR will complete the work not later than __________. CONTRACTOR shall not commence work until the Board has approved the Agreement. This agreement may be renew for two (2) additional one (1) year terms upon written notice by DISTRICT.

3. COMPENSATION
   a. Payment(s) shall be made in the following manner: in the amounts listed on Exhibit B.
   b. The contract amount shall not exceed the original purchase order amount. No change order can be made or incorporated in to this agreement to increase the not to exceed amount. Therefore, the “Not to Exceed” amount for this contract is set at ______________.
   c. Billing:
CONTRACTOR shall invoice DISTRICT in triplicate upon completion of each phase of services rendered and provide original receipts of all reimbursable travel-related expenses.

d. DISTRICT will not withhold federal or state income tax from payments made to CONTRACTOR under this agreement, but will provide CONTRACTOR with a statement of payments made by DISTRICT to CONTRACTOR at the conclusion of each calendar year.

4. TERMINATION
This agreement may be canceled by either party without cause by written notice and with fifteen (15) calendar days.

5. RELATIONSHIP OF PARTIES
DISTRICT and CONTRACTOR hereby agree and acknowledge that CONTRACTOR, in providing the services herein specified, is and at all times shall be acting as an independent contractor. As such, CONTRACTOR shall have the right to determine the time and the manner in which the contracted services are performed. DISTRICT shall not have the right to control or to determine the results to be attained by the work of CONTRACTOR, nor the details, methods, or means by which that result is to be attained. CONTRACTOR shall not be considered an agent or employee of DISTRICT and shall not be entitled to participate in any employee fringe benefits of DISTRICT. The relationship of the parties will be based on the IRS guidelines (see Attachment A). The DISTRICT reserves the right to make the final determination as to the correct relationship of the parties.

6. CONTRACTOR’S STATUS
Contractor expressly represents and covenants that he/she is a business duly licensed under the relevant rules and regulations of the State of California and that services provided to the DISTRICT are provided pursuant to such rules and regulations.

7. INSURANCE PROVISIONS
The commercial general liability and automobile liability policies are to contain, or be endorsed to contain, the following provisions:

I. A. The DISTRICT, its officers, officials, employees and volunteers are to be covered as insured’s as respects: liability arising out of work performed by or on behalf of CONTRACTOR; or automobiles owned, leased, hired or borrowed by the CONTRACTOR 

B. For any claims related to this project, the CONTRACTOR’s Insurance coverage shall be primary insurance as respect the DISTRICT, its officers, officials, employees and volunteers. Any insurance or self-insurance maintained by the DISTRICT, its officers, officials, employees or volunteers shall be excess of the Consultant’s insurance and shall not contribute with it.
C. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be canceled by either party, except after thirty (30) day’s prior written notice has been proved to the DISTRICT.

II. Professional liability, and/or Errors & Omissions coverages are written on a claims-made form:
A. The retroactive date must be shown, and must be before the date of the contract and/or the beginning of the contract work.
B. Insurance must be maintained and evidence of insurance must be provided for at least five (5) years after completion of contracted work.
C. If coverage is canceled or non-renewed, and not replaced with another claims-made policy form with a retroactive date prior to the contract effective date, the CONTRACTOR must purchase an extended period coverage for a minimum of five (5) years after completion of contract work.
D. A copy of the claims reporting requirements must be submitted to the DISTRICT for review.

III. Acceptability of Insurers: Insurance is to be placed with insurers with a current A.M. Best’s rating of no less than A-VII unless otherwise acceptable to the DISTRICT. Exception may be made for Stat Compensations Insurance Fund when no specifically rated.

IV. Verification of Coverage: Consultant shall furnish the DISTRICT with original certificates and amendatory endorsements effecting coverage required by the clause. The Endorsement should be in a format that conforms to DISTRICT requirements. All certificates and endorsements are to be received and approved by the DISTRICT before work commences. However, failure to do so shall not operate as a waiver of these insurance requirements. The DISTRICT reserves the right to require complete, certified copies of all required insurance policies, including endorsements affecting the coverage required by these specifications at any time.

V. Waiver of Subrogation: CONTRACTOR hereby agrees to waive subrogation which any insurer or contractor may acquire from vendor by virtue of the payment or any loss. CONTRACTOR agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation.

VI. Workers’ Compensation policy shall be endorsed with a waiver of subrogation in favor of the DISTRICT for all work performed by the CONTRACTOR, its employees, agents and subcontractors.

8. CONTRACTOR shall maintain Insurance with limits of no less than as stated below:
General Liability shall have a limit no less than of $1,000,000 per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit. Automobile Liability shall have a limit no less than $1,000,000 per accident for bodily injury and property damage. The DISTRICT shall be endorsed as additional insured on the policy. Workers’ Compensation shall have a limit no less that as required by the State of California. Professional Liability shall have a limit no less than $1,000,000 per occurrence.

9. HOLD HARMLESS
CONTRACTOR agrees to indemnify, save and hold DISTRICT, its officers, agents and employees harmless from any liability for any claims, accusations, or suits at law or in equity, or in any administrative proceeding, that may be brought by third persons on account of personal injury, death, or damage to property, or a property of business or personal interest, or for any fine, forfeiture or civil penalty arising from any act or omission by CONTRACTOR, its officers, agents, or employees while performing operations under the Agreement. DISTRICT agrees to indemnify, save and hold CONTRACTOR, its officers, agents and employees harmless from any liability for any claims, accusations, or suits at law or in equity, or in any administrative proceeding, that may be brought by third persons on account of personal injury, death, or damage to property, or a property of business or personal interest, or for any fine, forfeiture or civil penalty arising from any act or omission by DISTRICT, its officers, agents, or employees while performing operations under the Agreement.

10. AMENDMENTS
This Agreement may be amended or modified only by written agreement signed by both parties. Failure on the part of either party to enforce any provision of this Agreement shall not be construed as a continuous waiver of the right to compel enforcement of such provision or provisions, nor shall such waiver be construed as a release of any surety from its obligations under this Agreement.

11. ATTORNEY’S FEES
Should any party violate or breach any term or condition of this Agreement, any other party shall have, without limitation, the right to move for entry of judgment by a court of competent jurisdiction, to seek specific performance thereof, and otherwise exercise all remedies available to him, her or it under the law to obtain redress from injury or damage resulting from any such violation or breach. In any such legal proceeding(s) brought to enforce the terms and conditions of this Agreement, the prevailing party shall be entitled to recover its reasonable attorney’s fees and costs incurred as a consequence hereof.
12. ENTIRE AGREEMENT
There are no understandings or agreements except as herein expressly stated. Any modifications must be in writing.

13. INDEPENDENT CONTRACTOR
CONTRACTOR is an independent contractor and not an officer, agent, servant, or employee of DISTRICT. CONTRACTOR is solely responsible for the acts and omissions of its officers, agents, employees, contractors, and sub grantees, if any. Nothing in this Agreement shall be construed as creating a partnership or joint venture between DISTRICT and CONTRACTOR. Neither CONTRACTOR nor its officers, employees, agents, or sub grantees shall obtain any rights to retirement or other benefits that accrue to DISTRICT employees.

14. LAW TO GOVERN: VENUE
The law of the State of California shall govern this Agreement. In the event of litigation between the parties, venue in state trial courts shall lie exclusively in the County of San Bernardino. In the event of litigation in a U.S. District Court, exclusive venue shall lie in the Central District of California.

15. NOTICES
All notices herein required shall be in writing and delivered in person or sent by certified mail, postage prepaid, addressed as follows:

IF TO DISTRICT
Steven Sutorus, Business Services
SBCCD
114 South Del Rosa Drive
San Bernardino CA 92408
909-382-4031

IF TO CONTRACTOR

16. VALIDITY
If any terms, condition, provision, or covenant of this Agreement shall to any extent be judged invalid, unenforceable, void, or violable for any reason whatsoever by a court of competent jurisdiction, each and all remaining terms, conditions, promises and covenants of this Agreement shall be unaffected and shall be valid and enforceable to the fullest extent permitted by law.

17. EXHIBIT AND ADDENDUM INCORPORATED
Exhibit “A” is attached hereto and incorporated into this Agreement by reference.
18. **PUBLIC EMPLOYEE**
   If CONTRACTOR is a regular employee of a public entity, all services which CONTRACTOR renders under this agreement will be performed at times other than CONTRACTOR’S regular assigned workday for said entity or during periods of vacation or leave of absence from said entity.

19. **STRS RETIREE**
   CONTRACTOR shall provide DISTRICT with a statement indicating whether or not CONTRACTOR is a retired member of the State Teacher’s Retirement System of the State of California.

20. **ASSIGNMENT**
   This Agreement is neither assignable nor transferable by either party or by operation of law without the consent in writing of the other party. Consent by either party to one or more assignments or transfers shall not constitute consent to a subsequent assignment or transfer.

**IN WITNESS WHEREOF**, the parties hereto have executed this agreement.

DISTRICT SIGNATURE  
Steven J. Sutorus, Business Manager

_____________________________  Date________________

_____________________________  Date________________

CONTRACTOR SIGNATURE

Name: ________________________________

Title: ________________________________
APPENDIX E

LOCAL VENDOR DESIGNATION

SBCDD AP 6330 Section 3: The Purchasing Department will accept recommendations from the requesting department for potential vendors, but will endeavor, where possible, to encourage the use of local and small business enterprises in its procurement activities. On all procurement activities that must be competitively bid, or for which the District must receive quotes, such will be evaluated with a ten (10%) percent preference for local vendors. The vendor must claim local vendor preference to be considered. Please note the following exceptions:

- Those contracts which State Law or, other law or regulation precludes this local preference.
- Purchases made through cooperative purchasing and leveraged procurement agreements and piggy-back purchases.
- Public Works construction projects.

A "local" vendor will be approved as such when, 1) it conducts business in a physical location within the County of San Bernardino; and 2) it holds a valid business license issued by an agency within the County of San Bernardino; and 3) business has been conducted in such a manner for not less than six months prior to being able to receive the preference. Proof of eligibility will be provided to the District as part of the vendor application process.

Subject to the Local Vendor Preference, final vendor designation will be made by the Purchasing Department.

Is your company requesting to be designated as a local vendor?  Yes____  No____

If yes, does your company conduct business in a physical location within the County of San Bernardino?  Yes____  No____

If yes, does your company hold a valid business license issued by an agency within the County of San Bernardino?  Yes____  No____

If yes, please include a copy of your current business license as an attachment to this application.

If yes, has your company been conducting business in San Bernardino County for at least six months?  Yes____  No____