



**Request for Proposal
CCC-064
Website Redesign**

April 29 2021

Return Proposal To:
Reuben James
Director of Purchasing & Auxiliary Services
Business Office C-34
1111 E. Artesia Boulevard
Compton, CA 90221

Telephone 310-900-1600, Ext. 2110
Email RJJames@compton.edu

Notice is Hereby Given

The Compton Community College District of Los Angeles County, acting through its Board of Trustees, hereinafter referred to as the District calls for proposals for Website Redesign Services to be performed to update and modernize our current site. Proposals are now being accepted from qualified web design firms which can provide well-documented proof of their ability to construct a site which is user-friendly and will provide a virtual experience for students and or potential students and visitors.

RFP-CCC-064 Website Redesign

Scope of Service: includes but is not necessarily limited to the following areas:

1. Creation of a website which is user-friendly and visually attractive.
2. Design which will entice potential students to explore more of the site.
3. Easy to navigate search engine to move visitors to their area of interest.
4. Utilize responsive design for optimal viewing on mobile devices and comply with accessibility requirements.
5. Provide an area where faculty can promote their fields of study.
6. Showcase the advantages of attending a Community College.
7. Provide a plan for expansion of the site as technology advances.

Requirements: Proposal must include the following:

1. Qualifications – Documented proof of expertise within the Website Design Community
2. Personnel – A design team with experience in Web Design
3. Examples of design work provided to other universities / companies
4. Plan for how to proceed
5. References: Educational & Organizational affiliations

Full details of the request for proposal can be found at:

http://www.compton.edu/district/administration/businessadmin/Bid_Proposal_Requests.aspx

Responses to this RFP must be delivered to the Procurement Office of the College. Attention: Mr. Reuben James, Director of Purchasing & Aux Services at 1111 East Artesia Boulevard, Room C-34 Compton, CA 90221, up to but no later than **2:00 PM, on May 27, 2021**. All sealed **Responses** will be certified received prior to the date and time specified above.

If you have any questions concerning this RFP, please contact: Mr. Reuben James, at 310-900-1600 Ext. 2110 or rjames@compton.edu

Executive Summary

Compton Community College District is looking to create an effective website by improving the design and navigation of our current website. The new website should be a virtual experience that is inviting and engaging to prospective students and the community at large.

The Compton Community College District website is a key communication tool for the following audiences:

- prospective students (high school, veterans, graduates, parents)
- current students and faculty
- prospective faculty
- staff and administration
- donors and influencers
- press/media
- alumni
- external partners (local, national, global)
- prospective space rental clients
- elected officials

The new website will be user-friendly, provide intuitive navigation, incorporate a contemporary look, and meet accessibility requirements.

Current Environment

www.compton.edu

Priorities

1. **Navigation and Content Strategy.** The Compton College website serves five Guided Pathway Divisions, the Compton Community College District (CCCD), the Foundation for the CCCD, and administrative offices with hundreds of pages aimed at a wide array of audiences, all built more-or-less independently of one another without a clear overarching navigation and content strategy. As a result, the site is overly complex, confusing, and difficult to navigate. The information architecture and menu should be evaluated and restructured for ease of use.
2. **Accessibility.** Compton College's new website must meet Section 508 of the United States Workforce Rehabilitation Act of 1973 and Web Content Accessibility Guidelines 2.1 (WCAG) - Level A and AA (<https://www.w3.org/TR/WCAG21/>)
3. **User-centered design.** Improve the website user experience so that visitors can find information quicker and easier.
4. **Inviting and engaging content.** Website content, from web copy to multimedia, should be compelling and narrative-driven. While we're not asking for written content in this RFP, the design and CMS must work to showcase and elevate our content, creating a sense of unity across content of varying types, styles, and production sources.
5. **Inclusion and diversity.** Our website must serve a broad audience and its design, messaging, and content should reflect the diversity of the CCCD community.

6. **Search engine optimization.** Regardless of frontend or backend, the website should continue to feature well in search engine results and remain search-friendly.

College Expectations

The chosen vendor will design a website that can accomplish the following:

- Effectively communicate with prospective and current students—with the overall goal of increasing student enrollment.
- Engage alumni and community members in ongoing relationship with the Compton Community College District.
- Optimize content based on SEO best practices.
- Provide a scalable site architecture to allow for growth, ease of maintenance and the ability to add new functionality over time.
- Develop content strategy to ensure updated, valuable content across all areas of the website.
- Navigation based on user.
- Responsive design
- Intuitive navigation (site map).
- Include a search option, and public site index.
- Develop Meta tags (title, description, key words, alt tags, h1, h2, h3).
- Website templates: new homepage, suite of second-tier template options.
- Ability to utilize the current third-party Trumba calendar.
- Preferably a site translation tool and ‘print this page’ option.

The chosen vendor will facilitate inter-departmental cooperation by participating on the Web Task Force. They will collect additional information about redesign priorities and expectations in order to make knowledgeable recommendations on the best site architecture based on current and future use; recommend content management procedures; and help the college community take ownership of the website.

Platform Specifications

- Compton College seeks to maintain control over the website design and structure so more frequent updates and edits may be performed. Therefore, we are requesting the site be built to utilize Modern Campus’ (formerly OmniUpdate) Omni CMS templating framework. (Modern Campus’ Pro Services Team will create the editing environment for the design and site architecture.)
- The website must utilize Responsive Web Design (RWD) to support cross-platform devices and cross-browser compatibility.
- Website source code and design must meet conformance to the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA as a minimum and preferably higher.
- The District will not need a hosting provider. The new website will be hosted locally using the Compton College server, software, and infrastructure.

Dates and Timeframes

Date issued April 29, 2021

Proposals due May 27, 2021

Select vendor by June 2, 2021

Approval of contract by CCCD Board of Trustees June 15, 2021

Completion of Project by July 30, 2022

Proposal Instructions and Requirements

Please include the following in your proposal response:

- Overview of your company, including relevant experience/expertise and any key differentiators that we should consider.
- Outline of your website design and development strategy.
- Explanation of how you will meet our stated goals and objectives, including proposed timelines from kickoff to completion, addressing the following project phases and deliverables:
 - Discovery
 - Content Audit and Assessment - inventory and audit of the current Compton College website providing analysis and recommendation for content based on user research findings.
 - Research and Analysis – prepare and implement a plan for community engagement and usability testing to provide insight about Compton College website users' needs and expectations, which will guide our decisions throughout the redesign process. The plan must include user research tasks, the contractor's assistance with execution, and a report on the findings.
 - Strategy
 - Content, Design & Architecture Strategy - document outlining detailed information architecture; planning, development, and management of content; and recommendations for site look and feel.
 - Governance Guidelines - document outlining recommended policies and procedures addressing content management.
 - Design
 - Creative Design and User Experience Planning - prepare the creative design and user experience plans for the home, landing, sub-site and content-level page templates and any other templates or tools required to support recommended content and design strategy.
 - Provide wireframes and both flat and interactive prototypes of all templates and tools for review and approval.
 - Content
 - Content Production: Identify areas of content to be developed by you vs. areas to be developed by Compton College staff; develop search engine optimized content described in the content strategy recommendations.
 - Content Migration: Identify areas of content to be migrated by you vs. areas to be migrated by Compton College staff.
 - Development/Programming
 - Develop fully functional HTML/CSS/JavaScript for each unique page layout for the website.
 - Perform all coding of templates in Omni CMS (formerly OU Campus).
 - User Testing – create and implement a plan for user testing of each prototype.
 - Implementation & Post-Launch
 - Code Delivery - deliver template/site files and be required to be available during the implementation to assist with launch to chosen hosting platform.

- Compton College expects the vendor to test the entire site before presenting a ‘ready to go live’ version. This includes accessibility, usability, forms, links, images, etc. Compton College will perform final testing with their own group of users before giving a final approval to go live.
 - Post-launch consulting - outline arrangement for on-going advisement for a period for up to one year from the expiration of the Contract at no additional cost to the College. This provision shall survive the expiration of the Contract period of 1 Year.
- Completed cost and timeline estimate, addressing the following requirements:
 - Itemized pricing for each of the stages of development detailed above.
 - Budget timeline aligned to our request for a phased approach to launch.
 - Include any optional/additional elements not directly provided by your company (fees for purchased tools and services, outsourced consulting costs, etc.) as individual line items.
 - Include any considerations for reducing cost by adjusting the balance of responsibility between your project team and the Compton College Web Task Force.
 - Description of your project team and expected roles and responsibilities, including anticipated expectations for involvement from the Compton College Web Task Force.
 - At least three (3) case studies of similar, recent projects, conducted for similar clients, with contact information for references.
 - Terms and conditions, including explanation of your change order process. Following a review of all proposals received, selected finalists will be required to give an on-site presentation to the internal project team, which will include faculty, staff, students, and administrators.

Selection Process

The Web Task Force will review timely proposals that meet the above stated requirements. The Web Task Force will request interviews with and/or presentations by the top three respondents prior to making its recommendation to the Business Office.

Contact Information

Questions concerning this RFP should be submitted to Mr. Reuben James III, Director of Purchasing rjames@compton.edu by May 14, 2021. All questions must be submitted via Email to the address provided.

Proposals must be “Received” by May 27, 2021 to be considered for acceptance. Bid Packages must be delivered to the Business Office, Compton Community College, 1111 East Artesia Blvd., Compton California 90221 Room C-34 by 2:00 P. M. May 27, 2021 and all packages will be stamped as to the time received.

Expected Contract Duration

Compton Community College District desires to enter into a contract with the successful vendor for a 12-month period with the right to extend contract for an additional period as needed for support for two additional years.

** Insurance Requirements. During the term of the contract, the Vendor and all subcontractors shall be maintained, at their sole expense, minimum insurance coverage as follows:

1. Comprehensive General Liability Insurance including coverage for Premises/Operations, Products/Completed Operations, Independent Contractors, Contractual and Personal Liability at a combined single limit of \$5,000,000 per Bodily Injury and Property Damage, and;
2. Comprehensive Automobile Liability Insurance covering owned, hired and non-owned vehicles at a combined single limit of \$5,000,000 per Bodily Injury and Property Damage.
3. In lieu of 1 and 2 above, the Vendor at its option may carry a combination policy including Comprehensive General Liability and Comprehensive Automobile Liability Insurance with a combined single limit of not less than \$5,000,000 per occurrence on Bodily Injury and Property Damage.
4. Workers' Compensation and Employer Liability Insurance providing full statutory coverage.
5. Cyber Liability Insurance of not less than \$5,000,000 to cover Security, Privacy, Business Interruption, Cyber Extortion, and Denial of Service.

Indemnification

The Awardee shall indemnify, defend, and hold harmless the Compton Community College District, its Board of Trustees, officers, agents, and employees, from and against any and all claims, liability, loss, damage, expense, costs, demands, suits, actions and causes of actions (including without limitation costs and fees of litigation) of every nature rising out of or in connection with the Awardee's performance of work hereunder or its failure to comply with any of its obligations contained in the agreement, or its failure to comply with any current or prospective law, except for such loss or damage which was caused by the sole negligence or willful misconduct of the District. All indemnification shall survive the agreement and any amendments. The insurance shall include waivers of subrogation against Compton CCD and its officers, directors, trustees, volunteers and employees, and provide that the insurance is primary and noncontributing with any insurance that may be carried by Compton CCD. All such insurance shall have deductibility limits reasonably satisfactory to Compton CCD.

Vendor shall furnish Certificate[s] of Insurance to Compton CCD showing the required coverage within 30 days after execution of the Contract or before Vendor takes possession of the Bookstore, whichever is earlier. The Certificate[s] shall provide that Compton CCD shall receive 30 days prior written notice from the insurer in the event of any policy cancellation or termination.

All required insurance shall be carried only with responsible insurance companies licensed to do business in the State of California having a policyholder's rating and size from A.M. Best Company of at least A. Compton College shall be listed carried as additionally covered by the insurance purchased at the Bidder's expense.

1. Submittal of Bid Proposal: All Bid Proposals must be submitted on the forms furnished by the District and reading of the Bid Proposals.
2. Bid and Contract Documents: The Bid and Contract Documents will be available electronically on the college's website:
http://www.compton.edu/district/administration/businessadmin/Bid_Proposal_Requests.aspx

While the Bid and Contract Documents may be available through other plan rooms or sites, the College does not guarantee the authenticity or completeness of the Bid and Contract Documents obtained from such other Plan rooms or sites. Bidders shall be solely responsible for reviewing the College's website and downloading all Project Documents and Addenda prior to Bidding.

3. Documents Accompanying Bid Proposal: Each Bid Proposal shall be submitted with the following documents, All information or responses of a Bidder in its Bid Proposal and other documents accompanying the Bid Proposal shall be complete, accurate and true; incomplete, inaccurate or untrue responses or information provided therein by a Bidder shall be grounds for the college to reject such Bidder's Bid Proposal for non-responsiveness.

Bid Security - Statement of Qualifications – Subcontractors List – Non-Collusion Declaration

(Payment Bond & Performance Bond) – Required

Bid Security, Each Bid Proposal shall be accompanied by Bid Security in an amount equal to Ten Percent (10%) of the maximum amount of the Bid Proposal, inclusive of any additive Alternate Bid Item(s). Failure of and Bid Proposal to be accompanied by Bid Security in the form and in the amount required shall render such Bid Proposal to be non-responsive and rejected by the College.

4. Payment Bond; Performance Bond, Prior to commencement of the Work, the Bidder awarded the Contract shall deliver to the College a Payment Bond and a Performance Bond issued by a California Admitted Surety in the form and content included in the Contract Documents each of which shall be in a penal sum equal to One Hundred Percent (100%) of the Contract Price.
5. Bid Security; Bid Bond. A bid bond is a form of bid security which guarantees to District that if the bidder is awarded the contract, the bidder will execute the contract. If the bidder fails to do so the surety liability to the District is the difference between the bidder's price and the next lowest priced bid. The bid security "makes whole" the District if the successful bidder submitting the lowest priced bid does not execute the contract after award. Public Contract Code §20650 establishes three different alternative forms of bid security: (i) bid bond, (ii) cashier's check; (iii) cash. By far, the most typical form of bid security is a bid bond. Under Public Contract Code §20651, bid security is mandatory for all construction contracts, but is discretionary for: (i) supplies, (ii) services, except for construction services; and (iii) repairs, including maintenance. The amount of bid security under Public Contract Code §20650 is entirely discretionary to the District: "give such bid security as the board requires." Typical practice is to require bid bonds with a penal sum equal to 10% of the proposal amount.
6. Performance Bonds. The requirement for contractors to post Performance Bonds is not established by law, but best practices and the single premium nature of the bundle of construction bonds suggests that the District should require a performance bond for every project. The terms of a performance bond that should be considered include:
 - a. Surety scope of obligations include Liquidated Damages or other withholds that exceed the remaining balance of the Contract Price.
 - b. Surety scope includes warranty obligations of contractor.
 - c. Limitation of time for Surety to complete investigation after default and for Surety to assume principal's obligations.
 - d. Prohibition on Surety selecting principal to complete project.
 - e. Right of prevailing party to recover attorneys' fees and costs.

7. Pre-Bid Inquiries, Bidders may submit pre-bid inquiries or clarification requests using the Pre-Bid requests information form included in the Contract Documents Section. Bidders are solely and exclusively responsible for submitting each inquiries or clarification request no later than 2:00 PM on May 14, 2021. The College will not respond to any bidder inquires or clarification requests, unless such inquires, or clarification requests are submitted timely to Reuben James at: rjames@compton.edu Do Not send any pre-bid inquiries or clarification requests to the college.

Compton College Website Redesign Project Proposal Form

Vendor Name:
Vendor Address:
City, State, Zip Code
Telephone #
Website:

1. Cover Letter

Signed by vendor representative authorized to bind the proposing firm contractually.

2. Executive Summary

A one-page high-level overview of the solution being proposed from concept to completion.

3. Vendor Information Requirements

Company Info: contact info of the person responsible for proposal; length of time in business; names of companies that will share significant and substantive responsibilities with the vendor in performing the scope of services under the Contract

4. Scope of Work

Explain how you will complete the scope of work including a proposed timeline. Describe support available after the site goes live.

5. References

Client name/url; contact name/title/phone #/email; types of services provided; explain similarities/difference to the College's requirements.

6. Cost Requirements

Itemized cost based on the scope of work.