



Request for Proposals

Website Redesign Services

Submissions must be received electronically (uploaded to our website portal) by:
Wednesday, May 11, 2022, at 12:00 p.m. PST.

First 5 Fresno County
2405 Tulare Street, Suite 200
Fresno, CA 93721
(559) 558-4900
www.first5fresno.org

Dates to submit questions and dates for question response have been updated

Overview of Funding Opportunity

Below is a summary of this Request for Proposals (RFP), please read the entire document for full requirements and details.

Intent of RFP

First 5 Fresno County seeks to contract with a qualified website developer or marketing and advertising firm to refresh and execute the re-launch of First 5 Fresno County's website and its microsite for the Lighthouse for Children, Inc.

Annual Funding	Contract Period
The total funding available under this RFP is up to \$25,000 for one year.	July 1, 2022 – June 30, 2023

Eligibility

Submissions will be considered from qualified individuals as well as public and private marketing and advertising firms.

Timeline

Date	Action
April 5, 2022	Release of Request for Proposals
April 12, 19, 26 & May 3, & 9 , 6 2022, by 5 p.m. PST	Deadline to submit questions to funding@first5fresno.org
April 14, 21, 28 & May 5, 8 , 12, & May 9, 2022, by 5 p.m. PST	Days when a response to submitted questions will be posted on the F5FC website
May 11, 2022 – 12:00 p.m. PST	Submission deadline via the website portal at first5fresno.org/funding
May 23, 2022	Notification to proposers
May/June 2022	Scope of work and budget development with selected proposer
June 8, 2022	Recommended agency presented to the Commission for approval
July 1, 2022	Contract start date

See
Updated
Dates

ABOUT FIRST 5 FRESNO COUNTY

At First 5 Fresno County (F5FC), we know that children thrive when their families thrive. We envision a future where all children and their families are healthy, loved, and nurtured. We run after this vision by partnering with our community to create a seamless system of quality, accessible services that support the well-being of every child and family. The First 5 Fresno County Commission (the Commission) was created in 1998 when voters passed Proposition 10, which added a 50-cent sales tax to every pack of cigarettes or tobacco product sold in California. The State of California collects the money and distributes it to each county based on birthrate. The Commission is responsible for developing a strategic plan to guide local funding decisions that are consistent with the purpose of Proposition 10, which is to promote, support and improve the early development of children from the prenatal stage to five years of age.

In 2015, F5FC built the Lighthouse for Children (LFC) facility, an innovative community hub in the heart of Downtown Fresno, where families and early childhood professionals can access services, resources, and opportunities to transform the first 5 years of a child’s life. F5FC owns and manages the three-story facility, which houses a high-quality Child Development Center, the Community Learning Center, various offices, meeting space for community agencies, and F5FC’s administrative offices.

INTENT

The [F5FC website](#) is the first point of contact for the public, stakeholders, and advocates of early childhood to learn about F5FC and its initiatives. It serves as a source for communicating about the importance of the early years of life and a space to keep a pulse on relevant early childhood efforts throughout Fresno County. The [LFC microsite](#) serves as a resource for families with young children and is intended to keep the public informed about programs and services offered within the LFC facility in downtown Fresno. Updating both sites to align with the goals within F5FC’s [2020-2025 Strategic Plan](#) and [2020-2025 Communications Plan](#) and appealing to their respected primary audiences in a dynamic and user-friendly way is the priority goal of the website refresh.

First 5 Fresno County Website	
Primary Audiences	Policy Makers: elected officials, F5FC Commissioners, and stakeholders including community partners (funded and non-funded), community-based organizations, government entities/agencies, trusted messengers, and private businesses.
Secondary Audience	Families with young children: pregnant people, parents, families, and caregivers

Lighthouse for Children Microsite	
Primary Audiences	Families with young children: pregnant people, parents, families, and caregivers looking for resources and services within the Lighthouse for Children facility
	Community: partners (funded and non-funded), community-based organizations, government entities/agencies, early childhood professionals seeking training/professional development or space to host such opportunities
Secondary Audience	General Public: anyone seeking early childhood resources and information

BACKGROUND

First 5 Fresno County's 2020-25 Strategic Plan was shaped by voices of Fresno County families and community partners. In the strategic planning process, our community identified the most pressing and difficult challenges facing young children and their families which inform F5FC's investment areas through 2025. The purpose of the Communications Plan is to establish a framework for internal and external use that supports the implementation of our Strategic Plan through succinct messaging and focused communications. Alignment with the Strategic Plan ensures communications activities are consistent and drive toward our overarching goals and objectives.

Our 2020-2025 Strategic Plan lays out five primary strategies to support families, communities, and systems – Communication, Advocacy, Collaboration, Skill-Building, and Innovation & Learning. These strategies serve as a north star and roadmap for our efforts. With a focus on systems change (addressing the root causes of embedded social problems), the Communication strategies are designed to increase partnership and connection between the people, policies, and places working for Fresno County's children and families. The Communications Plan outlines how those strategies inform our communications initiatives as an agency and the website is a critical component that helps ensure our messaging is succinct all around.

FUNDING AND CONTRACT PERIOD

The total funding available under this RFP is up to \$25,000 for a one-year contract period from July 1, 2022, through June 30, 2023. Please note, the F5FC Commission reserves the right to negotiate any proposed activities and/or budgets.

ELIGIBILITY

Qualified website developers or marketing and advertising firms/companies with the technical knowledge and design experience necessary for this project are encouraged to submit a proposal. The selected proposer will have demonstrated understanding of providing services outlined in this RFP and must be capable of producing the desired services in a professional, timely, and cost-conscious manner. This website redesign project will require work in WordPress content management system. Submissions will be considered from qualified individuals and public and private firms.

SCOPE OF SERVICES

Over time, F5FC has shifted its efforts to focus on a systems approach to early childhood issues, which requires a website redesign. The updates need to reflect that shift while allowing F5FC to remain a trusted messenger on early childhood matters to their audiences. It must be a dynamic and resource-filled place that educates our primary audiences on the importance and relevancy of ensuring families have what they need to safeguard the healthiest start for children in their first five years of life while also highlighting the work of F5FC. The updated site must also comply with state and local mandates (i.e., The Brown Act) concerning accessibility to F5FC Commission (governing board) meetings and documents. It must also serve as a document hub for our funded partners (grantees). The LFC microsite redesign which focuses on parents and families with young children, should highlight the services offered within the Lighthouse for Children facility, and be a place where parents with young children can find information on child development and community resources.

Additionally, we want to convey our commitment to Race, Equity, Diversity, and Inclusion in the look, use and feel of both websites.

The selected proposer will work closely with First 5 Fresno County staff with the following in mind:

F5FC Site	LFC Site
<ul style="list-style-type: none"> Align with F5FC Brand Guidelines 	<ul style="list-style-type: none"> Align with LFC Brand Guidelines
<ul style="list-style-type: none"> Direct link to our microsite, Lighthouse for Children 	<ul style="list-style-type: none"> A page where LFC tenants can access relevant facility information such as notices or guidelines
<ul style="list-style-type: none"> A page dedicated for interactive/creative resource-sharing and redirection to community partners 	<ul style="list-style-type: none"> An interactive user-friendly page parent/community resource page – serving as a referral to other external sites
<p>Highlight:</p> <ul style="list-style-type: none"> F5FC’s core investments F5FC Funding Page and Upload Portal Commission Documents & Policies Annual Award Nomination Submissions Early childhood policy watch section 	<p>Highlight:</p> <ul style="list-style-type: none"> Early childhood developmental milestones information Room Reservation
<p>Dynamic homepage experiences that are attractive, easy to navigate that feature:</p> <ul style="list-style-type: none"> ○ Social media feed ○ Improved simplified content in an engaging and user-friendly way ○ Spanish-language translation feature ○ Mobile friendly ○ Search function ○ Career Page with “apply” feature ○ Maintain the ability for visitors to join mailing list ○ Ability to easily “pin” something new (i.e., a new funding or job opportunity or current/ relevant opportunities or notices) to the homepage 	
<p>Other:</p>	
<ol style="list-style-type: none"> 1. Produce a Website Manual documenting instructions for navigating the backend of the website. 	
<ol style="list-style-type: none"> 2. Make the use of Analytics data relevant to staff monitoring and updating website 	

To give an idea of what inspiration we are looking for, below are examples of websites whose look, and feel is similar to what we can envision the F5FC refresh being:

- <https://www.first5sf.org/>
- <https://first5association.org/>
- <https://first5center.org/>
- <https://everyneighborhood.org/>

The selected proposer is expected to include a timeline for at least two revision phases and their approach to obtaining feedback from F5FC staff for content development and redesign for both sites. We are looking for a proposer committed to the website redesign process being a shared and collaborative experience between F5FC and the selected proposer. The proposal should include a training session for staff on the backend of the website for daily management and other routine and non-routine updates - including required site updates (i.e., WordPress updates).

RFP PROCESS

Questions

Any questions about this RFP must be submitted via email to funding@first5fresno.org with the subject line: “**Question RFP – Website Redesign Services.**” Questions will be accepted until **Monday, May 9, 2022**. If questions are received, responses will be posted on the funding page of the F5FC website (www.first5fresno.org/funding) by 5:00 p.m. PST every Thursday beginning April 12, 2022 through May 12, 2022.

Submission Deadline

Completed proposals must be submitted via the F5FC website (www.first5fresno.org/funding) by **12:00 p.m. PST on Wednesday, May 11, 2022**. Applicants are responsible for ensuring that submissions are received on time. Late submissions will not be accepted.

Review Process and Notification

A Community Review Committee will evaluate and score each submission that complies with the purpose and requirements of this RFP. Submissions receiving a score of 70 or more points out of 100 may become finalists for award. However, there is no guarantee that scoring above 70 will result in an awarding. Following the review process, F5FC will work with the recommended proposer to finalize the scope of work and budget that will be presented to the F5FC Commission for consideration and ultimate approval for funding. The contact person for each submission will be notified via email of F5FC’s decision. All submitters, including the recommended agency, will be notified by **May 23, 2022** of the status of their submission. Upon notification, the finalist will be contacted by F5FC to confirm requirements prior to consideration by the Commission.

SUBMISSION REQUIREMENTS

All proposals must be submitted via the **F5FC website proposal submission portal** (www.first5fresno.org/funding) by **12:00 p.m. PST on Wednesday, May 11, 2022**. To complete the submission process, follow the steps on the website to enter all required information and upload the required forms and attachments listed below. All documents must be submitted in PDF form. Each form is available as an individual PDF file on the F5FC website.

- A. Narrative (60 total points) – FORM A (attached):** Please submit, in writing, the requested information in brief narrative form and, to the extent possible, organize the narrative using headers (**no more than 15 typewritten pages**). Please do not use a font size smaller than **11-point** size for legibility.

- B. Scope of Work and Budget (30 total points, not part of the narrative page limit) – FORM B (attached):** Complete this form to propose how F5FC funds are to be used to execute the intent of this RFP.
- C. Attachments (10 points, not a part of the narrative page limit) – Submissions must include the following:**
- a) Completed W-9 Form
 - b) Up to three (3) relevant work samples from a previous, related project
 - c) Provide names, titles, addresses, email address, and telephone numbers of three (3) professional references of organizations or individuals for whom the proposer has provided services, cited as related experience

Please note, after completing the submission via the online portal on the F5FC website, applicants will receive an automatic email as proof of submission (from funding@first5fresno.org). **Please verify all required documents were submitted.** If the proposer identifies an error, they may resubmit using the same process. Only the most recent submission will be accepted; however, **all resubmissions must be submitted and received before the deadline via the website portal at first5fresno.org/funding.** Submissions via email will not be accepted.

Submitting proposers should add funding@first5fresno.org to their approved contact list to avoid interference with spam filters. If the proposer does not receive an email or experiences any technical difficulties, please contact funding@first5fresno.org. Proposers are responsible for ensuring that submissions are received on time. Late submissions will not be accepted.

OTHER IMPORTANT INFORMATION

Protest Process

Upon notice by F5FC of a proposed award, any applicant may file a formal written protest regarding a potential or recent procurement by the Commission. The protest shall be filed no less than forty-eight (48) hours before the day of the meeting at which the Commission is scheduled to award the subject contract. The protest shall be in writing addressed to and filed with the Executive Director (or appointee) and contain the exact basis for the protest, and proof that the protestor is a viable and responsible provider of the services sought. The protest should provide evidence that the award violated F5FC's procurement procedures or State law. Mere disagreement with the Commission's decision shall not be the basis for a successful protest.

Confidentiality of Responses

F5FC cannot guarantee the confidentiality of information submitted by the proposers. In the event that F5FC receives a request for records or court order that F5FC reasonably determines compels its disclosure of the submissions, F5FC shall provide such records as it deems appropriate. All materials submitted as part of a proposer's response to this RFP become the property of F5FC.

Communication

As of the issue date of this RFP and continuing through the public notification of the award, those submitting a proposal are specifically directed not to hold any unscheduled or scheduled meetings, conferences, or technical discussions regarding this RFP with F5FC staff, Commissioners or the Community Review

Committee. “Off the record” contacts can potentially taint the Commission’s decision-making process. Interested proposers may only submit inquiries through the funding@first5fresno.org email address in response to any matter pertaining to the RFP. Any prohibited contact may result in disqualification of the potential contractor’s submission.

Contracts

Issuance of this RFP does not constitute a commitment by the Commission to award a contract. The Commission reserves the right to reject any or all submissions received in response to this RFP, or to cancel this RFP if the Commission deems that it is in the best interest of the Commission to do so. In addition, F5FC staff reserves the right, after contract award, to amend the resulting contract as needed throughout the term of the contract to best meet the needs of all parties.

Any contract awarded by the Commission will contain various terms and conditions that will not be negotiable, including, but not limited to, applicant’s obligation to indemnify, defend, and hold the Commission harmless from and against applicant’s negligence and willful actions, insurance requirements as determined by the Commission, and compliance with various Commission policies.

Supplanting

No Commission funds shall be used to supplant (i.e., take the place of or replace) state or local General Fund money for any purpose. This prohibition does not apply to federally funded or privately funded programs.

Conflicts of Interest

Applicants must adhere to the Commission’s Conflicts of Interest Policy and Conflicts of Interest Code, as amended, as applicable. No Commissioner or designated staff may make, participate in making, or use their official position to influence the making of any governmental decision which may have a direct or indirect foreseeable material financial effect on the Commissioner or designated staff person. Therefore, no entity in which a Commissioner or designated staff person has a material financial interest may submit a proposal to the Commission.

Additionally, under no circumstances, may a financial dependent of a F5FC Commissioner or staff respond to this RFP. Relatives (which shall include, but not be limited to, adult children, siblings, aunts and uncles) of F5FC Commissioners or staff who are not dependents are discouraged from submitting.



FORM A - NARRATIVE
Website Development Services RFP

Please provide a brief narrative response to the following questions and, to the extent possible, organize using headers. The narrative should not exceed fifteen (15) pages. Please do not use a font size smaller than **11-point** size for legibility.

1. Share yours and/or your agency's/firm's mission and philosophy relevant to agencies like First 5 Fresno County.
2. Describe your **approach** to developing a dynamic and engaging website in response to the Intent (page 3) and the Scope of Services (page 4). Include a projected timeline for planning and implementation. Feel free to include story board, samples, and other visuals to convey ideas and approach.
3. Describe yours or your firm's/agency's **qualifications** as they relate to the Eligibility and Scope of Services sections on page 4 of the RFP. Include the number of years of experience your firm/agency has in website design development and implementing marketing/advertising projects including working with agencies similar to First 5 Fresno County. Be sure to reference the experience of your personnel.



FORM B - SCOPE OF WORK AND BUDGET
Website Development Services RFP

Please outline your proposed work and requested funding from this RFP. Complete the following table with estimated dollar amounts for one year detailing deliverables. Multiple rows for deliverables are included, but proposers may leave rows unused or duplicate this page to add rows. Please note, the below information is accepted as an estimate only. A final scope of work and budget will be developed between F5FC and the identified contractor upon recommendation for funding. For budget line-item categories and definitions (including **Other Funding**) visit <http://www.first5fresno.org/wp-content/uploads/2017/12/Budget-Line-Item-Definitions-WEB.pdf>.

Scope of Work & Budget - Annual Deliverables		
Activity Name	Brief Description	Budget Amount