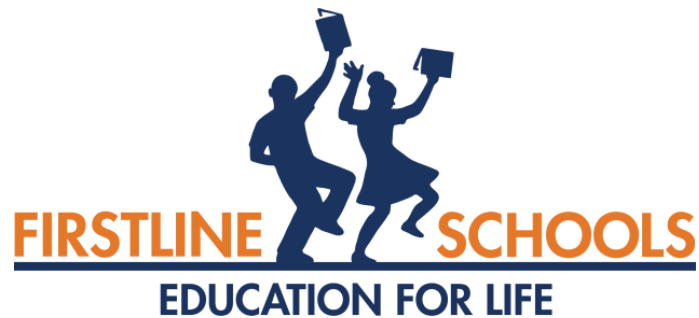


FirstLine Schools, Inc.  
Request for Quote – Website Update and Re-Design

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FirstLine Schools, Inc.

Request for Quote –

Website Update and Re-Design

RFQ Questions Due: December 16, 2019

Questions directed to:

Megan Chauvin, Communications Manager,  
at [mchauvin@firstlineschools.org](mailto:mchauvin@firstlineschools.org)

Proposal Submittal Deadline: January 8, 2020

Megan Chauvin

300 N. Broad Street-Suite 207

New Orleans, LA 70119

# FirstLine Schools, Inc.

## Request for Quote – Website Update and Re-Design

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RFQ Announcement: December 5, 2019

Question Submittal Deadline: December 16, 2019

Proposal Submittal Deadline: January 8, 2020

Proposal Re-Opened as of: N/A

Amended Submittal Deadline: N/A

Award Notification Deadline: January 22, 2020

### **Background:**

FirstLine Schools is a New Orleans based charter management organization committed to helping New Orleans become the first city in the country where every child attends a great school. Our mission is to create and inspire great open-admission public schools in New Orleans. FirstLine's leaders started New Orleans' first charter school in 1998, and have been transforming the academic expectations, achievement and aspirations of our students ever since.

We operate five K-8 schools -- Arthur Ashe Charter School, Phillis Wheatley Community School, Langston Hughes Academy, Samuel J. Green Charter School, and FirstLine Live Oak-- all in New Orleans. Our focus is turning around struggling schools through a culture of high expectations for academic achievement and behavior. Our schools also provide students with a variety of enriching experiences, including our signature program, the Edible Schoolyard New Orleans.

**Proposals** are to be delivered by email to Megan Chauvin, Communications Manager, FirstLine Schools, at [mchauvin@firstlineschools.org](mailto:mchauvin@firstlineschools.org). Proposals are due on: January 8, 2020.

### **Scope of Work:**

#### **Project Overview:**

FirstLine is seeking a professional and reliable Web Development Company to modernize the codebase for FirstLine's website. FirstLine's current website was developed on an older version of WordPress. In the recent, substantial, upgrade for WordPress it has become evident that FirstLine's website will require both an update and modernization to the latest version of WordPress and its Content Management System in order to continue operations and remain functional with current web browsers as standards change.

# FirstLine Schools, Inc.

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### Requirements:

- Design\_
  - Web Page Design:
    - FirstLine is seeking to have our current website layout replicated, insofar as possible, following the discovery of the website and subpages like the following current site format:
    - Navigation menu header.
    - Minimal footer for contact information.
    - Near replication of the home page and subsequent subpages (page merging/condensing may be discussed):
      - About Us (8 pages)
      - Our Schools (5 pages)
      - Family Center (13 pages)
      - Career Center (4 pages)
      - Get Involved (4 pages)
      - Enroll
      - Contact (2 pages)
      - Donate
      - Sitemap for both users and administrators
      - Broadcast “Call-To-Action” bar with high visibility and ease of configuring. This will be used a method of deploying information to visitors during times of crisis, etc. in near real time.
      - Keyword Search Button (new feature)

### Development:

FirstLine expects this project to have a completion timeframe with clear development goals and milestones over a two to three-month period.

### Staging:

FirstLine expects the new Website to be available on a testing/sandboxed hosting environment where FirstLine can verify functionality and examine the project as it advances.

### Compatibility and Navigation -

#### Compatibility:

FirstLine expects any and all webpages to be compatible with the following browsers: IE 10+, Edge, Edge built on Chromium, Chrome, Safari and Firefox.

#### Navigation:

FirstLine expects the FirstLine website to be functional in a host of viewing configurations: Desktop (large and small resolution scaling), Tablet landscape/Portrait configurations, and mobile portrait.

Social Media integration with social media links and sharing.

Ease of updateability for primary home page slideshow.

### Website Development Platform -

FirstLine requires the website to be designed on the latest version of WordPress.

FirstLine also requires that the website platform have ease of access for FirstLine administration.

# FirstLine Schools, Inc.

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### Analytics -

Search engine integration and optimization with metrics from Google Analytics (etc.) that show visits, usage and additional information.

Monthly usage/data reports for both web traffic (users and what users accessed) and data traffic in megabytes.

### Calendar -

FirstLine expects to have a real time Events Calendar with integration to Google Calendar for ease of calendar modifications. FirstLine is a Google Apps for Education Organization.

### Web Hosting -

FirstLine requests that any and all websites be hosted on high performance servers.

FirstLine expects that if there are monthly data allotments for access that the rates/fees are negotiable (especially during the roll-out to gauge overall bandwidth utilization).

### Support & Maintenance -

FirstLine is willing to incur a monthly support and maintenance fee if necessary. However; FirstLine also requests a minimum of one hour per month of support be included for free alongside the monthly fee.

### Training & Administration -

FirstLine requests training as necessary during the initial build-out phase, with FAQs as additional reinforces if necessary, to assist with knowledge transfer regarding how to update and manage content on the website.

FirstLine requests the ability to have multiple user accounts with various levels of access.

### **Questions:**

All questions regarding this RFQ must be emailed directly to Megan Chauvin, Communications Manager for FirstLine Schools, at [mchauvin@firstlineschools.org](mailto:mchauvin@firstlineschools.org) and should be received by December 16, 2019. Questions and answers will be posted as an addendum to the RFQ by December 20, 2019.

# FirstLine Schools, Inc.

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**Evaluation:**

A variety of weighted criteria, given below in order of priority, will be considered in evaluating proposals. This evaluation will be made based on information provided within the Proposal, by the Proposer during RFQ specific presentations or negotiations, news articles, press releases, client references, industry references, vendors, and other sources.

| Component  | Scoring Scale   | Evaluation Criteria   |
|--|---|---|
| <b>Proposal Quality</b>                                    | 0-50 points   | Award of a purchase order or contract is based on the best value to FirstLine: quality, availability, delivery, specifications, terms, conditions, and fitness for the particular purpose.<br>When a solicitation requires an oral presentation, submission of test samples, or inspection of facilities, these factors are part of the component evaluation. |
| <b>Price</b>   | 0-30 points for each (Price, Professional References & Company Financials)<br><br>The highest score is 30 points; however, applicants failing to address a Component entirely will receive a score of zero. | Lowest bid(s) receive 30 points; Highest bid(s) receive 0 points; all other bids receive between 29 and 1 points.<br>The total cost may include unit price, delivery and installation, and maintenance and cost of operation as defined in the solicitation. If there is a discrepancy between a unit price and its extension, the unit price will prevail.   |
| <b>Professional References</b>                             |   | Relevant professional experience, but no expertise in project subject; between 5 and 10 years of specified expertise in project subject; more than 10 years of expertise in specific project subject.   |
| <b>Company Financials</b>                                  |   | Three years of most recent audited company financials are requested. The audited financial reports will be reviewed to determine if the company has the financial capacity to perform the work outlined in the contract.  |
| <b>Headquartered in Orleans Parish</b>                     | 0-20 points each<br>Applicant has provided verifiable evidence of component described by the Evaluation Criteria  | Principal of Business and Registered Office in Orleans Parish as listed with the Louisiana Secretary of State.  |
| <b>State &amp; Local Disadvantaged Business Enterprise</b> |   | A for-profit small business where socially and economically disadvantaged individuals own at least a 51% interest and also control management and daily business operations. As a certified DBE, a certificate issued by the City of New Orleans or other certifying agency must be provided with the submission.   |
| <b>Executive Resumes</b>                                   | 0-10 points for each  | Consideration is also given to the applicants' potential ability to perform successfully under the terms and conditions and their past performance record.  |
| <b>Community Involvement</b>                               | Applicant can successfully demonstrate the Component as described by the Evaluation Criteria  | Demonstrated organizational commitment to programs or public service initiatives serving the youth of New Orleans community relationships.  |
| <b>Innovation</b>  |   | Proposal demonstrates innovative means and methods.   |

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### **Execution of Work:**

All work is to be completed within the scope of and consistent with the plans submitted as part of this RFQ. Any vendor wishing to deviate from this plan should provide specific information and rationale as to why it would be in FirstLine's best interest to do so.

### **Incidental Work:**

Incidental work items for which separate payment will not be made includes, but is not limited to, the following items:

- Cooperation with other contractors, abutters and utilities.

### **Extra Work Items:**

Extra work shall be performed by the Contractor in accordance with the specifications and as directed and will be paid for at a price as provided in the Contract documents or if such pay items are not applicable than at a price negotiated between the contractor and FirstLine. If FirstLine determines that extra work is to be performed, a change order will be issued.

### **Change Orders:**

FirstLine reserves the right to issue a formal change order for any increase, decrease, deletion, or addition of work or any increase in contract time or price. The contractor shall be required to sign the change order and it shall be considered as part of the Contract documents. The contractor will not be paid for any additional work he might claim without an authorized and fully executed change order.

### **Control of Work:**

Authority of FirstLine's Communication Manager: (a) All work shall be done under supervision of the Communication Manager and/or FirstLine's authorized designee and to his/her satisfaction. The Communication Manager and/or authorized designee will decide all questions that may arise as to the quality and acceptability of materials furnished and work performed and as to the rate of progress of the work; all questions that may arise as to the interpretation of the specifications; and all questions as to the acceptable fulfillment of the Contract by the Contractor.

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**Proposal Authorities, Restrictions & Clauses**

**Authorities and Options:**

- FirstLine reserves the right to reject any and all proposals for any reason.
- FirstLine reserves the right to correct or waive irregularities in submitted proposals should it be deemed in the best interest of FirstLine to do so.
- FirstLine reserves the right to negotiate any and all proposals for any reason.
- FirstLine reserves the right to disqualify any proposals that do not meet the submittal requirements.
- Final prices will be negotiated between the Proposer and FirstLine. FirstLine reserves the right to cancel the contract award if Proposer cannot commit to a contract that has prices within 5% of what is initially quoted.

**Prohibitions:**

- FirstLine shall assess, negotiate and decide on this Proposal without influence from the Proposer's employees, the Proposer's representatives or agents, the Proposer's vendors, or any other parties with a business, financial or family relationship to the Proposer.
- The Proposer is prohibited from exploiting a conflict of interest, gratuities, kickbacks, or any other type of incentive or influence upon FirstLine, its Board(s) and its agents; violators will be prosecuted to the extent of the pertinent laws.
- The proposer is prohibited from submitting Proposals that are contingent upon winning multiple contracts; any such proposals will be disqualified.

**Proposer Responsibilities:**

- It is the Proposer's duty to inspect all submitted documents to assure completeness and legibility.
- It is the Proposer's duty to understand the proposal; any misunderstanding is the responsibility of the Proposer; FirstLine has no obligation to correct, reject or question any portion of the proposal.
- Proposer must abide by all proposal requirements; the proposal may be rejected by FirstLine regardless of the type or significance of noncompliance.
- Proposer must be willing and able to begin work on the FirstLine website within three weeks of signing the contract.

**Termination of the Contract:**

- FirstLine reserves the right to terminate the contract because of inferior quality of materials, product, workmanship, service and/or reductions and/or termination of funding.
- FirstLine reserves the right to terminate the contract immediately in the event that there are unresolved safety or liability concerns.

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### Proposal Requirements:

- The Proposer must answer all questions in this section and must include all requested documentation in order for the Proposer's bid to be considered.
- A minimum of two (2) references, current or former clients and at least one must be in New Orleans
- Proposal must include line-item material costs and any installation or other associated fees
- For each of the following assurances the Proposer must provide sufficient documentation to prove their ability to meet these expectations and deliverables.
  - **Staffing:** The Proposer agrees not to discriminate against any employee or applicant for employment because of race, sex, religion, color, age, disability, national origin or sexual orientation.
  - **Legal and Responsibility:** The Proposer must fulfill all obligations in compliance with all applicable local, state, and federal laws and regulations, including the Occupational Health and Safety Act. The Proposer will be responsible for all damage to FirstLine's property, equipment, and buildings caused by its employees or its equipment. The Proposer will also be responsible for any injuries to persons caused by its staff or equipment. The Proposer must notify FirstLine concerning any litigation involving the Proposer or its parent or subsidiary companies.
  - **Insurance:** The Proposer must be able to provide proof of insurance coverage that will minimize FirstLine's risk exposure to the extent outlined below:
    - Comprehensive General Liability insurance in the form of comprehensive, contractual insurance, personal injury, broad-form property damage, premises operations and completed operations in an amount of not less than \$1,000,000 per occurrence and \$1,000,000 aggregate.
    - The Proposer shall obtain at its own expense and evidence via Certificate(s) of Insurance the following insurance requirements before commencement of any awarded work and throughout the duration of the Agreement:
      - A) Errors and Omissions (E&O), Technology E&O / Technology Products E&O: minimum of \$1 million limit and in the annual aggregate, inclusive of defense costs
      - B) Network Security / Privacy Liability; including
        - (1) computer or network systems attacks
        - (2) denial or loss of service
        - (3) introduction, implantation, or spread of malicious software code
        - (4) unauthorized Access and Use of computer systems
        - (5) privacy liability
        - (6) breach response coverage
    - Liability coverages should have a minimum of \$1 million limit and in the annual aggregate
    - Breach response sublimits of at least 50% of the liability limit
      - C) Crime Insurance: Vendor, at its sole cost and expense, shall obtain and maintain in full force and effect, Third Party Crime/Employee Dishonesty Insurance in an amount not less than \$1,000,000. The insurance shall name Firstline Schools as a loss payee.
      - If policy or policies are written on a claims-made basis, coverage must be in place for a period of at least 12 months after the completion or termination of the Agreement. "INSURED" and subsidiaries must be named as an additional insured under E&O, Technology E&O / Technology Products E&O and Network Security / Privacy Liability coverage sections. Further, an appropriate endorsement deleting the Insured vs. Insured exclusion must be evidenced, so as not to impede a claim by "INSURED" and subsidiaries for a wrongful act of the Proposer. All insurance carrier(s) must carry an A.M. Best rating of at least A-, Class VIII.



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**END OF RFQ**