



Denver Public Schools  
Purchasing Department  
900 Grant Street, Room 301  
Denver, CO 80203

Date: July 27, 2011

Subject: Request For Proposal, #BD1517, Emily Griffith Technical College Website Development & Design

Enclosures: (1) Request for proposal cover sheet  
(2) General terms and conditions  
(3) Special terms and conditions.  
(4) Scope of work/Specifications  
(5) Pricing template  
(6) Vendor Information form  
(7) Diversity Business Certification form

To: All prospective bidders:

Thank you for obtaining this Request For Proposal on line.

**Please, carefully review the proposal as the District's proposal documents have been revised.**

Enclosed, please find a Request for Proposal to provide Denver Public Schools - Emily Griffith Technical College a new website development and design. A new website will be used to communicate and market EGTC programs to prospects interested in EGTC, current students, staff, teachers, and community organizations. The new design coordinates with the development of a new logo and with the recent change of their name from Emily Griffith Opportunity School to Emily Griffith Technical College.

Unless otherwise noted, (bidders) must provide a proposal on all of the requirements stated within this request. Bidders must be able to commit the resources necessary to provide the services requested in a timely manner and conform to the material aspects of the scope of work enclosed. To be considered valid in the selection process, all proposals must follow the critical dates, as set forth below:

**Critical dates:**

**1) RFP Issue date - July 27, 2011.**

**2) Questions due date - August 3, 2011, 3PM, Mountain Standard Time.** Responses to questions will be provided in writing to all prospective bidders, by August 8, 2011.

**3) Proposal due date - Proposals must be received in the District's Purchasing Office on or before August 12, 2011, 3PM, Mountain Standard Time.** Proposals received after this date and time will not be considered and individual extensions to the due date will not be granted. If you are hand delivering your response on the due date, allow enough time to find parking (the District does have a parking lot but space is limited and access may be denied) and security check-in. The District will not accept an e-mail or fax response to this Request for Proposal. You are responsible to address the envelope as follows- Denver Public Schools, Purchasing Department, 900 Grant Street, Room #301, Denver, Colorado 80203

**Attn: BD# 1517.**

**4) Proposal Expiration date**- Bidder must indicate an expiration date for the proposal and pricing. Any expiration date shall not be less than (90) days from the proposal due date as indicated herein.

Please be advised that the award is based upon the content of the bidder's proposal. Organized, succinct and straight forward submissions are appreciated. There is no need to go to excessive costs in preparing elaborate packaging. Prior to a formal award, all contract terms and conditions must be agreed upon by all parties. Please address any inquiries to the buyer: Rose Brady, Fax number (720) 423-3348.

Sincerely,

Rose Brady



Denver Public Schools  
Purchasing Department  
900 Grant Street, Room 301  
Denver, Colorado 80203

**REQUEST FOR PROPOSAL 1517  
COVER SHEET-FILE IN TAB A**

---

Date: July 27, 2011  
Proposal number: BD1517  
Proposal title: Emily Griffith Technical College Website  
Proposals will be received until: August 12, 2011  
3:00 p.m., local standard time  
at 900 Grant Street, Room 301,  
Denver, Colorado 80203  
Goods or services to be delivered to or performed at: Emily Griffith Technical College  
For additional information please contact the buyer: Rose Brady  
720-423-3337  
Email Address: rose\_brady@dpsk12.org  
Documents included in this package: Request for Proposal Cover Sheet  
General Terms and Conditions  
Special Terms and Conditions  
Scope of Work/Specifications  
Pricing Template  
Vendor Information Form  
Diversity Business Certification Form

If any of the documents listed above are missing from this package, they may be picked up at 900 Grant, Room 301. If you require additional information, call the Denver Public Schools contact person.

The undersigned hereby affirms that (1) he/she is a duly authorized agent of the vendor, (2) he/she has read all terms and conditions and technical specifications which were made available in conjunction with this solicitation and fully understands and accepts them unless specific variations have been expressly listed in his/her offer, (3) that the offer is being submitted on behalf of the vendor in accordance with any terms and conditions set forth in this document, and (4) that the vendor will accept any awards made to it as a result of the offer submitted herein for a minimum of ninety calendar days following the date of submission.

**PRINT OR TYPE YOUR INFORMATION**

Name of Company: \_\_\_\_\_ Fax: \_\_\_\_\_  
Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_ Phone: \_\_\_\_\_  
Authorized Representative's Signature: \_\_\_\_\_ Phone: \_\_\_\_\_  
Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Email Address: \_\_\_\_\_ Approved by: \_\_\_\_\_ Date: \_\_\_\_\_  
Reviewed by: \_\_\_\_\_ Date: \_\_\_\_\_



Denver Public Schools  
Purchasing Department  
900 Grant Street, Room 301  
Denver, Colorado 80203

## REQUEST FOR PROPOSAL 1517

### GENERAL TERMS AND CONDITIONS

I. **APPLICABILITY.** These General Terms and Conditions apply, but are not limited, to all bids, proposals, qualifications and quotations (hereinafter referred to as "Offers" or "Responses") made to the Denver Public Schools (hereinafter referred to as "District") by all prospective suppliers (herein after referred to as "Vendors") in response, but not limited, to Invitations to Bid, Requests for Proposals, Requests for Qualifications, and Requests for Quotations (hereinafter referred to as "Solicitations").

### II. CONTENTS OF OFFER

A. General Conditions. Vendors are required to submit their Offers in accordance with the following expressed conditions:

1. Vendors shall make all investigations necessary to thoroughly inform themselves regarding the plant and facilities affected by the delivery of materials and services as required by the conditions of the Solicitation. No plea of ignorance by the Vendor of conditions that exist or that may hereafter exist as a result of failure to fulfill the requirements of the contract documents will be accepted as the basis for varying the requirements of the District or the compensation to the Vendor.
2. Vendors are advised that all District contracts are subject to all legal requirements contained in the District Board policies, the Purchasing Department's procedures and state and federal statutes. When conflicts between the Solicitation and these legal documents occur, the highest authority will prevail.
3. Vendors are required to state exactly what they intend to furnish to the District via this Solicitation and must indicate any variances to the terms, conditions, and specifications of this Solicitation no matter how slight. If variations are not stated in the Vendor's Offer, it shall be construed that the Vendor's Offer fully complies with all conditions identified in this Solicitation.
4. Denver Public Schools intends and expects that the contracting processes of the District and its Vendors provide equal opportunity without regard to gender, race, ethnicity, religion, age or disability and that its Vendors make available equal opportunities to the extent third parties are engaged to provide goods and services to the District as subcontractors, vendors, or otherwise. Accordingly, the Vendor shall not discriminate on any of the foregoing grounds in the performance of the contract, and shall make available equal opportunities to the extent third parties are engaged to provide goods and services in connection with performance of the contract (**joint ventures are encouraged**). The Vendor shall disseminate information regarding all subcontracting opportunities under this contract in a manner reasonably calculated to reach all qualified potential subcontractors who may be interested. The Vendor shall maintain records demonstrating its compliance with this article and shall make such records available to the District upon the District's request.
5. All Offers and other materials submitted in response to this Solicitation shall become the property of the Denver Public Schools.

B. Open Records. Disclosure of information to the District.

The Vendor understands that the information provided to the District in response to a Request For Proposal ("RFP"), a bid or under an agreement or contract between District and the Vendor, may be subject to release, inspection or disclosure upon request.

"Information," shall include any confidential or non-confidential information which: (a) belongs to the Vendor; (b) is of a scientific, technical, clinical, business, financial, marketing, corporate, specialized or other trade secret; (c) has value to the Vendor; (d) has generally been considered and treated by the Vendor as confidential prior to the time of disclosure; and (e) is clearly identified as "Confidential" or "Proprietary" when disclosed to the District. Information shall not include any information which: (a) at the time of disclosure is in the public domain (whether or not any of the parties knows that the information is in the public domain); (b) after disclosure is published or otherwise becomes part of the public domain in any manner other than by the District; (c) was in the possession of the receiving party at the time of

disclosure by the District as evidenced by competent written documents; or (d) was independently developed by the receiving party as evidenced by competent written records.

It is presumed that any Information provided to the District is a public record and is subject to inspection, further disclosure and release by lawful subpoena, government regulation, court order, lawful purpose or as requested pursuant to the Colorado Public (Open) Records Act (Colo. Rev. Stat. sec. 24-72-204, or as amended later), except any information that is recognized as confidential, qualifies as exempt or is protected by the applicable state and Federal law, the District will not disclose; provided, however, when it is reasonably practicable to do so under the circumstances, the District will make an effort to notify the Vendor of the impending release of records in order to provide the Vendor an opportunity to challenge the release of the requested information. Barring the receipt of a legal order or decree prohibiting the District's disclosure of the requested information, the information will be released to the requesting party as the law requires.

Nothing in this provision shall be construed to create a legal duty or an obligation or a liability for the District or its employees, officers, agents or assigns to act or pursue any claim, defense, cause of action, or legal process on the Vendor's behalf. The Vendor further agrees to defend, indemnify and save and hold harmless the District, its employees, officers, agents or assigns against any claim, judgment, damages and legal expenses and costs, including any attorney fees awarded to a third party or incurred or a court may order to pay because of a lawful release of the requested information by the District.

- C. Worker's Compensation Insurance. Each contractor and subcontractor shall maintain at his own expense until completion of his work and acceptance thereof by the District, Worker's Compensation Insurance, including occupational disease provisions, covering the obligations of the contractor or subcontractor in accordance with the provisions of the laws of the State of Colorado. The contractor shall furnish the District with a certificate giving evidence that he is covered by the Worker's Compensation Insurance herein required, each certificate specifically stating that such insurance includes occupational disease provisions and provisions preventing cancellation without five days' prior notice to the District in writing.
- D. Clarification and Modifications in Terms and Conditions
  - 1. Where there appear to be variances or conflicts between the General Terms and Conditions, the Special Terms and Conditions and the Technical Specifications outlined in this Solicitation, the Technical Specifications then the Special Terms and Conditions will prevail.
  - 2. If any Vendor contemplating submitting an Offer under this Solicitation is in doubt as to the true meaning of the specifications, the Vendor must submit a **written request** for clarification to the District's Contact person as stated in the Special Terms and Conditions. The Vendor submitting the request shall be responsible for ensuring that the request is received by the District at least five calendar days prior to the scheduled Solicitation opening or as stated in the Special Terms and Conditions.

**Any official interpretation of this Solicitation must be made, in writing, by an agent of the District's Purchasing Department who is authorized to act on behalf of the District. The District shall not be responsible for interpretations offered by employees of the District who are not agents of the District's Purchasing Department.**

The District shall issue a written addendum if substantial changes which impact the technical submission of Offers are required. Such addenda will be posted on the Purchasing Department web site (<http://purchasing.dpsk12.org/bids/default.asp>). Vendors are responsible for either revisiting this website prior to the due date or contacting the designated buyer to ensure that they have any addenda which may have been issued after the initial download. The Vendor shall certify its acknowledgment of the addendum by signing the addendum and returning it with its Offer. In the event of conflict with the original contract documents, addenda shall govern all other contract documents to the extent specified. Subsequent addenda shall govern over prior addenda only to the extent specified.

- E. Prices Contained in Offer--Discounts, Taxes, Collusion
  - 1. Vendors may offer a cash discount for prompt payment. Discounts will be considered in determining the lowest net cost for the evaluation of Offers; discounts for periods of less than twenty days, however, will not be considered in making the award.
  - 2. Vendors shall not include federal, state, or local excise or sales taxes in prices offered, as the District is exempt from payment of such taxes.

3. The Vendor, by affixing its signature to this Solicitation, certifies that its Offer is made without previous understanding, agreement, or connection either with any persons, firms or corporations making an Offer for the same items, or with the District. The Vendor also certifies that its Offer is in all respects fair, without outside control, collusion, fraud, or otherwise illegal action. To insure integrity of the District's public procurement process, all Vendors are hereby placed on notice that any and all Vendors who falsify the certifications required in conjunction with this section will be prosecuted to the fullest extent of the law.

### III. PREPARATION AND SUBMISSION OF OFFER

#### A. Preparation

1. The Offer must be typed or legibly printed in ink. The use of erasable ink is not permitted. All corrections made by the Vendor must be initialed **in blue ink** by the authorized agent of the Vendor.
2. Offers must contain, **in blue ink**, a manual signature of an authorized agent of the Vendor in the space provided on the Solicitation cover page. **The original cover page of this Solicitation must be included in all Offers. If the Vendor's authorized agent fails to sign and return the original cover page of the Solicitation, its Offer shall be invalid and shall not be considered.**
3. Unit prices shall be provided by the Vendor on the Solicitation's Specification and Pricing Form when required in conjunction with the prescribed method of award and **shall be for the unit of measure requested**. Prices that are not in accordance with the measurements and descriptions requested may be considered non-responsive and may not be considered. Where there is a discrepancy between the unit price and the extension of prices, the unit price shall prevail.
4. Alternate Offers will not be considered unless expressly permitted in the Specification's Special Terms and Conditions.
5. The accuracy of the Offer is the sole responsibility of the Vendor. No changes in the Offer shall be allowed after the date and time that the Offers are due.
6. Organization of BID response: (See scope of work section for additional details)

TAB A- Cover letter and transmittal sheet (identify any exceptions to specifications or terms and conditions within this section).

TAB B- Management Section

TAB C- Technical Section

TAB D- Project schedule and implementation plan

TAB E- Pricing

TAB F- Vendor Profile

#### B. Submission

1. The original offer shall be sealed in an envelope with the vendor's name and the RFP number on the outside and marked, 'Master'. This master copy shall be sent or delivered to the District's Purchasing Offices- Denver Public Schools, 900 Grant Street, Room #301, Denver, Colorado 80203.
2. Furnish one complete copy of your Proposal on a CD-ROM disk or furnish the copy on a portable storage drive device (thumb drive) along with the master paper copy. The District will distribute this electronic version for evaluation. Please ensure that this copy is complete and accurate and includes all proposal content, descriptions and pricing.
3. Unless otherwise specified, when a Specification and Pricing form is included as a part of the Solicitation, it must be used when the Vendor is submitting its Offer. The Vendor shall not alter this form (e.g. add or modify categories for posting prices offered) unless expressly permitted in the addendum duly issued by the District. No other form shall be accepted.
4. Offers submitted via facsimile machines or email will not be accepted.

5. Vendors which qualify their Offers by requiring alternate contractual terms and conditions as a stipulation for contract award must include such alternate terms and conditions in their Offers. The District reserves the right to declare Vendors' Offers as non-responsive if any of these alternate terms and conditions are in conflict with the District's terms and conditions, or if they are not in the best interests of the District.
- C. Late Offers. Offers received after the date and time set for the opening shall be considered non-responsive and returned unopened to the Vendor. **(Note: If you are hand delivering your response to the District on the due date, please allow ample time for parking. Space is limited in the District's parking lot and additional time may be required for security check in).**
  - D. Vendor Information. All Vendors are required to complete the Vendor Information Form that is included in this solicitation.

#### IV. MODIFICATION OR WITHDRAWAL OF OFFERS

- A. Modifications to Offers. Offers may only be modified in the form of a written notice on company letterhead and must be received prior to the time and date set for the Offers to be opened. Each modification submitted to the District's Purchasing Department must have the Vendor's name and return address and the applicable Solicitation number and title clearly marked on the face of the envelope. If more than one modification is submitted, the modification bearing the latest date of receipt by the District's Purchasing Department will be considered the valid modification.
- B. Withdrawal of Offers
  1. Offers may be withdrawn prior to the time and date set for the opening. Such requests must be made in writing on company letterhead.
  2. In accordance with the Uniform Commercial Code, Offers may not be withdrawn after the time and date set for the opening for a period of ninety calendar days. If an Offer is withdrawn by the Vendor during this ninety day period, the District may, at its option, suspend the Vendor from the bid list and may not accept any Offer from the Vendor for a six month period following the withdrawal.

#### V. REJECTION OF OFFERS

- A. Rejection of Offers. The District may, at its sole and absolute discretion:
  1. Reject any and all, or parts of any or all, Offers submitted by prospective Vendors;
  2. Re-advertise this Solicitation;
  3. Postpone or cancel the process;
  4. Waive any irregularities in the Offers received in conjunction with this Solicitation to accept an offer(s) which has additional value or function and/or is determined to be more advantageous to the District; and/or
  5. Determine the criteria and process whereby Offers are evaluated and awarded. No damages shall be recoverable by any challenger as a result of these determinations or decisions by the District.
- B. Rejection of a Particular Offer. The District may, at its sole and absolute discretion, reject an offer under any of the following conditions:
  1. The Vendor misstates or conceals any material fact in its Offer;
  2. The Vendor's Offer does not strictly conform to the law or the requirements of the Solicitation;
  3. The Offer expressly requires or implies a conditional award that conflicts with the method of award stipulated in the Solicitation's Special Terms and Conditions;
  4. The Offer does not include documents, including, but not limited to, certificates, licenses, and/or samples, which are required for submission with the Offer in conjunction with the Solicitation's Special Terms and Conditions and/or Technical Specifications; or

5. The Offer has not been executed by the Vendor through an authorized signature on the Specification's Cover Sheet.

C. Elimination From Consideration

1. An Offer may not be accepted from, nor any contract be awarded to, any person or firm which is in arrears to the District upon any debt or contract or which is a defaulter as surety or otherwise upon any obligation to the District.
2. An Offer may not be accepted from, nor any contract awarded to, any person or firm which has failed to perform faithfully any previous contract with the District, state or federal government, for a minimum period of three years after this previous contract was terminated for cause.

- D. The District reserves the right to waive any technical or formal errors or omissions and to reject any and all bids, or to award contract for the items hereon, either in part or whole, if it is deemed to be in the best interest of the District to do so.

**VI. COMPLIANCE WITH LAW AND DISTRICT POLICIES.**

The Contractor will comply with all laws, regulations, municipal codes and ordinances and other workplace requirements and standards applicable to the provision of services/work performed including, without limitation, federal and state laws governing wages and overtime, civil rights/employment discrimination, equal employment, safety and health, verifiable security background checks, employees' citizenship, withholdings, pensions, reports, record keeping, and campaign contributions and political finance,.

- A. The Contractor certifies that it shall comply with the provisions of C.R.S. 8-17.5-101, et seq. In accordance with that law, the Contractor shall not knowingly employ or contract with an illegal alien to perform work under this Agreement or enter into a contract with a subcontractor that fails to certify to the Contractor that the subcontractor shall not knowingly employ or contract with an illegal alien to perform work under this Agreement. The Contractor represents, warrants, and agrees that it: (i) has verified that it does not employ any illegal aliens, through participation in the E Verify Program; and (ii) otherwise will comply with the requirements of C.R.S. 8-17.5-102(2)(b). The Contractor shall comply with all reasonable requests made in the course of an investigation under C.R.S. 8-17.5-102 by the Colorado Department of Labor and Employment. If the Contractor fails to comply with any requirement of this provision or C.R.S. 8-17.5-101, et seq., the District may terminate this Agreement for breach and the Contractor shall be liable for actual and consequential damages to the District.
- B. The Contractor, if a natural person eighteen (18) years of age or older, hereby swears or affirms under penalty of perjury that he or she (i) is a citizen of the United States or otherwise lawfully present in the United States pursuant to federal law, (ii) shall comply with the provisions of C.R.S. 24-76.5-101, et seq., and (iii) shall produce one of the forms of identification required by C.R.S. 24-76.5-103 prior to the effective date of this Agreement.

**VII. AWARD OF CONTRACT.** The District shall award a contract to a Vendor through the issuance of a Purchase Order or a Notice of Award. The General Terms and Conditions, the Special Terms and Conditions, any Technical Specifications, the Vendor's Offer, and the Purchase Order or Notice of Award are collectively an integral part of the contract between the Denver Public Schools and the successful Vendor. Accordingly, these documents shall constitute a binding contract without further action by either party.

**VIII. APPEAL OF AWARD.** Vendors may appeal by submitting, **in writing**, a detailed request for reconsideration to the District's Director of Purchasing within 72 hours after the recommendation of award is posted on the Purchasing Department's web site at <http://purchasing.dpsk12.org/bids/default.asp>, provided that the appeal is sought by the Vendor prior to the District finalizing a contract with the selected vendor.

**IX. CONTRACTUAL OBLIGATIONS**

- A. Local, State and Federal Compliance Requirements. Successful Vendors shall be familiar and comply with all local, state, and federal directives, ordinances, rules, orders, and laws applicable to, and affected by, this contract including, but not limited to, Equal Employment Opportunity (EEO) regulations, Occupational Safety and Health Act (OSHA), and Title II of the Americans with Disabilities Act (ADA).
- B. Disposition. The Vendor shall not assign, transfer, convey, sublet, or otherwise dispose of this contract, including any or all of its right, title or interest therein, or its power to execute such contract to any person, company or corporation, without prior written consent of the District.



- C. Employees. All employees of the Vendor shall be considered to be, at all times, employees of the Vendor, under its sole direction, and not an employee or agent of the District.
1. The District may require the Vendor to remove an employee it deems careless, incompetent, insubordinate or otherwise objectionable, and whose continued employment on District property is not in the best interest of the District.
  2. The Vendor shall not employ, retain, hire or use any individual that has been convicted of any felony charges as the same is defined under the laws of the State of Colorado in the performance of the services to be rendered and materials to be provided to the District pursuant to this Solicitation unless the Vendor receives prior written permission.
  3. In accordance with the District's policy regarding the use of tobacco products, no employee of the Vendor shall be permitted to use tobacco products when performing work on District property.
  4. To protect the staff and program against undue invasion of the school or work day, sales representatives shall not be permitted in schools or other departments for the purpose of making sales unless authorized to do so by the Director of Purchasing or his/her designee. If special or technical details concerning goods or services to be purchased are required, the involvement of vendors should be coordinated through the Purchasing Department.
- D. Delivery. Prices, quotes and deliveries are to be **FOB destination, freight prepaid**, and shall require inside delivery unless otherwise specified in the Solicitation's Special Terms and Conditions. Title and risk of loss shall pass to the District upon inspection and acceptance by the District at its designated point of delivery, unless otherwise specified in the Special Terms and Conditions. In the event that the Vendor defaults on its contract or the contract is terminated for cause due to performance, the District reserves the right to repro cure the materials or services from the next lowest Vendor or from other sources during the remaining term of the terminated/defaulted contract. Under this arrangement, the District shall charge the Vendor any difference between the Vendor's price and the price to be paid to the next lowest Vendor, as well as any costs associated with the re-solicitation effort
- E. Material Priced Incorrectly. As part of any award resulting from this process, vendor(s) will discount all transactions as agreed. In the event the District discovers, through its contract monitoring process or formal audit process, that material was priced incorrectly, vendor(s) agree to promptly refund all overpayments and to pay all reasonable audit expenses incurred as a result of the non-compliance.

#### **X. MODIFICATIONS TO EXISTING CONTRACT.**

Terms and conditions may be added, modified, and deleted upon mutual agreement between agents of the District and the Vendor provided that such terms and conditions remain within the scope and original intent of the Solicitation. Said terms and conditions may include, but are not limited to, additions or deletions of service levels and/or commodities and/or increases or decreases in the time limits for an existing contract. Any and all modifications must be expressed in writing through a Memorandum of Understanding and executed by authorized agents of the District and the Vendor prior to the enactment of such modifications.

#### **XI. TERMINATION OF CONTRACT**

- A. The District may, by written notice to the successful Vendor, terminate the contract if the Vendor has been found to have failed to perform its service in a manner satisfactory to the District as per specifications, including delivery as specified. The date of termination shall be stated in the notice. The District shall be the sole judge of non-performance.
- B. The District may cancel the contract, without penalty, upon thirty days written notice for reason other than cause. This may include the District's inability to continue with the contract due to the elimination or reduction of funding.



Denver Public Schools  
 Purchasing Department  
 900 Grant Street, Room 301  
 Denver, Colorado 80203

**REQUEST FOR PROPOSAL 1517**

**SPECIAL TERMS AND CONDITIONS**

**SCHEDULE OF ACTIVITIES:** The following activities outline the process to be used to solicit vendor responses and to evaluate each vendor proposal.

Date proposal is posted	July 27, 2011
Due date for questions	August 3, 2011
Proposal due date	August 12, 2011
Vendor Evaluation-Round 1 to select	August 17, 2011
Short list of vendors	
On-site Presentations ( if needed)	Aug. 29-Sept.2, 2011
Vendor Evaluation & final selection	Sept. 9, 2011
Date of contract award	Award contract Sept. 30, 2011

**PURPOSE:** The purpose of this Solicitation is to provide the District with a new website development and design for our Emily Griffith Technical College as described herein.

The EGTC website is intended to increase the conversion rate of prospective students, encourage retention of current students, and communicate programs, courses, events, campaigns, and services to prospective students, current students, staff, instructors, community organizations and the general public.

This website will include a design, content management system, development and conversion from our current website. The new design coordinates with the development of a new logo and with the recent change of the name from Emily Griffith Opportunity School to Emily Griffith Technical College.

The EGTC website will be at least a few hundred pages and will include a database that updates automatically from our Student Information System (TopSchool). The time required to develop the site's functionality and the size of the site and database, are main factors. EGTC also shall connect with our prospective students, applicants, students, and the public in many different ways including the use of customer interaction or social networking tools like Facebook, Twitter, YouTube and blogs.

Dept / Schools	Brief description of how they will use it
EGTC Marketing/ PR Dept	They will be able to communicate and market the college, programs, classes and events as a result of this RFP
Deans	They will be able to make program changes and post news/events about their program as a result of this RFP
Teachers	They will be able to post news/events/course curriculum/videos as a result of this RFP
Career Development	They will be able to provide an electronic job board for students
Staff	They will be able to submit documents and utilize the Staff Intranet for communication, links and documents
Students	They will be able to see course descriptions, schedules, curriculum, events, resources, news, and interact with the new website, etc as a result of this RFP

**TERM OF CONTRACT:** Please provide pricing for a 3-year contract and for licensing in perpetuity. First year would include development, hosting and support. The second and third years would include hosting and support

**OPTION TO RENEW FOR SUBSEQUENT YEARS (MAINTAINING SAME PRICES):** The prices or discounts quoted in this solicitation shall prevail for term of the contract, at which time the District shall have the option to renew the contract for subsequent one-year periods, not to exceed two years. Within these renewal terms the Vendor will maintain the same prices or discounts that were awarded during the initial contract. The Vendor may provide greater discounts or reduction of prices at any time during the original term or subsequent renewal terms. Continuation of the contract beyond the initial period is a District prerogative and not a right of the Vendor. This prerogative will be exercised only when such continuation is clearly in the best interest of the District

**RECAP OF OFFERS SUBMITTED:** Vendors wishing to receive a recap after recommended award of the Solicitation may do so by including an email address in the space provided: \_\_\_\_\_

**COOPERATIVE PURCHASING EFFORTS:** Denver Public Schools encourages and participates in cooperative purchasing endeavors undertaken by or on behalf of other governmental jurisdictions, to the extent other governmental jurisdictions are legally able to participate in cooperative purchasing, the District supports such cooperative activities. (Examples of these cooperative efforts include: MAPO-Multiple Assembly of Procurement Officials, CEPC- Cooperative Educational Procurement Council).

We hereby request that any member of other governmental jurisdictions be permitted to avail itself of this contract and purchase any and all items specified herein from the successful Vendor(s) at the contract price(s) established herein. Each governmental entity which uses a contract(s) resulting herefrom would establish its own contract, issue its own orders, schedule deliveries, be invoiced therefrom, make its own payments, and issue its own exemption certificates as required by the Vendor. It is understood and agreed that the District is not a legally binding party to any contractual agreement made between another governmental entity and the Vendor as a result of this Solicitation. The District shall not be liable for any costs or damages incurred by any other entity.

**RESPONSE TO QUESTIONS:** Questions which arise during the Response preparation period regarding issues around this Solicitation, purchasing and/or award should be directed, in writing, via fax, email or U.S. mail, to *Rose Brady*, Purchasing Department, Denver Public Schools, 900 Grant Street, Denver, Colorado 80203, [rose\\_brady@dpsk12.org](mailto:rose_brady@dpsk12.org) fax number 720-423-3348. The Vendor submitting the question shall be responsible for ensuring that the question is received by the buyer no later than 3pm MST **on August 3, 2011**.

Any official interpretation of this Solicitation must be made by an agent of the District's Purchasing Department who is authorized to act on behalf of the District. The District shall not be responsible for interpretations offered by employees of the District who are not agents of the District's Purchasing Department.

**METHOD OF AWARD - BEST EVALUATIVE SCORE BASED ON WRITTEN RESPONSE AND ORAL PRESENTATION:** It is the intent of the District to award this Contract to the Vendor who receives the highest score when the Responses submitted by interested Vendors are reviewed by the District's Response Evaluation Committee. For this Solicitation, the Evaluation Committee will score Responses in two phases. In the first phase, the Committee will score written Responses by reviewing documentation submitted by the Vendors.

If necessary, in the second phase, the Committee may invite a limited number of Vendors who received the highest scores during phase one to provide an oral presentation. The number of Vendors who are invited to provide an oral presentation will be determined by the Committee after the written Responses have been scored. The evaluative score from the oral presentation will be added to the score from the written Response to determine the awarded Vendor.

The District reserves the right to conduct negotiations with Vendors and to accept revisions of proposals. During this negotiation period, the District will not disclose any information derived from proposals submitted, or from discussions with other Vendors. Once an award is made, the solicitation file and the proposals contained therein are in the public record.

**ELIGIBILITY OF VENDORS - MUST BE ENGAGED IN SUPPLYING PRODUCTS OR SERVICES RENDERED:** Vendors must be an eligible service provider through the Universal Service Administration Company (USAC). The Vendor must also provide their FCC Service Provider Identification Number with their response to this proposal. Pre-award inspection of the Vendor's facility may be made prior to award of the contract. Solicitations will only be considered from companies which have been engaged in the business of manufacturing or distributing the goods and/or performing services as described in this Solicitation. The Vendors must be able to produce evidence that they have an established satisfactory record of performance for a reasonable period of time and have sufficient financial support, equipment and organization to ensure that they can satisfactorily execute the services if awarded a contract. The term equipment and organization as used herein shall be construed to mean a fully equipped and well established company in line with the best business practices in the industry and as determined by the proper authorities of the District. The District reserves the right, before awarding the contract, to require a Vendor to submit such evidence of its qualifications as it may deem necessary, and may consider any evidence available to it

(including, but not limited to, the financial, technical and other qualifications and abilities of the Vendor, including past performance and experience with the District) in making the award in the best interest of the District.

**CONSIGNMENT OF CONTRACT NOT ALLOWED:** If applicable, Responses will only be considered from companies which are directly engaged in the business of manufacturing or distributing the goods and/or performing the services described in this Solicitation. Accordingly, no part of this contract can be consigned to another Vendor.

**CONFIDENTIALITY, DATA PROTECTION**

1. The Contractor shall adhere to the mandates of federal, state, and local ordinances and statutes, and Denver Public Schools Board Policy with regard to the protection of data made available by the District.
2. The Contractor shall carefully select the personnel entrusted with the data processing, inform them about all of the legal aspects of data protection, and oblige them to preserve data secrecy. The obligation is to be made on record and evidence of this is to be provided to the District upon its request.
3. The Contractor shall be obliged to protect all data in this context. The Contractor shall store on encrypted volumes all confidential and sensitive data that is placed on mobile computing devices including laptops and PDAs. All data transmitted over the Internet must be encrypted.
4. Upon request, at the latest however upon the cessation of the contractual relationship between the District and the Contractor, all existing data in this context is to be returned to DPS or is to be irretrievably deleted by the Contractor upon The District' request. The deletion shall take place at the latest upon the expiry of mandatory data-protection law periods. Upon request by the District, the deletion is to be confirmed in writing.
5. In the event a breach of the obligations herein detailed or if indications of such a breach exist, the Contractor hereby undertakes to inform the District of that fact without undue delay.
6. The District shall be entitled to monitor the compliance with the data protection provisions by the Contractor. For this purpose, the individual authorized by the District to monitor the data protection compliance shall have access to the business of the Contractor after written prior announcement at the usual business times, insofar as the business will not be unduly interrupted. Support is to be given to this individual in the monitoring process.

**Payment upon Milestone Completion.**

**METHOD OF PAYMENT - PHASED PAYMENTS FOR WORK COMPLETED:** The District shall provide partial payments for work completed by the successful Vendor during various phases of the work assignment. The District and the successful Vendor shall negotiate the percentage or component of completed work which corresponds to the acceptable payment schedule after the Response has been evaluated and the successful Vendor has been determined. The Vendor shall provide a fully documented invoice to the District's Accounts Payable Department. The invoice shall identify critical, descriptive data including, but not limited to, the Purchase Order/Contract Release Request number, the service location(s) and time and materials provided to the District. It shall be understood that such invoices shall not be authorized for payment until such time as a District representative has inspected and approved the completed phase of work.

Milestone Name	Milestone Description	Vendor Deliverables	Location (if applicable)	Milestone Date	Milestone Payment Amount (\$ or %)
Proposal Review Meeting	<ul style="list-style-type: none"> <li>• More detailed review of the proposal submitted; designed to ensure project resources are identified, questions are answered and expectations are clearly communicated</li> <li>• During the meeting</li> </ul>	<ul style="list-style-type: none"> <li>• Detailed listing of all EGTC-provided data and format needed by vendor relating to the current website and our Student Information System (TopSchool) schedule report</li> <li>• During the meeting these lists will be discussed, along with reasonable</li> </ul>		September 2011	10%

	an interim checkpoint project plan, incorporating these meetings and deliverables, will be discussed and mutually agreed upon	turnaround for providing the data			
<b>Website Development and/ or Structure</b>	<ul style="list-style-type: none"> <li>Website mapping and information architecture is agreed upon and built</li> </ul>	<ul style="list-style-type: none"> <li>Detailed site map</li> <li>Website structure is developed/built and accessible/reviewed by EGTC</li> </ul>		October 2011	20%
<b>Website Design</b>	<ul style="list-style-type: none"> <li>Website design is accepted including graphic design templates and design style guide</li> <li>An outline of the website style, and layout will be agreed upon</li> <li>Design style is applied to the website structure</li> </ul>	<ul style="list-style-type: none"> <li>Website design is reviewed, accepted, and agreed upon</li> <li>The editable, native –format design files are provided electronically to EGTC</li> <li>Design style as applied to website structure is accessible/reviewed by EGTC</li> </ul>		October 2011	30%
<b>Content Management System and Database</b>	<ul style="list-style-type: none"> <li>Content Management System is agreed upon and built</li> <li>Database is designed and built</li> </ul>	<ul style="list-style-type: none"> <li>CMS is built, presented, and accessible/reviewed by EGTC</li> <li>Database is accessible /reviewed by EGTC</li> </ul>		November 2011	20%
<b>Usability Testing and Training</b>	<ul style="list-style-type: none"> <li>Website is tested by and approved by EGTC staff and students</li> <li>EGTC staff are trained in changing content</li> </ul>	<ul style="list-style-type: none"> <li>Present CMS training guide</li> </ul>		November 2011	20%

**SERVICE FACILITIES SHALL BE AVAILABLE FROM RELIABLE SOURCES IN THE METRO DENVER, COLORADO AREA:** While this Solicitation is for the acquisition of services, Responses will only be accepted from Vendors which can certify that service facilities will be available from reliable sources in the Metro Denver, Colorado area for parts and repairs relevant to the delivery of services outlined in this RFP. As part of its Response, Vendors shall either certify, through a written statement, that they will be available for servicing the equipment, or certify, through a written agreement with a second Vendor, that this referenced Vendor will be available for servicing the equipment. If this certification is not provided in the Response, the Vendor may be given the opportunity to submit this certification to the District during the Response evaluation period if such action is in the best interest of the District.

**LABOR, MATERIALS AND EQUIPMENT TO BE SUPPLIED BY THE VENDOR:** Unless otherwise provided in this Solicitation, the Vendor shall furnish all labor, materials and equipment necessary for satisfactory contract performance. When not specifically identified in this Solicitation, such materials and equipment shall be of a suitable type and grade for the

intended purpose. All materials, workmanship, and equipment shall be subject to the inspection and approval of the District's Project Manager.

**CONFLICTS WITHIN THE CONTRACT DOCUMENTS:** In the event that conflicts exist within the Contract Documents, the policies stated in the following paragraphs shall govern: A. Addenda, including Scope of Work documents, with the latest contemporaneous date from the Contract's execution expressly agreed to in writing by the Vendor and District supersede all other Documents to the extent specified. B. Drawings and Specifications are intended to agree and be mutually explanatory and shall be accepted and used as a whole and not separately. Should any item be omitted from either the drawings or Specifications as specified, it shall be implied that such omissions are contained in both the drawings and the Specifications as necessary for the proper construction of the work herein specified. Should any error or disagreement between the Specifications and drawings exist or appear to exist, the Vendor shall not avail itself of such manifestly unintentional error or omission, but must have same explained or adjusted by the District's Project Manager before proceeding with the work in question.

**ACCIDENT PREVENTION:** The Vendor shall be required to take safety precautions in an effort to protect persons and District property. All contractors and sub-contractors shall conform to all OSHA, State and County regulations while performing under the terms and conditions of this contract. Any fines levied by the above mentioned authorities because of inadequate compliance with these requirements shall be borne solely by the Vendor which is responsible for same. Barricades shall be provided by the Vendor when work is performed in areas traversed by persons or when deemed necessary by the District's Project Manager.

**CLEAN UP AFTER PROJECT IS COMPLETED:** All unusable materials and debris shall be removed from the District premises. At completion, the successful Vendor shall thoroughly clean up all areas where work has been involved as mutually agreed with the District's Project Manager.

**PRODUCT RECALL:** Vendor(s) awarded contract(s) under this solicitation shall be required to notify the Denver Public Schools Purchasing Department of any manufacturer's recalls regarding items ordered under said contracts. The Vendor shall contact the Buyer by phone within two hours of notification by the manufacturer and shall follow-up in writing within 24 hours. Failure to comply with this requirement may be cause for termination of any existing contracts between the Vendor and the District and for removal from the District's approved Vendor list(s).

**DEFICIENCIES IN WORK TO BE CORRECTED BY VENDOR:** The successful Vendor shall promptly correct all deficiencies and/or defects in work and/or any work that fails to conform to the Contract Documents. All corrections shall be made within ten calendar days after such rejected defects, deficiencies, and/or non-conformances are verbally reported to the Vendor by the District's Project Manager. The Vendor shall bear all costs of correcting such rejected work. If the Vendor fails to correct the work within the period specified in this Solicitation, the District reserves the right to place the Vendor in default of its contractual obligations, obtain the services of another Vendor to correct the deficiencies, and charge the Vendor for these costs, either through a deduction from the final payment over to the Vendor or through invoicing.

**MATERIAL PRICED INCORRECTLY:** As part of any award resulting from this process, Vendor(s) will discount all transactions as agreed. In the event the District discovers, through its contract monitoring process or formal audit process, that material was priced incorrectly, Vendor(s) agree to promptly refund all overpayments and to pay all reasonable audit expenses incurred as a result of the non-compliance.

**PURCHASE ORDERS PLACED WITH VENDOR DURING CONTRACT:** All orders placed with the Vendor during the term of the contract shall be issued by the District's Purchasing Department through a Purchase Order bearing a unique Purchase Order number which will be sent directly via fax or mail to the Vendor. The Vendor shall not fill any requests for materials or supplies until a Purchase Order has been received from the District. A verbal Purchase Order number, however, may be issued to the Vendor by an agent of the District.

**SHIPPING TERMS - FOB DESTINATION:** If applicable, all Vendors shall quote prices based on F.O.B. Destination and shall hold title to the goods until such time as they are delivered to, and accepted by, an authorized District representative.

**INDEMNIFICATION:** The successful Vendor shall indemnify and hold the District harmless from any and all claims, liabilities, losses and causes of action which may arise out of the fulfillment of the Vendor's contractual obligations as outlined in this Solicitation. The Vendor or its insurer(s) shall pay all claims and losses of any nature whatever in connection therewith, and shall defend all suits, in the name of the District when applicable, and shall pay all costs and judgments which may issue thereon.

**INSURANCE:** The Vendor shall purchase and maintain at its own expense, insurance which is at least as broad, and with limits at least as great as outlined below:

**General Liability**

Policy form:	Occurrence
Policy Aggregate	\$ 2,000,000
Products/completed operations aggregate	2,000,000
Each occurrence limit .....	1,000,000
Personal & advertising injury limit	1,000,000
Products/completed operations Defense in excess of limits	
Per location / per job aggregate limit	
Blanket contractual	
Independent contractors	
Primary & non-contributory	
Show Waiver of Subrogation in favor of the District	
All locations / operations	(if not, show District job/location specifically)
Name the District as "Additional Insured"	

**Automobile Liability:**

Combined single limit:.....	\$ 1,000,000
Any auto	(or Hired & Non-owned, if you own no vehicles)
Show Waiver of Subrogation in favor of the District	
Primary & non-contributory	
Auto pollution liability	(IF you carry any hazardous cargo)
(If the Vendor is providing repairs to District vehicles on the Vendor's property, the Vendor shall possess Garage Liability Insurance, covering premises, auto and completed operations)	
Name the District as "Additional Insured"	

**Professional Liability:**

{ IF you render professional services }

Policy form:	Occurrence
(if not, claims-made retro date must predate our contract or date of service)	
Per claim or occurrence limit.....	\$ 1,000,000
Blanket contractual	
Primary & non-contributory	
Show Waiver of Subrogation in favor of the District	
Per location / per job aggregate limit	
Defense in excess of limits	
Designated profession must be applicable to your work for our company	
Name the District as "Additional Insured"	

**Pollution Liability:**

{ IF you have any pollution exposure }

Policy form:	Occurrence
(if not, claims-made retro date must predate our contract or date of service)	
Per claim or occurrence limit.....	\$ 1,000,000
Blanket contractual	
Primary & non-contributory	
Show Waiver of Subrogation in favor of the District	
Per location / per job aggregate limit	
Defense in excess of limits	
Designated Location or Operation must be shown as per your contract for the District	
Name the District as "Additional Insured"	

**Umbrella:**

Policy form: .....	Occurrence - Umbrella
Each occurrence or claim limit: .....	\$ 1,000,000
Excess commercial general liability	
Excess Products/completed operations	
Show Waiver of Subrogation in our favor	
Excess automobile liability	
Excess professional liability	(if you provide professional services)
Excess pollution liability	(if any pollution exposure exists)
Excess employer's liability	
Blanket contractual	
Per location / per job aggregate limit	
Defense in excess of limits	
Primary & non-contributory	

All locations / operations (if not, designate specific project or location)  
Name the District as Additional Insured including Products/Completed Operations

**Workers' Compensation:**

Workers Compensation benefits:	per Colorado Statute
Employers liability – limit per accident	\$ 100,000
Employers liability – limit per disease	100,000
Employers liability – disease aggregate	500,000

All owners/officers who will be on District property or job site must be covered  
Show Waiver of Subrogation in favor of the District  
Coverage must apply to workers in Colorado

Insurance companies providing the coverages specified above must be authorized to do business under the laws of the State of Colorado and must be rated no less than “A-“ by A.M. Best Company. Issuance of a contract is contingent upon verification of all required coverage, as required.

**Insurance Certification:** Vendor shall cause its insurer(s), (or the insurer(s)' agent, broker or authorized representative), to furnish the District's Purchasing Department with a Certificate of Insurance which indicates that insurance coverages have been obtained which meet the requirements as outlined. Issuance of a contract is contingent upon the receipt of the insurance documents.

**Non-Compliance:** If the Vendor fails to submit the required insurance documents upon execution of the contract, the Vendor shall be in default of the contractual terms and conditions and will not be awarded the contract. The next qualified bidder will be notified.

**Cancellation/Modification:** The Vendor shall be responsible for notifying the District thirty days in advance of any modification to, or cancellation of, these policies during the contractual period; including, but not limited to, any pending or paid claims against the aggregate amount of the policy.

**Impaired Aggregate:** If Vendor is threatened by any claim which, if paid, may impair any aggregate limit by more than 25%, Vendor shall notify the District representative, and the District representative may require purchase of additional coverage, as appropriate to protect the District.

**EQUAL OPPORTUNITY:** Denver Public Schools intends and expects that the contracting processes of the District and its Vendors provide equal opportunity without regard to gender, race, ethnicity, religion, age or disability and that its Vendors make available equal opportunities to the extent third parties are engaged to provide goods and services to the District as subcontractors, Vendors, or otherwise. Accordingly, the Vendor shall not discriminate on any of the foregoing grounds in the performance of the contract, and shall make available equal opportunities to the extent third parties are engaged to provide goods and services in connection with performance of the contract (**joint ventures are encouraged**). The Vendor shall disseminate information regarding all subcontracting opportunities under this contract in a manner reasonably calculated to reach all qualified potential subcontractors who may be interested. The Vendor shall maintain records demonstrating its compliance with this article and shall make such records available to the District upon the District's request.





Denver Public Schools  
Purchasing Department  
900 Grant Street, Room 301  
Denver, Colorado 80203

## REQUEST FOR PROPOSAL 1517

### SCOPE OF WORK/ SPECIFICATION

#### Section 1.0 – Response Submittal

**SUBMISSION OF OFFERS:** An original and 8 copies of each offer must be received at the time and place specified in this Solicitation. **The original must be clearly marked.**

**Vendors which qualify their offers by requiring alternate contractual terms and conditions as a stipulation for contract award must include such alternate terms and conditions in their offers. The District reserves the right to declare Vendors' offers as non-responsive if any of these alternate terms and conditions are in conflict with the District's terms and conditions, or if they are not in the best interests of the District.**

**If all documents relating to the contractual terms and conditions are not included at the time the offer is submitted, the Vendor shall be considered non-responsive.**

The following is a list of the required responses that will be used in the award of this proposal, (greater detail for these responses is outlined in Sections 2-4 below). Vendors must utilize this format for a Response to this Request for Proposal (RFP), organized in the following order:



Denver Public Schools  
Purchasing Department  
900 Grant Street, Room 301  
Denver, Colorado 80203

REQUEST FOR PROPOSAL BD1517  
SPECIFICATION

Section I  
Overview

**PROFILE OF THE DENVER PUBLIC SCHOOLS**

Denver Public Schools (DPS) is widely recognized as one of the best urban school systems in the country. Denver Public Schools serves the residents of the City and County of Denver with 54.1% of the school district being of Latino/Hispanic descent. African Americans make up 16.2%, Asian Americans are 3.5 %, 25.2% are White, while the remaining 1.1% are American Indian. The district's current student enrollment is over 78,000 and is comprised of 161 schools for the 2009-2010 school year. DPS has a total of just over 13,000 employees with 6,713 full-time employees and 6,374 part-time employees. Teachers comprise 34.8% of the district's employees.

**PURPOSE**

The purpose and intent of this Request for Proposal (RFP) is to solicit sealed qualifications from qualified sources to establish a contract through negotiations for the purchase of services as outlined in this RFP, for an Identity and Access Management Assessment and related services for the Denver Public School District (District).

**METHOD OF AWARD – BEST EVALUATIVE SCORE BASED ON WRITTEN RESPONSE**

It is the intent of the District to award this contract to the vendor who receives the highest score when the responses submitted by interested vendors are reviewed by the District's response evaluation committee based on the criteria outlined below.

**Evaluation will be based on the following criteria:**

	<b><u>Points</u></b>
<b>Price:</b> <i>( including initial setup, equipment, services, and recurring maintenance and support)</i>	<b>30</b>
<b>Website Functionality:</b> <i>( based on website requirements and recommendations)</i>	<b>30</b>
<b>Vendor and manufacturer support and maintenance:</b> <i>(Scope of work compliant, Customer service and support)</i>	<b>20</b>
<b>Website Design:</b>	<b>20</b>
<b>TOTAL</b>	<b>100</b>

If necessary, in the second phase, the Committee may invite a limited number of vendors who received the highest scores during phase one to provide an oral presentation. The number of vendors who are invited to provide an oral presentation will be determined by the Committee after the written responses have been scored. The evaluative score from the oral presentation will be added to the score from the written response to determine the awarded Vendor. **Vendors should be prepared for the second phase of this RFP, oral presentations, which will be held on August 29, 2011 and/or September 2, 2011. Vendors will be notified via email that they have been invited to participate in this round.**

The District reserves the right to conduct negotiations with vendors and to accept revisions of proposals. During this negotiation period, the District will not disclose any information derived from proposals submitted, or from discussions with other vendors. Once an award is made, the solicitation file and the proposals contained therein will be of public record.

## Section II Scope of Work

**Vendors which qualify their offers by requiring alternate contractual terms and conditions as a stipulation for contract award must include such alternate terms and conditions in their offers. The District reserves the right to declare Vendors' offers as non-responsive if any of these alternate terms and conditions are in conflict with the District's terms and conditions, or if they are not in the best interests of the District.**

**If all documents relating to the contractual terms and conditions are not included at the time the offer is submitted, the Vendor shall be considered non-responsive.**

The following is a list of the required responses that will be used in the award of this proposal. Vendors must utilize this format for a Response to this Request for Proposal (RFP), organized in the following order. Vendor must mark a response to each of the tasks below. We are asking for Vendors to provide a response to each task, the estimated DPS resource time the vendor would need to fulfill/complete task, and the cost per task.

**Please Note:** There is a "Discounted Cost" area at the end of each task section. In addition to your stand-alone pricing for each task, provide the overall discounted cost that will be passed on to DPS if you are awarded all tasks comprising that section.

### Summary of Required Work:

Category	Considerations
Reliability	<p>Website must be live and available 99.5% of the time. If website is not available, prospective students will not find our site for information on our programs and our conversion rate of prospects to students will drop. Community members and special groups will not have access to the information and services we provide. Students will not be able to access the online catalog and schedule to choose classes for the upcoming semester.</p> <p>Website must be fast and easy to load for most internet speeds and mobile access.</p>
Quality	<p>Must be user friendly for adults of all ages and skill level.</p> <p>Must be cross platform independent (major web browser compatible) and meet website standards.</p>
Quality testing	<p>Quality will be reviewed for each of the vendor deliverables.</p> <p>Quality testing is necessary by a small group of staff members and students before we will roll the website out to the public.</p>
Maintainability	<p>Content and some design would be managed internally while the hosting and software support would be managed externally by the vendor/s.</p>
Documentation & reporting	<p>Initial and final reports will be provided at the beginning and end of the project along with necessary progress reports provided at each deliverable.</p>
Training	<p>Documentation/user guide is required and vendor will provide. Documentation will be supported by a training at EGTC for EGTC webmaster and technology support staff and delivered by vendor</p>
Ongoing Support	<p>Customer support does not have to be 24/7 but at least 7/7 and does not need to be local.</p>
Timeline	<ul style="list-style-type: none"> <li>• RFP Award Date September 30, 2011</li> </ul>

	<ul style="list-style-type: none"> <li>• Proposal Review Meeting by October 1, 2011</li> <li>• Website Development and Structure November 1, 2011</li> <li>• Website Design by November 1, 2011</li> <li>• Content Management System and Database by December 1, 2011</li> <li>• Usability Testing, training and documentation by December 1, 2011</li> <li>• Entire website project including the schedule of classes must be done before spring semester, January 1, 2011</li> </ul>
Installation	Website will be designed, hosted, and installed by vendor and will be remotely accessible by the public by December 1, 2011.

**File the following in TAB C**

Requirements	Vendor Response Comments
1. Needs Assessment: Assess our current website content and design and determine what would increase the conversion rate of prospective students, increase retention of current students, communicate to many audiences, and increase our Search Engine Optimization (SEO).	
2. Customer Management System: As a primary recruiting tool for EGTC and its departments, the website must have the capability of tracking leads and conversions of those leads into prospects and into students. The website must include clear and concise reporting of leads, prospects, and students.	
3. Support Multiple Domains: As the main consumer facing website for EGTC and its departments, the website must be capable of supporting different domains.	
4. Relational Database: The site will be backed by a relational or document database.	
5. Copy Writing: After assessing our design, content, and SEO needs propose and write content solutions.	
6. Site Mapping: Please provide a site map of our final information architecture.	
7. Graphic Design Templates and Design Style Guide: All design templates and design style guide after approval are the property of EGTC	
8. Content Management System (CMS): Give many users the ability to manage content easily and with no advanced website editing skill.	
9. Staff and Student Calendar Functionality	
10. Blogs: Ability to create as many blogs as desired for specific departments or programs.	
11. Multimedia Integration: Ability to play videos, podcast, etc. on the website.	
12. Dynamically Changing Content (Example: testimonials, news feed, etc)	
13. Search Engine Optimized: The website must have simple and clear URLs for users and have user-friendly SEO components to assist in boosting page rank.	
14. Analytics: The site must be able to track, analyze, and monitor usage, and search engine ranking. The site must be able to utilize Google Analytics and/or other third party analytic software in its reporting.	
15. Social Networking Strategy: Build in a social networking strategy for the college and programs. Must be capable of utilizing popular Social Networking API's like Facebook,	

Twitter, Google +, YouTube, Tumblr, etc. Any firm bidding for the contract must also include provisions for updating said API's when those API's change.	
16. 3 <sup>rd</sup> Party Functionality: Ability to embed 3 <sup>rd</sup> party functionality like YouTube or Google Apps.	
17. News/Events Feed	
18. Staff Access Management: Ability to give staff a variety of user access for certain areas of the website (read, edit, admin)	
19. Search Site: Give user ability to find anything via search.	
20. Chat Functionality: Ability to chat with prospective students and answer any questions.	
21. Printer Friendly	
22. Mobile Phone Compatible: Have mobile phone or iPad easy viewing of the website.	
23. Program and Course Schedule Database: That includes colleges, programs, courses, and times/days, credits and cost. Ability to update the above information from our Student Information Systems utilizing the "TopX" API.	
24. Staff Intranet/Portal:	
25. User Friendly: Website tested for ease of use.	
26. Tech Support: Provide support if website is not functioning.	
27. Provide User Training	
28. Host website with 99.5% uptime	
29. Cross platform independent (major web browser compatible)	
30. Access to design/style sheets and templates	
31. Ability to build and edit online forms	
32. WYSIWYG: The site must include WYSIWYG editing capabilities for use by the staff of EGTC, with the ability to create and edit new sections, pages, blogs, forms, and calendars.	
33. Conversion: Conversion of current site content to new site	
34. Platforms: The site must be constructed using Open Source Technologies and be capable of being hosted on a wide variety of platforms. Any third party software libraries or proprietary code must be provided to EGTC as un-compiled source code for it to be used in this project. Any and all source code will be the property of EGTC, and any and all license for use of the application will reside with EGTC.	
35. Provide Backup Plans: Any firm wishing to submit a bid must also be capable of hosting the proposed web application and database and will be required to provide details of backup plans, server maintenance schedules, backup power plans, and disaster recovery plans.	
36. Tracking Leads: The website must have the capability of tracking leads and conversions of those leads into prospects and into students. The website must include clear and concise reporting of leads, prospects, and students.	
37. URL Redirect: Backwards compatibility for old URLs to new website URLs	

**Section III  
Pricing & Other**

**Pricing Section**

Provide detailed information on how pricing is derived. Provide pricing at the smallest applicable level, as well as, at each relevant subtotal and total levels. Itemize and list all factors considered in determining increases and decreases in pricing at the component, subtotal, and total levels. Pricing and pricing information is a significant factor in helping clarify competitive advantage among Vendors during the RFP process. DPS reserves the right to negotiate final pricing.

**Price Table**

Total Software License	Total Yearly Maintenance Fee	Total Hardware Costs	Total Pricing for initial Setup, Training, and Service	Estimate of Hours of Projected Labor	Identify Pricing Discounts	Subtotal DPS Price

**Additional DPS Requests**

DPS would like to request that in your RFP response, you include a draft copy (Word version) of a contract that would need to be reviewed and executed if you were awarded this business. In addition to the contract, we are also requesting a copy of your Audited Financial Reports for the last 2 years.

\*These items should be filed under Tab F, Vendor Profile.

**Section IV  
Proposal Preparation and Submission Requirements**

To enable the District to conduct a uniform review of all proposals submitted in response to this solicitation, components of the proposal shall be submitted as set forth below. The District reserves the right to reject submittals that do not follow the requested format.

**TAB A - Cover Sheet.** Submit the signed, completed Cover Sheet from this Request for Proposal

**TAB B - Management Summary** - Include a management summary which provides an overview of proposed services. Vendors should emphasize why their proposal is best suited to meet the needs of the District.

**TAB C - Assessment Summary** - Include a summary of your assessment offering, an overview of products and services to be provided to the District. Include within this section, assessment descriptions, drawings, plans, and specifications as related to your offering.

**TAB D- Project Schedule and Assessment Plan** - Provide a detailed assessment plan.

**TAB E- Cost**

- A. Submit a price proposal to perform all services detailed in your scope of work.
- B. Submit any other pricing/cost data necessary to carry out the assessment.

**TAB F - Vendor Profile - Provide a Vendor Profile to include:**

- A. An overview of the company
- B. The length of time the Vendor has been in business
- C. An outline of the Vendor's background and overall qualifications
- D. Resumes of key personnel
- E. Provide a minimum of three client references, including complete addresses and telephone numbers and contact person. Describe the contract for each reference.
- F. Draft contract and Audited Financials (2 years).

***File the following in TAB A***

**Does your offer comply with all the terms and conditions? If no, indicate exceptions.** Yes \_\_\_\_\_  
No \_\_\_\_\_

**Does your offer meet or exceed all specifications? If no, indicate exceptions.** Yes \_\_\_\_\_  
No \_\_\_\_\_

**May any member of another governmental jurisdiction avail itself of this contract and purchase any and all items specified?** Yes \_\_\_\_\_  
No \_\_\_\_\_

**State percentage of prompt payment discount, if offered.** \_\_\_\_\_ %

**The District has a VISA Procurement Card Program. Will you accept the District's Visa as payment for goods and/or services purchased from this** Yes \_\_\_\_\_ Proposal?  
No \_\_\_\_\_

**File the following in TAB F**

**DENVER PUBLIC SCHOOLS VENDOR INFORMATION FORM**

The following information is required when submitting a response to this solicitation. Please complete ALL areas. Mark N/A for those which are not applicable. Type or **print legibly**, all responses.

1. a. LEGAL NAME OF FIRM: \_\_\_\_\_  
b. DBA OR BUSINESS NAME  
(IF DIFFERENT) \_\_\_\_\_
2. ADDRESS OF FIRM (WHERE PURCHASE ORDERS SHOULD BE SENT):  
a. STREET ADDRESS: \_\_\_\_\_  
b. CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
c. ALTERNATE ADDRESS: \_\_\_\_\_ YES \_\_\_\_\_ NO If yes, attach separate sheet with information.  
(Address used for returns, etc., if different from #2 and #3.)
3. PAY OR REMIT ADDRESS:  
a. LEGAL NAME OF FIRM: \_\_\_\_\_  
b. STREET ADDRESS: \_\_\_\_\_  
c. CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
d. PAYMENT TERMS (e.g., 2%10, net 30, etc.) \_\_\_\_\_
4. FIRM TELEPHONE NUMBER: (\_\_\_\_) \_\_\_\_\_  
TOLL FREE NUMBER: (800) \_\_\_\_\_  
FAX NUMBER (\_\_\_\_) \_\_\_\_\_  
EMAIL: \_\_\_\_\_
5. a. FIRM'S FEDERAL IDENTIFICATION NUMBER: \_\_\_\_\_  
b. **SELF-EMPLOYED VENDORS ARE REQUIRED TO SUBMIT THE FEDERAL IRS W-9 FORM.**  
c. **Please provide a brief description of the types of goods and/or services you offer.**  
\_\_\_\_\_  
\_\_\_\_\_

I affirm, under penalty of perjury, that I am authorized to submit this information on behalf of (name of firm) \_\_\_\_\_ and that the information contained herein is true and correct to the best of my knowledge and belief.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_

**No employee of Denver Public Schools shall realize, directly or indirectly, any significant personal material or monetary gain as a result of his/her association with the vendor or have a material financial interest in any contract or subcontract between the vendor and DPS.**

The District has a VISA Procurement Card Program.  
Will your company accept the District's Visa?

Yes \_\_\_\_\_  
No \_\_\_\_\_



**File the following in TAB F**

**Diverse Business Certification Form**

**In order to be classified as a Business Diversity vendor with the Denver Public Schools, vendor must attach a copy of its applicable certification.**

**Check the box (select one) which pertains to your enterprise.**

- |                                                             |                                                    |
|-------------------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> Disadvantaged Business Enterprise  | <input type="checkbox"/> Small Business Enterprise |
| <input type="checkbox"/> 8A Certified                       | <input type="checkbox"/> Service Disabled Veteran  |
| <input type="checkbox"/> Emerging Small Business Enterprise | <input type="checkbox"/> Veteran Owned             |
| <input type="checkbox"/> Woman owned and controlled (WBE)   |                                                    |

Owner(s) name(s)	Percent of ownership	Male/ Female	Title/ Position
_____	_____	_____	_____
_____	_____	_____	_____

Ethnicity of Business - check the box(s) which are applicable (if any).

- |                                           |                                          |
|-------------------------------------------|------------------------------------------|
| <input type="checkbox"/> African American | <input type="checkbox"/> Native American |
| <input type="checkbox"/> Asian American   | <input type="checkbox"/> Hispanic        |

Legal Name of Company: \_\_\_\_\_

DBA: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Authorized Representative's Signature: \_\_\_\_\_ Phone: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Email Address: \_\_\_\_\_

If you are a certified diverse business and would like your company name to appear in the Denver Public School's Diverse Business Directory, please check the box below.

- Yes, please add my company's name to the directory.

**If a copy of your applicable certification is not enclosed, we cannot add your company to the directory.**

Please provide a brief description of the types of goods and/or services you offer:

\_\_\_\_\_

\_\_\_\_\_

For assistance please contact the DPS Business Diversity Outreach Program (BDOP) Manager, Sharon Gonzales, at 720-423-4188.