



**A Public Agency**

## **REQUEST FOR QUALIFICATIONS (RFQ)**

### **WEBSITE REDESIGN**

**Issued: December 3, 2018**

**Submission Deadline: December 21, 2018, 12:00 PM**

**South Bayside Waste Management Authority (SBWMA) / RethinkWaste**

Attention: Julia Au, Recycling Outreach Programs Manager

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San Carlos, CA 94070

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## **1. BACKGROUND**

The South Bayside Waste Management Authority (SBWMA or RethinkWaste) is joint powers authority of twelve public agencies (Atherton, Belmont, Burlingame, East Palo Alto, Foster City, Hillsborough, Menlo Park, Redwood City, San Carlos, San Mateo, the County of San Mateo and the West Bay Sanitary District) in San Mateo County, California formed in 1982.

RethinkWaste is a leader in the delivery of innovative waste reduction and recycling programs and owns and manages the Shoreway Environmental Center, which receives all the recyclables, organics and garbage collected in its service area. RethinkWaste also provides strategic oversight, support and management of service providers that collect, process, recycle and dispose of materials for the 12 Member Agencies.

The mission of RethinkWaste is to cost effectively design, implement and manage innovative waste reduction and recycling programs and facility infrastructure that fulfills our fiduciary responsibilities to our Member Agencies while achieving community environmental and economic goals.

Through issuance of this Request for Qualifications (RFQ), RethinkWaste seeks an experienced and qualified firm to update the Agency's website through a complete website redesign to be completed no later than the end of July 2019.

Submittals to RethinkWaste will be considered public records and will be made available for public review upon request after conclusion of this RFQ process and contract execution. Please refer to Section 4 for the specific scope of services being requested.

## **2. INTRODUCTION**

The current RethinkWaste website was launched in mid-2013 and met the needs of the Agency at the time it was developed. Since then, RethinkWaste has grown with new staff and programs and projects and is looking to redesign a new website to reflect the creative and community-based needs of our Agency and its programs.

While the existing website meets our basic needs, it needs an aesthetic and layout redesign to reflect the innovative work produced by the RethinkWaste team and our partners, while meeting clear communication layout needs for our 435,000 residents, 11,000 businesses and our 12 Member Agencies, including important documents, agendas and staff reports that will need to be transferred to the redesigned website. This redesign will emphasize clean modern design elements (fonts, colors, images, headers, tabs, etc.), a logical flow of information, and intuitive document management and retrieval capabilities. This website must be easy for the general public to navigate.

The following is some basic information on the current website, [www.RethinkWaste.org](http://www.RethinkWaste.org):

- Number of pages: 400 approximately
- Site traffic: 150 visitors / 300 page views per day (about 9k per month)
- Downloadable documents/files stored on site: 2,000 approximately
- Content Management System: Apostrophe
- Hosting: Exclusive shared hosting

### **3. PURPOSE AND GENERAL CONDITIONS**

This RFQ provides information for interested website firms to prepare a written response regarding their qualifications and approach to the proposed work.

**ADDENDUMS.** Should it be necessary for RethinkWaste to issue addendums during the proposal period, RethinkWaste will endeavor to notify the known holders of this RFQ. The addendums will be posted on RethinkWaste's web site for any interested parties to review. Proposals should include a notation that the firm is aware of all the addendums which have been issued and has incorporated their provisions in their proposal.

**ADDITIONAL INFORMATION.** RethinkWaste reserves the right to request additional information or clarifications from clients where it may serve RethinkWaste's best interest.

**ADDITIONAL SERVICES.** The Scope of Work describes the minimum work to be accomplished. Upon final selection of the firm, the Scope of Work may be modified and refined during negotiations with RethinkWaste.

**AWARD OF PROPOSAL.** RethinkWaste reserves the right to negotiate final terms with the selected firm, if any. Award may be made to the firm offering the most advantageous proposal after consideration of all evaluation criteria.

**COMPLIANCE WITH LAWS.** All proposals shall comply with current federal, state, and other laws relative thereto.

**CANCELLATION OF SOLICITATION.** RethinkWaste may cancel this solicitation at any time.

**COSTS.** RethinkWaste is not liable for any costs incurred by firms before entering into a formal contract. Costs of developing the proposals, or any other such expenses incurred by the firm in responding to this RFQ, are entirely the responsibility of the firm, and shall not be reimbursed in any manner by RethinkWaste. No reimbursable cost may be incurred in anticipation of award.

**IRREGULARITIES.** RethinkWaste reserves the right to waive non-material irregularities if such would be in the best interest of RethinkWaste as determined by the Executive Director.

**NON-DISCRIMINATION.** The firm represents and warrants that it does not and will not discriminate against any employee or applicant for employment because of race, religion, gender, color, national origin, sexual orientation, ancestry, marital status, physical condition, pregnancy or pregnancy related conditions, political affiliation or opinion, age or medical condition.

**OWNERSHIP.** All data, documents and other products used or developed during the RFQ process become the property of RethinkWaste upon submission.

**NO OBLIGATION.** The release of this RFQ does not obligate or compel RethinkWaste to enter into a contract or agreement.

PROPOSAL, REJECTION OF. RethinkWaste reserves the right to reject any or all proposals or any part of a proposal.

PUBLIC RECORD. All proposals submitted in response to this RFQ will become the property of RethinkWaste upon submittal and a matter of public record pursuant to applicable law.

REPRESENTATIONS. The firms understand and acknowledge that the representations made in their submitted proposal are material and important, and will be relied on by RethinkWaste in evaluation of the proposal. A firm's misrepresentation shall be treated as fraudulent concealment from RethinkWaste of the facts relating to the proposal.

RFQ PART OF AGREEMENT. Should an agreement be awarded, this Request for Qualifications may become part of the agreement between RethinkWaste and the successful firm.

SEVERABILITY. If any provisions or portion of any provision, of this Request for Qualifications are held invalid, illegal or unenforceable, they shall be severed from the Request for Qualifications and the remaining provisions shall be valid and enforceable.

VALIDITY. Proposal must be valid for a period of ninety (90) days from the due date.

#### **4. SCOPE OF WORK**

The RethinkWaste team is looking for a firm that will provide us with the best in contemporary website design, with an emphasis on simple navigation and a user-friendly interface that will continue to engage our service area residents and businesses and to build identity, awareness and interest in RethinkWaste and the services it provides.

All content, maintenance, and updates of the redesigned website will be managed by RethinkWaste staff. As such, the website should be designed so all staff members (regardless of experience) are able to update the site.

At minimum, the redesigned website must include the following features and functionality:

- Site search capability (including content in PDF files)
- Easy and intuitive navigation
- Repository for documents/informational materials (PDFs, etc...)
- Social media integration
- Calendar features
- Mobile friendly
- Large hero images
- Background/integration of videos
- Language translation (Spanish/Chinese)
- Interactive component, specifically for the "Interactive Carts" page (see <https://www.rethinkwaste.org/residents/interactive-cart>)

The firm's scope of work is anticipated to include the following services:

1. Create a work plan and schedule, in consultation with RethinkWaste staff, for the website redesign and launch.
2. Provide a new site map for the redesigned website for approval by RethinkWaste staff.
3. Develop, design and launch the redesign website.
4. Work in collaboration with RethinkWaste staff and its IT consultants on migrating documents and content from the existing website to the redesigned one.
5. Incorporate a Content Management System (CMS) that will allow non-technical staff to easily update website content as needed on any of the pages.
6. Integrate redesigned website with RethinkWaste social media sites.
7. Provide training to RethinkWaste staff on CMS for updating site content.
8. Provide on-going support in updating website features and content as-needed for length of contract.

## **5. DESIRED QUALIFICATIONS**

RethinkWaste is seeking firms with expertise in designing, developing and launching websites.

The successful firm responding to this RFQ shall demonstrate that it has the appropriate professional and technical background, as well as access to adequate resources to fulfill the stated scope of services. Any experience with similar projects for agencies similar to those of RethinkWaste should be noted.

## **6. TERM OF AGREEMENT**

It is anticipated that RethinkWaste and the selected firm will enter into an agreement for a one-year term commencing March 1, 2019 and ending February 28, 2020.

## **7. PROCEDURE FOR SUBMITTING QUESTIONS AND INQUIRIES**

**All communications about this RFQ must be directed to Julia Au in writing via email at [jau@rethinkwaste.org](mailto:jau@rethinkwaste.org) by December 10, 2018 by 4:00 pm.** RethinkWaste will provide a written response to all questions in the form of an Addendum to this RFP by **December 12, 2018, if necessary.**

## **8. SUBMITTAL REQUIREMENTS**

Firms must submit sufficient information, as outlined below, for RethinkWaste to evaluate website firm's qualifications. Selection will be based on a combination of the cover letter, firm and staff qualifications, cost, project understanding, project delivery schedule, and references.

**To be deemed responsive to this RFQ, website firm's submittals must be received by e-mail only to [jau@rethinkwaste.org](mailto:jau@rethinkwaste.org) no later than December 21, 2018, at 12:00 p.m.**

See below for anticipated RFQ Process and Firm Selection Timeline

ITEM	DUE DATE
<b>RFQ Released</b>	<b>December 3, 2018</b>
Deadline for Submitting Questions to RethinkWaste by 4:00 p.m.	December 10, 2018
RethinkWaste to provide written responses to questions, if necessary.	December 12, 2018
<b><u>Proposal Must Be Submitted by 12:00 p.m. to:</u></b> Julia Au RethinkWaste (650) 802-3509 jau@rethinkwaste.org	<b>December 21, 2018</b>
Review of submittals, selection and contract negotiations	December 28, 2018 – February 21, 2019
RethinkWaste Staff to engage Public Education and Outreach Subcommittee in evaluation/selection process	January 7 – 25, 2019
RethinkWaste Staff Report Recommendation Issued to Board of Directors	February 21, 2019
Board Consideration of Contract Award	February 28, 2019
<b>Commence Project</b>	<b>March 1, 2019</b>

Please label the email subject line “Response to RFQ—Website Redesign”

Please include both a PDF version and the source file (e.g., Word or Excel file) of all documents submitted.

Submittals should be concise and responsive, based on these guidelines:

- A. **Cover Letter** - A maximum two (2) page cover letter must be provided describing your firm, date established, main services, key qualifications and prior experience. The individual authorized to contractually bind the firm should sign the cover letter. Resumes for the proposed team and sub-contractors, if any, should be provided as an appendix.
- B. **Description of Qualifications** – Describe the firm’s qualifications, expertise and prior specific related experience, and proposed use of subcontractors (if any). RethinkWaste prefers that the firms explain their specific qualifications related to the anticipated scope of work in this section, and that a more general description of qualifications and experience be reserved for the cover letter.
- C. **Approach** - A maximum ten (10) page proposal shall describe the recommended approach to successfully execute the noted scope of work in a timely and cost-effective manner. The approach to the scope of work shall be of such detail to demonstrate the firm’s ability to accomplish the project objectives. In this section, include a minimum of three (3) examples of websites designed by client and address the questions specified below:
  1. Will the site be built from scratch, be a template or a combination of both? Please explain the approach and rationale.

2. What Content Management System will be used? Please provide a detailed description. Will this allow for the easy migration of content from the current RethinkWaste site which is programmed with Apostrophe? Please explain the approach and rationale.
3. How will the migration of content from the current site to the new site take place? Please explain the approach and rationale.
4. Describe the graphic design approach and philosophy you plan to take for the website redesign.
5. RethinkWaste would like to launch the redesigned live website by the end of July 2019. Please explain how the schedules will be managed and how bottlenecks and delays will be handled, if they arise.
6. RethinkWaste is very interested in having the capability of the redesigned website to be in multiple languages, primarily Spanish and Chinese, in addition to English. Would this need to be done simultaneously or could it be done after the initial launch of the English version? Please explain the approach and rationale. Please also specify time requirements.

**D. References** – Provide the names and contact information of at least three (3) references for which similar services have been provided in the last three (3) years.

**E. Costs** - A maximum two (2) page proposed budget shall provide the specific hours and costs for each project task and shall delineate the staff responsible for each and whether they will be done in-house or by sub-contractors and their hourly rate. The costs for the site design should incorporate a minimum of providing three (3) unique concepts. All additional costs and contingency must be clearly delineated.

**F. Qualification Certification** – Complete Attachment A

**G. Client Reference Form** – Complete Attachment B

**H. Additional Attachments** - Clients are encouraged to include pertinent examples (i.e., three (3) minimum) of websites that they have designed that are similar in nature or content to the scope of work presented herein.

## **9. RIGHT TO CONTRACT FOR SELECTED SERVICES**

RethinkWaste, at its sole option, will select the firm which best fulfills the requirements and provides the best value to RethinkWaste.

RethinkWaste reserves the right to contract for selected services relating to this proposal from any firm, in part or in whole.



An evaluation panel will review all proposals submitted. Discussions may, at RethinkWaste's option, be conducted with any firm. Discussions may be for the purpose of clarification to assure full understanding of, and responsiveness to, the RFQ's requirements. Website firms shall be accorded fair and equal treatment with respect to any opportunity for discussion and written revision of proposals. In conducting discussions, RethinkWaste will not disclose information derived from proposals submitted by competing firms. There will be no public opening and reading of bids. Overall responsiveness to the RFQ is an important factor in the evaluation process.

The criteria used as a guideline in the evaluation will include, but not be limited to, the following:

- Qualifications and experience of the firm, including capability and experience of key personnel and experience with other public or private agencies to provide services for website design, development and launch.
- Responsiveness to the RFQ process and general provisions and understanding of the Scope of Work as evidenced by submitted proposal.
- History of successfully performing services for public or private agencies.
- Ability to meet any required timelines or other requirements.
- References
- Costs

**Attachment A: Qualification Certification**

FIRM NAME	
ADDRESS	
TELEPHONE #	
CONTACT EMAIL	
CONTACT NAME AND TITLE	

**FIRM REPRESENTATIONS**

1. Firm additionally certifies that neither firm nor its principals are presently disbarred, suspended, proposed for disbarment, declared ineligible or voluntarily excluded from participation in this transaction by any federal department or agency, any California State agency, or any local governmental agency.
2. Firm certifies that they did not receive unauthorized information from any RethinkWaste staff member, contractor or Board Member during the RFQ response period except as provided for in this RFQ package or through formal addenda, if any, issued by RethinkWaste.
3. The firm certifies that they do not have any conflicts of interest, whether actual or perceived, and has disclosed any such work in its response to this RFQ.
4. The firm hereby certifies that the information contained in the Proposal and all accompanying documentation is true and correct.
5. Please check the appropriate box below:
  - If an *individual* submits a response to this RFQ, he or she shall sign it. If he or she is doing business under a fictitious name, the response shall so state.
  - If a response to this RFQ is submitted by a *partnership*, the full names and addresses of all members and the address of the partnership shall be stated and the response shall be signed for all members by one or more members thereof.
  - If a *corporation* submits a response to this RFQ, an authorized officer or officers of the corporation shall sign it in the corporate name.
  - If a *limited liability company (LLC)* submits a response to this RFQ, an authorized officer or officers shall sign it in the LLC's name.
  - If a response to this RFQ is signed by a *joint venture*, the full names and addresses of all members of the joint venture shall be stated and a representative of each individual entity shall sign it.

**Attachment A – Qualification Certification (continued)**

By signing below, the submittal pursuant to this RFQ shall be deemed a representation and certification by the client that they have investigated all aspects of the RFQ, that they are aware of the applicable facts pertaining to the RFQ process, its procedures and requirements, and that the client has read and understand the RFQ.

Authorized Representative Name: (Signature)
Authorized Representative Name: (Print name)
Authorized Representative Title and Entity: (Print title and entity)
Complete additional signatures below as required.
Authorized Representative Name: (Signature)
Authorized Representative Name: (Print name)
Authorized Representative Title and Entity: (Print title and Entity)
Authorized Representative Name: (Signature)
Authorized Representative Name: (Print name)
Authorized Representative Title and Entity: (Print title and entity)

**Attachment B: Client Reference Form**

Provide the names and contact information of at least three (3) references for which similar services have been provided in the last three (3) years.

**Previous Client Reference Worksheet**

Name of Company or Agency	
Address	
Customer Contact Name(s), Address, Phone Number(s) and Email	
Brief description of work performed for this client (use additional sheets if necessary):	