



FIRST 5 ALAMEDA COUNTY NEW WEBSITE REQUEST FOR PROPOSAL

Application Deadline: 5:00 PM PST, Friday, February 2, 2024

APPLICATION INFORMATION:

1. All five sections of the application must be completed.
 2. Completed applications should be emailed to:
Itzel Diaz-Romo (she/her/ella)
Strategic Communications Officer
Email: itzel.diaz-romo@first5alameda.org
 3. Applications must be received by **5:00 PM, Friday, February 2, 2024**
Applications must be emailed. **WE WILL NOT ACCEPT FAXED OR MAILED COPIES.**
 4. All applicants will be notified by **Monday, February 20, 2024**
- If you have any questions, please contact Itzel Diaz-Romo at itzel.diaz-romo@first5alameda.org.



TABLE OF CONTENTS

SECTION 1: INTRODUCTION.....	3
SECTION 2: BACKGROUND	3
SECTION 3: SCOPE OF WORK AND REQUIREMENTS	6
SECTION 4: TIMELINE AND FUNDING.....	7
SECTION 5: ELIGIBILITY & APPLICATION INSTRUCTIONS	7
SECTION 6: PROJECT BUDGET	8
SECTION 7: SELECTION CRITERIA & SELECTION PROCESS	8
SECTION 8: OTHER INFORMATION.....	8



SECTION 1: INTRODUCTION

First 5 Alameda County's (First 5's) work is to fund, partner, administer, and advocate to create the conditions needed to ensure every child in Alameda County is prepared for kindergarten. The organization is an independent government agency funded almost exclusively by taxpayer dollars. Since 1998, we have worked collaboratively with local systems to ensure that families with young children have what they need to thrive. We help build a better future for young children through a broad network of community organizations, support for families and early childhood education providers, community investments, and data for action and advocacy.

New local measures passed by Alameda County voters like the Oakland Children's Initiative (Measure AA) and Alameda County Measure C are providing an opportunity to scale up the work of First 5. With the influx of new local resources, this moment represents a critical opportunity to call upon our systems to address structural inequities that historically have affected our communities. As First 5 grows, a refreshed website is essential to successfully communicate our vision, engage stakeholders, and remain accountable to the public.

We seek a full-service agency to develop this new website under the first5alameda.org domain. Please review the application materials for scope of work, application instructions, and the criteria for selection.

SECTION 2: BACKGROUND

Project Overview:

First 5 is looking to update its website (www.first5alameda.org) to a simple, mobile-friendly, easy-to-navigate website. The selected vendor will partner with staff to plan, design, and create a new site. As our creative partner, we will look to the vendor for both big picture and detailed guidance including: presentation of design options, detailed architecture exploration, wireframe development, content creation, beta testing, and a launch plan and execution.

Current Website Assessment:

There is important information on our website that providers and partner organizations do not find easily (e.g., when and what trainings are happening, new funding opportunities and early childhood news and legislative updates). Our website currently gets about 2,000 visitors a month, 550 visitors a week, and 100 visitors daily. Given the volume of visitors, it is important to have a website where our partners can arrive and quickly understand the



breadth of our work and easily access the information they came to the site to obtain.

There are three primary challenges with the existing site that are limiting for the organization:

- Challenging navigation and dated visual design: First 5's website is a custom-designed site that is outdated and does not use responsive design.
- Dated information and information that is spread across multiple sites: The information from our website is outdated and is featured on two websites: first5alameda.org and alamedakids.org.
- Functionality: The site does not seamlessly integrate with third-party tools used by the organization, and the pages cannot easily be updated by staff.

Equity Statement:

First 5 Alameda County is committed to being an equity-centered, anti-racist, and anti-classist organization. We recognize that we operate in a racialized economic system characterized by extractive and exploitative labor practices and public policies that perpetuate long-standing disparate life outcomes. To this end, we use anti-racist and equity-based practices to invest in and support children, families, and neighborhoods. Our Place, People, Policy framework intentionally prioritizes our investments in communities that have experienced historic and systemic racism and disinvestment.

As a part of this commitment, we use our resources to redress (to set right) these injustices by:

- Celebrating Black, Indigenous, and People of Color (BIPOC) cultures and honoring their assets, values, and needs by ensuring investments, programs, data, and policy work is directed by and reflects the richness and needs of these communities.
- Prioritizing the needs of low-to-moderate-income families and neighborhoods with historical disinvestment.
- Addressing root causes through the administration of public funds, advocacy, and operationalization of public policy.
- Interrupting inequities that impact the conditions needed for kindergarten readiness.
- Ensuring that our investments, policies, practices, and Agency culture are aligned with our equity principles.

We acknowledge that our unconscious and conscious bias impacts our practices. Therefore, we are committed to deepening our understanding of how power, wealth, and opportunity imbalances appear in policies, communities, organizations, and interpersonal relationships. We can only do this as lifelong learners with a growth mindset focused on



transformative change.

We commit to continuous improvement and to hold ourselves accountable to operationalize this statement and our principles.

In addition to our co-created Equity Statement, we are adopting the “Guiding Principles for Federal Action on Racial Equity” developed by national leaders PolicyLink and Race Forward to further articulate our intentions. The statement and principles are consistent with our systems approach and will be operationalized into each of our strategies.

PRINCIPLES

PRINCIPLE 1: UNDERSTAND THE PAST, THE PRESENT, AND YOUR INFLUENCE

Understand and acknowledge the federal, state, and local* government’s role in impacting society at a wide scale to this day—whether positive, negative, or seemingly neutral

PRINCIPLE 2: CONSISTENTLY ADDRESS ROOT DRIVERS

Target the fundamental root drivers of gaps and inequities and prioritize the people who have traditionally been excluded, recognizing these investments will benefit all

PRINCIPLE 3: WORK IN PARTNERSHIP WITH IMPACT IN RELEVANT COMMUNITIES

Leverage the expertise and experiences of all to promote equity, particularly leaders of color and their communities

PRINCIPLE 4: ADOPT A CONTINUOUS LEARNING AND ADAPTIVE APPROACH

Acknowledge that the scale and complexity of reaching racial equity will require ongoing commitment, action, and adjustments to drive meaningful change and strengthen our democracy

PRINCIPLE 5: BE TRANSPARENT AND ACCOUNTABLE

Build public trust and accountability in the long-term commitment for racial equity through data-driven decision-making and outcome tracking

**Edited from the original “Five guiding principles for federal action on racial equity” developed by PolicyLink. Original source: 2021 PolicyLink report, For Love of Country: A Path for the Federal Government to Advance Racial Equity, page 36.*



SECTION 3: SCOPE OF WORK AND REQUIREMENTS

WEBSITE GOALS:

- Visitors will immediately understand our core values and what we do.
- Visitors will see our top policy and programmatic priorities front and center—including up-to-date programs, initiatives, and legislation.
- The website will use consistent language that is easy to understand across all strategies.
- The website will use uplifting, local, and diverse images/stories representing children ages birth to five across the county.
- The website will allow for internal staff and external partners to access First 5 applications offsite.

CONTRACT DELIVERABLES

1. Develop a new WordPress site with a compatible, streamlined theme to simplify functionality and navigation for our team as well as for the user.
2. Refresh branding and implement across website. NO new branding exploration. This could include integrating a former branding exploration that we have yet to implement or incorporate new colors/font/branding elements based on First 5 Alameda County branding.
3. Audit existing website content (First5alameda.org and Alamedakids.org) and provide refreshed imagery and written copy consistent with new branding + new messaging (First 5 to provide new messaging framework).

Tasks likely to be included:

- WordPress migration to headless CMS or cleaner, easier to use WordPress template
- Site content organization + design
- Migrate stand-alone microsites to new CMS (if applicable)
- Refresh branding and advise on SEO-optimized copywriting support
- Partner with client to organize photoshoot for refreshed website content
- Calendar of events functionality

***Potential retainer or ongoing maintenance + updating site content throughout year (we recognize some firms do not have the capacity to do this, please note within your proposal if this is an option)*

***Potential SEO/SEM management services throughout the year (we recognize some firms do not have the capacity to do this, please note within your proposal if this is an option)*



Not Needed / Scope Limits

- No full brand refresh
- No digital marketing strategy for the acquisition of new audiences

SECTION 4: TIMELINE AND FUNDING

CONTRACT TIMELINE

The term of the contract will be March 2024 – November 2024.

BUDGET

The facilitation, planning, design, web development, launch, and execution should not exceed \$100,000.

SECTION 5: ELIGIBILITY & APPLICATION INSTRUCTIONS

ELIGIBILITY

Digital agency or contractor with expertise that has a proven track record of designing simple-to-maintain, easy-to-navigate, and responsive websites in collaboration with staff.

APPLICATION INSTRUCTIONS

Interested applicants should submit their qualifications in the following proposal format, no more than four pages (12-point font).

1. **Qualifications & Experience** – Describe the agency and/or individual's qualifications to successfully fulfill the obligations of the contract, including your experience in web design. Please provide 3-5 samples of your work and 3 references.
2. **Approach** – Describe your recommended approach to developing a redesign of www.first5alameda.org, including approach and draft workplan and the roles/bios of key staff assigned to the project.
3. **Evaluation** – Describe how you will assess the effectiveness of a redesign of www.first5alameda.org.

OTHER REQUIRED INFORMATION:

1. Please provide 3 client references



SECTION 6: PROJECT BUDGET

PROJECT BUDGET

1. Please provide a budget of your proposed expenses using the form included at the end of this packet. The budget form and narrative does not count toward the four-page limit.
2. Please provide a narrative description of your budget request (one-page limit).

SECTION 7: SELECTION CRITERIA & SELECTION PROCESS

SELECTION CRITERIA

The criteria by which each response will be judged are as follows:

1. **Applicable experience** – The extent to which the agency or individual demonstrates a depth of relevant experience in web design. Include 3-5 examples of past web design work
2. **Applicable approach** – The extent to which the applicant describes an approach to redesign www.first5alameda.org that is consistent with the needs outlined in this document
3. **Fit with First 5 Alameda County** – The degree to which the applicant's approach and values are consistent with that of First 5
4. **Cost** – Should be reasonable and well justified

SELECTION PROCESS

All applications will be reviewed by an internal staff and an external expert committee. The top two applicants will be invited to a one-hour interview. References may be consulted.

SECTION 8: OTHER INFORMATION

1. No response will be considered for award unless submitted in full, delivered on or before the date specified in this RFP.
2. Specifications are carefully prepared describing the services desired. An addendum will be issued to all applicants, if necessary, stating revisions, deletions, or additions to be made to the specifications.



3. First 5 reserves the right to cancel the RFP process at any time, for any reason, even after review of all the applications, and it is not responsible for any expenses incurred by an applicant in developing an application.
4. First 5 reserves the right to reduce, amend, and/or rescind this RFP at any time prior to final execution of the contract.
5. First 5 reserves the right to negotiate scope of work, budget, and costs with successful applicant. If negotiations fail to culminate in a contract, First 5 may select another applicant.
6. First 5 is under no obligation to award a contract to the applicant that presents the lowest cost or highest yield. Selection will be made based on overall evaluation of the application in the best interest of First 5 as determined by the review team, the chief executive officer, and the Commission.
7. First 5 reserves the right to request clarification from any applicant on their application.
8. First 5 reserves the right to accept all or a portion of an application. First 5 reserves the right to waive any minor irregularities in an application. First 5 reserves the right to contract with more than one firm. All applications become the property of First 5.
9. All applications will remain confidential until a contract is negotiated. However, because First 5 is a public entity, all applications can become public after all successful contract negotiations.
10. First 5 shall require indemnification on behalf of itself and Alameda County entities with any agencies or individuals into which it enters into agreements. In addition, First 5 requires all agencies to provide evidence of both workers compensation and general liability insurance, with First 5 listed as additional insured.



**FIRST 5 ALAMEDA COUNTY WEBSITE REFRESH
PROPOSED BUDGET FORM**

Applicant Name: _____

BUDGET LINE ITEMS	Engage, Plan, Design & Launch
PERSONNEL EXPENSES	
<i>List position, FTE % on project, rate</i>	
Total Salaries	
Personnel Benefits	
PERSONNEL EXPENSES SUBTOTAL	
GENERAL EXPENSES	
Training	
Program Materials	
Printing	
Office Supplies	
Staff Travel	
Consulting Services	
<i>List hourly unit cost, # of hours, term</i>	
Evaluation	
Miscellaneous	
GENERAL EXPENSES SUBTOTAL	
EQUIPMENT <i>Itemize equipment costs more than \$2,000</i>	



BUDGET LINE ITEMS	Engage, Plan, Design & Launch
EQUIPMENT SUBTOTAL	
SUBCONTRACTORS <i>Requires First 5 prior approval; List separately, if more than one subcontractor</i>	
SUBCONTRACTORS SUBTOTAL	
OTHER EXPENSES <i>(Additional line Items exceeding \$5,000)</i>	
OTHER EXPENSES SUBTOTAL	
SUBTOTAL OF DIRECT EXPENSES <i>Sum of totals for Personnel, General, Equipment, Subcontractors and Other</i>	
ADMINISTRATIVE/INDIRECT COSTS <i>Maximum 15% of Direct Costs</i>	
SUBTOTAL ADMINISTRATIVE/INDIRECT COSTS	
TOTAL BUDGET per PHASE	