



REQUEST FOR PROPOSAL (RFP)

RFP Number & Title: 2223-04
Website Redesign Phase 2

Place of Opening: Barlow Hall – Business Office
Clackamas Community College
19600 Molalla Avenue
Oregon City, OR 97045

Date & Time of Opening: Thursday June 20, 2023, 2:00PM

To Be Opened By: Elizabeth Cole, Purchasing Agent
(503) 594-3086

PURCHASING DEPARTMENT
19600 Molalla Avenue
Oregon City, OR 97045-7998
Phone: 503-594-3086
Fax: 503-722-5879
Email: purchasing@clackamas.edu

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REQUEST FOR PROPOSAL

RFP2223-04 Website Redesign Phase 2

SECTION 1. GENERAL INFORMATION

1.1 Legal Advertisement

Clackamas Community College
REQUEST FOR PROPOSALS RFP2223-04
Website Design Phase 2

Proposals due Thursday, June 29, 2023 at 2:00 PM

CLACKAMAS COMMUNITY COLLEGE invites proposals from qualified consultants (hereinafter, Responder, Proposer, company, firm, provider, or contractor) to provide website design services, phase 2 for the Clackamas Community College external webpage.

Proposal documents and specifications will be available on http://www.clackamas.edu/Request_for_Proposals.aspx or by calling (503) 594-3086.

Electronic proposals will be accepted at purchasing@clackamas.edu until Thursday, June 29, 2023 at 2:00 p.m.

Proposals will be reviewed in closed session.

The College reserves the right to reject any proposal not in compliance with all prescribed public procurement requirements, and to reject for good cause any or all proposals upon finding that it is in the public interest to do so.

No proposal will be received or considered unless fully complete in the manner provided in the proposal documents and advertisement for proposals.

Elizabeth Cole
Purchasing Department

1.2 Description of the College

Clackamas Community College is an accredited public two-year institution offering comprehensive programs in college transfer, professional technical training, continuing education, and developmental learning skills. Formed in 1966, the College is a fiscally independent municipal corporation, governed by a seven-member Board of Education elected by zones. The College's budget and Comprehensive Annual Financial Report are available at http://www.clackamas.edu/Budget_Committee.aspx.

1.3 Responsibilities of Proposers

Clackamas Community College follows the Oregon Public Contracting Code, ORS 279 and related regulations, as modified by the College's local contract review board. Certain purchases go through a prescribed bid/quote/proposal process (for the purposes of this document, bid, quote, and proposal may be used interchangeably). A Request for Proposal (RFP) allows the College to evaluate vendors' proposals using criteria in addition to or instead of price.

As a bidder, you are expected to submit bids that are accurate, complete, and contain all terms and conditions which you feel are necessary. If, after submitting your bid, you find changes are necessary, you may change or withdraw your bid any time up to the time of the bid opening. However, after the opening, the bid may not be changed or altered in any way. If accepted, your bid/quote/proposal is considered a binding contract that you, as the bidder, will be expected to honor. No bidder may withdraw their bid after the time set for the opening, or before award of the contract, unless said award is delayed for a period exceeding 60 days. If for any reason you do not perform, the College can be expected to take whatever action it feels appropriate, including but not limited to removal of your name from future bid lists.

Proposers shall provide one (1) electronic copy of their proposal and all attachments submitted electronically to purchasing@clackamas.edu.

All proposals must be received at purchasing@clackamas.edu no later than the date and time of opening specified in this document. It is entirely the responsibility of the proposer to ensure that their proposal is received at the above location prior to the time of opening. Proposals which are received after the time of opening will not be considered and will be returned to the proposer, unopened.

1.4 Submittal Acceptance

Submittals will be judged on the completeness and quality of content as described in this Request for Proposals. Only those submittals that contain complete information as required by these specifications will be considered for evaluation.

1.5 Right of Award or Rejection

Submission of a response shall indicate to the College that the proposer accepts all the terms and conditions contained in this RFP and associated documents. It is understood that all submittals shall become a part of the public file on this matter without obligation to College. The College may reject any submittal that does not comply with all the prescribed submission procedures and requirements in this Request for Proposal, and

may, for good cause, reject any or all submittals, or any part of a submittal, upon a finding that it is in the public interest to do so.

1.6 Inquiries

Questions that arise during preparation of the RFP shall be submitted in writing (writing includes Fax and E-mail) to:

Elizabeth Cole, Purchasing
Fax: 503-722-5879
Email: purchasing@clackamas.edu

All questions must be received by the Purchasing Agent no later than Tuesday, June 6, 2023 at 5:00 pm. All questions and answers thereto shall be provided to all responders per Addendum via email by Thursday, June 8, 2023 by 5:00 pm.

1.7 Response Information

Each submittal shall list a responsible person and telephone number where that person can be reached if contact is necessary during the RFP review.

The proposal response forms which are a part of these specifications must be completed and returned. If you need additional space for your response, please attach pages and number your responses to match the question numbers.

Exhibit A: Signature Sheet must be signed with a digital signature as follows:

- 1.7.1 In the case of an individual bidder, by such individual.
- 1.7.2 In the case of a partnership, the name of the partnership must appear on the proposal sheet, and it shall be signed in the name of the partnership by at least one partner.
- 1.7.3 In the case of a corporation, the corporation name must appear on such proposal, and it shall be signed by the president or other officer who is authorized to submit bids for the corporation. There shall be set forth under the signature of such officer the name of the office they hold or the capacity in which they act for the corporation.
- 1.7.4 A signed copy of Exhibit B: Certification of Non-Discrimination must be signed with a digital signature.

1.8 Schedule of Events

Advertisement(s) for RFP:	Monday May 22, 2023
Inquires/Questions Due:	Tuesday June 6, 2023
Responses to Questions (via Addendum):	Thursday June 8, 2023
Request for Proposals Due:	Thursday June 29, 2023
Contract Begin:	July 2023

1.8.1 CCC is conducting this RFP with the intention of contracting with a Website design consultant to provide website re-design phase 2 services.

1.9 Contract

- 1.9.1 The Personal Services Agreement(s) resulting from this solicitation will have a term of one (1) year, with the option to renew in one (1) year increments, for a total maximum contract term of no more than five (5) years.
- 1.9.2 The successful proposal and all terms and conditions contained in this Request for Proposal will be made part of the contract.
- 1.9.3 The management of this contract for the College will be the direct responsibility of the Executive Director of College Relations & Marketing.
- 1.9.4 The contract may be cancelled by either party, upon written notice delivered by Certified Mail 90 days prior to the chosen cancellation date.
- 1.9.5 In the event that the vendor fails to carry out or comply with any of the terms and conditions of the contract, the College reserves the right to demand remedy of any failure or default within ten (10) days. In the event that the vendor fails to remedy the failure or default within the specified period, the College shall have the right to cancel and terminate the contract without additional notice.

1.10 Interpretation of Specifications

No officer or employee of Clackamas Community College has any authority to place any interpretation, either verbal or written, upon the foregoing or annexed specifications without written approval from the Purchasing Office.

1.11 Prohibition of Alternations

Proposals which are incomplete or conditioned, or which contain any erasures, alternations, addition of items not called for in the itemized proposal, or that contain irregularities of any kind, which are not in conformity with the law, may be rejected.

1.12 Acceptance of Conditions

Each responder, by the submission of a proposal, assents to each term and condition set forth anywhere in these specifications and agrees to be bound thereby.

1.13 Resident Bidder

All responders must contain a statement as to whether the proposer is a “resident bidder” as defined in ORS 279A.120. It is understood that, in the selection of equipment and supplies listed herein, preference will be given articles manufactured or produced within the State of Oregon, price and quality being equal, and time required for delivery being satisfactory to the College.

1.14 Equal Employment Compliance Requirement

By submitting this proposal, the bidder certifies conformance to the applicable Federal Acts, Executive Orders, and Oregon Statutes concerning Affirmative Action toward equal employment opportunities. All information and reports required by the Federal or Oregon Governments having responsibilities for the enforcement of such laws, shall be supplied to the College upon request for purposes of investigation to ascertain compliance with such acts, regulations, and orders.

1.15 Oregon COBID

Pursuant to Oregon Revised Statute (ORS) Chapter 200, DAS encourages the participation of small businesses, certified by the Oregon Certification Office for Business Inclusion and Diversity (“COBID”) in all contracting opportunities. This includes certified small businesses in the following categories: disadvantaged business enterprise, minority-owned business, woman-owned business, a business that a service-disabled veteran owns or an emerging small business. DAS also encourages joint ventures or subcontracting with certified small business enterprises. For more information, please visit <https://oregon4biz.diversitysoftware.com/FrontEnd/VendorSearchPublic.asp?XID=6787&TN=oregon4biz>

1.16 Audit of Books and Record

The College, through its representatives, shall have access at all reasonable times to the books and records of the Contractor and subcontractors so far as they relate to the contract and the performance of the work.

1.17 Departures from Terms of Contract

No direction or approval given by the College or any representative of the College which deviates in any respect from the specifications or other contract documents shall be valid or recognized unless and until the same is reduced to writing and issued in the form of a written order over the signature of the Vice President of College Services.

1.18 Non-Assignability

Neither the Contract nor any interest of the vendor therein can be transferred to any other person or persons without the written consent of the College, and any such attempted transfer shall be utterly void and may be treated by the College as a willful failure or refusal on the part of the vendor to perform the Contract according to its terms and conditions.

1.19 Subcontracting

All subcontracting shall be subject to the approval of the College. The vendor shall be wholly responsible for the performance of all sub-contractors (including sub-consultants) for their acts and omissions, and those of persons either directly or indirectly employed by them, to the same extent as for the acts and omissions of persons directly employed by the vendor, and the fact that subcontractors are subject to the approval of the College shall not affect the vendor’s responsibility in this regard. Nothing contained in the contract documents shall be construed to create any contract between the College and any subcontractor.

1.20 Prohibited Interests

No official of the College who is authorized in such capacity and on the behalf of the College to negotiate, make, accept, approve, or to take part in negotiating, making, accepting, or approving any website design services, or any subcontract in connection with the furnishing of items or service for the College, shall become directly or indirectly interested personally in this contract or any part thereof. No officer, employee, or inspector of or for the College who is authorized in such capacity and on behalf of the

College to exercise any legislative, executive, supervisory, or other similar functions in connection with the construction or in any part thereof, items, contract, subcontract, insurance contract, or any other contract pertaining thereto, shall become directly or indirectly interested personally in this contract or any part thereof.

1.21 Reservations

The Board of Education of Clackamas Community College herein expressly reserves the following rights:

- 1.21.1 To negotiate separately with any source whatsoever in any manner necessary to serve the best interest of the College. The College does not intend to award a contract solely on the basis of any response made to this request for proposals or in any way to pay for information solicited or obtained. The information obtained will be used in determining what seems to best serve the interest of the College.
- 1.21.2 To reject any or all proposals as permitted by Oregon Statute, Oregon Community College Rules of Procurement, or Administrative Rule.
- 1.21.3 To consider the competency and responsibility of bidders and of their proposed subcontractors (including sub-consultants) in making the award.
- 1.21.4 In the event only one proposal is received, the Purchasing Agent may, at their election, return the proposal unopened.
- 1.21.5 To make the award based on its best judgment as to which contractor will provide services which best meets the College's needs and expectations.
- 1.21.6 To make such changes or corrections in plans, specifications, or quantities as it may deem necessary prior to the proposal opening the vendor will be notified of such changes in writing by addenda mailed to the address on file in the College's Purchasing Department.
- 1.21.7 To cancel the contract upon written notice at any time the College, in its sole judgment, determines that the contractor is not meeting the needs of the College.

1.22 Incurred Costs

Neither the College nor its Board of Directors is liable for any costs incurred by a contractor in the preparation of the RFP or attending an oral interview.

1.23 Protest Procedures

1.23.1 Solicitation Protest

Prospective contractors may submit a written protest, or request for change, of particular solicitation provisions, specifications, or contract terms and conditions to the College no later than seven calendar days prior to the close of the solicitation. Such protest or request for change shall include the reasons for the protest or request, and any proposed changes to the solicitation provisions, specifications, or contract terms and conditions. No protest against selection of a contractor or award of a contractor contract, because of the content of solicitation provisions, specifications, or contract terms and conditions shall be considered after the deadline established for submitting such protest.

Documentation

- x Documentation file(s) explaining all delivered elements
- x Code must be well commented with references to separate documentation

Testing

The successful proposer is required to complete testing of the designed website pages links, images, etc. The college will perform final testing with its own group of users before

Training

The successful proposer will train the college team, including instruction on managing imagery, content, page creation, form creation, and any other items that may be needed to properly manage the website and codebase.

SECTION 3. PROPOSAL SPECIFICATIONS

3.1 Submission Requirements:

Please provide the information specified below. Additional information is welcome but not required. The total length of the proposal, including attachments, should not exceed 20-double sided pages (total of 40 written pages) including pictures, charts, graphs, tables, and text the proposer deems appropriate to be part of the proposer's response. Resumes of the key team individuals proposed to be involved in this project, along with a transmittal letter, table of contents, front and back covers, and blank section/numerical dividers, etc., will not be counted in the 20-page limit.

3.1.1 Information Required

1. Cover Letter (Pass/Fail)
 - a. Responders name, address, telephone number, fax number, email, and website for the prime firm.
 - b. Provide single point of contact with phone number and email address.
 - c. Number of years the firm has been in business.
 - d. Provide three (3) references for which similar work was performed.
2. Proposed Responder's Team Key Personnel (20 Points)
 - a. Resumes of proposed team members who may be involved in providing services for a prospective project. Include the following:
 - 1) Team member's name, title
 - 2) Relevant credentials (education, degree, professional registrations, etc.)

Note: Clearly note if team member's experience/project occurred at another firm.

The Responder's proposed team members shall remain the same for the project duration unless a change is approved through written request to Clackamas Community College.

The College may elect to request changes in consultants if it thinks it will benefit the project.

3. Responder's Related Project Experience (30 Points)
 - a. Provide experience in the successful implementation or launch of an educational or higher education external website.
4. Responder's Approach/Communication Work Plan (50 Points)

Describe the Responder's proposed Approach/Work Plan for providing professional services. Include the following:

 - a. Provide a written description of your methods and approach to a typical project. Include alternatives and expansion of services as necessary to meet the outlined goals.
 - b. Describe your firm's experience working with a committee and receiving input from stakeholders and constituency groups including: Students, Faculty, Staff, and the Community.

- c. Describe your firm’s approach to internal and external research including using focus groups and a comprehensive review of existing Google Analytics.
- d. Provide a sample project schedule detailing the time required for each major step or phase of the project.

5. Financial Information

- a. Provide costing information in Exhibit D.

3.1.2 Submission Format

Cover Sheet

Index

Cover Letter

Tab/Divider 1: Responder’s Team Key Personnel

- a. “Key personnel” Resumes

Tab/Divider 2: Responder’s Related Project Experience

- a. Project Profiles

Tab/Divider 3: Responder’s Approach/Communication Work Plan

- a. Methods & Approach to the Project
- b. Experience with committees and large constituency groups
- c. Stakeholder Communication
- d. Sample project schedule

Tab/Divider 4: Attachments

- a. Exhibit A: Signature Sheet
- b. Exhibit B: Certification of Non-Discrimination
- c. Exhibit D: Financial Information
- d. References: provide up to 3 references within the last 3 years.

Responder’s information must be presented in format order noted above and all matrixes and/or forms must be used as graphically issued and filled out completely.

Incomplete proposals will not be reviewed and will be rejected.

3.2 Financial Information

3.2.1 Provide a list of the billing rates w/ multipliers of the positions to be assigned to the project.

Note: Submit Billing Rates as a separate electronic file. These documents are not opened, scored, and/or evaluated until firm has been notified as the Apparent Successful Proposer awarded the project.

3.3 Additional Services

If the Responder believes there are additional services not identified in the RFP that are necessary for the successful completion of the Project, the Responder's proposal must include a description of the additional services recommended by the Responder. Describe how the additional services would benefit the College, the Responder's ability to provide the additional services, and propose a cost for providing the additional services.

3.4 Confidential Information

The proposal must identify any confidential information that the Responder contends is exempt from disclosure under ORS 192.501 or 192.502. The College will endeavor in good faith to honor appropriate requests for exemption from disclosure, but the College reserves exclusive discretion to determine whether information qualifies for a statutory exemption. The College's obligation under this Section shall survive the selection of the Contractor.

SECTION 4. EVALUATION/SELECTION PROCESS

4.1 Evaluation Process

The written proposals will be reviewed and evaluated by the Clackamas Community College selection committee.

4.2 Evaluation Criteria

Considerations for determining whose RFP is the most qualified and advantageous to CCC are based on the evaluation of experience and the project team meeting criteria for each section outlined in the Website Design Consultant RFP. The evaluators will consider which proposers meet the following criteria in comparison to other Responders.

4.2.1 Experience in each category outlined in Section 2: Scope of Work

4.2.2 Project experience of key personnel proposed to be assigned to this project.

4.2.3 The merits of the Responder's approach/plan for providing services to the College.

4.3 Clackamas Community College's Rights

The College retains exclusive discretion and reserves the right to determine the following:

4.3.1 whether the response is complete and complies with the provisions of the RFP;

4.3.2 whether to seek clarifications of each proposal or request additional information necessary to permit the College to evaluate, rank, and select the most qualified Responder;

4.3.3 whether a short list of qualified Responders should be created; and

4.3.4 whether the evaluation committee should reconvene and collectively review the scoring, making changes as the evaluation committee deems appropriate.

4.4 Scoring Process

Each of the evaluation criteria has been assigned a weighted number. Members of the evaluation committee will separately score each proposal in each of the evaluation criteria.

The evaluation committee will meet and discuss the individual evaluation committee members' scores. The committee will discuss firm strengths and weaknesses and the individual evaluation committee member scorings. The evaluation committee's discussion may result in a consolidated short list from which the finalists for interviews may be selected for step two of the selection process.

4.4.1 Summary of Scored Evaluation Criteria

Scored Evaluation Criteria

- | | |
|--|-----------|
| a. Responder's Proposed Team Key Personnel | 20 Points |
| b. Responder's Experience | 30 Points |
| c. Approach/Communication Work Plan | 50 Points |

Total Points	100 Points
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Non-Scored Evaluation Criteria

- | | |
|---------------------------|-----------|
| a. Cover Letter | Pass/Fail |
| b. Responder's References | Pass/Fail |