



Request for Proposals

Solicitation No:	RFP 2023-05
Title:	Website Development Services
Description:	The purpose of this Request for Proposals (RFP) is to enter into a contractual agreement with a qualified firm for Website Development Services.
Terms:	Five (5) years (anticipated start date in October 2023)
Solicitation Release Date:	February 24, 2023
Bidders' Conference:	March 2, 2023, 1-3 p.m. EST
Bidders' Conference Location:	Zoom (Click HERE to Register)
Deadline for Submission of Questions on RFP:	March 17, 2023 5 p.m. EST
Proposal Due Date/Time:	March 24, 2023 5 p.m. EST
Proposal Review Period:	March 27 – May 8, 2023
Award Recommendations to Committee:	June 1, 2023
Award Recommendations to Board of Directors:	June 12, 2023
Contact:	CommsProcurement@TheChildrensTrust.org

The Children's Trust
3150 SW 3rd Avenue, 8th Floor
Miami, FL 33129
305.571.5700
TheChildrensTrust.org

INTRODUCTION

The Children's Trust ("The Trust") is a dedicated source of revenue derived from property taxes in Miami-Dade County, established by voter referendum in 2002 and becoming fully operational in 2003. Our mission is to partner with the community to plan, advocate for and fund strategic investments that improve the lives of all children and families in Miami-Dade County. We envision a community that works together to provide the essential foundations to enable every child to achieve their full potential. The Children's Trust is located within the city limits of Miami and serves the broader community of Miami-Dade County.

This PDF document contains descriptions of website development professional services being sought and application questions for this solicitation. General procurement-related information is available on the [Procurement page of our website](#) and in our downloadable Procurement Policy posted therein (reference section 2001, Formal Competitive Procurement Process). Specific information for this solicitation is also available through the Procurement page of our website under RFP 2023-05 Website Development Services.

Please be sure to review the following additional website content related to our procurement process:

- [E-Verify](#)
- [Legal requirements](#)
- [Competitive procurement appeals process](#)
- [Volunteer reviewers](#)
- [Cone of Silence](#)
- [Conflict of Interest](#)

Applicants should be currently qualified to conduct business in the State of Florida under the laws of [Florida per Chapter 607, F.S.](#), and must be qualified to conduct business on or before the contract start date. Eligible applicants must remain qualified to conduct business in the State of Florida for the duration of their contract. The selected vendor must be available to conduct business mainly during office hours in the US East Coast time zone, and beyond those hours as needed for maintenance.

No applicant may apply to this RFP through any agent, affiliate, or other individual or entity. Any such application will be considered noncompliant with this solicitation and deemed ineligible whenever such determination is made during the procurement process. The Children's Trust will contract only with the selected vendor. Any subcontracted agreements must be managed entirely by the selected vendor; however, any/all subcontractors and their intended services must be disclosed as part of the application.

For questions regarding application content, please email CommsProcurement@TheChildrensTrust.org. Answers will be posted on www.TheChildrensTrust.org/Procurement through the link "**RFP 2023-05 Website Development Services Q&A.**" For technical assistance with completing your application, email The Children's Trust Help Desk at HelpDesk@TheChildrensTrust.org. In all help desk requests, include: the name of the solicitation/RFP # in the subject line, applicant's name and email address, description of the issue and any related screenshots or links to help resolve the technical issue. Please note, our staff makes every attempt to respond to requests within two (2) business days.

STATEMENT OF PURPOSE / OVERVIEW OF SERVICES SOUGHT

By approval of Resolution 2023-18 on January 23, 2023, this competitive solicitation seeks to identify one firm with demonstrated expertise to provide website design and development services. The anticipated contract period is October 2023 through September 2024. Contracts awarded may be renewed for up to four additional 12-month terms, for a total of five years of funding. The option to renew a contract shall be at the sole discretion of The Children's Trust.

SCOPE OF WORK

The Trust invites experienced website development companies to provide narratives and to submit work samples and supporting documentation for each of the sections below, demonstrating their qualifications and experience relevant to providing such services in accordance with the terms, conditions, and specifications of this RFP.

Our goal is to redesign and redevelop our current website (TheChildrensTrust.org), allowing a mobile responsive user experience to provide information relevant to our multiple constituents:

- parents/caregivers/children
- service providers, and
- community members looking for information about The Trust

While we have some basic requirements, we are looking for a vendor who will partner with us and provide recommendations on how best to achieve our goals. It's expected that the selected vendor would be forward-thinking and can incorporate our existing branding into the design of the new website.

The new website will:

- Employ a mobile-first web design strategy.
- Provide general public access to information pertinent to The Children's Trust, including its legal authority, funded initiatives, public calendars and meeting postings, general solicitations and procurement resources, community data, and more.
- Include content from the existing website.
- Have the ability to generate usable PDFs from standard content on web pages.
- Have the ability to create and manage user profiles.
- Have the ability to display static and dynamic content from other Trust web resources, like Trust Central (www.TrustCentral.org), provided in JSON, XML, or HTML format by calling RESTful and/or SOAP APIs on those resources, using single sign-on authentication or shared tokens. Trust Central is a cloud-based software that functions as a service solution where the Trust manages its grant applications for organizations seeking funding, funded programs' budgets, contracts, invoicing, and direct services information, along with other functionality.

- Have the ability to delegate end user authentication via custom API calls to other Trust web resources, like Trust Central, and/or to a cloud-based identity and access management services like the Trust’s Azure Active Directory tenant.
- Employ navigation best practices to improve the user experience on major web browsers and operating systems, and on desktop and mobile devices.
- Integrate with our data warehouse to display data such as dashboards.
- Run applications (i.e. searchable program directory) pulling data from other Trust websites such as Trust Central in a seamless manner.
- Integrate seamlessly with The Trust’s social media accounts (current accounts listed under *Other Resources for Reference* below) with the capability for expansion as platforms evolve.
- Display a community calendar with different event categories.
- Display and manage board and staff information such as photos and biographies.
- Integrate seamlessly with an HR solution.
- Have the ability to be Section 508 compliant for accessibility (www.section508.gov/) and/or meet common accessibility standards, such as Web Content Accessibility Guidelines (WCAG) 2.0.
- Have workflows for approval of content, including calendar events.
- Include a system to maintain images, documents, and content with expiration dates.
- Avoid duplication of image assets.
- Have powerful semantic search capabilities to provide responses that users are reaching for.
- Display information in English and employ machine learning to manage translations and updates to have the website available in Spanish and Haitian Creole.
- Be hosted in servers located in the continental United States.
- Be available 24/7 with requisite failover/load balancer to manage peak access and virtually eliminate downtime.
- Be cloud based with requisite hosting, back-ups, maintenance, and security protocols.
- Employ Google Analytics (GA4) and provide required updates for adapting to future versions.
- Provide a page-specific preview image when a page from the site is shared on social media or WhatsApp.
- Have interactive options to display video content embedded from YouTube.

Additionally, we want to develop two portals, connected to the website, for parents/caregivers and for service providers:

- 1) A parent portal where families will find relevant information and resources for them and high-quality content for children of all ages. Some content from our current parent information microsite (www.StayHome.Miami) will be migrated to this new parent portal and new content will be loaded on an ongoing basis.
- 2) A provider portal where Trust-funded providers will have access to general information and resources relevant to them. Users will subsequently be able to enter their already existing TrustCentral.org accounts/profiles where they have detailed information about their contracts and programs.

Both portals described above are expected to meet the same requirements listed previously for the main website.

In 2020, The Children’s Trust conducted an in-house user experience analysis of the current website and identified areas that could be improved. Some key highlights included:

- homepage redesign is needed to provide top-tier information;
- navigation needs to be updated to improve user experience; and
- latest design best-practices are needed to provide information more efficiently.

Other resources for reference:

- Current Websites
 - www.TheChildrensTrust.org
 - www.TrustCentral.org
 - www.StayHome.Miami
- About The Children’s Trust
 - www.TheChildrensTrust.org/AboutUs
 - Annual Report to County Commissioners
- “How We Fund” Information
 - www.TheChildrensTrust.org/HowWeFund
- Media Kit & Logos
 - www.TheChildrensTrust.org/MediaKit
- Internal User Experience Study
 - [Download](#)
- Social Media Platforms
 - Facebook: thechildrenstrust
 - Twitter: @childrenstrust
 - Instagram: @thechildrenstrust
 - LinkedIn: The Children’s Trust of Miami-Dade County
 - YouTube: childrenstrust

PROPOSAL SUBMISSION

Please download and complete the “*RFP 2023-05 Website Development Services Application Form*” and the “*Website Development Vendor Response - Key Business Requirements*” files provided. All responses, support documentation and/or download links (if applicable) related to this solicitation must be submitted in their entirety by email to CommsProcurement@TheChildrensTrust.org by the due date and time specified in this solicitation. No other delivery formats will be accepted, including USPS, FedEx, UPS, hand delivery or submissions via Trust Central. Incomplete proposals or proposals submitted after the deadline will not be considered. Use the following naming convention for all support documentation: “*Entity Name – Document Name.*”

Respondents must address the following components within each section of the application as indicated below. Supporting documents for each section may be in the following formats: searchable PDF, MP3 and/or MPG. Files must be sent by email (up to 20MB per email message) to CommsProcurement@TheChildrensTrust.org. Larger files (up to 2GB) must be sent using WeTransfer.com only. Both emails and WeTransfer links must have a “Received” time stamp **by the submission deadline specified in this solicitation**. No applications or supporting documents will be accepted after the submission deadline. Links to external websites are not allowed, nor will they be considered during the review process.

In the fillable PDF document “*RFP 2023-05 Website Development Services Application Form*” posted on www.TheChildrensTrust.org/Procurement, please provide your responses to the following:

1. Company Overview

Provide information on your company’s history, management team/structure, mission and vision, and a summary of the product and services you offer. Please specify if your company is authorized to conduct business in the State of Florida.

Supporting documentation

Please provide relevant supporting documentation regarding your company’s history, management team/structure, mission and vision, and a summary of the product and services you offer. Supporting documents for each section may be in the following formats: searchable PDF, MP3 and/or MPG. Files must be sent by email (up to 20MB per email message) to CommsProcurement@TheChildrensTrust.org. Larger files (up to 2GB) must be sent using WeTransfer.com only. Both emails and WeTransfer links must have a “Received” time stamp by the submission deadline specified in this solicitation. No applications or supporting documents will be accepted after the submission deadline.

2. Qualifications and Experience

Qualifications Description

Eligible applicants must possess experience designing and developing websites that include a content management system, data collection ability and integration with external sites. Qualifications and expertise must be aligned with the scope of work described above.

Describe your company's qualifications in the area(s) included in the solicitation. How can your qualifications meet the needs described in the scope of work of this RFP? What uniquely qualifies your company to perform the work sought? Please include the following:

- Description of applicant credentials providing full-service website design and development services (years of experience, clients, capacity, areas of service, office locations, etc.).

Experience Description

Explain how applicant experience can meet the needs described above. Please include the following:

- Description of experience working with organizations serving children and families, foundations, educational institutions, health care providers, government agencies, nonprofits, philanthropic organizations, organizations in the social/human services areas, or other public sector clients.
- Description of applicant's experience creating and/or building website solutions that integrate with multiple systems using a variety of APIs.
- Description of applicant's experience designing websites or incorporating existing branding into the design of a new website.
- Description of how applicant has implemented solutions that provide seamless social media integration and continue to do so after launch as the organization's social media presence evolves.
- Describe applicant's typical UX study process, analysis and approaches for implementation.
- Experience implementing established branding provided by a creative team.
- Describe plans for optimizing functionality and upgrading it, as needed, to meet the latest web development standards – both before and after launch.
- Describe applicant's experience and approach to ensure compliance with accessibility requirements.
- Description of similar projects with associated costs and timelines.
- Work samples of similar projects.
- Analytics and results that demonstrate the effectiveness of work samples.

Support Documentation – Qualifications and Experience section

Provide visuals or other supporting files as relevant to this section. Supporting documents for each section may be in the following formats: searchable PDF, MP3 and/or MPG. Files must be sent by email (up to 20MB per email message) to CommsProcurement@TheChildrensTrust.org. Larger files (up to 2GB) must be sent using WeTransfer.com. Both emails and WeTransfer links must have a “Received” time stamp by the submission deadline specified in this solicitation. No applications or supporting documents will be accepted after the submission deadline. Links to external websites are not allowed, nor will they be considered during the review process.

3. Product/Services Proposal & Timeline

Proposal

Provide narratives to your company’s methodology and approach to successfully implementing contracted projects, specifically in the areas stated in this RFP. Please add a narrative for each of the following:

1. Website solution proposal

Describe your proposal for the redesign and redevelopment of The Children’s Trust’s website and how your proposal will integrate the elements described above in the scope of work sought.

2. Proposal for the redesign and redevelopment of The Children’s Trust’s website.

Describe in detail your proposed process and approach for redesigning and redeveloping our website. Explain in detail what each step entails and how long each phase may take on average, from strategy to delivery, implementation, and training. Consider the following examples for the implementation and training phases but include others as appropriate. Add all phases within your development process:

- Implementation Phase: development methodology, business design decisions, business process design approach, data integration approach, testing approach, change management approach, strategy and overall plan for content migration, project management framework that will be used, and specific deliverables to be provided as part of the implementation.
- Training Phase: describe the training plan that will be implemented for Trust staff to effectively use the website. Include a brief description of the proposed methodology, training plan outline, milestones, training modality (in-person, virtual, hybrid, etc.), and other components, if applicable.

- Maintenance Phase: describe how you will service, maintain and update the website over the four years after the initial year of implementation. Include areas such as, but not limited to, security, content, design, technical SEO, functionality, and performance. Include others as you deem necessary.

3. Website content updates recommendation.

Please provide a description of your recommended plan for ongoing content updates once the website is live. Please include a description of a recommended platform and content management system with accompanying rationale for selecting said solution. Additionally, please include the following:

- Content updates are expected to be performed by the vendor. However, please describe your plan to train Trust staff on performing content updates as necessary.
- Narrative that outlines proposed plan and the estimated response time to address service requests and updates, including scheduled updates as well as emergency updates.
- At what intervals can ongoing updates be sent to you? Weekly? Daily?

Timeline

Provide an anticipated timeline to complete the project. Include key deliverables, milestones and target completion dates. Timeline should clearly show the time it will take to complete each phase from strategy to delivery, implementation, and training of Trust staff. Keep in mind that if awarded, contract negotiations will begin after the Board of Directors approves funding (tentatively in the month of June). Contract will begin on October 1, 2023.

Support Documentation – Product/Services Proposal & Timeline

Please provide visuals, wireframes, mock-ups or other supporting files as relevant to this section. Additionally, please attach supporting documentation for the project’s phases, as well as a tentative timeline for the overall project. Supporting documents may be in the following formats: searchable PDF, MP3 and/or MPG. Files must be sent by email (up to 20MB per email message) to CommsProcurement@TheChildrensTrust.org. Larger files (up to 2GB) must be sent using WeTransfer.com. Both emails and WeTransfer links must have a “Received” time stamp by the submission deadline specified in this solicitation. No applications or supporting documents will be accepted after the submission deadline. Links to external websites are not allowed, nor will they be considered during the review process.

4. Technical Specifications/Key Business Requirements

For this section, download and complete the spreadsheet “**Website Development Vendor Response - Key Business Requirements**” (Excel file posted on www.TheChildrensTrust.org/Procurement) regarding the technical specifications of your proposal and attach it as a supporting document to your application submission email. The completed file must be submitted as a Microsoft Excel file using the following naming convention: “**Entity Name – Key Business Requirements.xlsx**”

5. Project Team Information

Project Team Description

Provide information for each staff member who will be engaged in designing, developing and managing The Children’s Trust website project if awarded. Please include the following information for each team member:

- Full name
- Job title
- Employment status: Full-time, Part-time or Sub-contractor
- Number of years with your organization
- Years of experience in website development, website design, UX design, other
- Years of other relevant experience (please specify)
- Resume/Bio

Project Team Support

Specify the expectation you have from The Children’s Trust staff to meet your proposal (e.g. how many hours per day/week/month do you need/expect a staff member to be available, how many staff members you would need from The Trust, etc.).

Supporting documentation

Please provide supporting files that summarize project staff qualifications in the area(s) included in this solicitation (e.g. resumes, bios, certifications, etc.). Supporting documents may be in the following formats: searchable PDF, MP3 and/or MPG. Files must be sent by email (up to 20MB per email message) to CommsProcurement@TheChildrensTrust.org. Larger files (up to 2GB) must be sent using WeTransfer.com. Both emails and WeTransfer links must have a “Received” time stamp by the submission deadline specified in this solicitation. No applications or supporting documents will be accepted after the

submission deadline. Links to external websites are not allowed, nor will they be considered during the review process.

6. Letters of Reference

Provide at least five (5) reference letters from current clients (or from within the past three years). Letters must include the client's name, title, business name, address, phone number and email. Letters must also be reflective of the applicant's character, integrity, reputation, judgment, experience, efficiency and effectiveness. References should describe the type of product or service similarly performed and they must be relevant to the ones sought in this solicitation. Reference letters should state whether they are a current client and/or would willingly engage the applicant again.

Supporting documentation

Please provide supporting files for at least the number of letters specified in this RFP. Supporting documents may be in the following formats: searchable PDF, MP3 and/or MPG. Files must be sent by email (up to 20MB per email message) to CommsProcurement@TheChildrensTrust.org. Larger files (up to 2GB) must be sent using WeTransfer.com. Both emails and WeTransfer links must have a "Received" time stamp by the submission deadline specified in this solicitation. No applications or supporting documents will be accepted after the submission deadline. Links to external websites are not allowed, nor will they be considered during the review process.

7. Fees and Pricing

The Children's Trust expects competitive pricing for government agencies, nonprofit organizations, foundations, educational institutions, or other public sector clients. As per the information entered in the "Product/Services Proposal" section, explain your pricing approach including pricing for basic services, optional services, one-time costs, and recurring costs. Include a description of the typical approach to fee setting and typical costs structures (hourly rates, project fees, monthly fees, specify if they are negotiable, etc.) for the proposed services and deliverables, including how they are calculated and associate with each deliverable.

Proposed Product/Service Cost

Indicate the total cost of your proposed product/service. This should be the total of all costs (both initial development and recurring for maintenance and content update) associated with each element included in the preceding "Product/Service Proposal" section.

Cost Breakdown of Services and Deliverables

Include the cost breakdown of your product/service proposal.

Supporting documentation

Please provide relevant supporting documentation regarding your fees and pricing as described above. Supporting documents may be in searchable PDF format. Files must be sent by email (up to 20MB per email message) to CommsProcurement@TheChildrensTrust.org. Larger files (up to 2GB) must be sent using [WeTransfer.com](https://www.wetransfer.com). Both emails and WeTransfer links must have a "Received" time stamp by the submission deadline specified in this solicitation. No applications or supporting documents will be accepted after the submission deadline. Links to external websites are not allowed, nor will they be considered during the review process.

APPLICATION REVIEW PROCESS AND EVALUATION CRITERIA

A. Application Review

The Children’s Trust’s review process is designed to select the most qualified vendor in an open and fair manner. Applicants must meet the eligibility criteria referenced on The Trust’s Procurement page of its website in order to be considered for this RFP. Each application will be independently reviewed and scored by a team of reviewers that may include Trust staff, experts in the field, and/or trained volunteers. Additionally, non-voting technical advisors/consultants may participate at the discretion of The Trust. The Trust may conduct progressive multiple rounds of application scoring for this solicitation within the timeframe referenced above. If multiple rounds are needed, it would advance only the top 3 or more proposers at the discretion of The Trust. Additional rounds may include the opportunity to provide presentations, demonstration of demos and deliverables, and a “test environment” for Trust staff to conduct hands-on testing of proposed solutions, if needed. Whenever a tie occurs for the top-ranking position, a best and final price/fee offer may be requested from the top-ranked proposers. The best-and-final-offer option may also be utilized by The Trust provided that the terms and conditions as well as the proposed solution do not change. In the event that there is a sole proposer, the reviewers committee may evaluate the sole response and determine whether or not the proposal meets the needs of The Trust. If it is determined that the proposal meets the needs of The Trust, the proposer may be recommended for award. The table below summarizes the evaluation criteria to be utilized and related points that may be awarded during the initial review/scoring period.

Criteria	Weight	Maximum Points
<i>Company Overview</i>	2	8
<ul style="list-style-type: none"> • Did the applicant submit complete information regarding its company’s history, management team/structure, mission and vision? • Did the applicant submit a summary of the product and services the company offers? • Did the applicant specify if the company is authorized to conduct business in the State of Florida? 		
<i>Qualifications and Experience</i>	4	16
<ul style="list-style-type: none"> • Did the applicant provide evidence that shows their qualifications in website design? • Did the applicant provide evidence that shows their qualifications in website development that include a content management system, data 		

<p>collection ability, and integration with external sites?</p> <ul style="list-style-type: none"> • Do the applicant's qualifications meet the needs described in the RFP's scope of work? Was the applicant's narrative compelling? • What uniquely qualifies the applicant to perform the work sought by The Trust? • Did the applicant provide supporting documentation that shows their credentials providing full-service digital website development services? • Did the applicant provide narrative or supportive documentation that shows their experience in designing websites or incorporating existing branding into the design of a final website? • Did the applicant provide a narrative that shows their experience creating and/or building website solutions that integrate with multiple systems using a variety of APIs? • Did the applicant provide a narrative or samples that show how applicant has implemented solutions that provide seamless social media integration? • Did the applicant provide a narrative regarding their UX study process, analysis and approaches for implementation? • Did the applicant describe plans for optimizing functionality and upgrading it, as needed, to meet the latest web development standards - both before and after launch? • Did the applicant provide evidence of having experience with accessibility requirements? • Did the applicant provide description of similar projects with associated costs and timelines? • Did the applicant submit work samples of similar projects to the one outlined in this RFP? • Did the applicant include analytics and results that demonstrate the effectiveness of work performed in the samples submitted? 		
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<ul style="list-style-type: none"> • Did the applicant provide the necessary and convincing detail that inspires confidence in their ability to provide services to an organization of the stature of The Trust and that would meet our high standards and expectations? 		
<i>Product/Service Proposal & Timeline</i>	9	36
<ul style="list-style-type: none"> • Did the applicant provide a narrative about their company's methodology and approach to successfully implementing contracted projects, specifically in the areas stated in this RFP? • Did the applicant provide a website solution proposal? • Did the applicant submit a detailed proposal for the redesign and redevelopment of The Children's Trust website? • Did the applicant submit a recommendation for website content updates? • Did the applicant submit a comprehensive narrative for the implementation phase? • Did the applicant submit a recommendation for the maintenance and update of the website over the four years after the initial year of implementation? • To what extent does the applicant address training/support for Trust staff to effectively use the website? • Did the applicant describe a plan to train Trust staff on performing content updates as necessary? • Did the applicant include a plan on how to handle recurrent content updates requested by Trust staff? • Did the narrative include a proposed plan and estimated response time for service requests and updates, including scheduled updates as well as emergency updates? • Does the proposed turnaround time seem reasonable? 		

<ul style="list-style-type: none"> • Did the applicant include an anticipated timeline to complete each phase of the project? • With an estimated contract start date of October 1, 2023, did the applicant include anticipated key deliverables, milestones and target competition dates? 		
<i>Technical Specifications/Key Business Requirements</i>	6	24
<ul style="list-style-type: none"> • Was the required table regarding technical specifications/key business requirements provided? • To what extent do the technical specifications associated with the applicant’s proposed solution align with industry standards, this solicitation, and the needs of The Children’s Trust? 		
<i>Project Team Information</i>	4	16
<ul style="list-style-type: none"> • Did the applicant provide evidence of employing staff/consulting personnel whose experience aligns with the services sought in this solicitation? • Did the applicant provide information for each staff member who will be engaged in designing, developing and managing The Children’s Trust website project if awarded? • Did the applicant submit bios/resumes for all the staff mentioned? • How experienced are the applicant’s staff members in their field? • Did the applicant provide the necessary, detailed and convincing staff information that inspires confidence in their ability to provide services to an organization of the stature of The Trust that would meet our high standards and expectations? • Did the applicant specify their expectation regarding how many hours per day they will need/expect a Trust staff member to be available, and how many staff members they 		

would need from The Trust, in order to meet their proposal?		
<i>Letters of References</i>		
<ul style="list-style-type: none"> • Did the applicant provide at least five (5) reference letters from current clients or from within the past three years? • Was the contact information complete for all letters submitted? • Were the reference letters reflective of the applicant’s character, integrity, reputation, judgment, experience, efficiency, and effectiveness? • Did the letters describe a type of product or service like the ones sought in this solicitation? • Did the letters mention the quality and timeliness of the applicant’s performance while rendering services similar or relevant to this solicitation? • Do the letters state whether they are a current client and/or would willingly engage applicant again? • Are the references from clients of similar comparable to that outlined in this RFP? 	This section will not be scored.	
<i>Fees and Pricing</i>		
<ul style="list-style-type: none"> • Does the applicant offer competitive pricing for government agencies, nonprofit organizations, foundations, educational institutions or other public sector clients that is being offered to The Trust? • Did the applicant include narrative explaining their pricing approach including pricing for basic services, optional services, one-time costs, and recurring costs? • Did the applicant include a description of the typical approach to fee setting and typical cost structures (hourly rates, project fees, monthly fees, etc.) for the proposed services and deliverables? • Did the applicant state if these fees are negotiable? 	This section will not be scored in Round 1. Fees and Pricing will be evaluated for applicants that advance to the final review stage.	

<ul style="list-style-type: none"> • Did the applicant indicate the total cost of their proposed product/service? • Did the applicant submit a breakdown cost of their proposed product/service? • Was the total of all costs (both initial for development and recurring for maintenance and content update) associated with each element included in this section? • Did the applicant specify which costs are initial one-time and those that are recurring, including those for maintenance? • To the best of your ability, to what extent are the fees/costs reasonable, usual, and customary? 	
TOTAL POINTS	100

B. Rating Scale

Using the rating scale below, reviewers will assess the quality of responses within each section, the alignment with solicitation requirements, and the applicant’s capacity to effectively deliver what is proposed.

Rating	Points	Description
Excellent Response	4	<ul style="list-style-type: none"> • Response is fully complete and relevant for the section. • Response provides evidence that the applicant <u>exceeds</u> the requirement(s) for the section as set forth in the solicitation.
Good Response	3	<ul style="list-style-type: none"> • Response is <u>mainly complete and relevant</u> for the section but may require some additional clarification. • Response provides evidence that the applicant meets the requirement(s) for the section as set forth in the solicitation.
Weak Response	2	<ul style="list-style-type: none"> • Response <u>does not include required information</u> and/or the response has major omissions. • Response does not provide evidence that the applicant meets the minimum requirement(s) for the section as set forth in the solicitation.
Unacceptable Response	1	<ul style="list-style-type: none"> • Response is <u>substantially incomplete</u>, unresponsive, and/or not relevant for the section. • Response presents a major problem or counter-productive strategies in meeting the solicitation requirement(s).
No Response	0	<ul style="list-style-type: none"> • <u>No response was submitted for this section.</u>

ATTESTATIONS

Authorized Official First and Last Name

Authorized Official Title

Company Name

Phone Number

Email Address

Conflict of Interest

Does anyone on your company's board of directors or staff have a conflict of interest with The Children's Trust's Board of Directors or staff? A list of The Trust's Board of Directors may be accessed at <https://www.thechildrenstrust.org/board-of-directors>, and a list of current Trust staff is available at <https://www.thechildrenstrust.org/contact-us>.

Yes _____

No _____

Conflict of Interest Details

If answered yes, list the name of the person and nature of the conflict.

Unpaid Taxes

Does the applicant owe any money to the Internal Revenue Service (IRS) or other taxing authority (e.g., Florida Department of Revenue) for unpaid, past due, payroll or other taxes?

Yes _____

No _____

Unpaid Taxes Details

How much money is owed for past due taxes, interest, and penalties (please separately list each of these amounts).

Amount: \$ _____

Pending Investigations/Litigations

Is the company or any of its employees under investigation and/or litigation by the Office of the Inspector General or any other federal, state or local authorities?

Yes _____

No _____

Pending Investigation/Litigation Details

Explain the nature of the investigation and/or litigation and attach any related reports.

Application Certification

I do hereby certify to the following statements and that all facts, figures, and representations made in this application and supporting documents are true and correct:

- I have been duly authorized to act as the representative of the agency in connection with filing this application. Further, I understand that it is the responsibility of the agency head to obtain from its governing body the authorization for the submission of this application.
- This bid process is subject to the Cone of Silence and Florida’s conflict of interest laws (§112.311, et. seg). I further state that to the best of my knowledge, submission of this proposal is in compliance with the state and county conflict of interest laws.
- All work contained within this proposal is the unique and original product of the agency I represent and has not been plagiarized or duplicated in any way from another’s work.

Yes _____

No _____