

Weld RE-4 School District



REQUEST FOR PROPOSAL 26-03

Website Redesign and Content Management System

Purchasing Department
1020 Main Street
Windsor, CO 80550
Phone: 970-686-8041

Issue Date: November 13, 2025
RFP 26-03

PROPOSAL SUBMISSION DEADLINE: DECEMBER 10, 2025 NO LATER THAN 2:00PM MST

This RFP has the following sections:

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Section 1: Introduction and District Background

The Weld RE-4 School District (herein referred to as “the District”), located in Windsor, Colorado, is seeking proposals from qualified vendors for the design, development, and implementation of a new district website and accompanying Content Management System (CMS). The project also includes websites for 12 schools and multiple departments.

The District is one of the fastest-growing in Northern Colorado, serving the communities of Windsor, Severance, and West Greeley. It encompasses approximately 103 square miles and serves more than 8,700 students across its elementary, primary, middle, and high schools. Nearly 1,000 dedicated employees support the District’s vision of inspiring all students to thrive.

The redesigned website will serve as a modern, accessible, and engaging communication hub for students, families, staff, and the broader community. It must reflect the District’s brand, mission, and values while providing a user-friendly experience for both visitors and content managers.

Proposal Submission:

Proposals (herein referred to as “Proposals” or “Responses”) will be received by the District’s Purchasing Department until December 10, 2025, at 2:00 p.m. MST. Proposals must be submitted electronically via BidNet Direct in accordance with the instructions provided in this RFP.

Definition:

Throughout this document, the term Vendor refers to any company or entity submitting a proposal in response to this solicitation.

Section 2: Communication Protocol

Strict Adherence Required:

To ensure fairness, transparency, and compliance with District policy, all communication regarding this solicitation must follow the protocol described in this section. Failure to comply may result in disqualification from this solicitation process.

No Contact Protocol

- From the date of RFP release until contract award, all communication regarding this solicitation must be directed exclusively to the District’s Purchasing Manager.
- Contact with any other District employee, Board member, or agent is strictly prohibited.
- Prohibited communications include:

- Discussions with Board of Education members.
- Contact with members of a selection or evaluation committee.
- Attempts to influence District staff or decision-makers.
- Exceptions:
 - Communication with the District’s designated Purchasing Manager.
 - Discussions with District legal counsel at the District’s request.
 - Comments made during official public meetings unrelated to this RFP.

This policy ensures a fair selection process, maintains transparency, and upholds the integrity of the solicitation.

Questions and Clarifications

All questions regarding this RFP must be submitted online via BidNet Direct no later than November 20, 2025, at 2:00 PM MST.

Questions submitted through any other method (email, phone, or in person) will not be accepted.

Responses to all inquiries will be provided through BidNet Direct to ensure equal access to information.

Addenda and official updates will be posted on BidNet Direct. Vendors are responsible for checking the platform regularly for updates.

Sales & Introductory Meetings

Requests for sales calls, demonstrations, or introductory meetings outside of this solicitation process will not be accommodated.

Section 3: Key Events Schedule

Issue Request for Proposal-	November 13, 2025
Last Date for Questions/clarifications-	November 20, 2025, no later than 2:00 PM MST
Deadline for Proposals-	December 10, 2025, no later than 2:00 PM MST
Shortlisted Vendor Interviews-	December 18, 2025 in the afternoon, time TBD

Section 4: Company Profile and Project Approach

Vendors shall provide a comprehensive overview that includes the following:

1. Company Overview: A brief history of the company, relevant experience in the K–12 education sector, and distinguishing qualities that make the Vendor a strong partner for Weld RE-4.
2. Project Approach: A description of the proposed methodology and workflow for managing this project—from discovery and design through implementation, launch, and ongoing support. This section should focus on the vendor’s process and approach rather than specific dates or milestones, which will be addressed in the timeline section.

Section 5: Scope of Work and Deliverables

Scope of Work

The selected Vendor will be responsible for the following:

- Content Management System (CMS): Provide a user-friendly and intuitive CMS that allows staff with a range of technical abilities to update and manage website content easily.
- Development and Implementation: Build and deploy the new website on a secure and reliable hosting platform.
- Content Migration: Develop a plan for migrating existing content from our current website to the new platform, including templates.
- Training: Provide comprehensive training for district and school staff on how to use the CMS and manage website content.

- Ongoing Support and Maintenance: Offer a plan for ongoing technical support, maintenance, and security updates.

Key Features and Functionality

The new website should include, but is not limited to, the following features:

Content Management System (CMS)

- An intuitive, web-based interface that is easy for non-technical users to manage.
- Drag-and-drop page building capabilities.
- Granular user roles and permissions to control content editing and publishing.
- A content approval workflow.
- Robust and accurate internal search functionality.

Design and User Experience

- A fully responsive design that functions seamlessly across desktops, tablets, and smartphones.
- An intuitive navigation structure that allows users to quickly find information.
- The ability to create and apply templates for consistent branding across all school sites.
- A design that reflects the District’s brand and vision.
- Staff directory tool that is automatically informed by staff information contained in Google Workspace or Active Directory with optional overrides by website management team.
- ‘Contact Us’ form functionality with appropriate protections against spam, phishing, and malicious submissions

Communication and Engagement Tools

- News and announcements sections with social media sharing capabilities.
- Comprehensive, easy-to-manage district and school calendars with iCal subscription options.
- Emergency alert functionality with prominent banners or pop-ups.
- Dedicated sections or “microsites” for departments, programs, and parent/student resources.
- Online forms and surveys.
- Photo galleries.
- Video galleries compatible with YouTube and self-hosted playlists.
- Document management and browsing capabilities (e.g., Board Policies repository).

Technical Requirements

- Secure, cloud-based hosting with a guaranteed uptime of 99.9% or higher.
- Seamless integration with Google Workspace, documents, and single sign-on (SSO).
- Built-in adherence to Search Engine Optimization (SEO) best practices.
- Analytics and reporting tools to monitor website usage and engagement.
- Support for archival retrieval of previously published content for open records purposes.

Accessibility

- Full compliance with the Web Content Accessibility Guidelines (WCAG) 2.1 AA and comply with Colorado HB 21-110 and accompanying rules.
- CMS-integrated tools to assist content creators in producing accessible content. Ideally, the CMS should not allow publishing if content violates WCAG 2.1 AA standards.
- Vendors must provide a n Accessibility Conformance Report (ACR) to include, ideally, a Voluntary Product Accessibility Template (VPAT) to demonstrate compliance.

Optional Features

- Integration with mass communication tools (email, SMS, or push notifications)
- AI agent that can be programmed with district information and answer questions

Section 6: Proposed Solution and Features (25 Points)

This section should demonstrate the vendor’s understanding of the District’s needs and describe how the proposed solution meets or exceeds the requirements outlined in the Scope of Work.

Proposals should include:

- A detailed description of the proposed website solution, including platform architecture, design approach, and core functionality.
- An explanation of how the proposed solution satisfies each major component of the Scope of Work.
- Any unique or value-added features that enhance usability, accessibility, or long-term sustainability.
- A summary of how the proposed approach supports the District’s goals for a modern, engaging, and accessible online experience.
- Screenshots, sample pages, or examples from similar K–12 implementations (if applicable).

Section 7.1: Design and User Experience (20 Points)

The District places high value on modern, accessible, and user-friendly design. Vendors shall demonstrate their ability to create visually engaging, intuitive, and consistent websites that reflect the Weld RE-4 brand and meet the needs of diverse users across district and school sites.

Vendors shall include the following:

- Portfolio Samples: Links to 2–3 live websites or screenshots of comparable projects, preferably within the K–12 education sector. Each example should include a brief summary outlining the project’s objectives, target audience, and key design features.
- Design Approach: A description of the Vendor’s design philosophy and methodology, including how accessibility, mobile responsiveness, and ease of navigation are incorporated throughout the design process.

Section 7.2: Accessibility Compliance

- Accessibility Compliance: Describe how your solution ensures adherence to WCAG 2.1 AA standards and Colorado accessibility requirements (HB 21-1110). As part of the proposal, vendors shall complete the State of Colorado Office of Information Technology (OIT) Vendor Accessibility Checklist and provide a current Accessibility Conformance Report (ACR), including a Voluntary Product Accessibility Template (VPAT) if available. These documents are required for proposal submission and must also be included under Section 15: Required Forms.

The District may request additional design concepts or demonstrations from shortlisted Vendors during the evaluation process.

Section 8: Experience and Qualifications (25 Points)

- Provide a link to an online portfolio showcasing relevant work samples.
- Provide references from previous clients, including K–12 clients, with names, addresses, and telephone numbers.
- Include examples of similar projects completed in the past.
- Highlight any specific feedback or endorsements from those references that demonstrate the Vendor’s ability to deliver quality projects.

Section 9: Customer Support and Training (7 Points)

The proposal shall describe the vendor’s approach to customer support and training throughout implementation and ongoing use. The District values responsive support and comprehensive training that empowers staff to manage the website effectively. Proposals should address the following:

- **Training Approach:** Describe how training will be delivered (e.g., in-person, virtual, or self-paced), the target audience (district and school-level users), and the expected timeline for completion.
- **Support Availability:** Outline your customer support structure, including hours of operation, methods of contact (email, phone, portal, etc.), and response/resolution time commitments.
- **Ongoing Maintenance and Updates:** Explain how updates, patches, and new features will be communicated and implemented.
- **Account Management:** Identify the designated account representative(s) and describe the process for managing ongoing communication and support requests.
- **Resources and Documentation:** Provide examples of user manuals, online knowledge bases, or other resources available to the District.

Section 10: Proposed Project Schedule

The District anticipates a project kick-off in March 2026 with project completion by July 2027. Vendors shall provide a proposed project schedule outlining key milestones, deliverables, and major activities necessary to achieve completion within this timeframe.

The proposed schedule will be used for evaluation purposes and to understand the Vendor’s approach to project management and sequencing. The final project schedule will be established in coordination with the District during the kick-off meeting.

Section 11: Cost Proposal (30 Points)

Vendors shall provide a detailed cost proposal that separates one-time implementation costs from ongoing or recurring costs.

- One-time costs may include, but are not limited to, design, setup, configuration, development, content migration, and training.
- Ongoing costs may include hosting, licensing, maintenance, technical support, and security updates.
- The District reserves the right to negotiate or self-perform certain one-time services, such as design or content migration, to reduce overall project costs.

Vendors shall identify any assumptions or dependencies that may impact pricing

Section 12: Submission Requirements and Instructions

Submission Requirements:

1. One (1) electronic copy submitted via BidNet
2. Proposal must include:
 - a. Cover letter with company name and contact information: Name, Phone, Email

- b. All required tabs as listed below under “Organization of Proposal”
3. Maximum of 40 pages, excluding covers and dividers
4. Use divider page breaks to organize required sections
5. Number all pages sequentially

Organization of Proposal

The organization of the Proposal submission will be as follows:

1. Front Cover - Identify RFP, Company name and contact information
2. Table of Contents
3. Tab A- Letter of Interest - The Letter of Interest must express a clear interest and commitment to provide the services requested through this RFP.
4. Tab B - Company Profile & Project Approach
5. Tab C - Proposed Solution and Features
6. Tab D - Design and User Experience
7. Tab E - Experience and Qualifications
8. Tab F - Customer Support and Training
9. Tab G - Proposed Project Schedule
10. Tab H - Cost Proposal
11. Tab I - Required Forms (Not included in page limit)

Section 13: Evaluation and Award Process

Weld RE-4 School District will evaluate submitted Proposals to select a qualified Vendor for the District’s website redesign and the implementation of a content management system. Selection will be based on demonstrated experience, qualifications, proposed pricing, and overall value to the District.

An evaluation committee, appointed by the Superintendent or designee, will review all eligible submissions. Proposals will be scored according to the criteria outlined below.

Following evaluation, the District will enter into contract negotiations with the top-ranked Vendor. If the District is unable to reach agreement on contract terms with the top-ranked Vendor, negotiations may proceed with the next highest-ranked Vendor.

Evaluation Criteria (100 Points Total)

- Cost Proposal – 30 points
- Proposed Solution and Features - 25 points
- Design and User Experience - 20 points
- Experience and Qualifications – 15 points
- Customer Support and Training –7 points
- Proximity to Weld RE-4 – 3 points

Shortlisted Vendor Interviews

Virtual interviews for shortlisted Vendors will be held on **December 18, 2025**, during the afternoon (time TBD).

Vendors selected for interviews will be notified after the initial evaluation period and must ensure availability for the interview session.

Following evaluation and interviews, the District will enter into contract negotiations with the top-ranked Vendor. If the District is unable to reach agreement on contract terms with the top-ranked Vendor, negotiations may proceed with the next highest-ranked Vendor.

The District reserves the right to reject any or all responses, reissue the RFP, or cancel the procurement process at any time. Evaluation outcomes may involve subjective judgment, and the District is not required to provide feedback, scoring breakdowns, or justification for award decisions unless required by law.

Section 14: Respondent Representations and Legal Disclaimers

By submitting a Proposal, the Respondent acknowledges, agrees to, and certifies the following:

1. Offer of Services - This RFP is a request for proposal, not an offer or guarantee of a contract. Submission does not create a binding agreement with the District. No contract shall exist unless and until a formal agreement is executed by both parties.
2. Costs and Commitments - All costs incurred in the preparation and submission of the response are the sole responsibility of the Respondent. The District is not responsible for any such costs, nor does it guarantee the award of any project.
3. Accuracy of Information - All information provided in the response is accurate, complete, and current. The District may rely on this information in making its selection.
4. Qualifications and Authority - The Respondent is authorized to provide qualified website design and development and has the staff, capacity, experience, and resources necessary to meet RFP requirements. The signatory is authorized to bind the company.
5. No Conflict of Interest - No Board member or employee of Weld RE-4 has a financial interest in the Respondent's organization. Any potential conflict has been disclosed in the response.
6. Waiver of Claims - The Respondent waives any claims against the District or its agents arising from the administration, evaluation, or outcome of this RFP process.
7. District Rights - The District reserves the right to:
 - a. Make multiple awards or none at all
 - b. Reject any or all submissions
 - c. Hold responses for up to 90 days
 - d. Waive technical irregularities if in the District's best interest
 - e. Cancel this RFP at any time
8. Public Records & Confidentiality - Submitted materials may be subject to disclosure under the Colorado Open Records Act. Proprietary or confidential information should be clearly marked, but blanket designations will not be accepted.
9. Addenda and Clarifications - The Respondent has reviewed the RFP documents and acknowledges any addenda issued by the District.
10. Reservation of Rights - Submitting a response to this RFP is an offer—not a contract. No agreement will be in place until the District and the selected Contractor have finalized and signed a contract that meets all District requirements.

Section 15: Required Forms (not included in final page count)

- W-9
- Proof of Insurance
- Accessibility Documentation: Vendors must include the completed State of Colorado OIT Vendor Accessibility Checklist and a current Accessibility Conformance Report (ACR), including a VPAT if available. These documents are required to demonstrate compliance with Section 7 (Design and User Experience) and state accessibility laws.
- Signature form included in Section 16
- Exhibit A – Data Protection Addendum: Vendors must review, redline (if applicable), and include a signed or redlined copy of the District's DPA with their proposal. Failure to include a response to the DPA may result in disqualification.

Section 16: Signatures and Certifications

AFFIDAVIT OF NON-COLLUSION, NON-CONFLICT OF INTEREST, ANTI-LOBBYING

By submission of this response, the undersigned certifies that:

1. Neither the Respondent nor any of its officers, partner, owners, agents, representatives, employees, or parties in interest, has in any way colluded, conspired, or agreed, directly or indirectly with any person, Respondent, corporation or other Respondent or potential Respondent or given any money or other valuable consideration for assistance in procuring or attempting to procure a contract or fix the prices in the attached response or the response of any other Respondent, and further states that no such money or other reward will be hereinafter paid.
2. No attempt has been or will be made by this Respondent's officers, employees, or agents to lobby, directly or indirectly, the District's Board of Directors between response submission date and award by the District's Board of Directors.
3. No officer, or stockholder of Respondent is a member of the staff, or related to any employee of the Weld RE-4 School District except as noted below:

By signing below, the Respondent certifies that:

- They are a duly authorized officer of the company submitting this response;
- They are authorized to bind the company to the pricing and terms proposed; and
- They have reviewed and agreed to comply with all RFP requirements, including the representations and acknowledgments contained within this document.

The Respondent also acknowledges and agrees to the Affidavit of Non-Collusion, Conflict of Interest, and Anti-Lobbying, which must be completed and submitted with the proposal if applicable.

Company Name: _____

Printed Name: _____

Title: _____

Signature: _____

Date: _____