

REQUEST FOR PROPOSAL (RFP)

**Website Redesign and Maintenance
SFUSD-PD-FY26#81
Friday, April 24, 2026 by 5:00 p.m. (PDT)**

EMAIL PROPOSALS TO
Patricia Martir, Principal Administrative Analyst
martirp@sfusd.edu

PROPOSAL DUE DATE AND TIME
Friday, April 24, 2026 by 5:00 p.m. (PDT)

1.0 Overview of Request for Proposals

1.1 Publication of Request for Proposals

- The San Francisco Unified School District (“SFUSD” or “District”) **Communications Office** is soliciting Requests for Proposals (“RFP”) from qualified and responsible Proposers to **Website Redesign and maintenance RFP**. The District hereby invites all interested Proposers to submit a proposal for the requested materials and any other related items required for performance under the RFP. Proposer responses that do not comply with the format, forms, and other criteria indicated may be ruled non-responsive.
- This is an RFP pursuant to California Public Contract Code 20118.1: In accordance with the California Public Contract Code section 20118.1, the District may contract with any one of the three lowest responsible Proposers who, in the District’s sole discretion, best meet the needs of the District as set forth in the Proposal Documents.
- Please go to the link below to view and download the proposal package.
- Please look for “SFUSD-PD-FY26#81 - (RFP for Website Redesign and Maintenance)” section under “Current RFPs, RFQs, RFOs & RFIs”. All related documents for this Request for Proposal will be posted here: <https://www.sfusd.edu/business-with-sfusd/current-rfps-rfqs-rfos-rfis>
- Competitive proposals for the specified material and/or service must be received by the San Francisco Unified School District (“SFUSD” or “District”), Procurement Department, on or before the due date and time specified herein.
- As a requirement of this solicitation, Proposers are required to respond according to the instructions contained in the RFP. Proposers will respond utilizing the format, forms, and other criteria indicated in the RFP.
- Proposer responses that do not comply with the format, forms, and other criteria indicated will be rejected. The District reserves the right to refuse all proposals.
- Proposals received after the due date and time will be rejected and returned unopened. No exceptions will be granted for late submissions.
- To preserve the integrity of this RFP, the Proposer is requested not to contact any individual within the District, except those designated on the RFP, before the publication of the District’s intent to award.

Please note that inappropriate contacts by a prospective Proposer may subject the Proposer to disqualification from the contract award process.

- The District reserves the right to refuse any and all proposals and to waive any irregularities or informalities in any proposal or in the proposal process. A late submission is not an irregularity or informality, and will not be waived.
- The District reserves the right to amend this RFP as necessary.
- The District reserves the right to negotiate all terms, conditions, scope of work, and costs before award of contract.
- All materials submitted to the District in response to this RFP shall remain the property of the District.
- The District shall not be responsible for the costs of preparing any proposal in response to the RFP.
- The District may award multiple proposers on the merit of the best value for equipment and/or services. The intent of the award of the proposal will be posted on the District’s website. The award resolution will be submitted for approval to the SFUSD Board of Education at the public Board meeting on **Tuesday, June 9, 2026**

1.3 Timeline and Key Dates

The anticipated schedule for this solicitation event is as follows.

| Milestones | Weekday | Date |
|--|-----------|----------------|
| RFP Issue Date | Monday | March 23, 2026 |
| RFP Document Posting (SFUSD Website) | Monday | March 23, 2026 |
| RFP Advertisement No. 1 Run Date | Wednesday | March 25, 2026 |
| RFP Advertisement No. 2 Run Date | Wednesday | April 1, 2026 |
| Pre-Proposal Question Submission Deadline at 5:00 p.m. (PDT) | Monday | April 6, 2026 |
| Question and Answer Posting (SFUSD Website) | Friday | April 10, 2026 |
| RFP Submission Deadline at 5:00 p.m. (PDT) | Friday | April 24, 2026 |
| Intent to Award Notice at 5:00 p.m. PDT (Anticipated) | Friday | May 1, 2026 |
| Protest Period Deadline (Anticipated) | Friday | May 8, 2026 |
| Board of Education Anticipated Approval Date (Anticipated) | Tuesday | June 9, 2026 |

2.0 Background Information

The San Francisco Unified School District is the sixth-largest school district in California, serving more than 50,000 students who speak more than 44 languages across 132 schools in San Francisco every year. We aim for every student who attends SFUSD schools to discover his or her spark, along with a strong sense of self and purpose, and that all students graduate from high school ready for college and career, and equipped with the skills, capacities, and dispositions outlined in SFUSD’s Graduate Profile.

The San Francisco Unified School District (“SFUSD” or “District”) is seeking services for the purchase and delivery of website redesign and maintenance as described in **Section 3.0 Scope of Services**. To comply with this RFP and related specifications, the Proposer shall provide the specific equipment for the District as defined below in the Scope of Services section.

The purpose of this Request for Proposal (RFP) is to provide the San Francisco Unified School District (“SFUSD” or “District”) with website redesign and maintenance services as described in **Section 3.0 Scope of Services**.

3.0 Scope of Services

The SFUSD community website at www.sfusd.edu operates on a Drupal content management system solution, hosted on Pantheon’s cloud web-hosting platform that is managed by the Office of Communications. The award contractor will have a three-year contract beginning July 1, 2026 through June 30, 2029, with two possible one-year options to extend.

1. Website Redesign and System Maintenance includes:

- a) Comprehensive redesign of our website with a focus on visual design, user interface, accessibility, and user experience among members of our school communities, including families, students, and staff:
 - i. Our organization will retain Drupal as our content management system; therefore, the redesign should be implemented within our existing Drupal environment.
 - ii. We are looking to modernize the look and feel of our site, improve navigation and usability, and deliver a cohesive, engaging experience across all devices and screen sizes.
 - iii. A primary goal of this redesign is to make it significantly easier for families, students, and staff to quickly find the information most relevant to them.
 - a. This includes ensuring that content is well-organized and structured in a way that supports intuitive navigation and effective search results.
- b) Apply security packages and module updates, as needed in a timely manner
- c) Bug fixes and minor changes to the configuration
- d) Web uptime, downtime, and performance monitoring
- e) Strategy and site augmentation
 - i. UX design resources to completing user experience testing
 - ii. Analytics resources refining goals setup, ongoing auditing including analysis of heatmap data, and providing recommendations
- f) Enhancements to existing features and functionality
- g) Build new features as detailed by SFUSD Product Manager. Features could include but are not limited to:
 - i. Chatbot to help families, staff, students, and the public find information on our website
 - ii. Features to improve website accessibility for people with disabilities

This list is not a final list of features, and SFUSD may choose to not build some listed features.

- h) Manage feature updates through an agile, sprint approach. SFUSD will prioritize a list of features per sprint, from high to low. SFUSD and the contractor will mutually agree upon shifts in priority order, scope of features, and time estimates as priority changes and/or new information surfaces.

2. Project management tasks include:

- a) Coordinate scheduling/staffing of team members
- b) Manage engineers, including to-do list
- c) Attend weekly meetings to review and prioritize work with SFUSD Product Manager
- d) Review of user stories and inform whether or not a feature is doable
- e) Provide guidance for updates / add-ons

Essential Requirements

Minimum Experience and Qualifications

To participate in this contract opportunity, Proposers must demonstrate the following minimum qualifications. Proposals that do not demonstrate that these minimum qualifications are met will be rejected and will not be considered any further. Proposers will review and complete the Minimum Qualifications Certification provided in Attachment A of this RFP. Attachment A is hereby attached and incorporated into this RFP by this reference as though fully set forth herein.

- Proposer must have a minimum of five years' experience with:
 - Leading comprehensive website redesigns, with an emphasis on user experience, accessibility, visual design, and information architecture
 - Compliance with Web Content Accessibility Guidelines (WCAG) and with the American Disabilities Act (ADA)
 - Maintaining and supporting multilingual Drupal websites
 - Creating and customizing Drupal modules
 - Administering websites on the Pantheon web hosting platform
 - Project managing web development and maintenance projects for large-scale organizations

Compliance with Americans with Disabilities Act

Contractor acknowledges that, pursuant to the Americans Disabilities Act (ADA), programs, services and other activities provided by a public entity to the public, whether directly or through a contractor or subcontractor, must be accessible to the disabled public. Contractor shall provide the services specified in this Agreement in a manner that complies with the ADA and any and all other applicable federal, state and local disability rights legislation including without limitation Section 504 of the Rehabilitation Act. Contractor agrees not to discriminate against disabled persons in the provision of services, benefits or activities provided under this Agreement and further agree that any violation of this prohibition on the part of Contractor, its agents or assigns will constitute a material breach of this Agreement.

Data Storage and Management

- Development of any needed online-hosted databases should securely store student, employee, financial, and other confidential data for use in the Drupal content management system.
- The District will have access to all data twenty-four hours a day, seven days a week and will be the owners of any data generated by or presented on the SFUSD community website.
- Data will be available and purged from the database as determined by the District.

Data Confidentiality and Security

The disclosure and handling of student, employee, financial, and any other confidential data - which will form a significant part of any data that might be stored upon, and/or utilized by the SFUSD community website to be maintained under this RFP - is subject to California and federal laws and regulations such as, and without limitation, the Family Educational Rights and Privacy Act ("FERPA") and its implementing regulations, and California Education Code sections 49071 et seq. The SFUSD community website sought hereunder must maintain the security and confidentiality of such data consistent with applicable laws and regulations. Proposals must address how security and confidentiality of data shall be maintained in the website, and detail the Proposer's experience in maintaining the security and confidentiality of data in other similar projects that the Proposer has completed.

Hourly Rate

Proposals must include an hourly rate that correlates directly to the Proposer's Proposal for providing the services outlined in the Scope of Work. Provide the name, role, and hourly rate of each staff member who will be involved with this work. Changes of personnel assigned to SFUSD during the term of the contract will be noticed to SFUSD in advance, based on a mutually agreeable schedule, and ensure sufficient time for knowledge transfer and onboarding. Rates must be firm for the initial term of the contract. For inquiries regarding rate increases after the initial term, please see attached "Attachment B - Form of Contract – ORGANIZATIONAL/PROFESSIONAL SERVICES CONTRACTOR AGREEMENT."

Location of Work to Be Performed

Meetings and presentations will occur in San Francisco or remotely via conference call, Google Meet, Zoom, or another video/teleconferencing system, at SFUSD's discretion, depending on SFUSD's needs and/ or the cost of travel.

Contractual Agreement

Proposers will review the Attachment B – Form of Contract - ORGANIZATION/PROFESSIONAL SERVICES CONTRACTOR AGREEMENT ("Agreement"). Attachment B is hereby attached and incorporated into this RFP by this reference as though fully set forth herein. In submitting a Proposal under this RFP, the Proposer understands and agrees that if an award is made to the Proposer under this RFP, the Proposer shall execute an Agreement with SFUSD that conforms to the Form of Contract attached as Attachment B. Proposer further understands and agrees that the Agreement, and all of its terms and conditions, are non-negotiable. The District reserves the right to correct non-substantive errors in the Form of Contract. (See also the Proposal Evaluation and Selection Process and Award of Agreement sections of this RFP.)

Release of Liability

Proposers will review and complete the Release of Liability Form provided in Attachment C of this RFP. Attachment C is hereby attached and incorporated into this RFP by this reference as though fully set forth herein. Proposers are required to submit with their Proposals a completed and executed Release of Liability Form (Attachment C).

Third Party Materials/Open Source Software

A Proposer submitting a Proposal under this RFP acknowledges and agrees that intellectual property owned by third parties, e.g. software, source code (including without limitation open source software), photography and artwork ("Third Party Materials") may be used in the ongoing development of the SFUSD community website under this RFP. To the extent that such Third Party Materials are used, Proposer shall ensure that the rights to use all such materials are obtained for the benefit of the District, and that all rights and warranties in such materials are passed on to the District with the provision of the SFUSD community website as provided for in this RFP. With its Proposal, the Proposer shall provide a preliminary list of all Third Party Materials proposed to be used in the development and maintenance of the SFUSD community website under this RFP.

In addition, if the Proposer is awarded an Agreement hereunder, the Proposer shall provide a revised list of all Third Party Materials proposed to be used in the ongoing development and maintenance of the SFUSD community website under the Agreement prior to the use of any such materials in the performance of the Agreement, for approval in writing by the District. Further, if awarded an Agreement hereunder, Proposer shall deliver to the District a final list of all Third Party Materials used in the SFUSD community website with the delivery of such properties pursuant to the Agreement. If awarded an Agreement under this RFP, the Proposer will not permit any third party to do anything that will make any of the District's proprietary software source code developed pursuant to the Agreement subject to any open source or similar license, including those

currently listed at <https://www.opensource.org/licenses/alphabetical>, or any other obligation to disclose the proprietary source code thereof, except as expressly provided for in this RFP.

Notwithstanding the foregoing restrictions, in submitting a Proposal under this RFP, the Proposer understands and agrees that the Proposer may use, and is encouraged (for purposes of efficiency and cost savings) to use, open source technology in the ongoing development and maintenance of the District's website, in accordance with the requirements of this RFP. If awarded an Agreement under this RFP, the Proposer will use only open source technology that either (a) carries no requirement to release, license or distribute to the open environment any modifications to the open source technology used, or (b) carries only a requirement to release, license or distribute to the open environment contributions to the betterment of the open source technology and which do not carry any requirement to release, license or distribute to the open environment any proprietary software source code of the District's website.

4.0 Proposal Format, Content, and Submission

Proposers shall abide by these format, content, and submission requirements and procedures. The District reserves the right to reject any Proposals that fail to meet these requirements and procedures. Any material that a Proposer considers as confidential but does not meet the disclosure exemption requirements of applicable public disclosure laws, including but not limited to the California Public Records Act, should not be included in the Proposer's response, as it may be subject to disclosure and made available to the public. By submitting materials in response to this RFP, Proposers are (1) consenting to the release of such materials by the District if requested under any applicable public disclosure laws without further notice to them and (2) agreeing to indemnify and hold the District harmless for such release of the materials.

4.1 Proposal Format

- Proposers shall use only the prescribed forms contained in the attachments to this RFP. Proposers may copy the forms for use in their proposal submission, but substituted forms or formats are unacceptable.
- Proposals must be consecutively numbered on each page. Different sections of the proposal must be properly delineated with a section heading. Include a table of contents with page numbers of the material contained in the Proposal.

4.2 Proposal Content

The proposal response package must be submitted in its entirety to include the following items:

- Proposal Identification Statement - Cover Letter.
- The proposer should provide the organization's name, mailing address, and primary contact information.
- The response must contain all responses to the requirements in this RFP with the organization in the same format and order as presented in this RFP, including all of the requirements of the Scope of Work embedded in this RFP, the Essential Requirements of this RFP, and which contains the following:
 - a) Detailed description of the types of accounts and services needed to support the work, e.g., web services, database services, etc. and any associated one-time and ongoing costs.
 - b) The Proposer's project management approach and the web development methodology the Proposer will use to manage the ongoing development and maintenance work.
 - c) The Proposal must address how features and bug fixes created by the Proposer for the SFUSD website will meet Section 504 of the Rehabilitation Act of 1973 ("Section 504"), Title II of the Americans with Disabilities Act of 1990 ("Title II"), and Web Content Accessibility Guidelines (WCAG)

2.2 level AA standards. The Proposal should reference, as appropriate, the Proposer's experience in creating website features that meet accessibility standards.

- d) The Proposal must address how security and confidentiality of data shall be maintained, and reference, as appropriate, the Proposer's experience in maintaining the security and confidentiality of data in other similar projects that the Proposer has completed (as required under the Section b from the Documentation of Proposer Qualifications section below).
- e) The Proposal must include the name, role, and hourly rate of each staff member who will be involved with this work.

2. Documentation of Proposer Qualifications

- a) Proposer shall provide documentation that the Proposer has experience and capabilities in developing and maintaining Drupal websites, including the following areas of experience and capability:
 - i. Documented experience in user experience (UX) design and research, including audience analysis, persona development, user journey mapping, and usability testing, with a focus on designing for diverse and non-technical audiences.
 - ii. Documented experience in information architecture and content strategy, including the development and refinement of content taxonomy, site navigation structures, and content organization systems to improve findability for multiple audience types.
 - iii. Documented experience in responsive and mobile-first web design, including designing and implementing websites that deliver a consistent and intuitive experience across desktop, tablet, and mobile devices.
 - iv. Documented experience designing websites for school districts, educational institutions, or public-sector organizations, with demonstrated understanding of the needs of school community audiences including families, students, and staff.
 - v. Documented experience and capacity in providing updates, modifications, maintenance and support to online-hosted websites over the long term.
 - vi. Documented web design and development experience on the Drupal content management system.
 - vii. Documented experience in creating website features that meet Web Content Accessibility Guidelines (WCAG) 2.2 level AA standards.
 - viii. Documented experience in handling confidential data in a manner that maintains the data's security and confidentiality in compliance with applicable state and federal laws and regulations.
 - ix. Documented experience managing and maintaining Drupal websites on cloud-hosted platforms.
- b) In order to provide documentation of the requisite Proposer experience and capabilities in each of the areas listed in Section 2(a) immediately above, the Proposal shall provide a description of two (2) Reference Projects previously performed by the Proposer that are similar in scope to the services sought under this RFP.
 - i. Proposer will submit descriptions of two recent Reference Projects that best reflect the services requested in this RFP. For each Reference Project, provide a description that includes:
 1. Project basics (e.g., project name, scope, dates work performed)
 2. Links to websites/ web pages that the SFUSD project team will be able to review online (even with limited access). For reference web pages, Proposer should indicate what the Proposer was seeking to optimize on those pages.
 3. Portfolio of recent redesign projects, preferably including work for school districts, educational institutions, or other public-sector or community-focused organizations.
 4. A description of the redesign scope for each Reference Project, including the UX and design challenges the project was intended to address, the proposed solution, and

- measurable outcomes or improvements achieved as a result of the redesign where available.
5. A description of how the project incorporated user research or community input into the design process, including any audience groups consulted and methods used.
 6. A description of how content taxonomy and information architecture were developed or improved as part of the project, and how those changes supported the target audience's ability to find information.
- ii. The District will check references by contacting individuals at the clients whose projects are provided as Reference Projects. The District will use the same reference criteria for all Proposers. To this end, Proposer will provide for each Reference Project:
1. Client organization name and address, as well as the name, title and contact information of the client organization's project manager for the reference project, whom SFUSD will contact for reference checking purposes.
 2. Proposer staff members involved with the work, including name and role.
- c) Review and complete the Minimum Qualifications Certification (Attachment A).
- d) You must have read and agree to use Attachment B – Form of Contract - ORGANIZATION/PROFESSIONAL SERVICES CONTRACTOR AGREEMENT if awarded.
- e) Review and complete the Release and Waiver of Liability Form. Proposer's Proposal shall include a Release of Liability Form (Attachment C) as detailed in the Release of Liability Form section of this RFP.

4.3 Proposal Submission

Proposals must be submitted as Portable Document Format (PDF) attachments to an email addressed to **martirp@sfusd.edu**. The Cost Proposal must be submitted as a separate attachment. Thus, each email submission must have a minimum of two attachments, a narrative proposal, and a cost proposal. The email must be a direct email to the address; it cannot be a "reply" or part of a thread. The subject line of the email must state: **Website Redesign and Maintenance SFUSD-PD-FY26#81_by Friday, April 24, 2026 by 5:00 p.m. (PDT)**. Proposals received other than through email or after the due date and time shall not be accepted.

5.0 District's Evaluation / Selection Process

5.1 Overall Evaluation Process

This section describes the District's criteria for analyzing and evaluating the Proposals. It is the District's intent to award a contract to the Proposer that will provide the best overall service package. This RFP does not, in any way, limit the District's right to solicit contracts for similar or identical services if, in the District's sole and absolute discretion, it determines the Proposer is not fully capable of satisfying its needs.

5.2 Evaluation Panel

The District intends to evaluate the Submittals generally in accordance with the criteria detailed below. The District will convene a panel whose membership will include people with knowledge of the services requested through this RFP to evaluate and score the Submittals. The panelists will review the written proposals.

5.3 Evaluation Scoring

Proposers will be evaluated based on the criteria in the table below:

| Criteria | Maximum Points |
|---|----------------|
| Types of accounts and services needed to support the work | 10 |
| Relevant Experience and Portfolio | 25 |
| Project management approach and web development methodology | 10 |
| Experience creating accessible websites and features | 10 |
| Security and confidentiality of data | 10 |
| Hourly Rate | 10 |
| Examples of two similar Reference Projects | 20 |
| Proposer staff members | 5 |
| Total | 100 |

5.3.1 Cost Scoring

The District will use the **Ratio Method** for scoring each cost category of the RFP response. With this method, the proposal with the lowest cost receives the maximum points allowed. All other proposals receive a percentage of the points available based on their relationship to the lowest. This will be determined by the following formula: **(Lowest Cost/Cost Being Evaluated) x Maximum Points Available = Awarded Points**

6.0 Contract Award

The District intends to award at its discretion, a contract with a not-to-exceed value of **Two Hundred Thousand Dollars (\$200,000) annually** to provide the services. The District will select the top-ranked responsive and responsible Proposer with whom to commence contract negotiations.

The selection of any proposal shall not imply acceptance by the District of all terms of the proposal, which may be subject to further negotiations and approvals before the District may be legally bound thereby. If a satisfactory contract cannot be negotiated in a reasonable time, the District, in its sole discretion, may terminate negotiations with the highest-ranked proposer and begin contract negotiations with the next highest-ranked proposer.

The Purchase Agreement For Materials, Equipment, And Supplies (“Agreement”) is the document the selected firm will be expected to execute, regardless of the scope or volume of work awarded. The General Terms and Conditions and all Attachments and/or Exhibits that are a part of the Purchase Agreement are not negotiable. In the event you have any clarifying questions about the Purchase Agreement, please submit them in written form before the deadline for submission of written questions, and the District will respond accordingly.

If selected, your firm must agree to the terms and conditions stated in the Attachment B – Form of Contract - ORGANIZATION/PROFESSIONAL SERVICES CONTRACTOR AGREEMENT, which will incorporate by reference all aspects of the RFP and your submitted Proposal. The selected proposer will be required to enter into a contract in the form of the ORGANIZATION/PROFESSIONAL SERVICES AGREEMENT, attached hereto as

Attachment B – Form of Contract - ORGANIZATION/PROFESSIONAL SERVICES CONTRACTOR AGREEMENT.” Failure to timely execute the contract, or to furnish any and all insurance certificates and policy endorsements, surety bonds, or other materials required in the contract, shall be deemed an abandonment of a contract offer. The District, in its sole discretion, may select another firm and may proceed against the original selectee for damages.

A contract made pursuant to this RFP shall have an initial term of **three (3) years**. In addition, the District shall have two (2) options to extend the Term of this Agreement for a period or periods of up to one (1) year each time. The maximum term of this Agreement shall not exceed five (5) years.

7.0 Terms for Receipt of Proposals

7.1 Errors and Omissions in RFP

Proposers are responsible for reviewing all portions of this RFP. Proposers are to promptly notify the District in writing if they discover any ambiguity, discrepancy, omission, or other error in the RFP. Any such notification should be sent by email to martirp@sfusd.edu promptly after discovery, but in no event later than **5:00 P.M. (PDT) on Friday, April 24, 2026**. The email must be a direct email to this address; it cannot be a “reply” or part of a thread. The subject line of the email must state: **ERRORS AND OMISSIONS FOR SFUSD-PD-FY26#81 Website Redesign and Maintenance** Modifications and clarifications will be made by addenda as provided below.

7.2 Questions and Objections Regarding the RFP

Any questions and/or objections concerning the substance of this RFP, including the Scope of Work, requirements, and evaluation criteria, must be submitted, in writing, via email to martirp@sfusd.edu by **5:00 P.M. (PDT) on Monday, April 6**. Any questions concerning the RFP process shall be submitted no later than 48 hours prior to the proposal due date to the same email address. The email must be a direct email to this address; it cannot be a “reply” or part of a thread. The subject line of the email must state: **QUESTIONS FOR SFUSD-PD-FY26#81 Website Redesign and Maintenance**. Proposers who fail to do so will waive all further rights to protest, based on these specifications and requirements.

If necessary, a “Questions and Answers” document will be developed from all submitted questions and posted on the District’s contracts opportunities portal: [Current RFPs, RFQs, RFOs & RFIs | SFUSD](#). It is the responsibility of the Proposer to check the portal for the Questions and Answers document and any addenda.

7.3 Change Notices

The District may modify the RFP, prior to the proposal due date, by issuing an addendum, which will be posted on the District’s contracts opportunities portal: [Current RFPs, RFQs, RFOs & RFIs | SFUSD](#). Proposers shall be responsible for ensuring that their proposals reflect any and all RFP addenda issued by the District prior to the proposal due date, regardless of when their proposal is submitted. Therefore, the District recommends that Proposers visit the portal frequently, particularly during the run-up to the proposal due date, to determine if they have downloaded any and all addendum/addenda and documents.

7.4 Terms of Proposal

Submission of a proposal signifies that the proposed services and fees/costs are valid for **150 calendar days** from the proposal due date or after the Board of Education approval date, whichever is later. The quoted fees are genuine and not the result of collusion or any other anti-competitive activity.

7.5 Revision of Proposal

A proposer may revise a proposal on the proposer's own initiative at any time before the deadline for submission of proposals. The proposer must submit the revised proposal in the same manner as the original. A revised proposal must be received on or before the proposal due date. In no case will a statement of intent to submit a revised proposal, or commencement of a revision process, extend the proposal due date for any proposer.

At any time during the proposal evaluation process, the District may require a proposer to provide oral or written clarification of its proposal. The District reserves the right to make an award without further clarification of proposals received.

7.6 Errors and Omissions in Proposal

Failure by the District to object to an error, omission, or deviation in the proposal will in no way modify the RFP or excuse the proposer from full compliance with the specifications of the RFP or any contract awarded pursuant to the RFP.

7.7 Financial Responsibility

The District accepts no financial responsibility for any costs incurred by any proposer in responding to this RFP. Submissions of the RFP will become the property of the District and may be used by the District in any way deemed appropriate.

7.8 Reservation of Rights by the District

The issuance of this RFP does not constitute an agreement by the District that any contract will actually be entered into by the District. The District expressly reserves the right at any time to:

- Waive or correct any defect or informality in any response, proposal, or proposal procedure. •
Reject any or all proposals.
- Reissue a Request for Proposals.
- Before the submission deadline for proposals, modify all or any portion of the selection procedures, including deadlines for accepting responses, the specifications or requirements for any materials, equipment, or services to be provided under this RFP, or the requirements for contents or format of the proposals.
- Procure any materials, equipment or services specified in this RFP by any other means; or determine that no project will be pursued.

7.9 No Waiver

No waiver by the District of any provision of this RFP shall be implied from any failure by the District to recognize or take action on account of any failure by a proposer to observe any provision of this RFP.

8.0 Protest Procedures

8.1 Protest of Non-Responsiveness Determination

Within five (5) working days of the District's issuance of a notice of non-responsiveness, any Proposer who believes that the District has incorrectly determined that its Proposal is non-responsive may submit a written notice of protest. Such notice of protest must be received by the District on or before the fifth working day following the District's issuance of the notice of non-responsiveness. The notice of protest must include a written statement specifying in detail each and every one of the grounds asserted for the protest. The protest must be

signed by an individual authorized to represent the Proposer, and must cite the law, rule, local ordinance, procedure, or RFP provision on which the protest is based. In addition, the protestor must specify facts and evidence sufficient for the District to determine the validity of the protest.

Within five (5) working days of the District's issuance of a notice of intent to award the contract, the next highest- ranked Proposer may submit a written notice of protest if it believes that the District has incorrectly selected another proposer for award. Such notice of protest must be received by the District on or before the fifth working day after the District's issuance of the notice of intent to award.

The notice of protest must include a written statement specifying in detail each and every one of the grounds asserted for the protest. The protest must be signed by an individual authorized to represent the Proposer, and must cite the law, rule, local ordinance, procedure, or RFP provision on which the protest is based. In addition, the protestor must specify facts and evidence sufficient for the District to determine the validity of the protest.

8.2 Delivery of Protests

The notice of protest must be received by the District at or before **5:00 p.m. (PDT) on the fifth (5th) business day** after the Notice of Intent to Award. Protests must be delivered via email to martirp@sfusd.edu. The

email must be a direct email to this address; it cannot be a "reply" or part of a thread. The subject line of the email must state: **PROTEST FOR SFUSD-PD-FY26#81 Website Redesign and Maintenance**. Protests sent by any means or format other than as specified here or that are not received before their respective due dates will not be considered.

9.0 Minimum Requirements (Attachment A)

Please download at <https://www.sfusd.edu/business-with-sfusd/current-bids-and-rfps/current-rfps-rfqs-rfos-rfis>
> Request for Proposals ("RFP") for **Website Redesign and Maintenance** (RFP No. SFUSD-PD-FY26#81) >
Attachment A

10.0 Form of Contract (Attachment B)

Please download at <https://www.sfusd.edu/business-with-sfusd/current-bids-and-rfps/current-rfps-rfqs-rfos-rfis>
> Request for Proposals ("RFP") for **Website Redesign and Maintenance** (RFP No. SFUSD-PD-FY26#81) >
Attachment B

11.0 Release of Liability (Attachment C)

Please download at <https://www.sfusd.edu/business-with-sfusd/current-bids-and-rfps/current-rfps-rfqs-rfos-rfis>
> Request for Proposals ("RFP") for **Website Redesign and Maintenance** (RFP No. SFUSD-PD-FY26#81) >
Attachment C