REQUEST FOR PROPOSAL DOCUMENTS

FOR

RFP B15.006

WEBSITE DEVELOPMENT SERVICES FOR CONTINUING EDUCATION AND WORKFORCE TRAINING

Proposal Due Date
December 5, 2014 at 2:00 p.m.
Purchasing and Contracts
Grossmont-Cuyamaca Community College District
8800 Grossmont College Drive  El Cajon, CA  92020-1799
NOTICE TO PROPOSERS

NOTICE IS HEREBY GIVEN that Grossmont-Cuyamaca Community College District, acting by and through its Governing Board, hereinafter referred to as the DISTRICT, will receive up to, but not later than 2:00 p.m. on December 5, 2014, sealed proposals for the award of the following contract:

RFP #B15.006

GROSSMONT-CUYAMACA COMMUNITY COLLEGE DISTRICT

Website Development Services for Continuing Education and Workforce Training

Such proposals shall be received at the location specified below, and shall be opened and publicly read aloud at the stated time and place:

GROSSMONT-CUYAMACA COMMUNITY COLLEGE DISTRICT
Purchasing and Contracts Department/District Office South
8800 Grossmont College Drive
El Cajon, CA 92020-1799

Each proposal must conform and be responsive to this Notice and all other documents comprising the pertinent Contract Documents. Copies of the Contract Documents are now on file and may be obtained from the Purchasing and Contracts Department at the above address. The District reserves the right to reject any or all proposals, to accept or reject any one or more items of a proposal, or to waive any irregularities or informalities in the proposals or in the process. No proposal may be withdrawn for a period of sixty (60) days after the date set for the opening of the proposals.

Grossmont-Cuyamaca Community College District does not discriminate with regard to race, religious creed, marital status, age, color, sex, national origin, mental or physical disability in the award of contracts. Grossmont-Cuyamaca Community College District encourages responses from minority, small business, disadvantaged business, disabled veteran, and women contractors, consultants and suppliers.

Advertising dates:

October 17, 2014
October 24, 2014
1. INVITATION

The Grossmont-Cuyamaca Community College District (District) invites each highly qualified and experienced interested consulting firms to submit a proposal for providing the District with website design and development, as well as web-based marketing services for its Continuing Education and Workforce Training (CEWT) Division's pre-existing full service re-branding campaign.

Proposers must have demonstrated experience with web development, social media, and online marketing strategy and implementation. The term of the contract shall be approximately six (6) months ending upon launch of a new website, system trainings, and the creative development of a series of social media pages and web-based marketing tools.

2. INFORMATION AND GENERAL CONDITIONS

2.1 Preparation of Proposal Documents

Interested individual or firm or joint venture (Proposer) submitting a proposal shall submit an original proposal plus two (2) copies of said proposal in a sealed envelope prominently marked with the Request for Proposal number and title, the due date and time, and the name of the entity submitting the proposal. A fax or email submission of a proposal will not be accepted.

Proposals must be submitted no later than 2:00 p.m., Friday, December 5, 2014 to:

Grossmont-Cuyamaca Community College District
Attn: Linda Bertolucci, Director of Purchasing & Contracts
8800 Grossmont College Drive
El Cajon, CA 92020

The District will place a clock (“the District time clock”) in a conspicuous location at the place designated for submittal of Proposals. For purposes of determining the time that a Proposal is submitted, the District Clock shall be controlling.

RFP submittals received after the specified time and date will not be considered and will be returned unopened to the sender.

Responses to this RFP must follow the format described in this RFP. Proposers are encouraged to submit concise responses that fully provide the information requested. Elaborate responses or the inclusion of extensive marketing materials is discouraged.

2.2 Signature

Proposals shall be signed by an authorized individual or officer of the Proposer submitting the proposal. If Proposer is a corporation, the proposal and any attachment thereto shall be executed by either the chairman of the board, president, or vice president, and if a different individual, also by the secretary, chief financial officer, or assistant treasurer.
2.3 **Completion of Proposals**

Proposals shall be completed in all respects as required by the instructions herein. A proposal may be rejected if it is conditional or incomplete, or if it contains alterations of form or other irregularities of any kind. A proposal will be rejected if, in the opinion of the District, the information contained therein was intended to erroneously and fallaciously mislead the District in the evaluation of the proposal.

2.4 **Withdrawal of Proposals**

Proposals may be withdrawn by the Consultant submitting the proposal at any time prior to the closing date and time for receipt of proposals. A request to withdraw a proposal must be in writing and received by the District prior to the scheduled opening of proposals. Proposals not withdrawn must remain open for a period of 60 days following the last day to submit proposals.

No amendment, addendum or modification will be accepted after the proposal has been submitted to the District. If a change to a proposal that has been submitted is desired, the submitted proposal must be withdrawn and the replacement proposal submitted to the District prior to the time scheduled for opening of proposals.

2.4 **Requests for Clarification**

All requests for information and/or clarification must be in writing and received by the District no later than **4:00 p.m., Monday, November 10, 2014** and shall be emailed to Linda Bertolucci, Director of Purchasing and Contracts, at linda.bertolucci@gcccd.edu. Answers to all questions will be issued to all prospective proposers via email.

2.5 **Cost of Preparation of Proposals**

The sole responsibility for compliance with the requirements of this RFP lies with each Proposer submitting a proposal. Each Proposer is solely responsible for costs in preparing a response to this RFP and other activities associated with this RFP.

2.6 **Right to Negotiate and/or Rejects Proposals**

The District reserves the right to negotiate any price or provision, accept any part or all of any proposals, waive any irregularities, and to reject any and all, or parts of any and all proposals, whenever, in the sole opinion of the District, such action shall serve its best interests and those of the tax-paying public. The Proposers are encouraged to submit their best prices in their proposals, and the District intends to negotiate only with the Proposer(s) whose proposal most closely meets the District’s requirements at the lowest estimated cost. The Contract, if any is awarded, will go to the Proposer whose proposal best meets the District’s requirements.

2.7 **Confidential and Proprietary Information**

All materials submitted relative to this RFP will be kept confidential until such time an award is made or the RFP is cancelled. At such time, all materials submitted must be made available to the public. If any part of any proposal is proprietary or confidential, the Proposer must so identify and so state. The District reserves the right to retain all proposals submitted.
2.8 Examination of Contract Documents

Proposers shall thoroughly examine the contents of this RFP. The failure or omission of any Proposer to receive or examine any contract document, form, instrument, addendum, or other document shall in no way relieve the Proposer from obligations with respect to this RFP or to the contract to be awarded. The submission of a proposal shall be taken as prima facie evidence of compliance with this section.

If the Proposer discovers any ambiguity, conflict, discrepancy, omission or other errors on the RFP, the Proposer shall immediately notify the District of the error in writing and request modification or clarification of the document. Clarifications shall be given by written notice to all Proposers participating in the RFP, without divulging the source of the request for the same. Modifications shall be made by addendum issued pursuant to Section 2.9.

If the Proposer fails to notify the District of an error in the RFP before the date scheduled for submission of proposals, or of an error which reasonably should have been known to the Proposer, the Proposer shall submit the proposal at his/her own risk. If the contract is awarded to the Proposer, he/she shall not be entitled to additional compensation or time by reason of the error or its subsequent correction.

2.9 Addenda

The District may modify this RFP before the date scheduled for submission of proposals by issuance of addenda to all parties who received the RFP for the purpose of submitting a proposal.

2.10 Modification of RFP Response

The proposal may be modified after its submission by written notice to the District of withdrawal and resubmission before the date and time specified for receipt of proposals. Modification will not be considered if offered in any other manner.

2.11 No Commitment to Award

Issuance of this RFP and receipt of proposals does not commit the District to award a contract. The District expressly reserves the right to postpone the proposal opening date for its own convenience, to accept or reject any or all proposals received in response to this RFP, to negotiate with more than one Proposer concurrently, or to cancel all or part of this RFP.

2.12 Independent Contractor Status

It is expressly understood that the Proposer named in any contract entered into by the District is acting as an “independent contractor” and not as an agent or employee of the District.

2.13 Subconsultant

Proposer may subcontract with other qualified firms or individuals as required to complete all or a portion to the work to be done. In the event this subcontracting option is exercised, submit all information requested in Section 5 for each subconsultant in identical form and content as that prescribed for the Proposer’s response. In addition, the reason for using subconsultants shall be clearly described, including the role each will play in the project and the relationship between the Proposer and his subconsultant(s), which will be maintained during the term of the contract. All proposed subconsultants shall be approved by the District prior to award of the subconsultant by the Proposer. No subcontract will be approved unless the Proposer provides a written
guarantee that his/her firm will be contractually obligated to assume all project responsibilities. Said guarantee shall be incorporated into the written agreement with the successful Proposer.

2.14 Ownership of Documents

The District acknowledges that Proposer’s documents, artwork, photography, and other source work produced for this project are instruments of professional services. Nevertheless, the previously referred to items prepared under this agreement shall become the property of the District upon completion of the work. District agrees to hold harmless, indemnify and defend Proposer against all damages, claims and losses, including defense costs, arising out of any re-use for other than the project contemplated of the plans and specifications without the written authorization of Proposer.

3. BACKGROUND

3.1 General Information and Project History

As an integral part of the Grossmont-Cuyamaca Community College District (GCCCD), the Office of Continuing Education and Workforce Training (CEWT) has a mission to be the District’s hub for partnership and workforce development, and provide lifelong learning opportunities that: 1) prepare individuals for career advancement, 2) provide a transitional pathway to Grossmont and Cuyamaca college credit degree and certificate programs, or 3) enrich lives through quality personal development.

The Continuing Education and Workforce Training Division responds to District goals in the following four (4) areas:

1. **Noncredit** is one of the several educational options offered within the California Community College System. It offers students access to a variety of low and no cost courses that can assist them in reaching their personal and professional goals. Although students may not need or desire college credit, noncredit often serves as a first point of entry for many underserved students as well as a transition point to credit instruction.

   Noncredit courses are classified into nine legislated instructional areas, and Cuyamaca College offers four of the nine, including English as a Second Language, educational programs for persons with substantial disabilities, short-term vocational programs with high employment potential, and health and safety.

2. **Fee-based** programming is completely self-funded. Coursework is currently focused in the following areas: Art, Business/Careers, College for Kids, Computer Science, Dance, Food & Drink, Financial Planning, Fitness & Recreation, Health, Language, Special Interest and Writing.

3. **Grants** are completely self-funded and focused on workforce development.

4. **Contract Education** is completely self-funded and responds to the training needs of business, industry and government agencies in East County by providing customized instruction on a contract basis. Contract education supports economic and workforce development in East County.

CEWT Division is operating in a competitive environment where customers are becoming increasingly demanding and our competitors more savvy. The way CEWT markets its educational services (fee-based, grant-funded initiatives, noncredit, contract education) via a brand means the difference between whether the department thrives or shrinks out of existence. Through strategic planning and a gap analysis, CEWT has identified marketing and brand development as an area in need of focus and investment. As a division of a dynamic community college district, CEWT is committed to developing a strategic brand that supports our vision of having CEWT be
the first place residents, employers and business owners look for educational services, workforce development and enrichment in San Diego’s East County and beyond.

As a result of this gap analysis, CEWT hired a marketing and communications firm in July of 2012 to create a strategic brand, a results-driven marketing campaign, and an implementation plan focused on increasing visibility and engagement of the wide variety of educational services available through CEWT. For the past year and a half, CEWT has worked closely with the firm to build this brand, referred to as Connect³, which will become the new departmental name and identity upon the launch of the new website. At the completion of the re-branding project, a need was identified for the web development, social media, and online marketing strategy and implementation services to support the new brand.

To date, CEWT has received the following deliverables from the vendor, which can be made available to the proposers upon request:

- Market research report including audience and trend analysis, and external and internal stakeholder data in the form of focus groups, surveys, and forums.
- Competitive product analysis.
- Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis.
- Brand architecture recommendation.
- Key message development for four target audiences.
- Logo.
- Brand guidelines.
- Marketing and communications plan.
- Website wireframe recommendation.
- Scorecard for campaign tracking.

3.2 Project Purpose and Target Audiences

The purpose of this project is to design and develop a website and a multitude of online marketing and communications tools to launch the new Connect³ brand, and build the capacity of staff internally to maintain the tools. CEWT’s present site can be viewed at www.cuyamaca.edu/preview.

CEWT has identified four primary target audiences including educators, career seekers and changers, lifelong learners, and businesses. Definitions of each target and its defined market segments are noted below.

1. Career Seekers & Changers are defined as those interested in entering the world of work and/or advancing his/her career through professional development. Those ready for work possess basic skills and desire advancement or professional development that enhances employability. Those not yet ready for work need basic skills training prior to entering the workforce. Services available to this audience include a wide range of not-for-credit courses and certifications.

2. Businesses are defined as for-profit companies, non-profit organizations and public agencies interested in improving organizational performance through better-skilled workers. Services available to this audience include customized training programs aimed at achieving employee retention, lower employee training costs, and organizational growth.

3. Lifelong Learners are defined as those interested in educational opportunities for personal development not related to the world of work. This audience ranges in age from children as young as eight (8) who participate in the College for Kids program, all the way up to seniors who can choose from a variety of affordable, convenient and fun not-for-credit classes that help students achieve satisfaction in many areas of life.
4. **Educators** are defined as California Community Colleges and Districts, including faculty, administrators, staff and counselors, and K-12 faculty, staff and counselors that need ongoing opportunities for collaboration, networking experiences and partnerships to help design relevant curriculum and provide tools and resources to students and colleagues.

4. **SCOPE OF SERVICES AND DELIVERABLE REQUIREMENTS**

The scope of services and deliverables requirements set forth in this RFP represent an outline of the general services that the selected Proposer is expected to perform and deliver within a specified timeline. The selected Proposer will be expected to perform all technical analysis necessary to complete the scope of services defined in this RFP.

The scope of services and deliverables includes, but is not limited to the following:

4.1 Proposer shall complete any research needed to better understand the key objectives and needs to develop a website, web-based marketing strategy, and print collateral templates (ad slicks). This may include interviews with key staff and potential partners and clients, meetings with the core planning team, focus groups with users, or other research methods. Initial research has been completed and is available to proposers upon award of the contract.

4.2 Proposer shall design and develop a Connect³ website which will include pages integrated within the District site through the Cascade Hannon Hill content management system. The District site can be viewed at [www.gcccd.edu](http://www.gcccd.edu). Services associated with this website shall include, but are not limited to:

4.3 Develop solutions that will effectively integrate CEWT's logo (visual brand identity) and link to the District's online student registration/enrollment system without compromising the clarity of either CEWT's or the District's brand. This may include identifying and securing additional functionalities or plug-ins within the Cascade Hannon Hill content management system.

4.4 Develop and finalize site map and determine functionalities, based on the proposed wireframe recommendation (see Appendices A and B), which includes 20-25 web pages.

4.5 Provide copywriting guidelines based on design, SEO, and overall marketing success. CEWT to provide website copy.

4.6 Source images for client selection.

4.7 Website design that reflects CEWT's brand identity as identified in the Connect³ logo.

4.8 Program, build, and integrate the selected design concept.

4.9 Configure and implement an analytics program.

4.10 Provide content management system training for 5-10 staff members in the Cascade Hannon Hill software.

4.11 Migration of data from current site and redirect users to new website.

4.12 Search engine optimization including page naming, page meta-tagging, site map, and submission to Bing, Google, and Yahoo.

4.13 Full ADA Level 1 compliance and testing against 508 standards.
4.14 Compatibility with all major web browsers (including Internet Explorer, Firefox/Mozilla, Chrome, and Safari from the current version back to two prior versions).

4.15 Create a responsive design that is compatible with major tablet and smartphone interfaces.

4.16 Usability testing with all four target audience groups and site launch.

4.17 Site back-up plan and process.

4.18 Proposer shall create an email blast template to be used with Constant Contact that is consistent with the website design. Proposer shall provide design, branding and delivery for four email campaigns.

4.19 Social media development:
   a. Proposer shall develop Facebook, Twitter and LinkedIn pages with branded skins.
   b. Proposer shall provide staff with training on a social media management tool.
   c. Proposal shall provide recommendations on messaging for a period of three (3) months.

4.20 Proposer must be familiar with Cascade Hannon Hill content management system.

4.21 Proposer shall develop a plan for a six (6) month online advertising campaign. Costs associated with the implementation are outside the scope of the RFP.

4.22 Listed below is the tentative schedule for this project:

*All Dates are subject to change at the discretion of the District*

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Release of RFP</td>
<td>October 17, 2014</td>
</tr>
<tr>
<td>Deadline for Proposers’ questions to District</td>
<td>November 10, 2014</td>
</tr>
<tr>
<td>Deadline for District to respond to proposer’s questions</td>
<td>November 21, 2014</td>
</tr>
<tr>
<td>Deadline for Proposers’ submission of proposals</td>
<td>December 5, 2014</td>
</tr>
<tr>
<td>Onsite Proposer presentations</td>
<td>December 2014 or January 2015</td>
</tr>
<tr>
<td>Proposer Selection and Award</td>
<td>January 2015</td>
</tr>
<tr>
<td>Website Launch</td>
<td>June 2015</td>
</tr>
</tbody>
</table>

All questions should be submitted to Linda Bertolucci, linda.bertolucci@gcccd.edu - by the deadline indicated above. Written answers to questions will be distributed to all Proposers via addendum issued by the District on or before November 21, 2014.

Proposers are strongly encouraged to schedule their resources according to the above dates and timeframes.

5. **BUDGET**

CEWT has allocated between $12,000 - $16,000 for all of the above described activities. Priority should be given to the development of the website and marketing efforts that will provide the greatest return on investment.
6. GUIDELINES FOR SUBMITTING PROPOSAL

All proposals must address the following items in the order listed below:

6.1 Cover Letter

The introductory letter must state the prime proposer, mailing address, email address, telephone number, and contact name. A principal of the company authorized to legally bind the company must sign the letter.

6.2 Methodology and Recommended Approach

Based on the information given in the RFP, describe the Proposer's overall website design methodology, and the unique approach recommended for this particular project.

6.3 Qualifications and Experience

Describe the Proposer’s overall experience in related marketing services and activities. Provide sample designs and portfolio links to past projects with a similar scope of services.

6.4 References

Provide a list of references for at least three (3) similar assignments performed including the date, scope, client name and contact information including the individual’s title, address, telephone number, and email address.

6.5 Work Plan

The work plan should indicate the Proposer’s ability to meet each specification as outlined in the RFP. The work plan should address the items of work as described in the RFP (see the Scope of Services and Deliverables Requirements section). The work plan should describe the various tasks and steps that the Proposer plans to undertake and how the tasks and steps lead to specific deliverables.

6.6 Fee

Proposer should include the cost for services outlined in the work plan and the project timeline. Interested Proposers must clearly describe and outline fees for the services to be provided for each task. The total fee should be a firm “not to exceed” amount including reimbursable costs such as travel/transportation, printing, shipping, etc.

6.7 Ownership of Documents

The District acknowledges that Proposer’s documents, artwork, photography, and other source work produced for this project are instruments of professional services. Nevertheless, the previously referred to items prepared under this agreement shall become the property of the District upon completion of the work. District agrees to hold harmless, indemnify and defend Proposer against all damages, claims and losses, including defense costs, arising out of any re-use for other than the project contemplated of the plans and specifications without the written authorization of Proposer.
6.8 **Noncollusion Affidavit**

Each Proposer must complete, sign, date, and include with its proposal the Noncollusion Affidavit attached to this RFP.

6.9 **Affirmative Action**

The Grossmont-Cuyamaca Community College District requires that a signed copy of an Affirmative Action statement be on file in the District Office for every person, firm, company or corporation with whom the District does business regardless of the dollar value of the contract.

6.10 **Certification**

Each Proposer must complete, sign, date, and include with its proposal the Certification of Request for Proposal attached to this RFP.

7. **SELECTION PROCESS AND PROPOSAL EVALUATION**

The process to be used to make a recommendation for Proposer selection will be as follows:

7.1  The District will review and evaluate all proposals to determine responsiveness to the Request for Proposal. Incomplete proposal(s) may be rejected.

7.2  Proposals will be evaluated by the Evaluation Team against the factors specified below, which are listed in descending order of weight and importance. Total available points are 100.

1. Qualifications, experience of proposer; (25 pts)
2. Cost; (25 pts)
3. Unique creative strategy; (25 pts)
4. Level of service offered; (15 pts)
5. References and examples; (10 pts)

7.3  An Evaluation Team will conduct oral interviews of selected firms. The Evaluation Team may request the firms to make an oral/visual presentation in connection with the oral interview.

8. **EVALUATION CRITERIA**

Proposers submitting proposals are advised that all responsive proposals will be evaluated to determine the Proposer(s) best able to meet the needs of the District. The District’s evaluation will include a consideration of the criteria listed below:

8.1  Qualifications, background, and prior experience of the Proposer in conducting similar services.

8.2  Knowledge of California public institution organizational structures.

8.3  The necessary experience, organization, and technical skills to successfully accomplish the project’s scope of tasks and objectives.

8.4  Overall project design and methodology.

8.5  Evaluation of key personnel. This shall include the quality of the personnel and the number of hours these quality personnel shall allocate to the project (e.g. principals doing the work versus associates). Possess appropriately qualified technical and professional staff in adequate numbers.
to perform all aspects of the project in a timely manner.

8.6 The responsiveness of the proposal to the tasks to be performed as listed in the Scope of Work.

8.7 The timeliness and speed with which the Proposer can complete the scope of work.

8.8 The comprehensiveness and rationale of the project work plan.

8.9 Past performance on contracts in terms of quality of work and compliance with schedules. (This will be evaluated based on a check of references.)

8.10 Project costs compared with level of effort to be expended.
Appendix A: Preliminary Wireframe

[Diagram showing a wireframe for a website, with various sections such as About Us, Services, Registration & Policies, and specific areas like Mission/Vision, Business Advisory Board, Annual Report, Career Senders/Changers, How to Register, Our Policies, Grants, ESL, Project SHINE, Intergenerational Garden, and action icons such as Search, Translation, Call Us, Request Info (opt-in feature for eMarketing), Register Now, Tell a Friend.]
Appendix B: Preliminary Homepage Design

Homepage Elements

- Mission/Rotating Murals w/Value Propositions
- Career Seekers/Changers
- Learners
- Business
- Educators

Action Icons

- What's New (Feed)
- Or google calendar plug in, if we already have a social media room on another page. Like http://www.sweetwaterschools.org/
- Connect with Us
- Social Media Icons
NON-COLLUSION AFFIDAVIT

State of California )
 COUNTY OF ) ss.

being first duly sworn, deposes and says that he or she is ________________________________, of ________________________________

the party making the foregoing proposal that the proposal is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the proposal is genuine and not collusive or sham; that the proposer has not directly or indirectly induced or solicited any other proposer to put in a false or sham proposal, and has not directly or indirectly colluded, conspired, connived, or agreed with any proposer or anyone else to put in a sham proposal, or that anyone shall refrain from proposing; that the proposer has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price of the proposer or any other proposer, or to fix any overhead, profit, or cost element of the proposal price, or that of any other proposer, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the proposal are true; and, further, that the proposer has not, directly or indirectly, submitted his proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company association, organization, proposal depository, or to any member or agent thereof to effectuate a collusive or sham proposal.

I certify (or declare) under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

________________________________________
Signature

________________________________________
Type or print name

________________________________________
Title

________________________________________
Date

Subscribed and sworn to (or affirmed) before me on this _____ day of _________________, 20___, by __________________________ proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.

________________________________________
Signature, Notary Public

My Commission Expires: ________________
EQUAL OPPORTUNITY-AFFIRMATIVE ACTION STATEMENT

The Affirmative Action Operating Procedure adopted by the Governing Board of the Grossmont-Cuyamaca Community College District on June 22, 1998 requires that a copy of the statement below be on file in the Purchasing and Contracts Department for every person, firm, company or corporation with whom the District does business, regardless of the dollar value of the contract.

“Contractor hereby certifies to the Grossmont-Cuyamaca Community College District that I (if individual) or we (if company or corporation) do not discriminate against any employee or applicant for employment in connection with the performance thereof, because of race, religion, color, national origin, ancestry, physical handicap, medical condition, marital status, age or sex as outlined in California Government Code Section 12940.”

Proper name of individual, company or corporation

By

(Corporate Seal)

Title

Address

City State Zip Code

Telephone

Date
CERTIFICATION OF REQUEST FOR PROPOSAL

I certify that I have read the attached Request for Proposal for branding and marketing campaign services. I further certify that I have submitted one (1) original and two (2) copies of the Proposer’s Proposal in response to this request and that I am authorized to bind the Proposer to the proposal submitted.

__________________________________________  ______________________
Signature                                           Date

__________________________________________  ______________________
Typed or Printed Name                                Telephone

__________________________________________  ______________________
Title                                               Fax

_______________________________________________  ______________________
Company                                             Federal Tax I.D. Number

__________________________________________
Address

If the Proposer is a corporation, please provide the corporate seal here:

Addenda: Changes or corrections to the proposal document will be issued via a numbered addendum at least three (3) days prior to submittal date. Record below the number(s) and dates of addenda received if applicable.

Addendum # ___________________    Date Received: ___________________
Addendum # ___________________    Date Received: ___________________