REQUEST FOR INFORMATION (RFI)

School Finder Redesign
RFI No. SFR-2020

Issuance Date: July 24, 2020
RFI No.: SFR-2020
Subject: Request for Information (RFI) for School Finder Redesign
Response Due Date/Time: 2:00 P.M. PST, Friday, August 7, 2020

This RFI document can be found online:

NAVIGATION:
www.sfusd.edu > Partnering with SFUSD > Current RFPs, RFQs, RFOs & RFIs > Request for Information (RFI) – School Finder Redesign

LINK:
Please Look for “Request for Information (RFI) – School Finder Redesign”. All related documents for this RFI will be posted here.

Purpose of Request for Information: Obtain information on the current School Finder Redesign in the marketplace.

Instructions: Responses to this RFI are due to the email address below by Friday August 7, 2020 at 2:00 P.M. PST. Please email responses to chans1@sfusd.edu. Please reference the e-mail with the subject title “Response to School Finder Redesign RFI No. SFR-2020”. Responders may provide responses through email or through attachments to email in Microsoft Word compatible format or Adobe Acrobat formats.

The District looks forward to reviewing your responses and would like to express our thanks for your participation in this process.

Inquiries and Contacts: All inquiries/questions and communications in reference to this RFI are to be emailed to Susan Chan at chans1@sfusd.edu. Please reference the RFI number in the email subject line.

Susan Chan, Lead Purchaser
Purchasing Department
RFI No. SFR-2020
135 Van Ness Avenue, Room 310
San Francisco CA 94110
Tel. No.: (415) 241-6468 ext. 1604
Fax No.: (415) 241-6487
Email: chans1@sfusd.edu
Disclaimer: THIS IS A REQUEST FOR INFORMATION (RFI) ONLY. This RFI is issued solely for information and planning purposes – it does not constitute a Request for Proposal (RFP) or a promise to issue an RFP in the future. This request for information does not commit the District to contract for any supply or service whatsoever. Further, the District is not at this time seeking proposals and will not accept unsolicited proposals. Responders are advised that the District will not pay for any information or administrative costs incurred in response to this RFI; all costs associated with responding to this RFI will be solely at the interested party’s expense. Not responding to this RFI does not preclude participation in any future RFP, if any is issued.

All information submitted become the property of the District and may be returned only at the District’s option. All information is subject to California Public Records Act. Records are closed or confidential only if specifically stated in law.

Responders may make a written request to hold confidential any trade secrets and other proprietary data contained in its response. Responders must clearly identify the material considered confidential and explain why the material is confidential.

If the District receives a request for public information, the procurement officer, in consultation with the Legal Department, shall determine whether the information is an exception to the California Public Records Act, and the information shall be processed accordingly.

Introduction & Background:

SFUSD is seeking a website designer for the redesign of the district’s School Finder in response to this Request for Information (RFI) in order to find a qualified source. Our goals with the redesign of the school finder are to:

1. Make it easier for families to sort and filter schools according to factors important to them, including programs, location, and hours.
2. Present information in easy to read formats so they can compare and plan (list, map)
3. Help families to narrow down their choices and take the next action.

The objective of this Request for Information is to locate a source that will provide the best overall value to SFUSD. Examples of tools from other districts include: Denver, New Orleans, New York, Oakland, Chicago and San Antonio. These examples are illustrative - each have one or more features that we seek to incorporate.

Overview of the Educational Placement Center:

The Educational Placement Center assigns and enrolls students in SFUSD schools. More than 15,000 students apply for an assignment each year, and the EPC staff advise and counsel more than 30,000 families about their school choices. The EPC aims to provide excellent service to all families, and to promote equitable access to great school choices for families across the city. We are in the process of making numerous changes to the work of the EPC, including moving to online applications, providing virtual counseling, and simplifying the assignment and enrollment process.
Purpose of Project

The purpose of this project is as follows:

Each year, over 15,000 families apply for SFUSD schools. As we move to online applications, we want families to leverage tools like the School Finder as a resource to easily compare and select schools. You can see the current version of the School Finder on the [SFUSD website here](http://www.sfusd.edu).

Because SFUSD has more than 100 schools with varied academic programs and hours, choosing schools may be hard for families. We want to make the School Finder as user friendly as possible. To that end, the School Finder should:

1. Make it easier for families to sort and filter schools according to factors important to them, including programs, location, and hours.
2. Present information in easy to read formats so they can compare and plan (list, map)
   a) List format, so that families can easily scan information for a large number of schools at once
   b) Map format, so that families can examine schools close to their homes
3. Help families to narrow down their choices and take the next action.
   a) Use information about family preferences to guide families through school selection (if the family most values location, performance, or programs and services, how can the tool help them find best fit schools? See Denver School Finder)
   b) Help families to compare schools based on characteristics
   c) Provide a way for families to “save” schools that they like

The description of the project is as follows:

Below are some features that we believe would improve the School Finder experience:

1. Reorganize the School Finder to have families start with what they value most (See Denver School Finder):
   a. Location:
      i. Give the parent the option of looking up their attendance area school or feeder middle school
      ii. Show schools in map view
   b. School schedule
      i. School start and end times, plus before or afterschool care times
   c. Interests: allow families to sort schools by program and performance
2. Allow for easier comparisons through side-by-side views
3. Add a “favorites” feature that allow families to create a list of schools that they like, and a way to print out or email the list to use on their enrollment application
4. Add printable views, so that families or providers can take information with them
5. Reorganize the school profile to be click-through from the lists view and map view

These are not an exhaustive list of features, and we would like to see further recommended features. Based on these changes, the contractor may choose to revise the current design or to rebuild the School Finder.
Information Requested:

1. What would the solution you would propose look like? How would parents engage with it?
2. Can you share an example of at least one project that is substantially similar to this project as part of your response, including references for each? Are you able to provide examples of work?
3. What is the overall price proposal to complete this project?
4. What is the date at which you think you would be able to deliver the project?
5. How should this project be integrated into the overall sfusd.edu site?
6. Would you integrate this tool with SFUSD’s address lookup tool? If so, how?
7. How would SFUSD optimize for heavy web traffic?
8. How would SFUSD maintain the website after project completion?

RFI & Project Timelines

The Request for Information timeline is as follows:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request for Information Issuance</td>
<td>07/24/2020</td>
</tr>
<tr>
<td>Bids Due to SFUSD</td>
<td>08/07/2020</td>
</tr>
<tr>
<td>Selection of Top Bidders</td>
<td>08/14/2020</td>
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<tr>
<td>Start of Negotiation</td>
<td>08/14/2020</td>
</tr>
<tr>
<td>Contract Award / Notification to Unsuccessful Bidders</td>
<td>08/19/2020</td>
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</tbody>
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The need-date for project completion is Wednesday, October 21, 2020. Bidders may propose a date earlier or later, and will be evaluated accordingly.

REPRESENTATIVE
Lauren Koehler, Director, Educational Placement Center
Koehler@sfusd.edu
713-303-3785 (cell)