MAOF

Mexican American Opportunity Foundation

Empowering Families from Child to Senior

Request For Proposal (RFP) No. 26-029
Website Platform Migration & Redesign-Addendum1

Date: 10/29/2026

Mexican American Opportunity Foundation (MAOF) invites proposals from qualified website design and development firms to migrate its public website from Webflow to a more user-friendly platform, refresh its visual and user experience design, and implement website analytics aligned with organizational key performance indicators. The selected contractor will provide a complete migration, redesign, testing, launch, documentation, and knowledge-transfer solution. Pricing shall remain firm and fixed for **three (3) years**, with the option to extend for **two (2) additional one-year periods**, subject to annual review, contractor performance, availability of funding, and the terms of the final agreement.

Proposers must submit a complete proposal addressing **Exhibit A** (Statement of Work), a completed **Exhibit B** (Cost Proposal Worksheet), **Appendix A** (Vendor Identification), and at least three (3) professional references using **Appendix B**. Proposals are due **November 19, 2026 at 4:00PM (PST).** Questions are due **November 09, 2026 at 4:00PM (PST)**. All correspondence shall be directed to Procurement@maof.org. The solicitation is available through MAOF's procurement webpage and PlanetBids vendor portal. Proposals must identify "**RFP No. 26-029** Website Platform Migration & Redesign".

Solicitation at a glance

Item	Requirement
Project	Website Platform Migration & Redesign
Current platform	Webflow
Questions and submissions	See confirmed solicitation schedule and PlanetBids posting
Proposal format	PDF; technical narrative no more than 10 pages, excluding permitted appendices
Appendices	No more than 20 pages of supplemental materials
Required forms	Exhibit B, Appendix A, Appendix B
Procurement contact	Procurement@maof.org

For physical mailing address, please courier or deliver to:

Mexican American Opportunity Foundation (MAOF)
Attn: Procurement Department
401 N. Garfield Avenue
Montebello, CA 90640
T: 323-278-3600

To request this RFP bidding packet, please contact Procurement Department at Procurement@maof.org.

Respectfully,

MAOF
Procurement Department

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1. Introduction

Established in 1963, MAOF is a nonprofit, community-based organization serving children, families, and older adults. Its mission is to advance opportunity and education that endures across generations. MAOF seeks a public website that makes its programs and services easier to find, improves the experience of prospective participants and applicants, and enables non-technical employees to manage content effectively.

Mission Statement: To advance opportunity and education that endures across generations.

Vision:

Education
We value education as a tool for upward mobility and greater opportunity with an emphasis on early education and commitment to continuing education.

Excellence
We value high ethical standards and organizational excellence through the quality programs we offer and the dedicated professionals who provide our services.

Innovation
We value innovation as a cornerstone for growth and distinction by promoting creativity & implementing unique programs.

Advocacy
We value advocacy, based on research and knowledge, as a means of responding to community needs and ensuring opportunities for all.

Integrity
We act with honesty and accountability, modeling the principles and characteristics we strive to inspire in our community.

Partnerships
We recognize and value strong community partnerships through an engaged Board of Directors and with the support of civic and corporate leaders.

2.0 General Information and Procurement Process

2.1 Purpose. MAOF seeks a responsible and qualified contractor to complete the work described in Exhibit A. The proposal must address the entire scope, including platform recommendation, migration, design, analytics, launch, and staff training.

2.2 Definitions. “MAOF” means the Mexican American Opportunity Foundation; “Proposer” means a firm submitting a response; “Contractor” means the selected firm after agreement execution; “RFP” includes all exhibits, appendices, and issued addenda.

2.3 Separate procurement. This project does not include the companion enrollment outreach campaign, advertising purchases, media management, or campaign implementation. Website analytics and tracking implementation are included as specified in Exhibit A.

2.4 Communications. All solicitation questions must be submitted to Procurement@maof.org or through the PlanetBids Q&A module by the stated deadline. MAOF may publish consolidated responses and addenda. Proposers should rely only on the RFP and written addenda for solicitation requirements.

2.5 Reservation of rights. MAOF may reject any or all proposals, seek clarification, negotiate terms, cancel the solicitation, and select the proposal offering the best overall value, subject to applicable funding requirements and MAOF policy. Submission of a proposal does not obligate MAOF to award a contract.

3.0 Scope and Deliverables

Exhibit A is incorporated into this RFP and contains the detailed website migration, redesign, analytics, accessibility, launch, training, and documentation requirements. Proposers must identify any assumptions, dependencies, exclusions, and proposed alternative methods.

4.0 Proposal Requirements and Submission

Proposals must address the Fourteen (14) Detailed Proposal Content Requirements identified in Section 6, in the order presented. The main technical narrative shall not exceed ten (10) pages, excluding permitted appendices. Supplemental appendices shall not exceed twenty (20) pages. Required MAOF forms, including Exhibit B and Appendices A and B, shall be submitted with the proposal.

Proposals may be submitted electronically as one complete PDF through the submission method identified in MAOF's official solicitation notice or PlanetBids posting, or physically by courier or hand delivery as described in Section 5.
All proposals must be received by November 19, 2026, at 4:00 p.m. Pacific Standard Time (PST). Late proposals will not be accepted or evaluated.

Proposals shall remain valid for ninety (90) days following the submission deadline. Each Proposer is responsible for its proposal preparation costs. No work may begin before execution of an agreement and completion of any required approvals.

5. Contract Award and Execution

Award of the Contract resulting from this RFP will be based upon the most responsive and responsible Proposer whose offer is determined to be most advantageous to MAOF, considering cost, technical capabilities, qualifications, service delivery approach, organizational experience, and other evaluation factors specified in this RFP.

MAOF may request clarification of any proposal prior to making a selection.

Submission of a proposal, and any subsequent selection or notice of intent to award by MAOF, does not constitute a contract, agreement, or authorization to begin work.

Any services are contingent upon execution of a written agreement by authorized representatives of MAOF and the selected Contractor, and receipt of any required funder approval, where applicable.

MAOF reserves the right to:

a. Reject any or all offers and discontinue this RFP process without obligation or liability to any Proposer when determined to be in MAOF's best interest.
b. Accept an offer other than the lowest-priced proposal when justified by the evaluation criteria and overall best value to MAOF.

RFP NO. 26-029 – Website Platform Migration & Redesign

Physical Submissions: Proposers submitting proposals by courier or hand delivery shall provide **two (2)** complete sets of the proposal in a sealed package clearly marked with the RFP number and title identified above.

Mexican American Opportunity Foundation (MAOF)
Attn: Procurement Department
401 N. Garfield Avenue
Montebello, CA 90640
T: 323-278-3600
Procurement@maof.org

DEADLINE FOR SUBMISSION: All proposals, whether submitted electronically or physically, must be received by MAOF no later than **November 19, 2026, at 4:00PM** Pacific Standard Time (PST). Proposals received after the established deadline shall be considered late and nonresponsive and will not be accepted or evaluated. Proposers are responsible for ensuring timely delivery through an authorized submission method.

Minimum Contractor Qualifications

Proposers must be legally established and registered to conduct business in the United States, maintain a principal business office within the U.S., and identify their legal business name, state of incorporation or registration, principal business address, and the location(s) from which project services will be performed. The Proposer must demonstrate relevant experience in website migration, redesign, CMS implementation, accessibility, SEO, analytics, staff training, and coordination with MAOF personnel and third-party providers to ensure successful migration, integration, and launch. Experience supporting nonprofit, community-based, or government-funded organizations is desirable. MAOF prefers Proposers with a principal place of business in California, however, qualified firms located outside California may submit proposals if they demonstrate their ability to provide timely communication, coordination, technical support, and responsiveness throughout the contract term. All Proposers must comply with applicable federal, state, and local laws, regulations, and contractual requirements including requirements under 2 CFR Part 200 and relevant federal award conditions.

6. Detailed Proposal Content Requirements

To be considered responsive, a proposal must address the following fourteen (14) requirements, referenced by number and presented in the order below. Proposers shall provide sufficient information to demonstrate their qualifications, proposed methodology, technical capabilities, and ability to successfully complete the services outlined in **Exhibit A – Statement of Work**.

1. Company Background and Organizational Structure

Provide a brief description of the history, ownership, organizational structure, and operations of the Proposer's firm, including any proposed subcontractors.

Identify the firm's primary office locations, number of employees, relevant technical and creative resources, and organizational capacity to perform the requested services.

Describe the firm's experience working with nonprofit organizations, community-based service providers, educational institutions, or organizations serving diverse populations.

2. Technical Experience and Qualifications

Describe the Proposer's qualifications and relevant experience providing website platform migration, website redesign, content management system (CMS) implementation, user experience (UX) design, search engine optimization (SEO), and website analytics services.

Include experience migrating websites from Webflow or comparable platforms to WordPress or other user-friendly content management systems.

Demonstrate the firm's ability to implement accessible, mobile-responsive websites that support multiple programs, services, and audiences.

The authorized representative shall certify the accuracy of the proposal, disclose actual or potential organizational conflicts of interest, identify proposed subcontractors, and certify that the Proposer and applicable principals are not suspended, debarred, or otherwise excluded from federally funded transactions.

3. Business Licenses, Certifications, and Credentials

Provide evidence of applicable business licenses, professional certifications, technical credentials, and other qualifications necessary to perform the requested services.

Identify relevant qualifications or certifications in website development, content management systems, UX/UI design, digital accessibility, SEO, website analytics, and data privacy.

Where applicable, provide evidence that the Proposer is qualified to conduct business in California.

4. Proposed Website Migration and Redesign Approach

Describe the proposed methodology for migrating MAOF's existing website from Webflow to a more user-friendly platform while improving the website's overall appearance, functionality, navigation, and ease of maintenance.

The proposal shall:

- Identify and justify the recommended website platform, including its advantages for nontechnical MAOF staff.
- Describe the proposed content audit, website inventory, and migration methodology.
- Explain how existing pages, documents, images, forms, and other website assets will be migrated.
- Describe the approach to maintaining existing website functionality and third-party integrations.
- Explain how the redesigned website will improve navigation and access to MAOF's programs and services.
- Identify the proposed design review, approval, and development process.

Proposers shall clearly identify any assumptions, limitations, or dependencies associated with their recommended approach.

5. Relevant Experience and Comparable Projects

Describe comparable website migration and redesign projects completed within the past three (3) years.

Include projects involving website platform changes, nonprofit or community-service organizations, multilingual or diverse audiences, digital accessibility, and website analytics implementation.

Provide examples of completed websites or a portfolio demonstrating the firm's design capabilities, technical experience, and successful project outcomes.

Identify any relevant contract terminations, material performance issues, or significant project delays associated with comparable engagements during the past three (3) years.

6. Technical Capabilities and Scope of Services

Describe the proposed technical approach, tools, staffing, and capabilities for performing the services outlined in Exhibit A.

At a minimum, the proposal shall address:

- **Website Platform Selection:** Recommended CMS, platform functionality, scalability, security, and ease of administration.
- **Website Migration:** Migration of existing website pages, content, images, documents, and other digital assets from Webflow.
- **Content Audit:** Review of existing content and recommendations for consolidation, restructuring, or improvement.
- **Website Redesign:** Updated visual design consistent with MAOF's mission, organizational identity, and program services.
- **User Experience and Navigation:** Improved information architecture, navigation, and accessibility of program information.
- **Responsive Design:** Compatibility with desktop, tablet, and mobile devices.
- **Website Accessibility:** Conformance with WCAG 2.1 Level AA accessibility standards.
- **SEO Preservation:** URL mapping, redirects, metadata migration, and measures to minimize loss of existing search visibility.
- **Forms and Integrations:** Migration or reconfiguration of existing website forms, integrations, and third-party applications.
- **Website Analytics:** Implementation and configuration of analytics tools, event tracking, and conversion measurement.
- **Performance Monitoring:** Website performance measurement, reporting dashboards, and KPI tracking.

- **Data Privacy:** Appropriate privacy protections, consent management, and data-handling considerations for MAOF's audiences, including children, families, and older adults.
- **Quality Assurance:** Cross-browser, cross-device, functionality, accessibility, and performance testing.
- **Training and Documentation:** Training for MAOF staff and written guidance for ongoing website administration.

Proposers shall identify services included in the base proposal, services available at additional cost, and any proposed exclusions or limitations.

7. Qualifications of Key Personnel and Staffing Structure

Identify proposed key personnel, their qualifications, assigned roles, relevant experience, and anticipated level of involvement throughout the project.

Include a brief professional biography for each key individual.

At a minimum, identify personnel responsible for:

- Project management and client coordination.
- Website platform migration and development.
- Website design and user experience.
- Content migration and SEO.
- Analytics implementation and reporting.
- Accessibility compliance and quality assurance.
- Staff training and post-launch technical support.

Describe the firm's staffing availability, project oversight procedures, and approach to maintaining continuity if assigned personnel become unavailable or are replaced.

8. Quality Assurance, Website Performance, and Analytics Standards

Provide a comprehensive quality assurance and performance measurement plan demonstrating how the Proposer will ensure that the completed website meets MAOF's functional, accessibility, usability, and analytics requirements.

The plan shall address:

- Website functionality testing prior to launch.
- Cross-browser and cross-device compatibility.
- Mobile responsiveness and usability.
- WCAG 2.1 Level AA accessibility testing.
- Website loading speed and performance optimization.
- Verification of migrated content, forms, links, and integrations.
- SEO preservation, URL redirects, and broken-link testing.
- Website analytics configuration and tracking validation.
- Identification and correction of defects before launch.
- Post-launch monitoring, issue resolution, and support procedures.

The Proposer shall also describe the recommended analytics platform, proposed website KPIs, dashboard capabilities, and reporting frequency.

At a minimum, the analytics framework shall address website traffic, user engagement, conversion activity, enrollment or contact form completions, bounce rate, and page performance.

9. Client References

Provide at least **three (3) professional client references** using **Appendix B – Client References**, as required under the General Proposal Requirements.

References should demonstrate experience with comparable website migration, redesign, CMS implementation, analytics, and digital accessibility projects.

Preference should be given to references involving nonprofit organizations, educational institutions, community-based organizations, or other entities serving multiple programs and diverse audiences.

10. Implementation, Migration, and Website Launch Plan

Provide a detailed project implementation plan identifying the activities, resources, milestones, responsibilities, and estimated timeframes necessary to complete the website migration and redesign.

The plan shall address:

- Initial project kickoff and requirements gathering.
- Review and inventory of the existing Webflow website.
- Selection and configuration of the recommended website platform.
- Content audit and migration planning.
- Development of website information architecture and navigation.
- Preparation and approval of wireframes and design mockups.
- Website development and content migration.
- Migration or reconfiguration of forms and integrations.
- SEO preservation and URL redirect implementation.
- Analytics configuration and KPI tracking.
- Quality assurance, accessibility testing, and final review.
- Staff training and transfer of website documentation.
- Website launch, cutover, and measures to minimize downtime.
- Post-launch monitoring, troubleshooting, and project closeout.

Proposers shall identify key project milestones, anticipated completion dates, MAOF review and approval responsibilities, and any dependencies that could affect the proposed schedule.

Include a proposed post-launch support period and describe how website issues identified following implementation will be addressed.

11. Cost Proposal and Program/Funding Allocation

Submit the completed **Exhibit B – Website Migration & Redesign Cost Proposal Worksheet**, as required under the General Proposal Requirements.

The Cost Proposal shall identify all expenses necessary to complete the services outlined in Exhibit A, including:

- Project planning and discovery.
- Website platform evaluation and configuration.
- Content audit and migration.
- Website redesign and UX/UI development.
- Website development and implementation.
- Anticipated travel-related expenses, including transportation, lodging, meals, and other associated costs.

- SEO migration and redirect configuration.
- Forms and third-party integrations.
- Analytics implementation and dashboard development.
- Accessibility testing and quality assurance.
- Staff training and documentation.
- Website launch and post-launch support.
- Platform licensing, hosting, maintenance, and other recurring expenses.
- Optional services and additional charges.

Proposers shall clearly distinguish **one-time project costs from ongoing or recurring expenses**, including any proposed maintenance, licensing, hosting, or analytics reporting services.

Identify applicable hourly rates, fixed fees, third-party charges, and assumptions used to develop the proposed pricing.

Where costs may benefit multiple MAOF programs or funding sources, Proposers shall provide sufficient information to support reasonable and documented cost allocation. MAOF shall determine final program and funding allocations.

12. Identification of Restricted or Potentially Unallowable Costs

Separately identify proposed costs associated with optional software purchases, platform subscriptions, third-party licensing, hosting arrangements, additional website functionality, or other expenses that may require prior authorization or may be restricted under applicable federal, state, or program-specific funding requirements.

Any services or costs outside the requested scope shall be separately identified and priced.

Identification of such costs in a proposal does not constitute MAOF approval.

No restricted, additional, or otherwise unapproved costs shall be incurred or charged without prior written authorization and confirmation of allowability, where applicable.

13. Invoice Documentation Requirements

Describe the Proposer's invoicing procedures and ability to provide sufficiently itemized invoices identifying the applicable billing period, services performed, completed project milestones or deliverables, and associated charges.

Invoices shall clearly distinguish between one-time project costs, recurring fees, and any additional services authorized by MAOF. Charges associated with website platform licensing, hosting, maintenance, analytics reporting, third-party subscriptions, or other ongoing services shall be separately identified.

For milestone-based payments, invoices shall identify the applicable deliverable or project phase completed, consistent with the payment schedule established in the executed agreement.

Any additional services, third-party expenses, or charges outside the approved scope of work must receive prior written authorization from MAOF before being incurred.

All invoices shall reference the applicable MAOF agreement or purchase order and be submitted to MAOF Accounts Payable at ap@maof.org.

MAOF's standard payment terms are Net 30 days from receipt of a properly submitted, accurate invoice, subject to verification and acceptance of the applicable services or deliverables.

14. Proposal Evaluation and Negotiations

MAOF may make an award based on the initial proposal. Accordingly, Proposers should submit their most favorable pricing, proposed approach, and terms in their initial submission.

Proposals will be evaluated based on the published evaluation criteria, including relevant website migration experience, the proposed analytics framework, creative and user experience design, staffing qualifications, cost and overall value, and demonstrated past performance.

MAOF reserves the right to request clarifications, conduct discussions, request demonstrations or presentations, obtain revised pricing or proposal terms, and negotiate with Proposers prior to award.

MAOF anticipates that the majority of project activities may be conducted remotely. However, MAOF reserves the right to request in-person meetings, workshops, training sessions, or project presentations at MAOF facilities during the project term. Proposers should demonstrate their ability to accommodate such requests and include optional travel pricing as specified in the Cost Proposal section.

Award will be based on the proposal determined to provide the **best overall value to MAOF**, considering the evaluation criteria established in the RFP. The lowest-priced proposal will not necessarily be selected.

Proposals that fail to address the required submission content may be deemed non-responsive.

Responses must be provided within the submitted proposal. References to external websites, brochures, or other materials in place of required responses may result in a determination of nonresponsiveness.

Personnel Screening and Access Requirements

The selected Contractor shall ensure that personnel assigned to perform services comply with applicable MAOF security, confidentiality, and access requirements. Background checks or other screening may be required when personnel will have access to MAOF facilities, sensitive information, or regulated program environments, as determined by MAOF and applicable legal or funding requirements.
Any required screening shall be communicated to the Contractor before the affected personnel are authorized to perform those services.

7.0 Schedule of Events

The dates identified in the Schedule of Events are provided for planning purposes. MAOF reserves the right to modify the solicitation schedule when necessary. Any changes to established proposal submission deadlines will be communicated through a written addendum issued through MAOF's designated procurement channels.

Event	Date / status
RFP release	October 29, 2026
Questions deadline	November 09, 2026
Consolidated Q&A / addenda	November 16, 2026
Proposal submission deadline	November 19, 2026
Evaluation / optional interviews	November 23, 2026 – December 4, 2026
Notice of award	Following evaluation and required approvals
Anticipated start	Following fully executed agreement and required approvals

8. Evaluation Criteria:

Responsive proposals will be scored using the criteria and weights identified below. Evaluators may score each criterion from 0 to 4 (0 = not addressed, 1 = poor, 2 = adequate, 3 = strong, 4 = excellent). Weighted points = score / 4 × weight;

maximum 100 points. MAOF may request demonstrations or interviews without introducing unpublished criteria.

Criterion	Weight
Platform migration experience and comparable redesign portfolio	30%
Analytics framework and KPI methodology	20%
Creative / UX design approach and visitor needs	20%
Team qualifications and staffing plan	10%
Cost and overall value	15%
References and past performance	5%
TOTAL	100%

8.1 INQUIRIES

Questions regarding this RFP shall be submitted to Procurement@maof.org with "RFP No. 26-029" in the subject line or through the PlanetBids questions-and-answers module by November 9, 2026 (4PM PST). MAOF may issue consolidated written responses and addenda if needed through its established procurement channels.

8.2 TERMINATION

8.2.1 This Contract may also be canceled in writing in the event that the project is permanently abandoned, as determined in the sole discretion of MAOF. MAOF may terminate the Contract in whole or in part whenever MAOF specifies, in its sole discretion, that such termination is in the interest of MAOF. Whenever the Contract is terminated following this paragraph, the Contractor shall be entitled to payment for actual work performed at unit contract prices for completed items of work. An equitable adjustment in the contract price for partially completed items of work will be made. Still, such adjustment shall not include provision for loss of anticipated profit on deleted or uncompleted work. Termination of this Contract by MAOF at any time during the term, whether for default or convenience, shall not constitute a breach of this Contract by MAOF.

8.2.2 In addition, either Party may terminate the Contract if the other Party breaches any of its duties and obligations under this Contract and fails to cure such breach within thirty (30) days after receiving notice specifying the breach. MAOF reserves the right to terminate without warning in case of a critical or material breach of the Contract.

8.3 HOLD-HARMLESS AND INDEMNIFICATION

The Contractor shall comply with the indemnification requirements set forth in Section 9, General Terms and Conditions, Item 13 – Indemnification, and any additional applicable requirements established in the executed agreement.

8.4 CONFIDENTIALITY

8.4.1 **Confidential Information.** Under this Agreement, "Confidential Information" refers to any Information of a Party ("Disclosing Party") that has been disclosed to the other Party ("Receiving Party"), which is designated in writing as confidential, proprietary, or secret or under the context of its disclosure ought to reasonably be considered as confidential. Confidential Information includes, but is not limited to, nonpublic business information, business systems, business plans, information systems, trade secrets, pricing information, financial information, personal information, security-related documentation, administrative credentials, and other information that is designated confidential or should reasonably be understood to be confidential based on its nature or the circumstances of disclosure.

8.4.2 Security Incident Notification

The Contractor shall promptly notify MAOF of any suspected or confirmed unauthorized access, disclosure, data breach, or cybersecurity incident involving MAOF's systems or information.

Specific requirements regarding incident reporting, investigation, cooperation, data protection, return of information, and secure deletion shall be established in the executed agreement.

8.4.3 Use of Confidential Information. Each Party shall comply with applicable laws and regulations governing the use, transmission, storage, disclosure, and destruction of Confidential Information.

Each Party agrees to maintain the other Party's Confidential Information in strict confidence and to use such information solely for purposes related to the solicitation, evaluation, negotiation, administration, or performance of the resulting agreement, as applicable.

Neither Party shall disclose Confidential Information to unauthorized persons or entities. Each Party shall use reasonable administrative, technical, and physical safeguards to protect Confidential Information against unauthorized access, use, or disclosure.

Disclosure to employees, agents, representatives, contractors, or professional advisers shall be limited to those with a legitimate need to know and who are subject to appropriate confidentiality obligations.

These requirements shall remain in effect following termination or expiration of the agreement to the extent required by applicable law or the executed agreement.

9 GENERAL TERMS AND CONDITIONS

1. **Additions and Deletions of Service:**
   MAOF reserves the right to add and delete goods or services to any contract with the Contractor. Should a requirement be deleted, payment to the Contractor shall be reduced proportionally to the amount of service reduced following the bid price. Should additional services be required from the Contract, prices for such additions will be negotiated between the Contractor and MAOF.

2. **Licenses and Professional Qualification:**
   The Contractor shall maintain all applicable business licenses, professional qualifications, and technical credentials necessary to perform the website platform migration, redesign, development, accessibility, analytics, and related services required under this solicitation.

   The Contractor shall ensure that personnel assigned to the project possess the appropriate qualifications, training, and experience to perform their assigned responsibilities, including website development, content management system (CMS) implementation, user experience (UX/UI) design, search engine optimization (SEO), digital accessibility, and website analytics.

   The Contractor shall comply with all applicable federal, state, and local laws and regulations relevant to the services performed under the resulting agreement.

3. **Anti-Kickback Provision:**
   This Contract is subject to the provisions of the Antikickback Enforcement Act of 1986. By agreeing to this binding Agreement, the transacting parties (1) certify that they have not paid kickbacks

directly or indirectly to any employee of MAOF for the purpose of obtaining this or any other agreement, purchase order, or Contract from MAOF and (2) agree to cooperate fully with any Federal Agency investigating a possible violation of the Act.

4. **Non-Collusion/Fraud:**
   By submitting a proposal, the Proposer certifies that neither the Proposer nor its owners, officers, employees, representatives, agents, or subcontractors have engaged in collusion, fraud, or any agreement or action intended to restrict fair and open competition in connection with this solicitation.

   The Proposer further certifies that it has not engaged in unauthorized communications with MAOF employees, officers, or members of the Board of Directors regarding this solicitation.

   If MAOF determines that a Proposer has engaged in collusion, fraud, or other prohibited conduct, MAOF reserves the right to reject the proposal, withdraw an award, or terminate any resulting agreement, subject to applicable laws, funding requirements, and the terms of the agreement executed.

   MAOF reserves all other rights and remedies available under applicable law.

5. **Federal Funding & Cost Allowability Acknowledgment:**

   All costs charged to MAOF under the resulting agreement must be necessary, reasonable, allocable, consistently treated, and adequately documented in accordance with applicable federal and State funding requirements, including 2 CFR Part 200, where applicable.

   Costs must be directly related to authorized services, consistent with the approved agreement, and supported by sufficient documentation to establish the nature, purpose, and allocation of the charges.

   Any costs requiring prior written approval under applicable funding requirements or MAOF policies shall not be incurred or charged without such approval. Costs benefiting multiple MAOF programs or funding sources must be allocated using a reasonable and documented methodology based on the relative benefit received.

6. **Required Vendor Disclosures/ Federal Contract Acknowledgments:**
   - The vendor shall disclose and acknowledge the following as part of its proposal:
   - Any actual or potential conflicts of interest related to the proposed services;
   - All subcontractors proposed to perform work under the contract;
   - That the vendor and its subcontractors are not suspended, debarred, or otherwise excluded from participation in federally funded contracts;
   - Compliance with applicable lobbying certification requirements when required based on the contract amount;
   - Compliance with all applicable federal, state, funding source, and MAOF contract requirements and provisions;

- Maintenance of required records and cooperation with applicable monitoring, audit, and record access requirements; and
- Acknowledgement that the final executed contract and applicable MAOF terms and conditions will govern in the event of a conflict with the vendor's proposal, marketing materials, or other vendor documentation.

7. **Equal Opportunity:**
   The proposer agrees not to discriminate against any employee or applicant for employment in connection with services or activities made possible by or resulting from this RFP on the grounds of actual or perceived sex, race, color, religion, national origin, age, marital status, disability, personal appearance, sexual orientation, gender identity or expression, familial status, family responsibilities, matriculation, political affiliation, genetic information, source of income, place of residence or business, veteran status or any other characteristic protected under applicable federal or California law. Any violation of this provision shall be considered a violation of a material provision of this Agreement and shall be grounds for cancellation, termination, or suspension in whole or in part of the Agreement by MAOF, which may result in ineligibility for further MAOF contracts. At all times in the proposal and contract process, the proposer shall comply with all applicable MAOF, CA, and Federal Anti-Discrimination Laws, Rules, Regulations, and Requirements.

8. **Right to Audit:**
   MAOF shall have the right to audit all invoices submitted by the Contractor. The organization shall have the right to audit all relevant data based on the Contractor's fees upon request.

9. **Procurement Communications:**

   From issuance of this RFP until completion or cancellation of the solicitation, all communications concerning the procurement shall be directed to MAOF's Procurement Department at Procurement@maof.org or through the designated PlanetBids communication module.

   Proposers shall not contact MAOF employees, leadership, or members of the Board of Directors regarding this solicitation unless expressly authorized in writing by MAOF Procurement.

   Only written addenda and official written responses issued through MAOF's designated procurement channels shall modify or clarify solicitation requirements.

10. **Costs Incurred:**
    The proposer shall assume any costs incurred by the proposer in preparing or submitting a proposal or subsequent oral presentation demonstration.

11. **Minority/Women-Owned Business Enterprises:**
    Pursuant to Federal Acquisition Regulations and MAOF's procurement policy, MAOF may offer contracting opportunities to small and minority firms, women's business enterprises, and labor surplus area firms to the extent possible.

12. **Federal, State, and Local Taxes:**
    The Proposer shall identify all applicable federal, state, and local taxes associated with the proposed goods or services, where legally required. Applicable taxes shall be separately itemized in the cost proposal or expressly identified as included in the quoted prices.

The Contractor shall be responsible for taxes imposed upon its business operations, income, payroll, and other obligations for which it is legally responsible. MAOF shall not be responsible for taxes or charges not properly disclosed and authorized under the resulting agreement.

13. Indemnification:

The Contractor shall indemnify, protect, defend, and hold harmless MAOF, its directors, officers, employees, and representatives from and against any claims arising from or connected with: (1) any alleged or actual breach by the Contractor or (2) any act or omission by the Contractor and only to the extent such claim arises by negligence or intentional misconduct or as may be allowed under applicable law. Monies due or to become due to the Contractor under the Contract may be retained by MAOF as necessary to satisfy any outstanding claim that MAOF may have against the Contractor.

14. Insurance:

The Contractor shall, at its own expense, obtain and maintain insurance coverage appropriate to the nature and scope of services performed under the resulting agreement. Required coverage shall remain in effect throughout the contract term and shall be provided by insurers authorized to conduct business in California.

At a minimum, the Contractor shall maintain the following coverage, as applicable:

a. Commercial General Liability Insurance

Coverage with minimum limits of $1,000,000 per occurrence and $2,000,000 general aggregate, covering bodily injury, property damage, and other applicable general liability exposures.

b. Workers' Compensation Insurance

Workers' Compensation Insurance meeting California statutory requirements, where applicable, together with Employers' Liability Insurance as required by MAOF.

c. Business Automobile Liability Insurance

Coverage with a minimum limit of $1,000,000 per occurrence or combined single limit, where vehicles are used in connection with the performance of services under the agreement.

d. Professional Liability / Technology Errors and Omissions Insurance

The Contractor shall maintain Professional Liability / Technology Errors and Omissions Insurance with minimum limits of $1,000,000 per claim and $2,000,000 annual aggregate.
Coverage shall apply to professional errors, omissions, negligence, or failures associated with website design, development, platform migration, systems integration, technical implementation, and related professional services.

e. Cyber Liability Insurance

The Contractor shall maintain Cyber Liability Insurance with minimum limits of $1,000,000 per claim and $2,000,000 annual aggregate.

Coverage shall address applicable risks associated with unauthorized access, data breaches, privacy violations, security incidents, and the handling of MAOF website administration credentials, website forms, hosting environments, analytics systems, and organizational information.

A combined Technology Errors and Omissions and Cyber Liability policy may satisfy these requirements, provided the policy includes both types of coverage and meets the stated limits, subject to MAOF's review and approval.

15. **RFP Addendum:**
    In the event that it becomes necessary to revise this RFP, in whole or in part, an addendum will be posted on the MAOF website: http://www.maof.org/procurement-department.

16. **Completed Proposals:**
    A proposer may submit no more than one (1) proposal in response to this RFP. The proposal shall be completed and signed by an individual who is authorized to bind the firm by submitting the proposal.

17. **Withdrawal of Bids:**

    A Proposer may withdraw its proposal by submitting written notice to MAOF Procurement before the established proposal submission deadline. Withdrawal does not prevent the Proposer from submitting a replacement proposal before the deadline.

    Following the submission deadline, proposals shall remain valid for ninety (90) days. Any withdrawal request during that period shall be subject to MAOF's written approval. If an award has not been made within ninety (90) days following the submission deadline, a Proposer may withdraw its proposal by providing written notice to MAOF, unless the Proposer has agreed in writing to extend the proposal validity period.

18. **Receipt and Opening of Proposals:**

    Proposers are responsible for ensuring that complete proposals are received by MAOF through an authorized submission method by the established deadline. Proposals received after the deadline will be considered late and nonresponsive and will not be accepted or evaluated. Late proposals will be documented and retained in the procurement file in accordance with MAOF's applicable record-retention procedures.

19. **Contract Award Notification:**
    When the evaluation process of the proposals is completed, the selected proposer will be formally notified by mail or email. Other notifications will not be honored and should not be considered as a valid offer of award.

20. **By submitting a proposal:**
    The proposer represents that:

    a. The proposer has read and understands the RFP and submits the response in accordance therewith.
    b. The proposer possesses the capabilities, equipment, and professional personnel necessary to provide an efficient and successful service as required by MAOF.
    c. The proposer has all the required licenses and insurance during the duration of the contract terms.
    d. The proposer is advised to become familiar with all conditions, instructions, and specifications of this RFP. By submitting a proposal, proposer represents and warrants that it has thoroughly examined

and is familiar with work required under this RFP, that proposer has conducted such additional investigation as it deems necessary and convenient, that proposer can provide the services requested by the MAOF in a manner that meets the MAOF's objectives and specifications as outlined in this RFP, and that the Proposer has reviewed all solicitation documents, exhibits, appendices, addenda, and other materials provided by MAOF in connection with this RFP. Once the contractor has been selected, a failure to read the conditions, instructions, and specifications herein shall not be cause to alter the Contract or for proposer to request additional compensation.

21. Other claims:

No claim will be allowed for additional compensation or time for completion based on a lack of knowledge or lack of understanding of any part of the RFP.

22. Suspension and Debarment:

The Contractor shall verify, as applicable, that its subcontractors are not suspended, debarred, or otherwise excluded from participation in federally funded transactions and shall promptly notify MAOF in writing of any change in the Contractor's or its subcontractors' eligibility status during the term of the agreement.

23. Conflict of Interest and Disclosure

Proposers must disclose any actual, potential, or perceived conflict of interest that may arise in connection with this solicitation or the performance of services for MAOF.

This disclosure must include any current or prior personal, professional, business, financial, employment, consulting, or other relationship between the Proposer, its owners, officers, employees, contractors, subcontractors, or proposed project personnel and any MAOF employee, member of executive or senior leadership, officer, or member of the Board of Directors that could reasonably be perceived as influencing, or having the potential to influence, the procurement, evaluation, selection, negotiation, or administration of any resulting contract.

Proposers must disclose such relationships in their proposal and provide sufficient information for MAOF to evaluate the nature and extent of the potential conflict. The existence of a disclosed relationship will not necessarily disqualify a Proposer; MAOF will determine whether the relationship presents a conflict and whether appropriate safeguards or mitigation measures are necessary.

If a conflict or reportable relationship arises or becomes known after proposal submission or during the term of any resulting agreement, the Proposer must promptly disclose it in writing to MAOF.

Failure to disclose a known actual, potential, or perceived conflict of interest may result in disqualification of the proposal, withdrawal of an award, termination of the resulting agreement, or other action deemed appropriate by MAOF, subject to applicable laws, regulations, funding requirements, and MAOF policies.

10 SERVICE LOCATION(S)

Services will support MAOF headquarters at 401 N. Garfield Avenue, Montebello, CA 90640

EXHIBIT-A
STATEMENT OF WORK (SOW)
RFP 26-029 - WEBSITE MIGRATION AND REDESIGN

Website Platform Migration & Redesign | Must be addressed in the technical proposal

A1. Objectives
Migrate the existing public website from Webflow to a platform easier for non-technical MAOF staff to manage.
Refresh design, usability and navigation to support MAOF's mission, program discovery, enrollment interest and talent recruitment.
Establish meaningful analytics, KPI measurement and conversion tracking while respecting privacy and data protection.

A2. Platform selection and discovery
Audit existing Webflow content, page structure, assets, templates, forms, integrations, and third-party tools.
Recommend and justify a target platform (for example WordPress or another suitable solution), considering ease of editing, accessibility, security, licensing, maintenance and long-term ownership.
Provide a content inventory and migration map, including items to retain, revise, consolidate or archive, subject to MAOF approval.

A3. Migration and technical implementation
Migrate all approved pages, content and digital assets from the existing site.
Rebuild or reconfigure existing forms, integrations and third-party services; document any functionality that cannot be replicated and propose an alternative.
Prepare and implement an SEO preservation and redirect plan, including URL mapping, broken-link testing and metadata continuity.
Develop a launch/cutover and rollback approach to minimize interruption of public access.

A4. Visual design, information architecture and accessibility
Present updated navigation and information architecture that make MAOF services and enrollment program areas easier to locate.
Develop wireframes or mockups for key page templates for review and approval before buildout.
Provide responsive designs for desktop, tablet and mobile devices.
Implement accessibility practices aligned with WCAG 2.1 AA and perform documented accessibility checks prior to launch.
Ensure visual design reflects MAOF's mission, child care and community service focus.

A5. Analytics and KPI framework
The base project scope shall include implementation and configuration of the analytics platform, KPI definitions, event and conversion tracking, a functional reporting dashboard, and training for designated MAOF personnel to access and interpret website performance information. The Contractor shall recommend a post-launch reporting cadence. Ongoing Contractor-prepared analytics reports, monitoring, or advisory services beyond the initial implementation and handover shall be separately identified and priced as optional services unless otherwise specified by MAOF.

A6. Quality assurance, launch and handover

Provide a QA test plan and results covering cross-browser, cross-device, forms, integrations, redirects, accessibility and analytics events.

Conduct user acceptance review with MAOF before launch; remedy identified material defects.
Provide a documented cutover/launch plan, launch monitoring and post-launch defect correction period proposed by the vendor.

Train designated MAOF staff to update pages, content and common site elements without developer assistance.

Deliver administrator and content-editor guides, configuration details, licenses/subscription inventory, credentials and transition documentation.

A7. Required project deliverables

Deliverable	Acceptance evidence
Discovery/content audit	Inventory, integration list and approved migration approach
Platform recommendation	Comparative rationale and ownership/licensing assumptions
Design package	Information architecture and key-page wireframes/mockups
Migrated website	Approved pages, assets, forms and integrations functioning
SEO/redirect package	URL map and validation results
Analytics framework	KPI definitions, event/conversion configuration and dashboard
Testing and launch	QA results, accessibility review, cutover and rollback plan
Training and closeout	Staff training, guides, admin access and handover materials

Proposers shall include a project schedule with review/approval milestones, assigned staff, responsibilities, dependencies, assumptions, and any proposed exclusions. MAOF will establish final acceptance criteria and warranty/support periods in the executed agreement.

A8. Website Ownership, Administrative Access, and Transition

All website content, organizational information, data, branding, and other materials provided by MAOF shall remain the property of MAOF.

Upon final payment, MAOF shall own the website designs, configurations, documentation, and other original deliverables specifically developed for MAOF under the resulting agreement, except for pre-existing contractor materials and third-party products or software, which shall be subject to clearly disclosed licensing terms.

The Contractor shall provide MAOF with full administrative access to the completed website, applicable hosting and domain management accounts, analytics platforms, and other systems necessary for independent website administration, subject to applicable security requirements.

The Contractor shall identify all third-party licenses, subscriptions, proprietary components, and restrictions that may affect MAOF's ability to maintain, modify, migrate, or transfer the website to another service provider.

Upon completion or termination of the agreement, the Contractor shall cooperate in an orderly transition and provide the documentation, credentials, files, and other authorized materials reasonably necessary to support continued website operations without unnecessary vendor dependency.

EXHIBIT B
COST PROPOSAL WORKSHEET
RFP 26-029 - WEBSITE MIGRATION AND REDESIGN
(Must be completed and returned to MAOF)

Website Platform Migration & Redesign | Must be completed and returned to MAOF

Firm: _____ Date: _____

Enter all anticipated costs. State "Included," "Not Applicable," or a dollar amount for each item. Amounts must reconcile to the total proposal. Attach a narrative with pricing assumptions and exclusions.

B1. One-time project costs

Cost category	Amount
Discovery, content audit and platform recommendation	$_____
Information architecture, UX research and wireframes	$_____
Visual design and key page templates	$_____
Content, page and asset migration	$_____
Forms and third-party integrations	$_____
SEO preservation, URL mapping and redirects	$_____
Analytics, events, conversions and dashboards	$_____
Accessibility implementation and testing	$_____
Cross-device/browser QA and user acceptance	$_____
Launch, cutover and stabilization	$_____
Staff training and documentation	$_____
Project management and coordination	$_____
Other one-time charges (describe)	$_____
TOTAL ONE-TIME PROJECT COST	$_____

B2. Recurring and third-party costs

Recurring category	Annual amount
Website hosting / infrastructure – annual	$_____
Platform/CMS license – annual	$_____
Plugins, themes and integrations – annual	$_____
Analytics and dashboard tools – annual	$_____
Maintenance, updates and security – annual	$_____
Analytics reporting/support – annual	$_____
Other recurring costs/ travel costs– annual	$_____
TOTAL ANNUAL RECURRING COST	$_____

Proposers shall identify all recurring costs necessary to operate and maintain the proposed website platform during the initial three-year contract period. Optional maintenance, analytics reporting, support services, and enhancements shall be separately priced and excluded from the Total Annual Recurring Cost unless expressly identified as required services.

The Total Annual Recurring Cost shall include only mandatory recurring charges associated with the proposed base solution. Optional charges shall not be included in the Total First-Year Proposal or Total Three-Year Proposed Cost unless expressly required by MAOF.

Third-party products, vendor/license owner, license term, quantities, implementation fees, renewal/overage charges and portability:

_____

Proposed one-time total: $_____ First-year recurring total: $_____

B3. First-Year Cost Summary

TOTAL FIRST-YEAR PROPOSAL (one-time + first-year recurring): $_____

Optional services excluded from base: $_____ Proposed not-to-exceed project amount: $_____

Pricing assumptions, payment milestones, maintenance terms and material exclusions (attach if needed):

_____

Certification: The undersigned certifies that all anticipated labor, software, hosting, licensing, subcontractor, travel, optional and recurring charges have been disclosed and no unapproved fees will be charged to MAOF.

Authorized representative: _____ Title: _____

Signature: _____ Date: _____

B4. Three-Year Cost Summary

Cost Component	**Proposed Amount**
Total One-Time Project Cost	$_____
Year 1 Recurring Costs	$_____
Year 2 Recurring Costs	$_____
Year 3 Recurring Costs	$_____
TOTAL THREE-YEAR PROPOSED COST	**$_____**

Proposers shall identify all required recurring costs for the initial three-year period. Pricing shall remain firm and fixed during this period. Optional services shall be separately identified and shall not be included in the base three-year total unless expressly required by MAOF.

APPENDIX – A

VENDOR IDENTIFICATION

RFP 26-029 - WEBSITE MIGRATION AND REDESIGN

(Must be completed and returned to MAOF)

Firm/Individual's Name:			
Doing Business As (DBA):			
Company Federal Employer Identification Number (EIN), if applicable:			
Address:			
Remit To Address:			
Telephone:			
Fax:			
Email:			
Web address:			
Primary Contact Person:			
Person responsible for response (if different):			
Print Name	**Title**	**Authorized Signature**	**Date**

APPENDIX – B
REFERENCES
RFP 26-029 - WEBSITE MIGRATION AND REDESIGN

(Must be completed and returned to MAOF)

Website Platform Migration & Redesign | Provide at least three (3) comparable professional references Preference is for engagements involving website migration from Webflow or similar platforms, accessible redesign, content management training, and analytics implementation. Identify engagements completed within the past three years when available.

REFERENCE 1

REQUEST	PROPOSER RESPONSE
Client Organization	_____
Contact Name & Title	_____
Email / Phone	_____
Type of Organization / Program	_____
Year(s) Services Provided	_____
Original Website Platform / New Website Platform	_____
Website Migration and Redesign Services Provided	_____
Accessibility, Analytics, and Post-Launch Support	_____
Project Outcomes or Measurable Improvements	_____
Comparable to MAOF – Brief Explanation	_____

REFERENCE 2

REQUEST	PROPOSER RESPONSE
Client Organization	_____
Contact Name & Title	_____
Email / Phone	_____
Type of Organization / Program	_____
Year(s) Services Provided	_____
Original Website Platform / New Website Platform	_____
Website Migration and Redesign Services Provided	_____
Accessibility, Analytics, and Post-Launch Support	_____
Project Outcomes or Measurable Improvements	_____
Comparable to MAOF – Brief Explanation	_____

REFERENCE 3

REQUEST	PROPOSER RESPONSE
Client Organization	_____
Contact Name & Title	_____
Email / Phone	_____
Type of Organization / Program	_____
Year(s) Services Provided	_____
Original Website Platform / New Website Platform	_____
Website Migration and Redesign Services Provided	_____
Accessibility, Analytics, and Post-Launch Support	_____
Project Outcomes or Measurable Improvements	_____
Comparable to MAOF – Brief Explanation	_____

Additional References (Optional): Proposers may provide up to two (2) additional references using the same format.

MAOF reserves the right to contact any reference provided and verify information regarding the Proposer's relevant experience, quality of work, project management, timeliness, responsiveness, website functionality, implementation outcomes, and overall performance.