

Request for Proposals

Website Redesign

RFP-2026-Website_Redesign

Issued: August 25, 2026

SUMMARY	First 5 Orange County seeks a qualified contractor to support the design and development of a new website that improves user experience with a modern, mobile-responsive web design with simplified and organized navigation, wayfinding, as well as page layout and overall site architecture. This is a new Request for Proposals (RFP) for 2026. All applicants wanting to be considered must submit.
SUBJECT MATTER EXPERTISE	Web Design and User Experience Expertise in modern, accessible, mobile-responsive design, intuitive navigation, wayfinding, and user-centered page architecture tailored for public-facing organizations. Web Development and Systems Integration Capability to build a stable, easy-to-update website and provide initial technical support while ensuring First 5 Orange County staff can manage day-to-day updates independently.
KEY DATES	August 25, 2026 – RFP and submittal instructions available September 1, 2026 by 3:00 pm – Final date to submit questions September 8, 2026– Responses to RFP questions posted on First 5 OC website September 22, 2026 by 3:00 pm – ALL SUBMISSIONS DUE Early October – Potential interviews with final applicants October 7, 2026 – First 5 Orange County Board selection of contractor November 2, 2026 – Contract start date New site launch by April 1, 2027
QUESTIONS	All questions must be submitted via email to info@first5.oc.gov no later than September 1, 2026 by 3:00 pm. Responses will be posted to the First 5 OC website on September 8, 2026.
INSTRUCTIONS	RFP and submittal instructions available at: https://first5oc.org/website-rfp
SUBMITTAL OF APPLICATIONS	ALL SUBMITTALS MUST BE RECEIVED BY SEPTEMBER 22, 2026 AT 3:00 PM Submissions accepted only via email to: info@first5.oc.gov Required submittals: 1. Checklist for Consultant Proposal (Attachment 1) 2. Proposal (1 page) 3. Sample Portfolio 4. References (3 required) <i>First 5 Orange County reserves the right to reject any or all applications submitted.</i>

Section I: General Information

About First 5 Orange County

The California legislature adopted the California Children and Families Act of 1998 (Health and Safety Code Section 130100 et seq.), implementing the Children and Families First Initiative passed by California voters in November 1998, and establishing the California Children and Families Commission and County Children and Families Commissions.

The Children and Families Commission of Orange County — more commonly known as “First 5 Orange County” — is responsible for allocating public funding to improve health and educational outcomes for children. Each county commission is required to develop a strategic plan to establish local funding priorities. For more information, please visit: <https://first5oc.org/about-us/reports/strategic-plan/>

First 5 Orange County is committed to creating a diverse, equitable, and inclusive working environment and integrates these principles in all of its work.

Consultant Services

First 5 Orange County is seeking a qualified individual and/or firm (“Applicant”) to provide professional design and development support in creation of a modern, accessible, and easy-to-navigate public-facing website for First 5 Orange County. The selected contractor will work closely with internal staff to design and build a website that meets statutory requirements, supports organizational goals, and allows staff to manage updates independently. The selected individual/firm may also be contracted for longer term support post site launch that would include site maintenance, updates, and helping build out new pages or experiences on the site.

Section II: Consultant Services and Subject Matter Expertise

First 5 Orange County is seeking a skilled, reliable web design and development partner to create a modern, accessible, and easy-to-navigate website that strengthens our digital presence and supports the needs of families, partners, commissioners, and staff. The selected contractor will collaborate closely with First 5 Orange County stakeholders to design a mobile-responsive, user-centered site architecture; deliver a stable and maintainable platform; and ensure First 5 OC staff can manage day-to-day updates independently while also being able to support with larger maintenance and updates on a needed basis post site launch.

Web Design and User Experience

The contractor must demonstrate a strong ability to create modern, intuitive, and user-centered web experiences that meet the needs of a public-facing organization. This includes designing clear navigation, effective wayfinding, mobile-responsive layouts, and accessible interfaces that support both community users and internal stakeholders. The ideal partner will translate complex information into simple, organized structures that make the website easy to use and aligned with First 5 Orange County’s goals.

- Experienced in modern, accessible, mobile-responsive web design
- Skilled in intuitive navigation, wayfinding, and user-centered page architecture
- Collaborating with First 5 Orange County staff to identify required and desired website elements, including but not limited to Brown Act compliance, statutory posting requirements, organizational contacts, program links, funding opportunities, and annual and evaluation reports

Web Development and Systems Integration

The contractor must be able to build a stable, easy-to-update website that supports statutory content requirements, integrates with existing systems, and enables staff to manage ongoing updates without reliance on vendor support. Technical expertise should include clean development practices, CMS configuration, and initial staff training to ensure the site is sustainable long term. The selected partner will deliver a platform that is secure, flexible, and built for public-sector workflows.

- Capable of building stable, maintainable websites with user-friendly CMS setups
- Experienced in systems integration and providing initial technical support to staff
- Offering initial technical assistance, onboarding, and support for First 5 Orange County staff and partners as directed

Section III: Submission Instructions

Submission Format and Acknowledgement of Receipt

- Submissions will only be accepted via email to: info@first5.oc.gov
- First 5 Orange County is not responsible for late or non-delivery of submissions. Late or non-responsive submissions will be rejected without consideration.
- All submissions received will be acknowledged by emailed confirmation. If you do not receive confirmation, please contact First 5 Orange County at: info@first5.oc.gov

Contents of Submission

All Applicants should submit only one (1) response to this RFP. The following documents are required:

1. Checklist for Consultant Proposals (Attachment 1)

2. Proposal (1 page maximum)

Submit a resume or firm proposal statement outlining relevant experience. The proposal should include:

- A brief background summary, including areas of specialization
- A description of relevant work history, project experience, and/or consulting engagements
- Information on project management practices, including required notice for scheduling, typical turnaround times, and workflow expectations
- Any prior work with First 5 Orange County, other First 5 agencies, or experience with public or community-focused organizations
- A proposed schedule for completion of the scope of work outlined in this RFP. New site should be complete and live by April 1, 2027.

3. Sample Portfolio

Applicants must provide a representative portfolio demonstrating the quality of their work. This can be delivered as links to past work, or a link to a website portfolio. At minimum, the portfolio must include:

- 3-5 Examples of websites they have designed

Statements of Proposal submitted without a sample portfolio will not be considered.

4. Budget

Include detailed pricing for scope including design, development, initial staff support, etc. The budget for the redesign is not to exceed \$40,000. Additionally, include an hourly rate for web support post launch which could include page additions, report build outs, necessary updates, etc.

5. References

Applicants must provide three (3) references for projects of similar scope and complexity completed within the past five years. Each reference must include an individual whom First 5 Orange County may contact to verify the quality of work. For each reference, provide:

- Name and title
- Organization
- Phone number and email address
- Brief description of the services including any relevant links to the work performed.

First 5 OC reserves the right to contact references to evaluate past performance.

First 5 Orange County reserves the right to retain all applications submitted. Submission of an application indicates the Applicant's acceptance of the conditions contained in this RFP, which will be confirmed in any resulting contracts.

Section IV: General Requirements

Contract

First 5 Orange County will develop a contract based on its usual and customary terms and conditions incorporating the requirements outlined in this RFP document and the responses of the qualified applicant(s).

Non-Resident Tax Withholding

First 5 Orange County is required to comply with all applicable state laws and regulations related to non-resident withholding pursuant to California Revenue and Taxation Code Section 18662, which requires 7% of all payments exceeding the applicable threshold in a calendar year to be withheld and remitted to the California Franchise Tax Board. Nonresident payees include corporations, limited liability companies, partnerships, and individuals without a permanent place of business in California.

Personnel

Project partners, managers, supervisory staff, and specialists may be changed if those personnel leave the firm, are promoted, or are assigned to another office, or for other reasons with the express prior written permission of First 5 Orange County. In either case, First 5 Orange County reserves the right to accept or reject any or all replacements.

Firm specialists identified in response to the RFP may only be changed with the express prior written permission of First 5 Orange County, which reserves the right to approve or reject any proposed replacement. Other staff personnel may be changed at the firm's discretion, provided that such replacements have substantially the same or better proposal and experience.

RFP Interpretations and Addenda

Any change to or interpretation of this RFP by First 5 Orange County will be posted on First 5 Orange County's website. Any such changes or interpretations shall become part of the RFP and will be incorporated into any contract awarded pursuant to the RFP.

Public Record

All applications submitted in response to this RFP will become the property of First 5 Orange County and a matter of public record.

Additional Services

The general service requirements outlined above describe the minimum work to be accomplished. During initial contract negotiations and any subsequent negotiations for contract renewals, the scope of services may be modified and refined based on the needs of First 5 Orange County.

Undue Influence

The Applicant declares and warrants that no undue influence or pressure is used against or in concert with any officer or employee of First 5 Orange County in connection with the award or terms of any contract resulting from this RFP. This includes any method of coercion, confidential financial arrangement, or financial inducement. No officer or employee of First 5 Orange County will receive compensation, directly or indirectly, from the Applicant or from any officer, employee, or agent of the firm in connection with any contract award. A violation of this provision shall be a material breach of any contract entered into, entitling First 5 Orange County to any and all remedies at law or in equity.

Submittal Preparation Expenses

First 5 Orange County shall not be liable for any expenses incurred by the Applicant in the preparation or submission of its application. Such expenses shall not be reimbursed under any resulting contract.

Insurance Requirements

The following insurance requirements apply to standard First 5 Orange County contracts. Specific requirements may be adjusted at the time of contract negotiations based on the scope of services to be provided:

- Comprehensive General Liability Insurance — not less than \$1,000,000 combined single limit per occurrence and not less than \$2,000,000 annual aggregate, covering bodily injury (including death) and property damage
- Comprehensive Automobile Liability Insurance — not less than \$1,000,000 combined single limit per occurrence and \$1,000,000 annual aggregate, applicable to all owned, non-owned, and hired vehicles
- Workers' Compensation Insurance — California statutory amount of \$1,000,000 per accident (required for firms with employees)
- Employers' Liability Coverage — not less than \$1,000,000 per occurrence for all employees engaged in project services (required for firms with employees)

Conflict of Interest

A conflict of interest exists when a consultant has the opportunity to advance or protect their own interest, or the interests of others with whom they have a relationship, in a way that is detrimental to or potentially harmful for the integrity or fundamental mission of First 5 Orange County, or that renders the consultant unable, or potentially unable, to provide impartial assistance or advice.

Consultants will be required to disclose potential conflicts of interest as soon as they become known, or prior to engaging in any services for a First 5 Orange County-funded organization, whichever comes first. Even the perception of a conflict of interest must be avoided and may require restriction of the consultant's scope of work or disqualification from providing further services. First 5 Orange County staff will consult with legal counsel regarding potential conflicts at the earliest opportunity. Remedies may include, but are not limited to, removing the consultant from decision-making, limiting the consultant's exposure to the decision-making process, or other available measures.

Cancellation of RFP

First 5 Orange County may cancel or withdraw this RFP at any time without prior notice.

Compliance with Laws

All applications submitted in response to this RFP must comply with current federal, state, and other applicable laws.

Severability

If any provision or portion of any provision of this RFP is held invalid, illegal, or unenforceable, it shall be severed from the RFP, and the remaining provisions shall remain valid and enforceable.

ATTACHMENT 1 – CHECKLIST FOR CONSULTANT APPLICATIONS

Applicant Name	
Entity Type	☐ Individual ☐ Corporation ☐ LLC ☐ Partnership
Proposal	<i>Attach as a PDF.</i>
Proposal Amount (Required)	
Hourly Rate for Post-Launch Support (Required)	
Mailing Address	
Contact Name	
Contact Phone	
Contact Email	<i>Please provide a direct email address, not LinkedIn messaging.</i>
Disclosures	Please indicate any potential conflicts of interest and any requests for waivers on general requirements such as insurance: