



**UNIVERSITY
OF
CALIFORNIA**

**University of California, Berkeley
Simons Institute for the Theory of Computing
RFP#UCB_Simons Institute Website Design and Development
Project_2021**

RFP Timeline – The UC reserves the right to modify this timeline to best meet the needs of the University.

RFP release date	5/3/2021
Bidder RFP questions due	5/10/2021
UC answers to questions due	5/17/2021
Bidder proposal due date	5/24/2021
UC evaluation of proposals due	5/31/2021
Bidder Interviews	6/1/2021 to 6/11/2021
UC evaluation of Bidder interviews	6/14/2021 to 6/18/2021
Notice of Top Rank Bidders	6/21/2021 to 6/25/2021
Apparent Awardee: Intent to award notice, best & final, acceptance & execute contract.	6/28/2021 to 7/9/2021
Non-award notifications to Bidders	7/12/2021 to 7/23/2021

1. INTRODUCTION

The University of California, Berkeley (UCB) invites proposals for the creation of a Drupal 9 website on behalf of the Simons Institute for the Theory of Computing to replace the current Drupal 7 version of the website.

The University of California, Berkeley is internationally renowned for excellence and pioneering achievements across all disciplines. The University of California was chartered in 1868 with Berkeley as its flagship campus. Today the world’s premier public university and a wellspring of innovation, Berkeley occupies a 1,232-acre campus with a sylvan 178-acre central core. From this home, its academic community makes key contributions to the economic and social well-being of the Bay Area, California, and the nation.

The Simons Institute for the Theory of Computing is the world's leading venue for collaborative research in theoretical computer science. Established on July 1, 2012, with a grant of \$60 million from the Simons Foundation, and a renewal grant of \$35.5 million in 2020 for the years 2023-

2032, the Institute is housed in Calvin Lab, a dedicated building on the UC Berkeley campus. The Simons Institute brings together the world's leading researchers in theoretical computer science and related fields, as well as the next generation of outstanding young scholars, to explore deep unsolved problems about the nature and limits of computation.

Mission. The Institute's mission is to promote fundamental research on the foundations of computer science, as well as to expand the horizons of the field by exploring other scientific disciplines through a computational lens. This second and distinctive goal is motivated by the fact that natural phenomena in many scientific fields (including physics, biology, neuroscience, game theory, and economics), or the models those fields have developed for these phenomena, are intrinsically computational in nature — from chemical processes in living cells to the self-organizing behavior of complex systems of interacting particles, to mechanisms governing human evolution and the collective behavior of competing agents in an economy. The insights gained from such explorations often reflect back to the theory of computation, opening new directions and advancing our understanding of fundamental issues in complexity theory and algorithms.

Complementary to its research mission, the Institute works to enhance public understanding of algorithmic science, in recognition of the increasing prominence of algorithms in every aspect of human life and society.

What we do. The Simons Institute pursues research programs on a large and expanding range of topics within the foundations of computing, including core questions in complexity theory and algorithms, as well as questions at the interface of the theory of computing (TOC) with other disciplines. We refer to this paradigm as TOC+X, where X may be engineering and technology; natural and social sciences; data science and machine learning; cryptography, privacy, and security; or mathematics. Individual research programs are embedded within one or more thematic strands, each of which has distinctive research goals, with impact building over time.

Within each theme, the fundamental structural unit for the Institute's research is the semester or summer research program on a particular topic in theoretical computer science. Run by a small group of organizers, a program typically includes 60 to 70 long-term participants (a mix of senior and junior researchers), with additional short-term visitors attending weeklong program workshops. Since 2018, the Institute has also organized smaller-scale summer clusters. There are usually two concurrent research programs each semester and a combination of programs and clusters in the summer.

2. PURPOSE

The Simons Institute for the Theory of Computing at UC Berkeley seeks to revise its website in order to improve functionality for its users as described below, refresh the look and feel of the site, and benefit from technological improvements since the site's development in 2013.

Overall, the current Drupal 7-based website meets many of the Institute's functionality-based needs and would be ported into Drupal 8 if that were a practical strategy. Given that Drupal 7 and Drupal 8 are significantly different and that it is more cost-effective to build a Drupal 8 website than to transfer the existing Drupal 7 website into Drupal 8, this proposal calls for the

development of a new Drupal 8 website, which re-envisioning how the website will meet the needs of its users. Once built in Drupal 8, migrate the website to Drupal 9.

Primary project scope:

1. Build a Drupal 8 website based on the existing Drupal 7 version before its end of life in November 2022 (website data usage: 106.1 MB code; 44.7 MB database; 7.9 GB files which can be reduced internally). Upgrade straight into Drupal 9 as Drupal 8's end of life is also November 2022.
2. Choose and implement a new look for the site as a whole, with emphasis on colorful, image-driven navigation, and make the new site mobile-friendly. The Simons Institute will provide an image library for integration into the selected theme. Note that the Institute will also provide our identity guidelines, which provide guidance on graphic elements of the site design. The Simons Institute Identity Guidelines document is described later in this document.
3. Redesign the homepage to increase functionality and improve ease of access to key content.
4. Provide additional functionality and integration with other applications as described in detail in Appendix A, Statement of Work.

Website target audiences:

1. Scientific/technical community: current, past, and future visiting researchers
 1. Long-term visitors (participants in our research programs)
 2. Short-term visitors (workshop participants)
 1. Usage by both long-term and short-term visitors: information on future events; applying to join future events, registering for future events; information on current events, view calendar; time, location, and Zoom link for today's events; links to videos (YouTube) from events; review biographies of scientists in general; view biographies of scientists attending specific events; a repository of scientific information.
2. Funders (current and potential)
 1. Industry partners
 2. Individuals (includes connectors as well as donors)
 3. Private foundations
 4. Federal agencies
 5. The Institute's principal benefactor (Simons Foundation)
3. Broader public
 1. Members of the public at large with an interest in learning more about algorithmic science, reading/viewing our online content, and attending our public-oriented events.
4. Simons Institute staff & faculty leadership
 1. Communications, development, and operations staff: those responsible for updating the website and utilizing the website to collect data from the Institute's other audiences
 2. Institute permanent faculty

3. SUPPLIER BIDDING GUIDELINES

Reference the Required Supplier Information document in the UC's bid site is a mandatory prerequisite to this event.

4. MINIMUM / MANDATORY REQUIREMENTS

Bidders shall be eliminated from further consideration if Minimum / Mandatory Requirements aren't met.

- a) Business Experience: Bidder must have extensive and proven experience with brand development and website development with similar size and scope as described in the statement of work.
- b) Implementation Requirements: Bidder must have expertise and ability to manage complex projects that involve a committee process that is informed by academic, research institute, or nonprofit brands and principles.
- c) Project Management: Bidder must be results-oriented and work towards solutions within the project schedule/scope/budget and meet all of the brand, licensing, WCGA 2.0. AA, IT, and security requirements of University of California, Berkeley.
- d) Project Capacity: Bidder must have an appropriately sized team in order to provide adequate support and time to a project of this size in order to meet the deadlines and budgets agreed upon.
- e) Geographical Location: Bidder may be located in or outside the United States of America.
- f) Complete Web Accessibility Form. See Exhibit 7.

5. EVALUATION CRITERIA

The evaluation process for this RFP will be made based on University of California Policy [BUS-43](#), which is posted online. Factors that will be used to evaluate information include, but are not limited to:

- a) Business Experience: At least 5 years of proven experience with projects of a similar nature, size and complexity with examples and references.
- b) Financial Stability: Finalists must provide proof that they are financially able to follow-through on the delivery of the agreed upon product, schedule and budget and with the proposed team members.
- c) Technical Qualifications: capabilities for the specifications in the SOW
- d) Implementation Requirements: Bidder and assigned personnel should be prepared to work with the client to provide milestone presentations (approximately three-to be agreed upon after selection); ability to perform multiple rounds of design edits within the agreed upon scope; ability to manage asset migration; ability to work with client around ADA web accessibility testing, scalability and UX testing, and users/committee final testing before approval for launch.
- e) Design Qualifications: Bidder must have proven experience and success with designing innovative academic, research institute, or nonprofit brands that include functional guides that service a range of collaterals and serve thousands of individuals.

f) Functional Qualifications: Project Management Experience of large-scale and long-term projects with the ability to find clear design solutions with a democratic editing process. Expertise of personnel as described in the response.

g) Sustainability: The University of California, Berkeley is committed to continuous improvement in procuring environmentally preferable products, promoting sustainable practices, managing energy consumption, ensuring human health, supporting fair labor practices, investing in supplier diversity and considering sustainability in all activities. As such, the University includes in solicitations for the procurement of services sustainability criteria applicable to the service and/or good being procured. Criteria may include, but is not limited to: third party certifications, sustainable product attributes, demonstrated commitment to sustainability in business practices, corporate social responsibility, and life cycle impacts of proposed goods or services. An example is responsible information management (security – data protection PII, PCI, HIPAA). See the University of California Sustainable Practices Policy (<https://policy.ucop.edu/doc/3100155>) and the UC Berkeley Sustainable Office <https://sustainability.berkeley.edu/office-sustainability> sites for more detail.

All suppliers to the University of California are required to meet all applicable sustainability standards and requirements as outlined in the UC Sustainable Practices Policy (<https://policy.ucop.edu/doc/3100155>). The University prioritizes partnerships with suppliers that share our commitments to economic, social and environmental sustainability.

h) Customer Service: Bidder personnel should have the ability to work well with various personalities and levels of expertise in design and technology. Bidder personnel will work directly with the Director of Operations and Planning and should have good communication skills, the ability to present succinct and clear ideas and deliverables, and be able to process feedback to define final conclusions.

i) UC Terms: Extent of proposed changes to UC's legal template documents.

j) References: UC reserves the right to check references other than those provided by the Bidder, and to ask follow up questions to clarify any responses received. Disqualification could result from unsatisfactory references.

6. CONTRACT AWARD

Bids will be evaluated in 2 or 3 tiers based on the need for a Bidder Interview. Evaluation will be based on Best Value and returning all required RFP responses. A complete bid response contains answering all questions in Section 9 of this RFP, proving a response to all pricing in Exhibit 1, and returning applicable Exhibits.

a) Tier 1 - Minimum / Mandatory Requirements: Bidders shall be eliminated from further consideration if Section 4: Prequalification – Minimum / Mandatory Requirements aren't met.

- b) Tier 2 - Bidder's Proposal Evaluation: Evaluation criteria will be based on responses to the RFP requirements.
- c) Tier 3 – Bidder's presentation and response during a phone conference: Top Bidder's from Tier 2, up to a maximum of five firms, will be invited to present their firms qualifications and RFP responses. The Project Manager must attend the interview and, if possible, the project team. Clarifying information from the oral presentation/demonstration may be taken into account when evaluating the proposals. The UC reserves the right to eliminate the oral presentation/demonstration if it determines the written bids sufficiently address the evaluation criteria. The University may make multiple awards to multiple Bidders for particular subsets of the Statement of Work (SOW) or elect to make no award.