

REQUEST FOR PROPOSALS: PHI.ORG WEBSITE REDESIGN

A. Introduction

The Public Health Institute (PHI) is a global leader in public health. PHI is dedicated to promoting health, well-being and quality of life for people around the world through innovative solutions and collaborative partnerships. Through this Request for Proposals (RFP), PHI seeks bidders to provide the services and specifications as outlined below.

B. Proposal Format

In order for PHI to conduct the most efficient proposal evaluation, bidders are required to include the following information in their proposals as described below:

1. **Corporate Overview** – A description of the bidder and a list of references
2. **Statement of Work (SOW)**
3. **Price Proposal** – A description of the bidder's price schedule (monthly/yearly/discounts)
4. **Contact Information** – A statement of main point of contact for negotiations
5. **Examples of similarly-complex projects**
6. **Client references**
7. **Project timeline with major tasks and milestones**
8. **Project budget by line item**

C. Submission of Proposals & Closing Time

Please submit proposals to:

Ann Whidden
awhidden@phi.org

Q&A Session for prospective bidders:

Tuesday, September 24, 2019
2:00pm – Pacific Standard Time
Submit any questions ahead of time to awhidden@phi.org

Proposals are due by:

Friday, October 4, 2019
4:00pm – Pacific Standard Time

D. Solicitation Guidelines

1. Agreement

PHI intends to issue a Fixed Price/Deliverables based agreement to the successful bidder from this procurement process. The agreement will outline approved billing rates for each type of service provided and the terms and conditions applicable to the work performed.

2. Discretion

PHI may, at its sole discretion and after the evaluation process, choose not to issue any agreement as a result of this process. PHI may also, at its sole discretion, choose to issue as many or as few agreements as deemed necessary to meet PHI's business needs.

3. Offers/Quotations

Prices must be inclusive of all costs, including taxes and fees, in US Dollars. Quotes prices should remain valid for thirty (30) calendar days from proposal submission.

4. Proposal Costs

There is no reimbursement for costs associated with preparing or submission of proposals in response to this ITB or costs associated with possible award negotiation.

5. Proposal Evaluation

PHI will select the bidders whose offer will provide the most favorable mix of corporate credentials and cost, thereby ensuring overall best value procurement.

The following evaluation criteria will be utilized to evaluate the proposals by an internal evaluation team from PHI:

- Statement of Work – Up to 30%
- Project Timeline – Up to 20%
- Cost Competitiveness - Up to 20%
 - Price Proposal
 - Project Budget by Line item
- Demonstrated Experience - Up to 20%
 - Examples of similarly-complex projects
 - Client references
- Diversity and Inclusion – Up to 10%

E. Required Services / Specifications

Project Overview

The Public Health Institute seeks an experienced web design consultancy to lead the re-build and redesign of an existing website, www.phi.org.

About PHI

The Public Health Institute is one of the largest and oldest independent public health organizations in the country. We are based in Oakland, California, we've been around for fifty years, and we have 600 employees and 80 programs working here and across 26 countries. As a fiscal sponsor, we provide the operational infrastructure—grants and contracts, administration, bid and proposal, human resources—that allows our programs to do what they do best: their public health work. Our central office also creates synthesis across programs, launches new work and addresses emerging issues, and provides policy, advocacy and leadership to advance organizational and program goals. We've worked in virtually every area of public health: We do research on the causes of breast cancer in California, we build leadership for women and girls in Africa and Central America and here in the US, and we provide evidence and help implement policies that address the causes of disease & ill health—such as soda taxes to reduce the consumption of sugary beverages that contribute to diabetes, housing accessibility to reduce homelessness, and asthma prevention to keep children in school and adults at work. We focus on healthy equity: making sure our policies and systems focus on every person having access to the same opportunities to be healthy, no matter who they are, where they live, or how much money they have.

1. Service Type(s): Web Development

2. Specification(s):

Project Goals

- Bring design and aesthetics to current standards of user-centered design and accessibility, and provide better flow throughout the site
- Create easy to use CMS and a sophisticated taxonomy/tagging structure that supports the multiple audiences and complex organizational infrastructure of PHI
- Anticipate and address current and forthcoming security standards
- Integrate several different databases

Website Goals

- Highlight PHI's leadership and role in advancing the work of public health issues and programmatic work
- Reflect the synthesis of PHI's impact, expertise and impact across focus or issue areas instead of by individual programs
- Increase visibility for opportunities to work with PHI: as a partner, as a funder, as an employee and as a potential fiscal sponsee (please see workwithphi.org, which may get integrated into main site).
- Deepen social media engagement and sharing
- Increase individual and large donations

Website Audiences

- Potential and current funders and individual donors
- Public Health professionals and policymakers
- Potential employees and new programs/fiscal sponsees
- Existing PHI programs and employees
- Media

Timeline

- The new website (at least a portion) must launch prior to **January 10, 2020** when the old one will be depreciated. The balance of the website can be phased in.

Technical Requirements

PHI's IT team will build servers needed, or other as specified by the selected vendor.

The site currently references/integrates multiple databases. The new design will dictate which databases need to be migrated over.

Mandatory Requirements

- Security. Security is a top concern and priority of the organization. All applications and tools must meet or exceed industry standards.

- Job Listing. Address how the Jobs Listing section will receive information.
<http://phi.org/work-with-us/employment/open-positions/>
 - There will have to be a client side application tool for HR to update the job database.
 - There will need to be a front end application to pull the job list from the database and update the website with available job postings
 - Vendor to consider where to host the job listing database. If going with an Apache platform, it is better to host the job database in MySQL database (rather than host it in the current back end database).
 - PHI will integrate the job listing with our PeopleSoft platform –when we implement the Candidate Gateway and Talent Acquisition Management modules in 2021. This is a later phase, but should be kept in mind.

Preferred Features

- We're a Microsoft shop and prefer to stay with standard (rather than open source) applications, but we're open to other options.

3. Statement of Work (SOW)/Proposal:

- A Statement of Work (SOW) that is coordinated with and accepted by PHI is expected. The Statement of Work must include all labor and/or services, including professional services, travel, etc. required to successfully complete the redesign and build of www.phi.org.
- Vendor must provide the Company name of the authorized vendor who will perform the redesign and configurations if different than the bidding vendor.
- Vendor agrees to provide all contact information necessary for the successful completion of the project.
- Knowledge transfer to be led or coordinated by the vendor to existing PHI Communications and IT staff that are familiar with the current www.phi.org website, must be included so as to ensure that PHI staff are able to successfully maintain and manage the new/modified environment after redesign is completed.
- **The Proposal Must Specify:**
 - Project management
 - User Interface (UI), User Experience (UX) and Information Architecture Design (IA)
 - Site architecture, wireframes and templates
 - Visual design (Create and present 3 potential look/feel options for site).
 - Site design and coding
 - Front-end coding (HTML/CSS, animations)
 - Back-end coding (CMS, 3rd party APIs)
 - Mobile device optimization
 - Search engine optimization
 - Social media integration
 - Data migration
 - Ensure site meets ADA accessibility standards

- Integration support, testing
- Post-launch support (basic template training and bug fixes)
- What support options exist or can be obtained after launch
- What licensing is included in proposal, and what other licensing options exist

* content development is not included in this scope.

The Proposal Must Contain:

- Detailed outline and timelines for accomplishing the work; estimates on hours/days for downtime.
- List of prior experience with this type of redesign, specifically three references for this type of redesign. Descriptions of prior experience should include project descriptions, costs, starting and completion dates.
- Vendor will train 3 PHI staff on how to use, maintain, and troubleshoot the new site.
- Vendor will demonstrate best practices in maintaining the new website.
- Vendor will provide system documentation including a networking diagram.

4. Location(s): Oakland, CA or remote

5. Diversity and Inclusion Initiative

PHI is dedicated to promoting diversity in its procurement of goods and services. Pursuant to PHI's commitment to diversity, PHI encourages vendors that are certified as any of the following businesses:

- WOSB: Women-Owned Small Business
- SDVO: Service-Disabled Veteran-Owned Business
- HUBZone: Historically Underutilized Business Zone
- SDB: Small Disadvantaged Business
- 8(a)BD: African American, Asian Pacific American, Hispanic American, Native American, Subcontinent Asian American