

BOSTON PUBLIC HEALTH COMMISSION

Office of Communications

REQUEST FOR PARTNERSHIP

of

Website Design Partner
for BPHC's
Internal and External Website

Provision of contract is contingent on the receipt of funds



The Boston Public Health Commission (BPHC) is the local public health department for the City of Boston. Public service and access to quality healthcare is the cornerstone of our mission - to protect, preserve, and promote the health and well-being of all Boston residents, particularly the most vulnerable.

October 31, 2016

The Boston Public Health Commission (BPHC), Office of Communications, in conjunction with the Information Technology Department, is seeking ONE qualified partner as part of an initiative to overhaul our internal and external websites. Applicants may be institutional, organizational, or individuals with experience developing and executing a web strategy that disseminates information and increases engagement.

With fresh public health priorities outlined by Mayor Martin J. Walsh and BPHC's new Executive Director Monica Valdes Lupi, JD, MPH, the Commission's Senior Leadership Team (SLT) has identified the need for a greater external web presence. Though improvements were made to the website in the last few years, we are looking to engage with a partner who can assist in developing a strategic design, improving content, identifying the best host platform, developing the site, and measuring impact. Additionally, the BPHC would undergo a similar process to update the Commission's internal intranet to make it more engaging and user-friendly among the employees.

Scope of Work

The BPHC, Office of Communications seeks a qualified web design partner to develop and implement a sound strategy and implementation plan for; 1) BPHC's external website; 2) BPHC's intranet portal; and 3) any additional training or support needed after the project's completion.

As stated in the eligibility requirements, the project proposal must include:

- Evaluation of the current website and intranet
- Time to meet with key BPHC stakeholders to identify priorities
- A set of key recommendations that outlines challenges/weaknesses and proposes actionable solutions
- At least TWO design strategies for the external website and at least ONE strategy for updating the intranet
- A process for project management and accompanying timelines for completion
- Measurement and evaluation protocol/key performance indicators
- A proposed budget for the scope of services, and separately for annual maintenance and ongoing support
- An addendum outlining the cost and scope of ongoing support

Eligibility Requirements

The BPHC will consider an application partnership with ONE evaluator that can meet the following requirements:

1. Acts as a strategic partner, project manager, and developer.
2. Has experience designing external and internal websites for public (city, state, etc.) agencies and keeping projects on track.
3. Can work with BPHC to identify key challenges with the current website and provide scalable, user-friendly solutions.
4. Experience designing websites that allow the user to manage and organize large amounts of content for complex organizations.
5. Can recommend web-based strategies that engage and inform vulnerable audiences, including but not limited to those who speak a language other than English, people with hearing and/or visual impairments, etc.
6. Can provide training to content managers at the completion of the project.
7. Demonstrates relevant experience evaluating and tracking progress, process, outcome and impact measures.
8. Has the capacity to provide primary direction and oversight throughout the duration of the project, with the option to provide support and training after the project is complete.

Proposal Questions:

Answer the questions below in a document to not exceed seven (7) pages. Please briefly answer each question:

1. Applicant Name and Address.
2. Contact information: Name, Title, Email Address and Phone Number of contact person for this proposal. This should be the main point of contact for working with BPHC to submit a competitive proposal.
3. Attest that the proposed team can comply with the proposal scope of service requirements, including that key representative(s) will be available to meet with BPHC staff and grant writer for one hour to discuss key aspects of the proposal.

4. Identify which key representative(s) (name, title, and role) will attend the meeting(s).
5. Describe the proposed team's qualifications to execute this type of project including:
 - a. Experience developing an external website and intranet portal with a public agency, with particular emphasis on developing materials that reach vulnerable populations
 - b. Potential strategies for addressing challenges with external website; potential strategies for improving engagement via intranet portal
 - c. Your team's proposed project timeline
 - d. Developing process and outcome performance measures
6. Provide detailed curricula vitae (CVs) for all proposed members of the evaluation team including:
 - a. Education
 - b. Experience
 - c. Samples of past work
 - d. References
9. While the specific strategies to be proposed are still under development, please use the format Sample Budget Template (p.5) to provide a budget proposal, including justification such as staffing costs as well as any expected additional costs.

Questions & Submission

All questions should be directed to;

Marjorie Nesin

Interim Director of Communications, BPHC

mnesin@bphc.org

Emailed responses (PDF format) may be submitted by email to Marjorie Nesin at

mnesin@bphc.org

Submitting the RFP is not a guarantee to receive funding. The award resulting from the RFP is formed when the BPHC, at its sole discretion, issues a signed award letter. Upon award, partners are required to complete and sign the BPHC Standard Contract with required forms. The contract must be fully executed before service begins on the agreed start date.

RFP Proposals must be submitted by 5:00pm EST on Monday, November 14, 2016.

SAMPLE BUDGET TEMPLATE

Budget Category	Budget Justification	Amount Requested
<i>Salaries and Wages</i>		
<i>Fridge Benefits</i>		
<i>Consultant Costs</i>		
<i>Supplies</i>		
<i>Other – please specify</i>		
<i>Cost for annual maintenance</i>		
<i>Cost for ongoing maintenance of site</i>		
<i>Direct Cost</i>		
<i>Indirect Cost</i>		
<i>TOTAL BUDGET</i>		