NCCHCA Request for Proposal (RFP)

RFP Number	**2024-25-100**
RFP Name	**Redesign NCCHCA Website 2024-2025**
Date Issued	**Nov. 1, 2024**
Contact Person for Questions	**Stacie Borrello, NCCHCA Communications and External Affairs Manager, BorrelloS@ncchca.org**
Proposal Submission Email Address	**RFP@NCCHCA.org**
Submissions Accepted Until	**Priority Proposal Deadline: Dec. 15, 2024 Final Deadline: Jan. 8, 2024**

Overview	The North Carolina Community Health Center Association (NCCHCA) is seeking proposals from qualified contractors for a comprehensive website redesign, with a preference for contractors who also offer branding and logo design services.
	Our current website www.ncchca.org was developed more than five years ago and we are seeking a comprehensive update.
	The selected contractor will collaborate with NCCHCA to create a modern, user-friendly, and visually appealing site that will enhance the Association's image and our communications with members and the public.
	The projected date of project completion is August 30, 2025.

	NCCHCA Overview: NCCHCA represents 43 Community Health Center (CHC) organizations, operating over 500 clinical sites in 85 N.C. counties. These centers served more than 752,000 patients in 2022, providing integrated primary, dental, and behavioral health care to underserved and rural communities.

Primary Goals and Key Challenges	**Primary Goals** • Modernize the online presence of NCCHCA, its programs, departments, leadership, and affiliated entities (Carolina Medical Home Network, Health Center Controlled Network, and THISNC) with an updated design, refreshed content, and improved functionality. • Position NCCHCA.org as the primary resource for CHC members and the public to learn about NCCHCA and the work of CHCs. • Increase brand awareness by highlighting NCCHCA programs, member achievements, CHC resources, and key data. • Establish a sustainable process for updating and maintaining the website post-launch. • (Optional) Propose a new NCCHCA logo and brand identity as part of the website redesign. We prefer a creative firm that can do both logo redesign and build a a new website, but we will consider proposals for only the website redesign portion. **Key Challenges to Overcome with Redesign** • **Outdated Content and Design:** Current content is outdated, and there is no consistent process for updating it. • **Complex Navigation:** The website's structure makes it difficult for users to find information or navigate programs and events. • **Lack of Data Showcasing:** The website needs better tools to highlight CHC successes, impacting public perception and brand awareness.

Outline of Key Priorities and Content Needs	**Improved Visual Design and Functionality**
	• Redesign homepage and navigation for better usability and visual appeal.
	• Integrate multimedia (videos, animations, image galleries) for dynamic and interactive content.
	• Create a more prominent event calendar and ensure higher visibility for NCCHCA-hosted events.
	• Present Key Data in Visual Form
	• Ensure easy navigation and a seamless experience for members visiting external platforms from our website, including Relias, Higher Logic/Connected Community, CVENT, etc.).
	
	Enhanced Online Presence and User Engagement
	• Highlight NCCHCA's programs, departments, and member organizations
	• Incorporate NCCHCA's affiliated entities into the website redesign and updated content and navigation:
	    o the Carolina Medical Home Network, CMHN;
	    o the Health Center Controlled Network, HCCN;
	    o and The Translational Health Institute of the Safety Net in North Carolina (THIS-NC)
	• Implement an easy-to-use form for public inquiries about health insurance enrollment (Medicaid, Marketplace).
	• Create a dedicated media page with NCCHCA news and contact information for the press.
	
	Streamlined Content Management
	• Simplify content management for NCCHCA staff, allowing for easy updates and edits across the site.
	• Enable job postings for members through a password-protected system.
	• Incorporate a blog or spotlight section with user-friendly posting tools.
	
	Improved Organization and Easy-to-Find Directories
	• Develop clear pathways for members to find the appropriate staff to contact for their inquiry.
	• Develop clear directories for CHC members, NCCHCA board members, and staff.
	• Present user-friendly information about our NCCHCA peer workgroups.
	• Integrate or link to HRSA tools for finding specific health center sites.

	Analytics and Monitoring • Build an analytics dashboard for tracking site visits, page performance, and user engagement. **Wishlist Items (Optional but Desired)** • Consult on brand identity and provide a refreshed NCCHCA logo. • Explore the integration of an AI-powered chatbot for FAQs and navigation. • Embed Tableau maps for CHC site visualization.

Target Audiences	**Target Audiences for Website** (representing potential "content buckets," navigation items, or landing pages)
	
	1. NCCHCA Member Health Centers
	    ○ C-suite executives, administrative staff, and key personnel at CHCs.
	2. Prospective Members
	    ○ Organizations considering joining NCCHCA.
	3. Event Attendees
	    ○ Participants in NCCHCA-hosted events (e.g., conferences, workshops).
	4. General Public
	    ○ Individuals seeking healthcare services and community information.
	5. Job Seekers
	    ○ Individuals interested in employment with CHCs or NCCHCA.
	6. Referral Agencies & Partners
	    ○ Government, nonprofits, advocacy groups, and referral organizations.
	7. University & Research Partners
	    ○ Academic institutions involved in health, policy, or clinical research.
	8. Vendors
	    ○ Suppliers and partners providing products or services to CHCs or NCCHCA.
	9. Legislators & Media
	    ○ Lawmakers, administrative agencies, and media researching CHCs and NCCHCA.

Scope of Work	**Key Project Tasks, Deliverables, and Exclusions** **1. Discovery and Project Planning (Late Feb – Early April 2025)** • Initial kick-off meeting to establish project goals, timelines, and success metrics. • Comprehensive review of current website content, branding, and structure. • Development of a detailed project plan outlining all phases, milestones, and deliverables. • Stakeholder interviews to gather insights on desired website functionality and improvements. **Deliverable:** • Finalized project plan and timeline. • Detailed creative brief and design strategy based on stakeholder input. **2. Website Prototype and Potential Brand Identity Development (Early April – Mid May 2025)** • Creation of wireframes and prototypes for key site pages. • Draft logo and brand identity refresh concepts (if included in the scope). • Iterative design process incorporating stakeholder feedback. **Deliverable:** • Approved wireframes, branding guidelines, and final logo design (if applicable). **3. Content and Functional Development (Mid-May – Mid-June 2025)** • Complete content overhaul, including text and image updates and layout enhancements across all NCCHCA organizational areas, including CMHN, HCCN, and THISNC. • Integration of multimedia features such as video, photo galleries, and animated content. • Development of new tools for CHC members and public engagement, such as contact directories, workgroup sign-up forms, and resource libraries. **Deliverable:** • Functional site with integrated multimedia and new tools.

4. Testing and Quality Assurance (Mid June – Early August 2025)
- Full testing of site functionality, including cross-browser compatibility, mobile responsiveness, and accessibility.
- Implementation of feedback from the NCCHCA team and beta testers.

Deliverable:
- Final tested website ready for launch, with a comprehensive report on testing results and adjustments made.

5. Training and Final Adjustments (through August 2025)
- Training for NCCHCA staff on content management system (CMS) and processes for maintaining the site.
- Incorporation of any final adjustments requested by the NCCHCA team.

Deliverable:
- Staff training session(s) and final tweaks to the website based on staff feedback.

6. Website Launch (August 30, 2025)
- Public launch of the redesigned website with all planned features operational.
- Initial monitoring of site performance and metrics post-launch.

Deliverable:
- Full launch of the website, ensuring optimal performance and user experience.

Exclusions:
- Any additional branding or logo redesign work outside of the initially agreed-upon scope.
- Post-launch content creation and website maintenance beyond the initial training and support phase.

Project Timeline Summary	
RFP Posted	Nov. 1, 2024
Priority Proposal Submission Deadline	Dec. 15, 2024
Final Proposal Submission Deadline	Jan. 8, 2025
Notification of Successful Bid (estimated)	Feb. 10, 2024
Anticipated Date to Commence Contract Work	March 1, 2025
Anticipated Website Redesign Project Completion/Live Launch	August 30, 2025

Project Cost	**Please submit hourly rate as well as estimated number of hours to complete the total project(s) outlined in this RFP, with estimates broken down for:** - **Website Redesign Standalone** - **Website Redesign with New Logo Design and Brand Identity**

Bidder Qualifications and Selection Criteria	**Qualifications**
	- Availability to start the project no later than early March 2025 and complete the website redesign work by a projected date of August 30, 2025.
	- Portfolio of work available that demonstrates competencies in areas outlined in this RFP (online portfolio preferred).
	- **Preferred:** Experience working with Primary Care Associations or other membership organizations.
	
	Selection/Scoring Criteria
	
	1. Experience and Expertise (30%)
	   o Demonstrated experience in website redesign projects similar in scope to NCCHCA's, particularly for membership organizations or Primary Care Associations.
	   o Quality of the portfolio provided, showcasing relevant work in user experience, design, and functionality.
	
	2. Project Approach and Timeline (25%)
	   o Clear and comprehensive project plan detailing how the bidder will meet the timeline (March 2025 start date with an August 30, 2025 full launch).
	   o Ability to address NCCHCA's system integration requirements, especially with Salesforce.
	
	3. Technical and Functional Capabilities (20%)
	   o Effectiveness and functionality of the proposed content management system (CMS), especially its ability to meet NCCHCA's needs and integrate with existing tools.
	   o Clear demonstration of support processes and training plan.

	4. Cost-Effectiveness and Value (15%)
	    o Overall project cost, including breakdown of services and explanation of one-time versus recurring fees.
	    o Consideration of not-for-profit discounts or allowances.
	
	5. References and Reputation (10%)
	    o Strength and relevance of references provided from clients with similar projects.
	    o Recognition or awards in relevant industries.

Instructions for Completing and Submitting a Proposal	**SECTION I - VENDOR PROFILE** 1. Company name, address, city, state, zip code, telephone, and fax numbers. Name, title, address, phone and fax numbers, and e-mail address of the primary contact person for this project and project team. 2. Brief overview of your company including number of years in business, number of employees, nature of business, and description of clients. 3. Identify any parent corporation and/or subsidiaries, if applicable. 4. Identify any public information about mergers, acquisitions or other planned material changes in the company's corporate status that might affect this project. 5. List any industry awards/recognition that you have received, the awarding party, and the date received. 6. Provide a summary of your company's short-term and long-term goals and strategic vision. 7. Provide a list of three references similar in nature to this proposal which might allow NCCHCA to gain an independent reference on the products and services of your company. 8. Provide a portfolio of three website redesign projects that were similar in scope and mission to this one. **SECTION II – SYSTEM FUNCTIONALITY** 1. Describe the functionality of your content management system and explain how it will be able to meet the key NCCHCA website priorities outlined in this RFP. 2. Describe how your system integrates with other platforms, such as our member management tool Salesforce. Provide examples of external

tools or platforms your website management system currently integrates with.

SECTION III – PROJECT PROPOSAL

Provide a system proposal that includes:

1. Details of platform and functions, and how it is accessed by logged-in users (both internal (NCCHCA) and external (our members who post jobs).
2. Cost of proposed system. Indicate whether charges are recurring or one time.
3. Description of training included, including location, method of delivery, length of time.
4. Description of ongoing technical support processes, and accessible time frames.
5. Total cost for length of contract. Specify hourly rate, projected duration, and provide a detailed timeline for the project.

SECTION IV – REQUEST FOR PROPOSAL REQUIREMENTS AND LIMITATIONS

1. NCCHCA will not enter into any contract or sign any document, the terms of which require NCCHCA to waive conditions or requirements negotiated via this solicitation process, provided for in this document, our purchase order, or by mutual consent.
2. Notwithstanding any other provision of this RFP, NCCHCA expressly reserves the right to waive any irregularities; to reject any or all proposals in whole or in part; to select the proposal that in the sole opinion of NCCHCA best meets the organization's interests; or reissue a request for proposals. NCCHCA also reserves the right to negotiate with potential bidders so that its best interests are served. Proposals will be evaluated on the assumption that the proposed costs are your most favorable.
3. Your response to this RFP constitutes an offer to do business with NCCHCA under the terms, conditions and pricing collectively gathered by this solicitation process. In the event a contract is awarded, NCCHCA, at its option, may incorporate all or parts of your response in that contract. Any or all answers and information contained within your proposal shall become part of the final agreement between you and NCCHCA.
4. All proposals or offers must be signed by a duly appointed officer or agent of your company.

5. While NCCHCA will not share your proposal with other bidders, no part of your offer or proposal can be guaranteed proprietary or confidential due to auditing purposes.

6. Proposals responding to this Request shall not be tied to any potential or future arrangements

7. Subcontracting: Proposals must document any intent to use another vendor(s) or private individual(s) as a subcontractor(s) for any part or whole of the services they offer in response to this RFP. NCCHCA reserves the right to approve or reject any subcontracting agent or reject quotations based on the use of subcontracted work if not in the best interest of NCCHCA.

8. Conflicts of Interest: NCCHCA as a corporation is bound to avoid conflicts of interest in the procurement of services. By submitting your proposal, you guarantee that no attempt has been made or will be made by Contractor to include any other person, partnership or corporation to submit or not to submit a response for the purpose of restricting competition and no employee, agent or consultant of NCCHCA will receive any payment or any other form of compensation in connection with the contractor's proposal.

9. You will not be compensated for expenses incurred in your proposal preparation.

10. Those responding to this document should advise the below contact immediately of any ambiguity, inconsistency, or error, which they may discover upon examination of this RFP.

11. Additionally, all questions regarding RFP solicitation should be directed to the contact above.

12. Those vendors responding to this RFP should email the below contact with your intent to respond As Soon As Possible.

13. Vendor proposals should be organized in the same sequence as this RFP and should respond directly to each specification item, requirement, or questions at the level of detail at which is presented. In addition to point-by-point responses, you may include descriptive literature if you refer to specific contents. In reviewing the proposals, NCCHCA employees will not search through general literature.

14. Where you are requested to supply information, include that information in the body of your response or note that it is comprised of an attachment to your response.

15. Failure to respond to all items in this RFP may result in the respondent's disqualification at the discretion of NCCHCA.

16. While responses should address all RFP items, it is important to note that we also encourage, solicit, and will consider any creative ideas for improvements or cost savings related to this transaction that may not be noted in this document. Any optional arrangements should be described and priced separately.

	17. Your proposal will define in scope and out of scope activities. Your proposal will set the hourly rate for out-of-scope activities. 18. Your proposal will clearly identify any Not-For-Profit allowances or discounts. 19. The awarded vendor will provide a named "project manager" to oversee the procurement, implementation, and remediation phases of the project. This project manager will layout the project plan, tasks, and due dates. Additionally, this project manager will coordinate the communication of NCCHCA employees with the vendors' various staff and departments (engineering, sales, management, support, etc.).

Contact Information	Please submit your proposal before the final deadline of January 8, 2025 to RFP@ncchca.org. For any questions or clarifications regarding this RFP, please contact: Stacie Borrello *(she/her/hers)* Communications and External Affairs Manager North Carolina Community Health Center Association borrellos@ncchca.org	Direct: 919-996-9208

Thank you for your interest in this project. We look forward to reviewing your proposal.