

From: Ann Whidden, Director of Communications

Date: 10/30/2017

Re: Website Redesign

The Public Health Institute (PHI) seeks an experienced web design consultancy to lead front-end redesign of an existing website, www.phi.org.

You have been selected as a vendor to respond to this request and we would like to ask you to prepare a proposal to accomplish the task that includes timeline, cost, and deliverables. The following RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and / or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted. The ideal and preferred vendor will bring its own ideas and vision based on industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision. Please feel free to email Ann Whidden, awhidden@phi.org, with questions. This work is budgeted to begin no sooner than January of 2018.

About PHI

The Public Health Institute is one of the largest and oldest independent public health organizations in the country. Based in Oakland, California, we have been around for fifty years, and we have 600 employees and 80 programs working here and across 26 countries. PHI serves as a fiscal sponsor, launches new work, and provides policy advocacy and leadership through its central offices. We have 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.

Project Overview

The Public Health Institute is a fifty year old public health non-profit that is home to 600 staff and 80 programs and projects working in California, across the US and around the world. Our website, at phi.org, is meant to provide a means to showcase and promote the individual work of the programs, amplify the leadership of the institute, and to attract new employees, programs and funders. The current iteration of phi.org was launched five years ago, and though the back-end infrastructure is in large part meeting our functional needs, it is time for an update of the design and front end wrapper.

Project Goals

1. Bring design and aesthetics to current standards
2. Promote work of programs and projects and PHI central leadership
3. Deepen social media engagement
4. Increase individual donations
5. Establish a different emphasis on focus area vs. expertise
6. Develop a more dynamic home page
7. Highlight expertise and resources to media

Website Audiences

1. Potential and current funders and individual donors
2. Public Health professionals
3. Potential employees
4. Potential new programs
5. Existing PHI programs and employees
6. Media
7. Policymakers

Scope of Work

PHI.org is built on a custom platform that for the large part functions well and smoothly. We are interested in creating a new front-end design that is more fresh, meets today's standards of user centered design and accessibility, and that provides better flow throughout the site. We anticipate that there will need to be some back-end work for integration and adjustments to support the new design, working with the original back-end developers, but are not looking to do a full back-end redesign at this

time. We are happy with our current branding/visual identity and colors, and will provide related style sheets to be incorporated into the work. The website currently includes seven different template designs which comprise the majority of the site pages, along with an additional 5 stand-alone page designs.

- Create and present 3 potential look/feel options for site, modernizing the design and bringing it to standards of competitor sites
- Create new homepage design (this could include some additional functionality)
- Create 12-14 internal page designs and layout; plus 2-3 pop-up overlays
- Front-end coding (HTML/CSS, animations)
- Interface with back-end developers, as needed, to support integration and implementation of design
- Analytics, API or third party integrations, as needed
- Mobile device optimization
- Search engine optimization
- Social media integration
- Ensure site meets ADA accessibility standards
- See project through beta and launch
- Other work as needed

Format & Proposal Details

Submission requirements

- Examples of similarly-complex projects
- Client references
- Project timeline with major tasks and milestones
- Project budget by line item
- Work Plan for mobile / responsive design

Evaluation Criteria

- Experience in designing similar websites
- Qualifications of key personnel working directly on the project
- Organizational capacity to meet the project timeline and provide deliverables within budget

- Line item Budget and Budget Justification
- Detailed Work Plan

Submission Deadline

Please submit your proposal by: **November 17, 2017 by 5pm PT**

Submissions should be emailed to:

Ann Whidden, Director of Communications, at awhidden@phi.org.

PHI reserves the right to modify or cancel this solicitation. Vendor will be subject to PHI's terms and conditions.