

REQUEST FOR QUOTATION (RFQ)

A. INTRODUCTION AND BACKGROUND

The Public Health Institute (PHI) was recently notified by the Centers for Disease Control and Prevention (CDC) that PHI has been selected to administer CDC's Center for Global Health (CGH) Global Health Fellowship Program. The primary purpose of the program is to give emerging public health professionals hands on experience at CDC headquarters in Atlanta or at US Embassies throughout the world to ultimately help the US government build a pipeline of skilled global health practitioners in order to tackle future global infectious diseases, pandemics, and other public health challenges. Fellowships are granted to recent MPH graduates and doctoral students and range from one year to a maximum of three years.

PHI is seeking website and design services to help us develop a new website for this new program in order to market the program, distribute information about the program, create an online presence for current fellows to access our resources, manuals and the documents they need to carry out their fellowship, and finally collect applications from future/prospective fellows.

For project year 1, the program will have approximately 50 fellows. Starting in January 2018, the program will begin recruiting for a new cohort of fellows. Beginning in September 2018 (and for 4 consecutive years thereafter), approximately 30-50 new fellows will join the fellowship program every year.

In order to achieve the objectives of the CDC Program, PHI is seeking proposals for a new PHI/CDC Global Health Fellowship Program Website, including website design, development, and maintenance of the site over the course of the awarded contract. Please refer to Section B below for more information regarding proposal requirements and technical specifications.

All three website functions detailed in Section B below need to be up and running no later than January 1, 2018. PHI prefers to have the portal and landing page ready by October 31, 2017.

B. TECHNICAL SPECIFICATIONS AND SCOPE OF WORK

PHI is seeking web design and development proposals for a new PHI/CDC Global Health Fellowship Program website with the following specifications:

- Simple, user-friendly design, including ease of maintenance and content update.
- Easy, top down navigation and effective use of space.
- Main website functions:
 - (1) Marketing / Program Promotion (Landing Page)
 - (2) Secured/Password Protected Portal to house proprietary documents for the fellows
 - (3) Online application system
- Mobile Device Accessibility.
- Content Management System (CMS) hosted on Wordpress or similar.
- Site style should incorporate the program logo and color palette. PHI will provide the program logo, color palette and domain name upon award.
- Offerors should propose a domain name for the site.

- A common navigation bar should be included on all pages. The navigation bar will include links to the Home Page, About, Portal, and Online Application Site.
- Proposal should also include costs related to website maintenance.
 - PHI will be responsible for uploading/managing documents, editing/adding or deleting content and pages. We would also like the ability to create new user accounts and give new users access to the portal.
 - Selected bidder will be responsible for any functionality or structural changes to the website and overall support to ensure the website is up and running.
- Details on the anticipated website structure are provided in the table below:

Website Structure	
Page	Elements
Home Page / Landing Page	<ul style="list-style-type: none"> • Image carousel (web-optimized only): <ul style="list-style-type: none"> ○ Open positions / Recruitment announcements ○ News/Non-proprietary information for Fellows • Apply • Linked social media icons (Twitter and LinkedIn only) • About: (drop down menu that opens to separate page) • Contact Us <ul style="list-style-type: none"> ○ Oakland, CA Office PHI HQ Address ○ Program email • Join Our Listserv • Schedule an informational interview
About	<ul style="list-style-type: none"> • Blurb about the project <ul style="list-style-type: none"> ○ What does the fellowship program offer you ○ When and where are the fellowships offered ○ Eligibility ○ How to apply (link back to online application system) <ul style="list-style-type: none"> ▪ Online ▪ Hard Copy Documents • Blurb about CDC Center for Global Health • Blurb about PHI • Our Partners <ul style="list-style-type: none"> ○ Blurb about CUGH ○ CEPH Accredited Schools and Programs
Portal / Login Page	<ul style="list-style-type: none"> • Username (this will be the fellows' individual CDC email address) • Password <p>What's in the Portal:</p> <ul style="list-style-type: none"> • Document Repository—which includes policy manuals, org charts, and templates. Mostly PDFs, PPTs, and word docs. Approx. 10-20 documents. No videos. • Documents are proprietary to PHI but will not contain

Website Structure	
Page	Elements
	<p>personal/HIPPA information</p> <ul style="list-style-type: none"> • Number of users will change every September – with the adding on of a new cohort of fellows (approx. 50 every September) and some existing fellows ending their fellowships
Online Application Site	<ul style="list-style-type: none"> • Welcome to the PHI/CDC Global Health Fellowship Program Application site • New Users <ul style="list-style-type: none"> ○ Create a Profile ○ Fill in the following fields: <ul style="list-style-type: none"> ▪ First Name ▪ Last Name ▪ Email ▪ Username ▪ Password ▪ Confirm Password ▪ Citizenship Status (select US Citizen or Permanent Resident) • Returning Users <ul style="list-style-type: none"> ○ Log In <p>Once logged in, we will need the candidate to select his/her field of technical expertise from a drop down list (approx. 5-7 choices). He/she may select more than one. Applicants will apply for one job at a time.</p> <p>The candidate will need to upload the following types of documents (all required):</p> <ul style="list-style-type: none"> • Resume • Essay (1500 words) • Two letters of recommendation • Official graduate transcripts • Proof of citizenship or copy of green card <p>On the backend, we will need a database of all the applicants that we can sort through by name, location, gender, race/ethnicity, school, technical expertise, MPH vs Doctoral, and date applied.</p>

C. PERIOD OF PERFORMANCE

Subject to the availability of funds, the period of performance for the contract awarded as a result of this RFQ is for a one (1) year base, with four (4) 1-year options. *An illustrative timeframe is September 30, 2017 – September 29, 2022*, contingent upon a prime award from the United States Center for Disease Control and Prevention to PHI and execution of option years. PHI reserves the right to de-scope this requirement in the future, if so, then a new Request for Quotation will be submitted and a de-scope modification will be negotiated.

D. SUBMISSION OF PROPOSALS AND CLOSING TIME

- RFQ Posting: 9/1/17
- Please submit quotations to:
Crystal Flexman, Special Project Manager
Email: crystal.flexman@phi.org
- Quotations are due by: 9/15/17 10:00AM Pacific Standard Time

Amendments to this solicitation may be issued and will be posted on the same website from which you downloaded the solicitation. PHI advises to regularly check the PHI.org website for amendments or changes.

E. PROPOSAL FORMAT

Bidders are required to include the following information in their quotations as described below:

Technical Proposal

- Maximum 1 page description of past experience developing similar sites and/or executing projects for similar clients, including links of examples for relevant/similar work.
- Proposed deadline to achieve PHI's requirements as outlined in Section B.
- Include up to 5 creative suggestions for a domain name.
- Draft schedule from contract award date to live website with all 3 functions up and running- Please include any meetings, check-ins, drafts/reviews needed by PHI, when required inputs and webpage content should be provided by PHI, etc.

Cost Proposal

- Detailed description of the costs involved, including rates per hour of any key personnel and estimated number of hours to develop each function (landing page, portal, & online application system).
- Rates per hour must be per person and not one lump sum.
- Please include any names /titles of any key personnel including estimated number of hours and rates for each person(s).
- Price must be detailed by function. For example, price for the landing page, price for the portal, price for the online application system, and total price.
- Include any detailed website maintenance costs as appropriate.

F. DELIVERY INSTRUCTIONS

Proposals submitted in response to this RFQ will be received in the following manner:

- Technical and cost proposals will be submitted in one email.
- Proposal submissions must contain the following in the subject line of the email: [insert firm/consultant name] RFQ Response PHI/CDC Fellowship Program Web Design and Development Services.
- Technical proposals must be in Microsoft Office Word, Times New Roman in font size 12.
- Cost proposals must be submitted in a word table format.
- Cost proposals must include a narrative description of each cost.
- Proposals can be doubled-sided and must have page numbers.
- Any questions in response to this solicitation must be submitted in writing via email only to Crystal Flexman, crystal.flexman@phi.org.

- Any proposals submitted after the submission date and time will not be accepted or reviewed.

G. EVALUATION

PHI will use information presented in the offeror's proposal plus information available on their company website to evaluate the offeror. While PHI may use information provided from sources other than the Offeror's proposal, the full burden of demonstrating the strength of its proposal rests with the Offeror. PHI will evaluate the proposal based on factors listed below, listed in descending order of importance for the purposes of evaluation

1. Proposed approach to meeting PHI's requirements as outlined in Section B
 2. Past experience doing similar work in scope and complexity
 3. Ability to meet/exceed PHI's proposed deadlines
 4. Cost Competitiveness
 5. Cost Reasonableness
- PHI intends to award a contract resulting from this solicitation to the responsible Offeror whose proposal represents the best value after evaluation in accordance with the evaluation factors listed above.
 - PHI may reject any or all proposals if such action is in its interest.
 - The RFQ in no way obligates PHI to award a contract nor does it commit PHI to pay any cost incurred in preparation and submission of a proposal. Award of a contract under this RFQ is subject to the availability of funds and PHI receiving a fully executed cooperative agreement from CDC.

H. NOTIFICATION OF AWARD

The successful bidder will be notified by phone, followed by a written confirmation. Final acceptance of the successful bidder's proposal is contingent upon available funding, provision of all required documentation, and execution of a contract with the Public Health Institute.

The Public Health Institute reserves the right, at its sole discretion, not to make an award, to make a partial award, to reject all proposals, and to require some or all parties to submit additional information or modified proposals.