



Request for Proposal: My Healthy Life Website Enhancements

Purpose

Spokane Regional Health District received a grant from the U.S. Department of Agriculture to raise physical activity and nutrition levels in Eastern Washington's low-income populations. One of the primary ways program and Communications staff do this is with a social marketing campaign and primary call-to-action to visit website to access myriad of interventions. The goal of the individual's site visit is engagement with campaign variables, in an effort to experience the positive benefits of physical activity and increased fruit and vegetable consumption. The program and campaign goal is to increase these healthy behaviors and prevent a range of chronic conditions in target populations. Note that many of the resources offered are external to the website, i.e. the website acts as a repository of resources. The initial website was created in 2015 and in 2018 additional funds were secured to expand the social marketing campaign to a 10-county region in Eastern Washington.

Timeline

- Submissions are due by 5:00 p.m., PDT, on Friday, August 10, 2018.
- Award announcement will be posted online within two days.
- Agreement shall be fully executed prior to commencement of work.
- Anticipated project start date by Friday, August 17, 2018.
- Anticipated project completion by Friday, September 21, 2018.

Scope of Work

- Use only Craft Content Management System (CMS)
- Design Enhancement
 - Create additional pages using new and existing templates
 - SRHD will provide content
- Custom Development
 - Revise and expand mapping feature
 - Card-based web design to homepage
- Website will adhere to SRHD campaign brand guidelines

Hosting/Maintenance/Technical Specifications

- Responsive design and compatible with all major internet browsers for PC.
- Meet 508/ADA requirements—should be developed to meet all federally-mandated access requirements adopted by the Federal Access Board under section 508 and subsection 1194.22 of the Rehabilitation Act.
- In accordance to Web Content Accessibility Guidelines 2.0, provided by the World Wide Web Consortium (should be user-friendly).
- Fast loading pages—designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average computer.
- CMS must be subject to periodic upgrades to include end-user training where necessary.
- Plug-ins not required as a default.
- At the end of development, the site must be moved to SRHD's Production hosting server where hosting services will be covered by the agency's service provider.

THE SPOKANE REGIONAL HEALTH DISTRICT hereby notifies all bidders that no person or organization shall be discriminated against on the basis of race, religion, color, age, sex, sexual preference or national origin in consideration for an award issued pursuant to the advertisement. Additionally, minority business enterprises are encouraged to submit bids in response to this invitation.

Deliverables

- Improve layout of home page to highlight videos and reorganize page content.
- Create additional pages using new and existing templates.
- Edit existing videos featured on physical activity page and provide staff with permission to edit.
- Recommend page/content to create a more customized user experience.
- Add card-based web design on homepage, if possible a feature to use on interior pages that promote clicking into various pages.
- Add new locations to existing resource map, including pins.
- Create modern feel, with images that reflect the realistic circumstances of low income adults in rural Eastern Washington; by which they can increase fruit and vegetable consumption and increase physical activity.
- After initial meeting, provide weekly updates throughout the entirety of this project.

Submission Requirements

- Provide on business letterhead or with the company logo.
- Full name, phone number, and email address for the primary point of contact.
- Breakdown costs by labor and products (or deliverables).
- Current copy of a W-9 form with the Federal Tax ID Number and any DUNS Number.
- At least two recent client references (name, organization, phone number).
- At least three samples of recent work.
- Submit by hand-delivery or email no later than 5p.m., PDT, Friday, August 10, 2018 to:

Spokane Regional Health District
RE: My Healthy Life Website Enhancements
ATTN: Katie Anderson
1101 W. College Avenue, Communications, Room 330
Spokane, WA 99201
kanderson@srhd.org

Evaluation/Selection Criteria

The submission requirements and deadline need to be met to qualify. Evaluation and selection is based on the following criteria:

- Reliability/availability
- Experience
- Quality of work
- Competitive pricing

SRHD may request additional information to complete the evaluation process. A submission will be selected and a fully executed agreement will be required prior to the commencement of any work. Qualified applicants will also be added to the SRHD pre-qualified vendor roster for future opportunities.

Questions

Contact Katie Anderson, Communications Administrative Assistant, at 509.324.1515.

THE SPOKANE REGIONAL HEALTH DISTRICT hereby notifies all bidders that no person or organization shall be discriminated against on the basis of race, religion, color, age, sex, sexual preference or national origin in consideration for an award issued pursuant to the advertisement. Additionally, minority business enterprises are encouraged to submit bids in response to this invitation.