



PUBLIC HEALTH CG Public Health Website Redesign Project

CG Public Health Request for Proposal (RFP)



CG Public Health Information Technology Department

2570 4th ST SW, Mason City, IA 50401 (641)421-9305

www.cghealth.com

Over the past 30 years, CG Public Health has developed a strong public health system that supports healthy communities and advances our county toward preventing illness, disease, and injury. Our organization provides over 50 services to Cerro Gordo County residents. Our staff is highly trained, exceptionally skilled, and fully committed to providing the highest quality service to all residents.



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Purpose

CG Public Health is seeking a redesign of its present website. An initial review has already been performed to select qualified and experienced vendors. CG Public Health's needs are outlined in this document.

The County's website URL is currently www.cghealth.com

Project Objectives

- CG Public Health is seeking to update its website to provide:
 - Increased utility and ease of use
 - Intuitive and effective searching and navigation
 - CG Public Health as a modern, attractive brand by providing a better client experience
 - Security driven hosting services
 - Improved performance and reliability
 - Responsive design for mobile devices
 - ADA and Federal Government compliance
- CG Public Health is committed to providing quick and reliable information to clients with an intuitive and functional website. Ensuring compatibility with mobile devices is vital to our client base who may not have access to a computer but still need immediate access to services and important alerts.
- The website will have the ability to provide scheduled content changes to keep site visitors engaged and informed. Multiple channels of communication will be integrated to streamline messaging.
- CG Public Health's Marketing & Public Information Officer will be in charge of content creation and updating. Information Technology will remain the primary administrative point of contact and function as a trusted adviser to the department.
- The chosen vendor will provide education and guidance on best practices for selecting and managing the department's content.
- Website software and any plug ins used will have regular updates and asynchronous updates as required as new threats and vulnerabilities are discovered.
- All content management systems will be considered; CG Public Health's website currently utilizes Wordpress
- Reporting and analytics guidance and solutions will be provided to continuously improve and adjust the website design and performance over time.



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Time Schedule

Date (2021)	Event Description
July 5 th – August 6 th	Disseminate RFP / Vendor Presentation Preparation
August 9 th – August 13 th	Vendor Presentations and Follow Up
August 16 th – August 20 th	County Review and Vendor Selection

Please direct any questions to the primary points of contact below.

CG Public Health Contacts

Primary points of contact:

Ryan Stephen
IT Manager
(641)421-9305

Jeremy Otto
Marketing & Public Information Officer
(641)421-9333

Review of vendor proposals are not limited to primary contacts.

Terms and Conditions

- CG Public Health reserves the right to request clarification of information submitted, and to request additional information from any Vendor.
- The professional services contract resulting from acceptance of a response by CG Public Health shall be in a form supplied or approved by the CG Public Health. CG Public Health reserves the right to reject any proposed agreement or contract that does not conform to the specifications herein, and which is not approved by CG Public Health.
- CG Public Health shall not be responsible for any costs incurred by the Vendor in preparing, submitting or presenting its proposal.
- Payment by CG Public Health for the services specified by the contract will only be made after the services have been performed, an itemized invoice is submitted in the form specified by the CG Public Health and approved by the appropriate County representative. Payments will be made based on the completion of milestones identified and agreed upon during the contract negotiations and thirty (30) days after receipt of such invoice.



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- Following the completion of all proposals and selection of the most qualified Vendor on the basis of demonstrated competence and qualifications for the type of professional services required, CG Public Health will negotiate a price which it determines is fair and reasonable. If CG Public Health is unable to negotiate a satisfactory contract with the Vendor selected, negotiations with that Vendor will terminate and CG Public Health may select another Vendor.

Presentation Scope and Outline

The selection process will consist of a vendor presentation. This presentation can be in person or virtual. The selection will be made by CG Public Health based on:

- Value provided (price and quality)
- Demonstration of expertise and experience, including record of performance and service
- Availability of services within an appropriate delivery time
- Financial stability of the Vendor
- Completeness of responses.

In the presentation, qualified vendors will speak to the following points. The order is not significant but each point should be addressed. It is understood that some points may overlap. The presentation flow is left to the vendor so long as all points are addressed.

An electronic copy of the proposal and any additional information the vendor wishes to include will be provided to CG Public Health after the presentation.

✓ **Company Overview**

Briefly discuss an overview of your company including:

- History and years in business
- Showcase other projects and recommendations
- Proposed project team members including name, title, role, education and years of experience.

✓ **Sample Mockup**

Provide a sample mock-up of a home page for our website. This sample will showcase your understanding of our high level requirements, needs and our community as well as your design expertise.

✓ **Security**

Discuss what value hosting the website with your organization would provide to the security and reliability of the website. Provide guidance on the best way to ensure new threats are found and remedied. Is there a procedure for if a website is compromised?

✓ **Design**

Discuss the approach for the initial creative process for the website. Are templates used and if so, how restrictive are these?

Are all mobile devices supported – iOS, Android, tablet?



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Are all common browsers supported – Firefox, Chrome, Edge, Internet Explorer, Safari?

Discuss the administrative interface to design, create, update and publish website content.

✓ **Reporting and Analytics**

What reporting tools are offered? Is there guidance on using the available analytics to continuously improve the website as well as monitor performance and capacity?

✓ **Project Approach**

What is the suggested project management approach and what is a typical schedule? It is understood that this is dependent on many factors but based on previous experience, what would you expect the timeline to be? What are the typical project phases? Discuss an approach to a potential phased implementation. Discuss the post implementation phase and transition to steady state.

Discuss your approach to preparatory and discovery phase of the project.

✓ **Best Practices**

Reviewing the current website and based on previous experience, what are the high level recommendations and best practices for the redesign and managing the content over time?

Provide suggestions for the best approach for CG Public Health's collaborative team to administer and manage content for the website.

✓ **References**

Based on an evaluation of CG Public Health's website and community, please provide a list of your top five references and why these were selected. The references should reflect expertise, creativity, value and customer satisfaction. Each reference should be able to speak to experiences with the support process and team. It is assumed these will include at least one Iowa government client.

For these references provide:

- Client name
- Point of contact and email/phone
- Website URL
- Description of services provided
- Project scope and duration.



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✓ **Content Management**

Discuss how CG Public Health would manage the content. Discuss how Information Technology would manage and interact with your team.

✓ **Training, Support and Guidance**

Discuss what standard training is offered as part of the project. What optional or additional training is recommended? Discuss your support process and team. What guidance is offered to assist with content creation and management?

✓ **Pricing**

Provide a preliminary price proposal with base and optional items listed.

✓ **Contracts**

Provide copies of any Master Customer Agreements, Master Service Agreements and relevant contracts.

✓ **Miscellaneous functions**

Below are various functional features that need to be included in the redesigned website. For the most part, these already exist on the current website and/or would be considered basic functionality. This is not a comprehensive list. CG Public Health is open to better and more effective methods to achieve the same business goal.

- Provide the ability to schedule website changes for a future date
- Automatic expiration of website content
- Users would be assigned to a group or groups and groups granted access to specific areas.
- Utility based design so most accessed pages are the easiest to access
- Ability to dynamically update Department home pages, directory listings and contact us
- Notification that you are leaving CG Public Health's website when clicking on an external URL
- Printable pages
- Version control of contents
- Integration of social media (Facebook, Twitter, Instagram, other platforms as needed).

Conclusion

Vendor may submit questions or ask for clarification on any items included in this proposal only through the point of contacts above. Both parties will have opportunity for follow-up. During this period, references will be contacted and the final decision will be made.