

## **Bloomberg School of Public Health**

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## **Request for Bids**

### **Web development services; WordPress**

Knowledge SUCCESS, a project funded by USAID and led by Johns Hopkins Center for Communication Programs (CCP) is requesting bids for a firm to redesign [an existing website](#), to a magazine-type themed site and for ongoing support after the launch of the redesign.

The site runs on WordPress and we'd like this to continue; firms must have demonstrated experience providing support and enhancements in WordPress for their proposal to be considered.

### **Background and Scope**

Knowledge SUCCESS is a new project, and this version of the website was launch in September 2019. Currently, the upkeep of the site (e.g. plugin updates, theme updates, CSS, content updates) is managed in-house. We are seeking a firm to lead the redesign while we continue to create content and are looking to a firm to help complete this work on a faster timeline.

This RFP is for two phases of work. The first, mentioned above is the theme redesign. After the redesign, we'll be looking to the chosen firm to provide "level 2" type of support, including tasks such as:

- Troubleshooting javascript errors;
- Diagnosing and fixing plugin conflicts;
- Modifications and enhancements to template, as well as plugin modifications;
- Theme and/or plugin updates as needed;
- Troublshooting/adding new features;
- Suggesting better solutions and new approaches to current web properties implementing these changes if and when agreed upon;

This site is hosted at WP Engine, a managed host with access to a staging server. We capture analytics using Google Analytics and have integrated Hubspot with the website for marketing automation.

After the theme update/redesign, we anticipate needing about 10-15 hours per month allocated to ongoing maintenance, troubleshooting and feature enhancement type of work the site described here. The timeframe for this support is one (1) year, with the option to extend.

### **General Scope of Work**

CCP/Knowledge SUCCESS is seeking to enter into an agreement with a firm that will implement a magazine-style theme ([here is an example](#)) which provides additional space for users to see related content on the sidebar and at the end of the page. We also seek help to provide strategic input on best practices, modify themes and post/page templates, recommend and implement plugins, write or modify php functions and implement a translation plugin (e.g. Weglot). We desire additional insight and knowledge based on experience to implement our existing strategy. For those firms intending to bid, a website brief will be sent.

We are looking for work to be completed on the redesign six - eight weeks after the award of the contract.

The firm should:

- Be available during business hours (Monday – Friday, 9 am – 5 pm ET) via email/phone for troubleshooting, bug fixes and site enhancements.
- Coordinate updates with CCP’s Knowledge SUCCESS communications director and designated members of the team to implement the new template and new features/functionality during the course of the agreement.

### **Selection Criteria**

Respondents will be evaluated based on the following criteria:

- Availability to begin work as soon as the contract is awarded
- Technical capability as described in the response and demonstrated in past work/examples included
- Demonstrated knowledge and experience working with WordPress
- Past performance working with organizations of similar size and scope with workflow/process description
- Overall response and understanding of the scope of work described in this RFP

### **Proposal Requirements**

A proposal for a payment rate should be included in the response. This could be a single hourly rate for all potential work or separate rates targeted to different roles and activities. Firms should be aware that services will be performed for a program operated by a department at a university, designed to benefit the public good through the improvement of international public health services. The project is funded through USAID and as such is subject to US government terms and conditions. If the firm is willing to

offer any appropriate discounts to CCP/Knowledge SUCCESS (for non-profits or educational organizations), such discounts should be included in the response.

Please submit a proposal that includes:

- Proposed approach to task: Proposals should include a general description of the firm's proposed approach, as well as any other relevant descriptions of firm's processes and ideas that it believes may be relevant to CCP to determine its suitability to complete the work.
- Budget: Please provide your costs for this scope of work, and/or a description of your fee schedule.
- References: Three references with reference name and contact information is required.
- Past performance/Capability statement: Proposals should also include a description of the vendor and a minimum of three relevant descriptions of past performances, particularly with similar projects, with links to those websites.
- Bios: Profiles and biographies of staff committed to working on the project must also be included.

Work on this project would begin immediately.

### **Proposal Dates**

Wednesday, December 11	Proposal is issued
Wednesday, December 18	Questions due from firms by 5:00 pm EST
Friday, December 20	Responses to questions sent out
Tuesday, January 7, 2020	Proposals due by 5:00 pm EST

Please indicate your intention to bid on this proposal by 5 pm EST, Wednesday, December 18.

Questions can be submitted in writing by 5 pm EST on Wednesday, December 18 to Sophie Weiner, Communications Specialist at [Sophie.Weiner@jhu.edu](mailto:Sophie.Weiner@jhu.edu). Questions will be answered collectively in one document for the benefit of all bidders, without identifying information.

It is anticipated that the provider whose proposal is the best solution for this project will be selected on or about Friday, January 17, 2020. CCP will notify all vendors who respond to this RFP. If CCP/Knowledge SUCCESS does not receive a proposal that meets our needs adequately and cost effectively, we reserve the right to make no award at this time.