



## REQUEST FOR PROPOSALS

### **Technical Assistance Consultant: Conduct Assessment for Website Usability and Implement Website Re-design and Migration**

Applications must be submitted electronically, in Word format, by  
**5:00 PM Eastern Standard Time on May 12, 2023**

### **BACKGROUND & OVERVIEW**

The National Association of County and City Health Officials (NACCHO) is the voice of the nearly 3,000 local health departments (LHDs) across the country. These city, county, metropolitan, and district health departments work to protect and improve the health of all people and all communities. NACCHO provides capacity-building resources to LHDs (e.g., trainings, webinars, access to subject matter experts, peer discussion) that support the development and implementation of public health policies and practices.

NACCHO is a founding member and a key stakeholder of the Council for Outbreak Response: Healthcare-Associated Infections (HAI) and Antimicrobial-Resistant (AR) Pathogens (CORHA). CORHA's goal is to improve practices and policies at the local, state, and national levels for detection, investigation, control, and prevention of HAI/AR outbreaks across the healthcare continuum, including emerging infections and other risks with potential for healthcare transmission.

NACCHO, with support from the Centers for Disease Control and Prevention (CDC) Division of Healthcare Quality Promotion, seeks to understand how to optimize the usability, style, and content of the CORHA website (<https://www.corha.org/>) to increase awareness and resource utilization of CORHA developed products. To that end, NACCHO is seeking a consultant to design and implement user-experience testing of the existing CORHA website and create recommendations for website improvements for the diverse CORHA stakeholders to evaluate. The consultant will work alongside NACCHO and partners to determine the best website platform to host the content within NACCHO's existing infrastructure, then re-design, migrate, and launch the new/updated website. The assessment and website updates will be created with support from NACCHO staff and other CORHA stakeholders who will provide background information and input on needs, content and functionality that should be addressed.

Applications must be submitted no later than **May 12, 2023**. All necessary information regarding the project and application process may be found in this Request for Proposals (RFP). Applicants may pose individual questions to NACCHO at any point during the application process by e-mailing both [kross@naccho.org](mailto:kross@naccho.org) and [jabramson@naccho.org](mailto:jabramson@naccho.org).

**Proposal Due Date and Time: May 12, 2023**

**Selection Announcement Date: June 2, 2023**

**Point of Contacts:** [kross@naccho.org](mailto:kross@naccho.org) and [jabramson@naccho.org](mailto:jabramson@naccho.org)

## **ELIGIBILITY AND CONTRACT TERMS**

NACCHO will issue awards in the form of fixed priced contracts to a consultant or consulting firm. Applications must be submitted by Friday, May 12, 2023, at 5:00 PM ET and selections will occur on or around June 2, 2023. The project period will begin upon contract completion and is estimated to take approximately six months.

Agreement with NACCHO standard contract terms and conditions is a requirement. **No modifications to the terms or contract language will be made. Contractors that cannot agree to NACCHO's contract language should not apply for this initiative.** As part of the application, the contractor will be asked to verify that they have read [NACCHO's standard contract language](#) and have provided a copy to the individual with signing authority at your organization for advanced consideration. Bidders should review all terms and conditions to determine whether they are appropriate for submitting a proposal.

## **KEY DATES**

<b>Event</b>	<b>Date</b>
Release of RFP	April 7, 2023
Application Closes	May 12, 2023
Anticipated Notice of Award	June 2, 2023

## **TECHNICAL CONSULTANT POSITION SUMMARY AND REQUIREMENTS**

The consultant will work with NACCHO staff and CORHA stakeholders to design and develop necessary functionality for the CORHA.org website, including migration from the current external WordPress instance, into NACCHO's existing infrastructure. To inform this process, the consultant should develop an assessment methodology (i.e., focus groups and/or user experience survey) and questions to assess how to optimize the usability, style, and content of the CORHA website. The consultant will be responsible for implementation, data collection, analysis, and providing recommendations with the results from the assessment.

### **Activities and Deliverables:**

- Attend virtual kickoff call and orientation with NACCHO staff;
- Provide project updates via email or virtual conference;
- Develop an assessment methodology and associated questions to understand the CORHA website usability and style to increase optimization. Implement the assessment with CORHA stakeholders to include the CORHA Communications Taskforce, the CORHA Governance Committee, and/or the end user of the CORHA website;
- Provide a report that summarizes the results of the assessment including recommendations and options for capabilities and design for how we can optimize the website;
- Complete website migration into existing NACCHO infrastructure, implementing the recommendations approved by the stakeholders (CraftCMS and WordPress website experience preferred);
- Build, design, and test the new webpages;
- Create templates for the website to use moving forward.

### **Additional considerations:**

As part of the website redesign process, NACCHO anticipates working with a graphic designer to update some of the resources on the webpage. If applicants have graphic design capability as well, they may (but are not required to) write to this experience.

The consultant will report to the Senior Program Analyst, Program Analyst, and Director overseeing this project.

### **APPLICATION INSTRUCTIONS**

RFP proposals are to be submitted by email only to both [kross@naccho.org](mailto:kross@naccho.org) and [jabramson@naccho.org](mailto:jabramson@naccho.org) no later than 5:00 PM ET on Friday, May 12, 2023.

To be considered for this project, proposals must be in Word format with 12-point Times New Roman font, including the following:

- **Cover Letter (1 page)** with the following information:
  - Contact name, email address, phone number, and website (if relevant)
  - Answers to the following questions, required to facilitate the contracting process:
    - Does your organization have prior experience in federal contracting? (Answer does not disqualify)
    - Has your organization completed a Single Audit? (Answer does not disqualify)
- **Proposal Narrative (5 pages max):**
  - **Organizational Background** – Describe your organization’s mission and experience and explain why your organization qualifies to be responsive to the requirements of this RFP.

- **Qualifications and Experience** – Describe your qualifications and experience providing similar goods or services.
  - The consultant should have experience with:
    - Website development and design
    - User experience testing and assessment
    - Experience with working with diverse stakeholders
- **Project Deliverables & Timeline** – Provide a realistic work plan, including intermediate steps for achieving project requirements, expected product deliverables, and timeline for completion. Describe, in detail, your proposed methodology for meeting all project requirements, including a description of the intended assessment methodology and a timeline of activities.
- **Budget and Budget Narrative Proposal** (not included in 5-page limit):
  - Provide a proposed line-item budget that clearly outlines the dollar amount, percentage of total budget, and a narrative cost justification for each line item.
  - Outline of payment schedule. Invoices will indicate the deliverables accomplished and total hours spent performing activities within the consultant’s scope of work.
- **Examples of Relevant Work** (not included in 5-page limit):
  - Provide at least two examples of previous work that demonstrates the capability to produce the work outlined in the Scope of Work.
- **Submission of supporting documentation**
  - [Vendor Information Form](#).
  - [W-9](#).
  - [Certification of Non-Debarment](#).
  - Required for applications of \$30,000: [FFATA form](#) (if you are not able to complete this by the application deadline, you may submit it one week after you have been selected).
  - Resume/CV, and proof of hourly rate (such as sample of previous invoices).

Example format of payment schedule:

Hourly rate (\$XX/hour):

Invoice Number	Month and Year	Deliverable(s)	Estimated Hours	Estimated Costs

**For Further Information**

Please contact both [kross@naccho.org](mailto:kross@naccho.org) and [jabramson@naccho.org](mailto:jabramson@naccho.org) with any questions about this opportunity.