



Request for Proposal for Web Design and Hosting Services

DATE: November 11, 2021

FROM: Tyler Menzales
Communications and Marketing Director
Community Health Care Center Inc, dba Alluvion Health

SUBJECT: Web Design and Hosting Services

I. INTRODUCTION

Alluvion Health seeks proposals for web design and hosting services. We are seeking services from a firm that can assist us in developing and hosting a new WordPress web site.

Interested firms are encouraged to discuss this RFP with us, as detailed below.

II. BACKGROUND

Alluvion Health

Alluvion Health is a not for profit Federally Qualified Health Center focusing on providing high quality, cost-effective, comprehensive primary and preventive medical, dental and behavioral health care. Our mission is creating and inspiring healthier lives. We believe that everyone matters, that we are an agency committed to being and doing healthcare differently, focused on whole-person, whole-life care. Our mission "Creating and Inspiring Healthier Lives" is a promise we have made to our staff, the community, and our partners.

Web Site

We currently have two web sites, alluvionhealth.org and adleralab.com. The first is the website of our overall brand, Alluvion Health. The second is a site for the Adlera Lab, a separate business owned and hosted by Alluvion Health.

We seek to develop a new web site for alluvionhealth.org using WordPress. Alluvion Health staff will provide all content, photography and videography. Similar to our current site, the new site will integrate our patient portal, as well as eClinical Works (ECW) for online appointment scheduling. This is a content-heavy site that will require constant updating.

III. OBJECTIVES

Our goal is to develop a long-term relationship with an experienced web design firm that can provide timely and cost-effective design services to help us enhance our online presence.

IV. CONSULTANT QUALIFICATIONS

We seek a consultant that has extensive experience in content-rich WordPress websites, including sites that embed or integrate multiple widgets and online systems. Consultants that have bench depth to enable timely response are preferred, as well as firms that have proven successful relationships with clients in which the clients are producing the content. Experience in navigation driven by various web site users is required.

V. PROPOSAL REQUIREMENTS

An electronic copy of the proposal should be submitted in PDF format by email, Dropbox or other electronic file sharing method by 5:00 PM MST on Friday, December 3, 2021 to:

Tyler Menzales
tmenzales@alluvionhealth.org

We plan to distribute the qualifications to our selection task group and, therefore, discourage the submittal of printed materials. We welcome inclusion of online URLs that would allow us to assess past experience in more depth.

The submittal should follow the order below and include, at a minimum the following information:

- A cover letter signed and dated by the person or an authorized representative of the organization making the submittal.
- A brief statement of your firm's understanding of the goals of this effort and of the services requested in this RFP.
- A brief statement of the history of your team, including relevant projects.
- A description of the methodology your team uses to work with clients.
- Qualifications of key individuals to be assigned to this project, their availability during the relevant time periods, and their recent experience on similar projects. If subcontractors will be used, those subcontractors should be named, along with their qualifications and availability.
- Examples of at least five content-rich WordPress web sites developed by your firm.
- Preference will be given to consultants that provide references from at least three long-term clients.

VII. PRICE

The consultant will present a project cost proposal inclusive of all fees and related expenses. In addition, the consultant will present hourly rates for services outside of the scope of this RFP.

VIII. CONSULTANT SELECTION

Consultants that respond to this RFP will be evaluated and ranked. This evaluation will be based on the submitted qualifications and, at the discretion of the Committee, on interviews with those consultants who appear to be particularly well-qualified, as determined from their written qualifications.

The consultants will be evaluated and ranked in accordance with the following factors, which are weighted as shown:

- The consultant's experience with similar projects (30%)
- The breadth of the consultant's experience, including the qualifications and availability of the key personnel who would be assigned (20%)
- The methodology of services to be provided (30%)
- Cost (20%)

Negotiations will commence with the highest ranked consultant. Upon reaching agreement on a final work plan and price, Alluvion Health will award the contract. If agreement cannot be reached with the highest ranked consultant, negotiations may proceed with lower ranked consultant(s).

It is presumed that work will being immediately upon the awarding of the contract.

ADDITIONAL INFORMATION

For more information regarding this RFP, please contact:

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tmenzales@alluvionhealth.org