

REQUEST FOR PROPOSALS

for a

WEBSITE DEVELOPER

Issued By

COMMUNITY BEHAVIORAL HEALTH

Date of Issue:

June 11, 2020

(Revised June 23, 2020)

**Applications must be received no later than
2:00 p.m. on July 24, 2020**

All questions related to this RFP should be submitted via e-mail

to hans.leach@phila.gov

**EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER:
WOMEN, MINORITY INDIVIDUALS, AND PEOPLE WITH DISABILITIES
ARE ENCOURAGED TO RESPOND**

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1. Project Overview

1.1. Project Summary

Community Behavioral Health (CBH) is seeking a web development vendor to suggest and implement improvements upon the current [Provider Directory](#) and [Provider Profiles](#) structures on [CBHPhilly.org](#), as well as use such functionality to create other directory functions on the site. In addition, CBH needs to contract for ongoing site maintenance (UI fixes, WordPress upgrades, etc.), hosting and security consultation, SEO improvement, and CBH employee intranet access solutions.

CBH has prepared design mockups and technical specifications for the work laid out in the Scope of Work section.

The CBH Director of Public Affairs will manage this contract.

1.2. Organization Background

CBH is a non-profit 501(c)(3) corporation contracted by the City of Philadelphia to manage the delivery of behavioral health services for Medicaid recipients of Philadelphia County. Services are delivered in accordance with Pennsylvania's HealthChoices Program, administrated through the Office of Mental Health and Substance Abuse Services (OMHSAS).

CBH authorizes payment for a vast array of services, including mental health and substance use outpatient programs, residential rehabilitation programs, inpatient psychiatric and addictions treatment programs, and family and community-based therapies. The provider's responsibility is to deliver effective and medically necessary services in the least restrictive, most developmentally appropriate, and culturally competent manner. In creating and maintaining this managed care system, CBH promotes member and family participation, maximum access, public accountability, and local control, with the efficient use of available resources.

Community Behavioral Health's primary goal is to effectively address and support the overall health and wellness of Philadelphians across many domains, in partnership with the Philadelphia Department of Behavioral Health and Intellectual disAbility Services (DBHIDS), other government agencies, and Philadelphia's physical health managed care organizations. Over the span of its 23-year history, CBH has been and remains committed to ensuring Philadelphians receive an array of high quality, cost-effective, recovery-oriented, and evidence-based services while working alongside other social service agencies to respond to and advocate for the health needs of all city residents who lack healthcare.

2. Scope of Work

2.1. CBH Employee Intranet Access Solution

- a. A WordPress site is being developed internally, utilizing the [Divi](#) building platform, to act as an employee intranet; consultation and development solutions are needed to provide portal site access to employees only

2.2. Website Upgrades/Functionality Improvements

- a. Incorporate the Divi building platform into our current WordPress setup
- b. Add more complex style formats such as inset quotes, captions, and responsive tooltip glossaries
- c. Offer solution to facilitate the transfer of many existing PDFs to web content with the ability to format any printing of said content to a pre-existing PDF template
- d. Add CSS animation (hyperlinks, buttons, photos, etc.) to improve design quality and simplify UI
- e. Implement a multi-tiered side navigation menu, in addition to the main top menu (which will now only display the main six website sections)
- f. Add multi-tiered screen-top alert bar capabilities to alert our audience of urgent news
- g. Update sitewide header to condense upon scrolling and remain fixed atop the screen
- h. Inclusion of a “hamburger” navigation icon that will introduce a full-page sitemap navigation
- i. Improve site search capabilities by implementing smart search functionality; increase visual focus by implementing full-page search window
- j. Activate WordPress blog posting capabilities for several existing site sections, including full post summary pages in addition to individual post pages:
 - i. [CBH News](#)
 - ii. [Provider Bulletins](#)
 - iii. [Provider Notices](#)
 - iv. [Contracting Opportunities](#)
- k. Build out “Contacts” section to include full locations information and Google Mapping capability

- l. Implement redesign of Homepage to include more dynamic and interchangeable sections (able to be manipulated through the WordPress dashboard) and parallax movement capabilities
- m. Improve sitewide responsive capabilities and design based upon design mockups

2.3. Provider Directory Upgrade

- a. Add/improve full WordPress dashboard editing capabilities to the Directory, possibly including live updating based upon data merging from data sources based within CBH
- b. Execute design changes made to update the directory to match other upcoming aesthetic site changes
- c. Restructure the fields based upon upcoming naming and data collection changes from CBH
- d. Consider the addition of drop-down and accordion features to allow for the eventual merging of the Provider Directory and Provider Profiles
- e. Duplication of improved Provider Directory framework for the Provider Profiles and a new “Services Directory”

2.4. Website Maintenance

- a. Perform regular software updates on WordPress, including all plugins and templates

2.5. Consultation

- a. SEO Improvements
 - i. Add plugins that will work with Google Analytics to perform monthly reports on site activity
 - ii. Improve the cataloging of keywords and metadata throughout the site to improve performance
- b. Security
 - i. Build upon existing security plugins and licenses to improve site security and add the ability to perform monthly reports on attempted site attacks and errors
- c. Hosting
 - i. The CBH site is currently hosted by [Amazon Web Services](#) (AWS); please provide consultation on how best to utilize this web host, as well as suggestions for possible alternatives

3. Proposal Format, Content, and Submission Requirements; Selection Process

3.1. Required Proposal Format

3.1.1. Proposal Cover Sheet

The cover sheet (see Attachment A) should be completed with the Applicant's information and included as the first page of the proposal.

3.1.2. Table of Contents

A table of contents should be included as the second page of the proposal, with each section of the proposal included and with a page number for the first page of each section.

3.1.3. Format Requirements

Proposals must be prepared simply and economically, providing a straightforward, concise description of the Applicant's ability to meet the requirements of the RFP. Each proposal must provide all the information detailed in this RFP using the format described below. The narrative portion of the proposal must be presented in print size of 12, using Times New Roman font, single spaced on 8.5" by 11" sheets of paper (electronic equivalent) with minimum margins of 1". For each section where it is required, the Applicant must fully answer all of the listed questions in the outline form in which they are presented in the RFP. Answers to each question must be numbered/lettered and correspond to the numbered/lettered questions in this RFP. Failure to number and letter the questions or to respond to all questions may result in the proposal being considered non-responsive. Each attachment, appendix, or addendum must reference the corresponding section or subsection number.

Applicants are required to limit their narrative responses to 25 single-spaced pages. This page limit includes Sections 3.2.1. to 3.2.7. below. There are no limitations for the cost proposal and organizational requirements (Sections 3.2.8. and 3.2.9). If you have responded to a requirement in another part of your proposal, make reference to that section and do not repeat your response. Applicants whose narrative exceeds 25 single-spaced pages may have their proposals considered non-responsive and be disqualified.

3.2. Proposal Content

The proposal should follow the format below. Information should be complete and demonstrate that the vendor can perform the required work in a professional manner.

Though this RFP seeks to outline project requirements, CBH understands that details may be subject to change upon vendor recommendation and/or research of the optimal solutions. In your proposal, please feel free to suggest alternatives where noted. The ideal and preferred vendor will bring their own ideas and vision based upon industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision.

3.2.1. Applicant Profile

Please provide demographic and experiential information about your company, including:

- a. Company contact information
- b. How long the company has been in business
- c. The specific services the company provides
- d. A brief narrative description of the purpose, corporate status (profit or non-profit), and organizational structure of the company. Organizational charts may be used to support appropriate aspects of this narrative and may be included as an attachment to your proposal.

3.2.2. Relevant Experience

Identify and describe noteworthy and/or comparable projects, especially those completed recently. Include evidence of satisfactory and timely completion of similar work performed for past projects. **As part of the threshold review discussed in section 3.4.1., CBH will only review applications that include the submission of three (3) weblinks along with an explanation of the Applicant’s contribution to development of these websites.**

3.2.3. Project Understanding and Proposed Scope of Work

Prepare a brief introduction, including a general demonstration of understanding of the scope and complexity of the required work. Provide a description of your approach and how the proposed services will be provided. Please describe your strategy for producing this website redesign, **including a description of each item identified in the scope of work section** (see Section 2., “Scope of Work,” above) and describe creative solutions and alternative approaches where feasible. Please describe how you would prefer work be developed, shared, mutually agreed upon, and assessed by CBH.

3.2.4. Work with CBH Graphic Designer

Please describe your approach to working with the existing CBH graphic designer.

3.2.5. Personnel

Identify key personnel who will be assigned to this project. Detail their experience in work related to the proposed assignment. Specify the Project Manager who will serve as a contact person. Provide resumes and job descriptions for all individuals proposed to participate in the project. Provide copies of certifications of any individual whose job description requires a certification. In this section, also state the intention, if that is the case, to utilize subcontractors to perform any of the work for this project. For each subcontractor, provide the name and address of the subcontractor, a description of the work the subcontractor will provide, and whether the subcontractor will assist in fulfilling the goals for inclusion of minority, woman, or disabled-owned businesses.

3.2.6. References

Please include references with contact information from at least three organizations that have used your organization's services in the past three years and have been customers for a minimum of 12 months.

3.2.7. Project Plan and Timeline

Provide a description of the project plan and timeline with major tasks and milestones.

3.2.8. Cost Proposal

Please provide a cost proposal based upon your best understanding of the scope of the project and the services to be delivered. This cost proposal should include the total estimated cost for this project, itemized by the expected project milestones outlined in your proposal or in another comprehensive manner. This cost proposal should also include the provision of a detailed list of charges for services. Please also:

- Include costs broken down by production hours, tools, and functionalities
- Identify any costs that should be assumed as part of the site and ongoing costs for maintenance and support needed in the future
- Identify the costs CBH will need to pay to develop the site, including license fees
- Identify whether there will be other expenses, consulting fees, future work, etc. necessary to complete this project

Final rates will be determined in negotiations with the qualified Applicant after the proposal submissions have been reviewed and contract negotiations have begun. Although CBH may begin contract negotiations based on the submitted proposal, CBH reserves the right to have discussions with those Applicant(s) falling within a competitive range and to request revised pricing offers from them and to make an award or conduct negotiations thereafter. Ultimately, CBH is looking for the proposal likely to provide the best value.

3.2.9. Operational Documentation and Requirements

Please make sure to include completed and signed (where applicable) attachments with your submission:

- Attachment A: CBH Administrative RFP Response Cover Sheet
- Attachment B: City of Philadelphia Tax and Regulatory Status and Clearance Statement
- Attachment C: City of Philadelphia Disclosure Forms (forms attached separately as a PDF)
- Attachment D: City of Philadelphia Disclosure of Litigation Form
- Attachment E: Acknowledgement of CBH Administrative Procurement Terms/Conditions

Additionally, in this section, please include the following information, either within the section itself or by reference to an attachment to your proposal:

- Tax Identification Number
- Letter attesting that all required federal, state, and local taxes (including payroll taxes) for the past 12 months have been paid
- In the case of for-profit organizations, group or individual practices, disclosure of any person or entity holding any shared ownership or controlling interest of 5% or more
- MBE/WBE/DSBE Status (for-profit Applicants)

3.3. Submission Process and Procurement Schedule

The anticipated procurement schedule is as follows:

RFP Event	Deadline Date
RFP Issued	June 11, 2020
Deadline to Submit Questions	July 8, 2020
Answers to Questions on Website	July 10, 2020
Application Submission Deadline	by 2:00 p.m. on July 24, 2020
Applicants Identified for Contract Negotiations	August 5, 2020

CBH reserves the right to modify the schedule as circumstances warrant.

Please note that, due to office closures surrounding the COVID-19 public health emergency, only electronic submissions will be accepted for this RFP as described below.

This RFP is issued on June 11, 2020. In order to be considered for selection, all applications must be delivered hans.leach@phila.gov no later than 2:00 p.m. on July 24, 2020. Submission requirements:

- Subject lines should say “Web Developer RFP.” Applications submitted by any means other than e-mail will not be accepted.
- Applicants must submit an electronic version of the application prepared as a PDF document; this submission will be considered the original and should include all signed documents noted in Section 3.2.9., “Operational Documentation and Requirements.”
- Applications submitted after the deadline date and time will be returned.
- The individual Applicant or an official of the submitting agency, authorized to bind the agency to all provisions noted in the application, must sign the cover sheet of the application (see Attachment A).

3.4. Selection Process

A consensus review committee will review all responses to this RFP. Based on the criteria detailed below in Section 3.4.2. Scoring by Review Committee, the committee will make recommendations concerning the submissions that are best able to meet the goals of the RFP.

Submissions will be reviewed based upon the merits of the written response to the RFP.

3.4.1. Threshold Requirements

Threshold requirements provide a baseline for all proposals, which means they provide basic information that all Applicants must meet. Failure to meet all of these requirements may disqualify an Applicant from consideration through this RFP. Threshold requirements include timely submission of a complete application with all sections outlined in Section 2., “Scope of Work,” and in Section 3., “Proposal Format, Content, and Submission Requirements; Selection Process” completed.

It is required that the Applicant include three (3) weblinks along with an explanation of the Applicant’s contribution to development of these websites, see section 3.2.2. Relevant Experience.

Threshold requirements include having the requisite experience and qualifications to implement the program and being a vendor in good standing with the City and CBH.

Threshold requirements also include consideration of the Applicant’s financial status, including any potential delinquencies to the City of Philadelphia and CBH. Proposals may be rejected if, in CBH’s judgment, the Applicant has failed to provide all information required by this RFP; has been delinquent or unfaithful in the performance of any contract with CBH or others; is delinquent, and has not made arrangements satisfactory to CBH with respect to the payment of City taxes or taxes collected by the City, or other indebtedness owed to the City or other taxing authorities; is not in compliance with regulatory codes applicable to Applicant; is financially or technically incapable; or is otherwise not a responsible Applicant.

CBH reserves the right to conduct investigations with respect to financial, technical, and other qualifications and references without notice to the Applicant.

3.4.2. Scoring by Review Committee

Applicants that do not meet all the threshold requirements may have their proposals disqualified. For Applicants meeting the threshold requirements, the scoring criteria for this RFP upon which the review will be based are as follows:

- Demonstrated qualifications and relevant experience **(25 pts.)**
- Demonstrated understanding of the project as indicated by a description of each item in the scope of work section **(25 pts.)**
- Appropriateness of project approach and effectiveness of proposed project plan and timetable **(25 pts.)**
- Appropriateness of staffing to complete the project **(10 pts.)**
- As stated in the cost proposal section, likelihood that the proposal will provide the best value compared to other submitted proposals **(15 pts.)**

3.4.3. MBE-/WBE-/DSBE-owned and Local Businesses

Special consideration will be given for the following:

- Businesses owned and controlled by minorities, women, and disabled persons
- Philadelphia-based Applicants

3.4.4. Questions Relating to the RFP

All questions concerning this RFP must be submitted in writing via email to Hans Leach at hans.leach@phila.gov by 5:00 p.m. on July 8, 2020. CBH will respond to questions it considers appropriate to the RFP and of interest to all Applicants, but reserves the right, in its discretion, not to respond to any question. Responses will be posted on the CBH website by July 10, 2020. Responses posted on this website become part of the RFP upon posting. CBH reserves the right, in its discretion, to revise responses to questions after posting by posting a modified response. No oral response to any Applicant question by any CBH employee or agent shall be binding on CBH or in any way considered to be a commitment by CBH. *Contact regarding this RFP with CBH or related staff other than the individual named above is not permitted, and failure to comply with this restriction could result in disqualification.*

3.4.5. Interviews/Presentations

Applicants may be required to make an oral presentation concerning various aspects of their application to CBH. Such presentations provide an opportunity for Applicants to clarify their application to ensure a thorough and mutual understanding. CBH will schedule such presentations on an as-needed basis. Due to the COVID-19 pandemic, such presentations will be performed remotely via teleconference.