



**REQUEST FOR QUALIFICATIONS**  
**WEBSITE REDESIGN CONSULTING SERVICES**

La Clínica de La Raza, Inc. (La Clínica) seeks to engage a Website Design Vendor (Vendor) to participate in a website redesign project. Once the project is completed, La Clínica will go-live with this new public-facing website. The Vendor will be part of the development team that includes La Clínica staff.

La Clínica's representative for this project is: Javier Alvarado, Project Manager.

**Proposal Submittal Instructions:**

Confidential responses to the RFQ shall be received at La Clínica's corporate office Friday, **January 25, 2019 by 5:00 PM PST**. Submit the proposal via e-mail or three (3) copies hand-delivery to the following:

**Javier Alvarado, Project Manager**  
**La Clínica de La Raza, Inc.**  
**1450 Fruitvale Avenue, 3<sup>rd</sup> Floor**  
**Oakland, CA 94601**  
[javalvarado@laclinica.org](mailto:javalvarado@laclinica.org)  
**510.535.2966 (direct line)**  
**510.610.0569 (cell phone)**  
**510.535.4000 (reception)**  
**510.535.4189 (fax)**

Limit the length of your firm's response to no more than 10 pages.

If you have any questions or require any clarifications, please contact Javier Alvarado at the phone numbers listed above or e-mail to [javalvarado@laclinica.org](mailto:javalvarado@laclinica.org).

If you choose not to submit a proposal, please notify Javier Alvarado immediately.

Selection will be made by La Clínica and must be approved by La Clínica's Chief Executive Office. La Clínica reserves the right to reject any or all firms with or without cause and accept any firm that, in La Clínica's sole judgment, will be in the best interest of the organization.

## **PROJECT DESCRIPTION**

### **Background**

La Clínica de La Raza, Inc. (La Clínica) is a non-profit Federally Qualified Health Center with over 47 years of experience providing comprehensive, culturally competent, clinical, and community health services. La Clínica's primary focus is providing primary medical, dental, and behavioral health services in the East Bay region of California.

La Clínica has grown to become one of the largest community health centers in California, with 35 service sites across Alameda, Contra Costa, and Solano Counties. With an annual budget of \$100 million and a staff of more than 1,100 people, La Clínica served over 86,000 patients in 2017, with comprehensive services including pediatrics, family medicine, prenatal and women's health services, behavioral health, dental, vision, and health education. Services are offered regardless of patients' ability to pay or insurance coverage. The majority of our patients live in households at or below 200% of the Federal Poverty Guideline. A third of our patients are best served in a language other than English, predominantly being Spanish or Chinese.

### **Audience**

Our website is the primary communication vehicle for the organization with a wide array of audiences that include:

- General Public Seeking Information about the Organization, including Media and Press
- Potential Clients Seeking Services
- Existing Patients/Clients
- Prospective and Existing Employees
- Prospective and Existing Donors and Funders
- Prospective Vendors and Contractors Seeking to do Business with the Organization

### **Business Goal**

The purpose of this project is to redesign La Clínica's website around patient needs while updating the website overall to match La Clínica's existing brand as a contemporary and high-end provider of multilingual primary care services where we operate. These changes will improve patient access to the clinic via an easier online and mobile-friendly platform that they can navigate while at the same time assisting with recruiting new patients to the agency, bringing in new revenue. This redesigned website will also make it easier for funders, donors, prospective job applicants, and prospective contractors and vendors to learn about the work that we do.

## **Current Website**

La Clínica operates a public website at [www.laclinica.org](http://www.laclinica.org). This website is the primary digital representation of La Clínica on the internet but it does not serve us well anymore. The design of this website is dated, has no design cohesion, is not mobile-friendly, does not have page URLs built to maximize search engine results, and there is an inability to easily translate site pages despite the documented communication needs of many of our patients. It is not providing the best information to our patients and target population about the breadth of services that we provide nor does it reflect the agency brand as a premier provider of care.

## **Project Description**

La Clínica requires a public website that easily provides information about the agency to current and prospective patients while accurately reflecting La Clínica's image as a first choice provider of care where it operates. Redesigning La Clínica's website to meet these needs will require defining what key functions need to be located on La Clínica's public website and how this information should be organized based on the needs of various stakeholders. An entirely new website, separate from our intranet site, will be built out by a vendor based on the deliverables that the advisory group selects. Once the new website is tested and approved, the new website will go live, replacing the current website.

This project has a designated Project Manager coordinating communication between the Website Design Vendor (Vendor) and the agency. An eight (8) to ten (10) person advisory group made of representatives of La Clínica's various functional areas will regularly meet to determine project deliverables and vet deliverables. The Vendor will be asked to help shape the agendas of these meetings and use their expertise to help the project team prioritize stakeholder desires and needs based on what is functionally best given the financial and time parameters of this project while still leaving room for future expansion. The advisory group will provide input on the selection of the vendor that will design and build the website. The Project Manager will present the final deliverable to the La Clínica Executive Committee for review and the Chief Executive Officer will approve the final selection.

## **Service Scope**

The project will include both design and construction phases of the project, but the specific scope will be negotiated with the final candidate. However, La Clínica anticipates that the Vendor's scope of work will most likely include the following:

### Design

- ✓ Assist La Clínica with determining the design of its new website

Assist La Clínica with finalizing the total project budget

## Construction

- ✓ Build La Clínica's new website based on the deliverables determined by the advisory team
- ✓ Assist La Clínica with maximizing search engine results for the new website
- ✓ Participate and document website construction review meetings
- ✓ Write content for various pages of website

## **Project Location**

La Clínica's administrative offices are located at 1450 Fruitvale Avenue, Oakland, CA 94601. The vendor may be asked to attend meetings at this or a nearby location either in person or via a teleconference medium. Meetings of the project advisory group will likely occur at this site or a nearby facility of La Clínica's.

## **New Website Functionality Requirements**

La Clínica's new website will need:

- An easy-to-use content management system (CMS)
- Mobile device friendly design
- Hosted on Amazon Web Services
- Intuitive navigation
- Clean and focused design
- Contact Form
- All applicable content imported from current site
- Optimized with SEO best practices
- Clear paths for potential patients to register for services
- Connect to existing career and donor portals

## **Optional New Website Functionalities/Wish List**

The final deliverables of this project will be negotiated with the selected vendor. Therefore we are not requesting a specific budget from interested vendors at this time. Ideally, La Clinica envisions that the new website would include the following elements, depending on how these elements would impact timeline and budget.

- Homepage video
- A blog
- Social media integration (share buttons, follow buttons, etc.)
- Email update sign-up form
- Dynamic blog feeds throughout website
- Maps of facilities
- Infographic of services provided
- Advanced SEO work

- Separate login area for patients
- Health information database

**Preliminary Project Schedule**

Milestone	Date
Issue Website Design Consultant RFQ	1/2019 - 2/2019
Select and Negotiate a contract with Website Design Consultant Vendor	1/2019 - 2/2019
Design Vendor Build Mock Website	2/2019 - 4/2019
Review and Test Mock Website	4/2019 – 5/2019
La Clínica Executive Team Review and CEO Approval	5/2019
Incorporate Final Edits	6/2019
New Website Go Live	7/2019

**Budget Details**

The estimated budget allocation for this project is \$15,000. Depending on final negotiations with the selected vendor, there may be some flexibility with the final contract amount.

## **SELECTION PROCESS**

### **Evaluation Criteria**

Candidates will be assessed on their qualifications, experience, and fee schedule.

Factors that will be considered in selecting a Consultant r will include, but not necessarily be limited to, the following:

- 1. Knowledge and Experience**
  - The consultant's knowledge and experience with designing websites, particularly for healthcare providers and multilingual audiences;
  - A demonstrated ability to work within a limited project budget;
  - Experience in determining client's best needs from many stakeholders;
  
- 2. Competence**
  - Qualifications of personnel who will be working on the project;
  - Statement of intent that proposed personnel will be assigned to the project for its duration;
  - Demonstrated ability to assist the client in achieving the project within client's budget and schedule;
  -
  
- 3. Fee Schedule**
  - Reasonable fee schedule

### **Evaluation Procedure:**

- 1.** Consultants will submit information about their qualifications.
  
- 2.** Based on a review of the responses, La Clínica may invite selected firms to be interviewed. Notices for interviews will be sent to applicants by February 1<sup>st</sup> and scheduled in early February 2019.
  
- 3.** Final selection will be based on La Clínica's assessment of the consultant's qualifications, references, and the results of the interview.
  
- 4.** La Clínica will invite the finalist to negotiate an agreement that will include the specific scope of work. The contract award is subject to approval by La Clínica's Chief Executive Officer.
  
- 5.** The anticipated award date will February 15<sup>th</sup>, 2019.

## **SUBMISSION REQUIREMENTS**

1. Summary of the vendor's general background and technical capabilities.
2. Description of Vendor's fee structure (hourly rates)
3. Relevant experience similar to this type of project. Include client contact information for each project listed.
4. Description of insurance coverage. If selected, you will be required to submit documentation of coverage. Please indicate if the cost of this coverage would increase your bid.

## **SUBMISSION DEADLINE**

**Statement of Qualifications will be accepted up until Friday, January 25, 2019 by 5:00 p.m.**

Submission details are included on page 1 of this RFQ.

Any questions should be directed to **Javier Alvarado at (510) 535.2966 or at [javalvarado@laclinica.org](mailto:javalvarado@laclinica.org)**.

This Request for Qualifications does not commit La Clínica to award an agreement, to pay any costs incurred in the preparation of the submittal made in response to this request or to procure or contract for services.

*This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number H80CS00631 (Title: Health Center Program; federal share of clinic budget: \$8,059,992 [7.8%]; non-federal share: ~\$94,405,016 [92.1%]). This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.*