Community Clinic Association of Los Angeles County
Website Development RFP

Overview

The Community Clinic Association of Los Angeles County (CCALAC) is currently soliciting proposals for the design, content management system (CMS) development, custom application development, site maintenance, and hosting / colocation services for **www.ccalac.org**.

All proposals must be received at the CCALAC office by *5:00pm Pacific Time* on *September 26, 2014*. Any proposals received after the due date and time will not be considered. Proposals are to be submitted to Alex Medina by this deadline (1) via email to **amedina@ccalac.org**, OR (2) by mail to the following address:

Alex Medina
Community Clinic Association of Los Angeles County
700 S. Flower Street, Suite 3150
Los Angeles, CA 90017

CCALAC reserves the right to reject any or all proposals, as well as to accept the proposal which will be to the best advantage as determined at the sole discretion of CCALAC.

Timeline

RFP Release Date – **September 1, 2014**
Vendor Questions Due Date – **September 19, 2014**
RFP Response Due Date – 5:00pm Pacific Time, **September 26, 2014**
Vendor Selection – **October 5, 2014**
Proposed Site Launch – January 1, 2015

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Introduction | Company Overview & Project Objectives

Founded in 1994 as a project of the Los Angeles-based National Health Foundation, which was seeking ways to increase access to primary medical care in poor neighborhoods after the civil unrest in Los Angeles County, the Community Clinic Association of Los Angeles County (CCALAC) obtained its IRS 501(c)(3) nonprofit status in 1996. CCALAC as an organization has grown to be the largest regional association of community and free clinics in California.

CCALAC is a community-based organization that provides a wide variety of essential services to our 55 Member clinics, including community education, technical assistance and 16 peer learning groups for the staff from our Members in areas of policy, finance, operations, clinical leadership, HIT, HR, workforce, and emergency preparedness.

CCALAC's Member clinics provide quality primary care (including medical, dental and mental health services) for the uninsured, underinsured, working poor, high-risk and vulnerable populations in Los Angeles County, regardless of ability to pay and serve over 1 million patients per year.

Mission and Vision
CCALAC and our Members share a common mission of supporting and expanding access to quality, comprehensive health care for every individual. Specifically, CCALAC's mission is "to promote free and community clinics as providers and advocates for expanding access to quality comprehensive health care for medically underserved people in Los Angeles County."

CCALAC's vision is "to advance the health and human services of communities throughout Los Angeles County, creating a comprehensive health care system for underserved populations to help reduce health disparities in the county."

With the advent of the Affordable Care Act, CCALAC's Members have set a vision for 2014 to:
  a. Position LA's Community Clinics and Health Centers to maximize their roles as providers of choice in the evolving health care system; and
  b. Position CCALAC as a respected and dynamic leader: a trusted advocate, a valued resource, and a provider of key, complementary services to community clinics and health centers.

CCALAC's central role is to help our members serve their patients in an efficient and cost-effective manner while they provide quality care. The association strives to identify and address the collective needs of our members at the local, state and federal levels. We connect clinics, share and leverage resources, increase organizational capacity, and raise a unified voice on behalf of clinics.

Project Objectives

CCALAC recently had a new logo design rollout to create a new and modern style. The goal of this project is to redesign our website to create a platform that allows us to be a collective voice for advocacy, a resource library for our members, a source for trainings on health care, and an educational tool for the public about the expanding importance of accessing quality health care in Los Angeles County. The site should allow CCALAC staff to create content that can be shared with the general public and a member's only section. We also want to ensure that the information that we present is easily understood, not just by the content we create but also with an easy to understand web design that allows individuals to easily navigate, access, and understand information.

SECTION 1 | Project Requirements

1.1 – Design & Development Requirements

While CCALAC remains open to discussing design options with the successful contractor, there are known elements that will require a specified page or location. These include, but are not necessarily limited to, the following public-facing pages:

- Home Page
- About CCALAC and Services/Programs Provided
- About Community Clinics and Health Centers
- CCALAC Staff
- CCALAC Member Clinics List with Links and Map
- News Page
- Press Page
- Job Board Page
- Events Page (eCommerce)

The project will also require password-protected content. This would include:

- Member Clinic Profiles
- Area to host Members-only Documents and Newsletters
- Members-only Meetings and Events Calendar
- Image and Video Gallery
- Training Portal
- Member Application
- Division Information (5 Divisions)

More detail is provided below on content and design.

CCALAC prefers that the site be viewable on a wide range of web browsers and that it also be responsively designed for use on mobile devices.

1.2 – Content Management Requirements

This project will require the building and implementation of a full Content Management System

(CMS) to allow us to add, edit and remove pages and content from the site through a web-based, secure administrative area. Please describe how your proposed solution will meet these goals, as well as outlining any and all additional functionality your CMS will bring to the project.

1.2.1 Admin, Member, and Public Sections

There should be three areas of the website: Administration, Members/Affiliate Only, and Public Sections. Administrators should be CCALAC staff with permission to edit content, create pages (allowing to be designated as member/affiliate only or public), upload information, and give/revoke membership access. Members/Affiliates should have access to materials that are deemed by Administrators as needing limited access, which will require login if user is not currently signed-in. Further, logins should be able to be separated by administrators as "members," "affiliates," and "approved exception." Further logins should be able to be added or removed from CCALAC member/affiliate categories (e.g. Disaster Preparedness, Dental Roundtable, Mental Health, etc.). The reason for this is because member/affiliate workgroups have rotating memberships and individuals leave clinics and organizations; as such Administrators need to ensure that individuals are in the appropriate group. Members/affiliates should not have access to designating themselves into workgroups.

Administrators should be able to edit login information and delete login accounts that are no longer needed. It would be ideal for an automated system to exist to purge membership information after a login has not been used in a set amount of time (e.g. 18 months, 2 years).

1.2.2 Administrative Roles

Administrators should be able to determine access to webpages as either member/affiliate only or public during the creation of new pages to the website. These pages should fit within an editable section of a preset template. However, administrators should have access to metadata to increase the pages search engine optimization. Metadata should be editable during creation and/or editable after creation. There should be freedom within the editable region to adjust layout as needed (inserting tables, images, etc.). The preferred style for CCALAC is Calibri font but Administrators should be able to change formats as special needs arise.

Administrators need the capability to create forms for individuals to register for events and, if needed, pay a registration fee. Forms should be able to be distinguished between members/affiliate users and public users because certain events are members/affiliate only and because some other events are pay-for events and members/affiliates may have a different (discounted) amount to pay to attend. Events are linked to certain grant accounts and ideally Administrators will be able designate to what grants/sources the registration fees should be allocated while creating registration and payment forms.

1.3 – Custom Application Development Requirements

CCALAC has determined desired elements to be included in the project. The below list also indicates whether each function should be public or member facing (login required), and whether CCALAC staff need to approve or be noticed for some actions:

Function	Public or Member Facing	Admin Approval or Notice
Search	Public	
eCommerce	Public/Member	
Member Dues	Member	Notice
Event Sponsorship	Public	Notice
Event Vendors	Public	Notice
Event Registration	Public	
Meeting Registration	Member	
QI Information Access	Member	
Login/Forgot Password	Public	
Confirm Contact Information	Public	Notice
User Profile	Public	
Profile of Clinics	Member	Approval
Delegate Assignment	Member	Approval
Forums	Member	Notice
News/Press	Public	
Media	Public	
– Image Gallery	Public	
– Video	Public	
Job Board (searchable)	Public-View Member-Submit	Approval
Clinic Map/Search With service icons	Public-View Member-Submit	Approval
Clinic Database Profiles	Public-View Member-Submit	Approval
– Membership Application	Public	Notice
– Document Hosting	Member	
– Archive/Expiration		Notice
Calendar	Public/Member	

1.4 – Site Maintenance Requirements

We are looking for a vendor to provide us with ongoing maintenance. Maintenance support may be provided either remotely or on-site. If maintenance is done remotely we request that the vendor be available via telephone, email, or online chat. It is requested, but not required, that the vendor has an online self-help support system (FAQ, discussion forums, etc.) and training sessions for CCALAC staff. We also request that the vendor have experience in search engine optimization and is able to drive up traffic for our website.

We are looking for a vendor to provide support for the HTML framework of our website to include background templates, online forms, navigation tools, etc. CCALAC will require access

to an editable content region so that staff may update information as needed. It will also be necessary for CCALAC staff to be able to create online forms that will allow for meeting registrations, credit card payments, and submissions to our calendar of events. The majority of content creation in the editable content region will be done by CCALAC staff, but vendor will be needed on occasion for HTML framework, site navigation, website structure changes, and fixing problems within templates and form editors.

We request the vender provide hardware maintenance, software maintenance, network maintenance, security maintenance, preventative maintenance, and predictive maintenance. We require hardware maintenance because we request that the vender host our website at their location (see below) and we would like consistent testing and cleaning of hardware to ensure the best quality of service to our website user. Software maintenance is required to ensure that bugs are fixed as needed and to ensure that the website is compatible and adapted for new browser devices. Security maintenance is required because some pages will contain contact information of our Member clinics and we must guarantee only individuals with the proper clearance are able to access that information and any other information deemed for Members only. Security maintenance is also required because of credit card transactions completed through our website. Preventative and predictive maintenance is required to prevent system problems, minimize site breakdowns, or depreciation of software and hardware.

We request the vendor preform audits of the website including analysis of users, search engine optimization, and testing of webpage as needed. Reports of analytics should be provided to CCALAC on a quarterly or biannual basis. The submitted proposal is required to address all maintenance requests.

1.5 – Hosting & Colocation Requirements
Please describe your preferred hosting solution: remote, colocation, cloud, etc. Currently CCALAC has our website hosted by our current vendor and we use another vendor for our email and telephone services. Email and telephone services are <u>not</u> required to be addressed in your proposal. CCALAC uses our current webpage as a member portal allowing documents, images, and other files to be uploaded by CCALAC staff and to be downloaded by members and other website users. We request that hosting be able to offer ample storage to store files. The website must be accessible at all times, but downtime for hardware or software maintenance is allowable with prior notification to Members.

An easy to understand file transfer protocol (FTP) will be necessary so that CCALAC staff will be able to upload files to the server. It is required that organizational files are able to be created on the servers so that uploaded files are organized and easily accessible. It is <u>not required or desired</u> that all website users have access to the database on the server; only individuals who are designated administrators (CCALAC staff) should have access to these database folders to manipulate files. However, website Members and/or public users should be able to access documents from the database on the server folders via hyperlink. Ideally an automated system

will exist to delete files after a set period of time (e.g. 18 months, 2 years) to free up space. When uploading files or creating forms, Administrators would have the option to opt-out of automatic deletion.

There should be responsible limitations to file type and size. The majority of files used for our Members are Microsoft Office documents, images, and PDFs; though other file types may be used. Not all CCALAC staff will be knowledgeable of HTML coding and, as such, HTML should not be the primary method for staff to add content into the editable content region. A control panel is requested in order to add site members, control administrators, and edit content as needed. CCALAC currently uses Windows operating systems on its computers with internet browsers including: Firefox, Chrome, Opera, and Internet Explorer. Staff should be able to operate website administrative duties across these browsers.

Bandwidth is crucial because, as mentioned, Members are able to download documents from our website and we do not want slow download times because of restrictive bandwidths from our host server.

Your proposal also is required to include information about initial set-up and development and monthly hosting fees. The proposal is required to outline data equipment, capabilities, and services. CCALAC does not advertise on our website so proposal should not contain mentions of any advertising supplementing costs.

SECTION 2 | Vendor Background and Qualifications

2.1 - Specific Expertise and Examples
Describe what your general capabilities are as a company, and what separates you from others in your industry. Be sure to provide examples of prior projects that illustrate these capabilities. The vendor must address upcoming Payment Card Industry (PCI) Data Security requirements regarding online payment systems, identify the new regulations, and address how PCI requirements effect our liability for credit card security breaches and provide a method of keeping us in compliance.

2.2 – Experience Working with Nonprofits or Associations
Provide examples of projects similar to ours that you have completed in the past, and describe specific lessons you learned from working on these projects which you will bring to our project.

2.3 – Organizational Capacity
List your separate in-house departments and the number of personnel (by number of positions and by Full Time Equivalents [FTEs]) in each. Give an approximate number of projects typically being worked on by each department at a given point in time as well.

2.4 – Proposed Project Personnel
Provide a list of the principal personnel that would lead your development team for our project, along with a short biography for each listing their qualifications and experience.

2.5 – References
Provide a list of three clients that you have completed projects for in the past two years. Be sure to provide a name and full contact information for each.

SECTION 3 | Web Site Design and Development

3.1 – Design Approach and Experience
Briefly discuss your general approach to design for the web, including a description of your in-house design capabilities.

3.2 – Compliance, Compatibility, and Accessibility
Describe how the final product will meet and/or exceed the requirements established by the Americans with Disabilities Act and section 508 of the Rehabilitation Act. Also, discuss how your development team works to ensure compliance with the standards established by the World Wide Web Consortium (W3C). Finally, list the browsers as well as the devices with which the site you are proposing will be compatible.

3.3 – Mobile/Responsive Design
Describe your general approach to making responsively designed websites.

SECTION 4 | Content Management

4.1 – Content Management Approach and Experience
Describe your general approach to designing and building Content Management Systems, including specifying if your solution is custom or third party.

4.2 – CMS Impact on Search Engine Optimization
Describe how you approach the common issues that dynamic web sites experience with getting properly and fully indexed by the search engines. Be sure to also explain the level of control your CMS solution will give us going forward to optimize our site on our own.

SECTION 5 | Custom Application Development

5.1 – Custom Application Development Approach and Experience
Describe your general approach to custom application development, including a list of your most popular applications.

SECTION 6 | Site Maintenance

6.1 – Site Maintenance Approach and Expertise
List your service options for ongoing maintenance, including the pricing, number of hours and scope of services included for each.

SECTION 7 | Hosting and Colocation Data Services

7.1 – Data Services Approach and Expertise
Describe your hosting capabilities, including the experience and qualifications of your personnel, the equipment and capacity of your server environment, power and data supply and redundancies, and your facility security. Follow this with a list of your levels of hosting services, including the monthly bandwidth, disk space and email account for each, along with the cost for each.

SECTION 8 | Investment and Timeline

8.1 – Project Investment Breakdown
List the specific products and services you are proposing for this project, and include pricing for each. This includes indicating if there is a difference in price if all items are purchased as a package versus certain items being selected a la carte, and be sure to provide pricing for both instances

8.2 – Proposed Timeline
Provide an approximate timeline for the proposed project by breaking the development into stages and then listed time ranges for each to be completed.

8.3 – Contract Terms and Conditions
Provide the terms and conditions that would be included with the contract for the project as you have proposed it.

SECTION 9 | Proposal Format and Submission process

9.1 – Required Proposal Information
In your proposal please include:
- Cover Letter
- Company Information
- Abstract of Project/Project Goals

- Technical Proposal
- Time Frame of Project
- Budget of Project
- Reference from Previous Clients

Online portfolios <u>will</u> be admissible. *Note: All proprietary information should be duly marked.*

9.2 – Proposal Formatting
Proposal should maintain your company's style guide but it is requested that minimum font not go below 11pt.

9.3 – Proposal Submission
If you have any questions about this RFP and/or to request CCALAC's style guide, please contact Alex Medina at **amedina@ccalac.org** or 213) 201-6529.

Final proposals must be submitted to Alex Medina by mail OR at **amedina@ccalac.org** and must be received by 5:00pm Pacific Time, September 26.Please no faxed submissions.

Final decision is expected to be made by CCALAC by October 5, 2014.