



Request For Proposal

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Proposal Background Information

The Public Health Institute (PHI) (www.phi.org) is an independent, nonprofit organization that was incorporated in California in 1964. PHI is dedicated to promoting health, well-being and quality of life for people throughout California, across the nation and around the world. As one of the largest and most comprehensive public health organizations in the nation, PHI focuses its efforts in two distinct, but complementary ways. PHI serves as a partner with government to support its role in assessment, policy development and quality assurance. PHI also promotes and sustains independent, innovative research, training and demonstration programs. We act as a convener for public health dialogue, discussion and leadership development opportunities.

Our mission is stated as: *The Public Health Institute promotes health, well-being and quality of life for all people through research and evaluation, training and technical assistance, and by building community partnerships.*

Summary of Project

In response to a significant gap in awareness and readiness to respond to climate change, PHI is developing the Center for Public Health & Climate Change as part of a comprehensive strategy to address the enormous potential health consequences of climate change. PHI is seizing this opportunity to address existing gaps in knowledge and preparedness, foster innovative leadership capacity, develop new alliances across sectors, and spark swift change within the public health system and beyond for the sustainability of our global community.

This center is being designed to provide a centralized and comprehensive resource supporting public health and the broader community to understand and respond to this critical challenge.

At this point, no other centralized resource exists that is focused exclusively on public health and climate change.

The heart of the PHI center is a **virtual education hub** focused on mitigation, adaptation and current science about the health impacts of climate change. This RFP is focused on prototyping the virtual hub. This hub will ultimately offer tools, fact sheets, best practices, applied research and educational programming in a dynamic, user-driven online community. It will promote research, reports, webinars and data from partner organizations and as well as original PHI content. The hub will include objective, timely policy information, analysis of current legislation and complex aspects of legislation, such as cap-and-trade.

PHI's goal is to deliver a virtual hub that is capable of providing our target audiences with a broad range and depth of materials focused on climate change health impacts, and provide a forum and mechanisms for communication and collaboration across a range of user communities.

Through the existence of a "go to" hub surrounded by a social networking and communications strategy, PHI seeks to raise awareness and strengthen readiness and capacity among the public health community, community-based groups and NGOs to respond and adapt to the public health impacts from climate change at the local, state, national and policy levels.

Our advisers and interested partners include public health departments, health care institutions, government agencies as well as the business, academic and NGO communities.

PHI's virtual hub needs to be built as the first stage iteration of what, over time, will be developed to feature additional layers and levels of sophistication and functionality.

Solution Requirements

Organizational Goals for Site

In deploying the envisioned solution, PHI hopes to:

- Deliver a rich and interactive source of information to multiple audiences about the public health impacts from climate change, with a primary focus on state and local public health departments nationally.
- Catalyze a dynamic online community that includes discussions, webinars, blogs, Twitter posts and other vehicles to foster collaboration and new partnerships.
- Raise awareness about PHI and its work on climate change through its Center for Public Health & Climate Change.

Target User Profiles

In order for the project to be successfully realized, the solution must deliver specific benefit to several distinct user audiences, listed below in priority order:

- State or local public health officers in California, elsewhere in the United States and in some cases globally with responsibilities or interest in addressing climate change health

impacts. The public health community serves as the first line of defense in protecting communities, yet public health leaders are not prepared to respond to climate change and its health impacts. This user audience is not particularly tech savvy and tends to be resource strapped (both in terms of time and money). An easy navigation platform they can use to quickly find a wide offering of relevant resources and tools from a variety of sources including 'best practices' from other public health officers, agencies and departments would be ideal.

- NGO staff and community leaders. This audience – also spread nationally with some global representation expected —is more tech savvy, younger and interested in engaging in policy and advocacy activities related to climate change and health—as well as keeping up-to-date on current reports, conferences and events. This audience seeks a sophisticated yet fresh platform offering rich resources with opportunities to collaborate and connect with other stakeholders.
- This user audience represents the broader community, including: policymakers; healthcare; philanthropy; graduate students; business and industries focused on corporate sustainability, energy efficiency and food production; the media, and other sectors that impact or are impacted by climate change. This audience seeks clear fact sheets, current science, and reports that outline in direct terms how public health is impacted by climate change, the business case for addressing climate change, and response/adaptation recommendations.
- The final user audience is the PHI Online Community Manager who will manage and sustain a dynamic online community that focuses on providing key audiences knowledge, resources and tools focused on the public health impacts from climate change. This user audience provides strategic leadership on community development, content aggregation, online content delivery, social network choices, and technology choices related to all aspects of social media.

Supported Features

The ideal solution will support the following capabilities:

Anonymous users will be able to

- Search and browse resources based on categories, which include infectious disease issues, water issues, and severe weather event issues. Approximately 20 categories in total. Additional details in Deliverable Specifications section.
- View results via a list using Google Maps.
- Create an account on the site and maintain a profile that specifies areas of interest and expertise relating to public health and climate change.
- Sign up for monthly updates/newsletters.
- Browse a calendar of events, with ability to view both past and future events.
- Link to other online collaborative venues such as Facebook and Twitter.

- Search online communities, interactive databases, libraries, blog posts, and other non-report type resources.

Logged-in users will be able to

- Upload documents such as white papers and case studies via submission form.
- Recommend resource URL via submission form.
- Post events to the events calendar.
- Configure their profile to receive notification when there are new resources posted in specific categories, as well as press releases, blog postings, and scheduled webinars.
- Browse registered users by name, organization, interest and expertise.
- Browse webinars and presentations, including PHI Dialog4Health webinars (<http://www.dialogue4health.org/>).
- Send documents to a friend from the site using Email, Facebook or Twitter.
- “Ask the Experts” feature that links to a questionnaire type form. When questions are submitted via a simple form, answers are posted via the site administrator.

Site Administrators will be able to:

- Manage all aspects of site content, including:
 - Author and edit new pages.
 - Author and edit blog posts.
 - Review and manage Ask the Experts questionnaire submissions, and post answers.
 - Post reports, fact sheets and other content types.
 - Manage tags and categories per content item.
 - Review submitted material.
 - Promote specific items to the front page of the site.
- Manage a collection of feeds in order to aggregate from relevant sources spanning public health and climate change.
- Manage site users, including account creation and deletion, permissions, and activity tracking.
- Produce weekly metrics reports.

Wireframes and Information Architecture

PHI will work with the selected implementation partner to formalize the information architecture of the solution and collaboratively develop wireframe treatments based on the requirements listed above.

That said, we anticipate that the eventual solution will include the following navigation components:

- Resource library (categorized documents and links, searchable and browsable by keyword and category)
- Weekly Featured Resource(s)
- Submit Resource (paste link or upload document, categorize and annotate)
- Issue Area Experts/Ask the Experts. See above description.
- Calendar of Events (primarily conferences and meetings)
- Blog
- Press room (Press releases, links to media coverage, electronic press kit)
- Subscribe for updates (as well as links to social media channels)
- About (Mission, Staff, Advisers, Content Partners, Link to other PHI projects)
- Contact Us (phone, email, address, map, directions, transit)

COMPETITION/RELATED SITES

This project is a new solution into a recent solution category. Other examples of sites that address climate change in a broader context than just public health impacts include:

- 1) **Adaptation Learning Mechanism:** Very simple and accessible user interface and easy browsing tools; <http://www.adaptationlearning.net/>
- 2) **Climate 1-Stop:** Although this site is a bit more cluttered, jumbled, and more difficult to search for specific types of documents. Climate 1-Stop is better at providing up to date news items; <http://arcserver4.iagt.org/climate1stop/>
- 3) **Climate Adaptation Knowledge Exchange:** Many engagement and community-oriented features; www.cakex.org.

DESIRED LOOK FOR SOLUTION

We are seeking a clean, uncluttered, approach that communicates experience and authority in the stated knowledge domain while engendering confidence on the part of the visitor. We want all site users to feel smart and supported while navigating the site.

This is a content-intensive and content-driven site, so intuitive navigation and resource management are critically important. We want the navigation and information model to be clear and intuitive.

We want to be able to link to other online collaborative venues such as Facebook.

While we want a distinct graphic design, that design also needs to properly complement our core branding at www.phi.org

MEASUREMENTS/METRICS

The site will need to report on a range of metrics in order to support analysis of trends in usage, including:

- Overall traffic, presumably via Google Analytics or equivalent
- Number of document uploads and other resource submissions
- Number of user registrations, number of active/returning users
- Most active users, users with highest-rated submissions
- Most popular resources in terms of access/downloads/comments/ratings

DELIVERABLE SPECIFICATIONS

- Desired Prototype Beta: October 15, 2010. We understand this is an aggressive timeline. We are open to a phased proposal that provides a minimal subset of functionality by the deadline.
- Available Budget: \$15,000
- Solution should be CMS-based with a high priority on Free/Open Source solutions. We are open to Joomla, Drupal, or other popular open-source collaborative publishing platforms.
- User should be able to receive notification of new content and other updates via email and/or RSS
 - Mobile/SMS notification a plus
- Site must support multiple RSS feeds, including
 - New articles
 - New blog posts
 - New comments
 - New events
 - Per-category feeds (e.g. new posts in categories such as “water”, “disease”, etc)
- Support for industry-standard content embedding, such as YouTube widgets, Google Maps, and Flickr badges.
- Search and browse resources based on two levels of categories. We expect approximately 20 categories in total. Exact categories for first order taxonomy likely to be:
 - Infectious disease
 - Water
 - Weather events
 - Heat wave
 - Air quality
 - Food production

- Mental Health
- Search and browse resources based on metadata such as author, publisher, date, local, regional, state, global, etc.
- Support for proper and user-friendly rendering on displays of 800 pixels and above.
 - Intelligent mobile display handling desired but not required.
- Support for the following browsers versions:
 - Firefox 3
 - IE 7
 - Safari 3
 - Chrome 2

REVIEW & TESTING

- Organizational stakeholders will review and provide feedback on creative design and overall look and feel.
- Prior to the site's formal launch, we will have agreed milestones and corresponding periods of testing to ensure site functionality and stability. Anticipated milestones include:
 1. Definition of information architecture
 2. Finalization of wireframes
 3. Final graphic design
 4. Baseline deployment of core CMS and features
 5. Additional functional milestones
 6. Final acceptance
 7. Launch

PROFILE OF PREFERRED DESIGN/DEVELOPMENT FIRM

- Strong expertise in designing/developing interactive, content-heavy websites for not-for-profit organizations, any specific domain knowledge a plus.
- Understands and employs SEO best practices
- Attentive to details, service, available budget and deadlines.

RFP SUBMISSION DETAILS

Please submit your response by COB on 9/08/10. If you'd like to respond to this RFP but this deadline causes hardship, please notify us.

Your submission must include:

- Links to site work done within the last two years with a budget range of \$5-\$30k
- Explanation of approach and platform used
- Costing elaborated on a per-feature or per-feature-set basis

- Proposed calendar of implementation milestones

In addition, all questions submitted by **Thursday, September 2, 2010** will be answered in one email to interested parties by **Thursday, September 3, 2010**. We are also delighted to schedule phone calls as circumstances dictate.

SEND PROPOSALS TO:

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