



USAID
FROM THE AMERICAN PEOPLE

TRANSLATING
RESEARCH
INTO ACTION

URC
UNIVERSITY
RESEARCH CO., LLC

REQUEST FOR PROPOSALS (RFP)

Website Redesign for the Translating Research into Action (TRAction) Project

Date of Issue: Monday, July 23, 2012

Closing Time and Date for Applications: 11:59 PM (EST), Monday, August 6, 2012

Applications must be emailed to: kwilliams@urc-chs.com

Deadline for Questions: 11:59 PM (EST) Friday, July 27, 2012

Questions by email ONLY to: kwilliams@urc-chs.com

Note on Eligibility: Only companies with 5+ years of web experience, experience with Drupal or another open source CMS, and a team of developers/designers may apply.

Contact Person: Kendra Williams, TRAction Project Researcher & Writer

Tel. 1-301-828-3341

Email: kwilliams@urc-chs.com

1 BACKGROUND

The Translating Research Into Action (TRAction) project, funded by the US Agency for International Development (USAID), solicits and funds studies to develop, test and compare approaches to more effectively deliver proven priority health interventions, increase utilization, and achieve coverage and scale-up. The project is managed under a Cooperative Agreement by University Research Co., LLC (URC) in collaboration with its partner, the Harvard University School of Public Health.

The project addresses the “know-do” gaps or delays between discovery of effective ways to combat the causes of poor health and the application of these proven interventions on a wide scale.

Rigorous research has demonstrated the effectiveness of a number of approaches for reducing health disparities around the world; but national level decision-makers, donors, and program implementers in many settings often lack evidence or experience in how to successfully introduce and implement these on a national scale. If each country’s Millennium Development Health Goals are to be met in the targeted timeframes, these “know-do” gaps must be closed. The USAID funded TRAction Project is working to support the Global Health Initiative principle of promoting research and innovation through local ownership and leveraged partnerships in order to scale up equitable and sustainable interventions and programs.

Current priority research areas for TRAction are maternal, newborn and child health, nutrition, population, family planning and reproductive health, malaria, and tuberculosis.

2 OBJECTIVES

TRAction is seeking to improve the dissemination and use of information related to TRAction-supported research studies, which will be fostered through significant enhancements to the project website. TRAction plans to take advantage of available technological tools to promote sharing, communication, and application of research findings.

The overall goals for the website are:

- To facilitate interaction between TRAction staff, researchers, technical experts, program implementers, and others knowledgeable about or interested in the project’s topic areas.
- To improve communication of key information related to the project’s research areas.
- To promote better use of information and research findings in practice.
- To establish a community of people working in or interested in TRAction’s research areas that will enable information sharing, collaboration, and enhanced learning.

3 WEBSITE OVERVIEW

The TRAction Project is seeking to develop an enhanced website through one of two methods:

1. **Redesign the project's current website** (<http://www.tractionproject.org/index.html>), to include the essential elements and requirements presented in this RFP.

The current site structure and design would require significant change in order to accommodate TRAction's website goals. The current TRAction website is Drupal-based, with features including: News highlights that feed into a list on all pages; "Contact Us" form; links to internal pages, external pages, and documents; "Search this Site" function; and capabilities for sharing the website through email, Facebook, Twitter, and other social media outlets.

NOTE: TRAction's webpage is designed and managed separately from the overall URC website.

2. **Develop a new website**, which incorporates all of the essential elements and requirements presented in this RFP. The new site should be an open source CMS (such as Drupal or Joomla), that is compatible with URC's current, dedicated server contracted with MadWolf Technologies (see details under "Website Requirements").

The redesigned or new TRAction webpage will have the following overall structure:

1. Main "TRAction Project" webpage, encompassing pages related specifically to TRAction project activities.
2. Separate portal pages for each of TRAction's research topics. These include: Indoor Air Pollution, Bangladesh RMNCH/Nutrition, Malaria, Disrespect and Abuse in Childbirth, Integrated Community Case Management (iCCM), Task Shifting, and Performance-based Incentives (PBI). The menu bars and pages associated with each of the research topic portal pages will be unique from each other and from the main TRAction page.

Please see the website link map and example pages in the Appendix, for a more detailed view of the envisioned website structure and layout.

3.1 Website Elements

Essential Components

Highlights Slideshow: On the main TRAction homepage and individual research homepages, a slideshow should circulate between 3 - 4 pictures with a title and link, and include arrows for viewers to manually click through the slideshow. TRAction staff should be able to easily update this slideshow by uploading new pictures with associated captions and links, and taking down old pictures. Staff should be able to create and insert additional slideshows.

Announcements Feed: Announcements should be displayed on an Announcement page, and on a feed on the homepage. Staff should have the ability to categorize announcements by research topic, which would feed into the relevant research topic portal pages. When an announcement is clicked, a pop-up box should appear with additional details.

“Where we Work” Map: On the main TRAction page, a map should flag countries with TRAction research and allow viewers to click the flags to open a pop-up with more information about the project(s) in that country.

Discussion Forum: TRAction would like to set up a private discussion space to allow online interaction between TRAction-funded researchers and specific technical advisors. This forum should be hidden from public view, and only accessible to those given permission by TRAction staff. The discussion forum should include sub-discussion forums for each research topic, which should feed into the corresponding research portal page. In addition to discussion threads, this space should also support the sharing of files such as PDFs, Word documents, pictures, PowerPoints, etc.

Calendar: The calendar should be set-up as one main calendar, with the capability of filtering the display to show only events related to each research topic. When TRAction staff add an event to the calendar, they should be able to tag the event with the relevant research topics. The events should feed into the research portal pages to which they have been tagged, so that all events tagged with a research topic automatically display on the associated research portal page. When events on the calendar are clicked, a pop-up should appear with more details about that event.

Blog: A blog should support posting of text, images, and videos. Viewers should be able to comment on the blog after registering through the site. TRAction staff should be able to block users from commenting if necessary.

Key Functionalities

Forms and Surveys: A “Join Us” form, which allows viewers to subscribe to the TRAction community by providing selected information about themselves through prompted questions. This form will include a checklist for subscribers to indicate specific topics in which they are interested, so that they may be automatically added to the relevant listserv. After registering through this form, viewers should be given rights to add comments to the pages. Other forms should be developed to allow viewers to submit questions and/or recommendations, with pre-set subject headings based on the link clicked, to TRAction staff.

Online Document Submission: Website-based facility for applicants and/or grantees to submit applications for funding, reports, pictures, or other documents as needed.

Navigation Templates: When adding new pages to the website, TRAction staff should be able to select from several pre-designed navigation options, including:

- Left and right navigation boxes (to enable navigation to pages deeper within Main Menu tabs)
- Graphic links (buttons that integrate pictures and titles into attractive link buttons)
- Tabbed content boxes (embedded content boxes that include tabbed boxes allowing viewers to switch between tabbed content without navigating to a new page).

Drop-Down Menus: On mouseover, sub-pages are listed vertically under main menu tabs.

Search Function: Support for viewers to search the TRAction webpages, including the main TRAction portal, and all individual research portals. The search function should not be case sensitive and should include fuzzy matching (incorrect spelling).

Share This/Stay Connected Links: Viewers should be able to share TRAction website materials or stay informed of TRAction activities through- email, Facebook, Twitter, RSS feeds, YouTube, Google Alerts, or others. Viewers should not be able to share private discussion forums and restricted-access pages.

Standard Links: The site's navigation structure should be developed so that certain items are accessible from anywhere on the website (i.e. search function, Share This/Stay Connected links, the TRAction main site homepage, etc.)

3.2 Website Requirements

Visually Appealing: The site should have an attractive mix of text, photographs, and graphics.

User friendly: TRAction staff who are not trained in computer programming should be able to easily create and post content and update the site, without requiring assistance from the web design contractor.

CMS Capability: The system should have a full, open source or commercial Content Management System installed, with standard formatting that can be applied without the user knowing any programming. Material should be feasible to import from Word, RTF, HTML, or text files. Basic editorial formatting should be enabled through a WYSIWYG editor. Because of the portal/sub-site structure, TRAction should be capable of using multiple themes and formatting each content type differently. TRAction requires access to a manual or a web area that describes and documents the CMS system that is chosen. The system should be supported by all Browser types (Mozilla, Internet Explorer, Safari, Chrome, etc.) and available on all platforms. The CMS will provide HTML templates for TRAction staff to create powerful, custom, editable page layouts.

Hosting: TRAction's website will be hosted on URC's current, dedicated server contracted with MadWolf Technologies. Madwolf will be responsible for the hardware, network configuration, and system availability of the hosted servers, as well as the operating system, patch management, and general system health. Madwolf is not responsible for non-Operating System software licenses and application configurations. The contractor will assist with licensing, installation, configuration, and

management of the TRAction website and CMS software program. TRAction will provide account access necessary for the contractor to complete the design and implementation work.

Common Theme and Consistent Design: The look and feel of the webpages within the main TRAction portal and the individual research portals should be coherent, but with clear distinctions between portals. The TRAction logo and URC logo should appear on the bottom of every page.

Low Bandwidth Accessibility: The website should be available to sites with low bandwidth internet access. The technical footprint should be light enough that users can view pages and documents without excessively long downloads.

Versioning: The system should be able to be "rolled back" to previous versions of the web pages. Whenever there are one or more changes, the version must be able to be saved before making the changes/improvements. All revisions of individual content must be able to be saved as content and that unit of content rolled back to any previous version without rolling back the rest of the website. This should be independent of the Backup system which should save ALL files on the server. This means that the Versioning files will themselves be backed up by the regular backup system which must be redundant--on site and off premises.

Multiple Language Capability: The system should support the presentation of content in any number of languages. All menus, entry forms, links, displays, documents, comments, search boxes, and other parts must be able to be displayed in multiple languages. The subcontractor will be responsible for the multi-language capability and a system so that at any place in the website, the user can change languages.

Federal Section 508 Accessibility Compliance: The current rules and standards of the Federal Government for handicapped accessibility will be complied with throughout, specifically Section 508.

4 PHASES OF DEVELOPMENT & TIMELINE

The selected applicant will be expected to meet proposed deadlines for each phase of the website development, as described below. The applicant must keep TRAction abreast of progress and involved in providing feedback at key milestones throughout the planning , implementation, and maintenance phases.

4.1 Planning and Design

The successful applicant (contractor) will be required to meet with TRAction representatives to discuss in detail the plans for the website, including the final elements to be developed, navigational structure, and page layout needs. TRAction will provide draft screen mock-ups for discussion. The planning meeting must occur within one week of the contract signing.

Within one week of this initial meeting, the contractor will be required to develop and submit for approval final screen mock-ups that represent the intended webpages to be developed. One week will be allotted for TRAction staff to suggest any necessary revisions.

4.2 Development and Implementation

The website will be developed in three stages:

Stage 1:

The contractor will develop the TRAction main page, and one individual research topic portal page (for Indoor Air Pollution) by **September 3, 2012**.

These prototypes will be tested and verified by TRAction staff to ensure satisfaction with the website functions and compliance with the RFP before continuing website development. The contractor will work with TRAction to implement any changes identified by TRAction at this time.

Stage 2:

The contractor will develop two additional individual research topic portal pages, based on the first topic page developed, including any adjustments from TRAction. This stage should be completed by **September 30, 2012**.

Stage 3:

The contractor will provide interactive support for TRAction staff to develop additional research topic portal pages, based on templates and tools provided as part of the CMS. This stage will be completed by **October 15, 2012**.

4.3 Maintenance

The contractor will provide general knowledge support such as Q&A and how-to guidance in using the content management system. TRAction will require the contractor to train several key staff members on how to manage the content and administrative functions on the website through the content management system.

Chart of Deliverables and Proposed Timeline

Milestone	Proposed Deadline
Planning Meeting with TRAction	TBD
Submission of final webpage mock-ups	TBD
Stage 1: Completion of TRAction main page and Indoor Air Pollution page	September 3, 2012
Stage 2: Completion of two additional individual research pages	September 30, 2012
Stage 3: Completion of all individual research pages	October 15, 2012
Training for TRAction Staff	October 22, 2012

5 REQUESTED INFORMATION AND PROPOSAL FORMAT

5.1 Title Page

The title page of the proposal must contain the company name, address, telephone number, principal contact, fax number and email address.

5.2 Cover Letter

5.3 Technical Section

Describe the process that will be used to build the website, including the development of key website elements and for meeting timeline milestones.

5.4 Project Management Structure and Staffing

Provide an organizational chart, including key staff who will be working on the project, lines of communication between staff and TRAction representatives, and any sub-contractors that may be required. For all staff to be involved in the project, a description should be provided of their roles, responsibilities, and level of effort.

5.5 Budget

Prospective vendors are asked to estimate the cost of this project, and include the estimate as part of their budget calculation. All costs associated with the delivery of the project should be presented in a flat rate fee-for-service format. This must include a short description on the plan for spending the resources to develop the primary features of the site, and a high level overview of the budget. Additional information may be requested.

5.6 Attachments

1. Resumes of all proposed principal staff
2. Examples and web addresses of previous websites developed by the applicant
3. Professional references

6 APPLICANT ELIGIBILITY

To apply, applicants must meet the following criteria:

- Company must have at least 5 years of website design and management experience
- Company must have experience with Drupal or related open source CMS systems
- Company must consist of a team of web developers and designers.

7 EVALUATION CRITERIA

Proposals that meet the mandatory requirements as stated in this RFP will be evaluated by TRAction staff. A contract will be negotiated with the applicant that best meets the following criteria:

- The plan for building the website includes all of the necessary elements and requirements, and is in line with the required timeline.
- Prior work by the applicant demonstrates artistic and innovative, user-friendly interfaces that engage communities and viewers.
- Candidate has successfully completed similar projects, and has the qualifications necessary to undertake this project.
- The price is commensurate with the value offered by the applicant.
- The candidate company has appropriate staff with the necessary qualifications to develop the site in the time frame needed.
- The information in the proposal is presented in a clear, logical, well-organized manner.
- The applicant demonstrates willingness to collaborate with TRAction throughout development and implementation of the webpage, and proposes a clear plan for training TRAction staff in website maintenance.
- The applicant is able to complete work by the proposed deadlines or negotiate reasonable date modifications with TRAction staff before the start of the project.

8 SUBMISSION INFORMATION

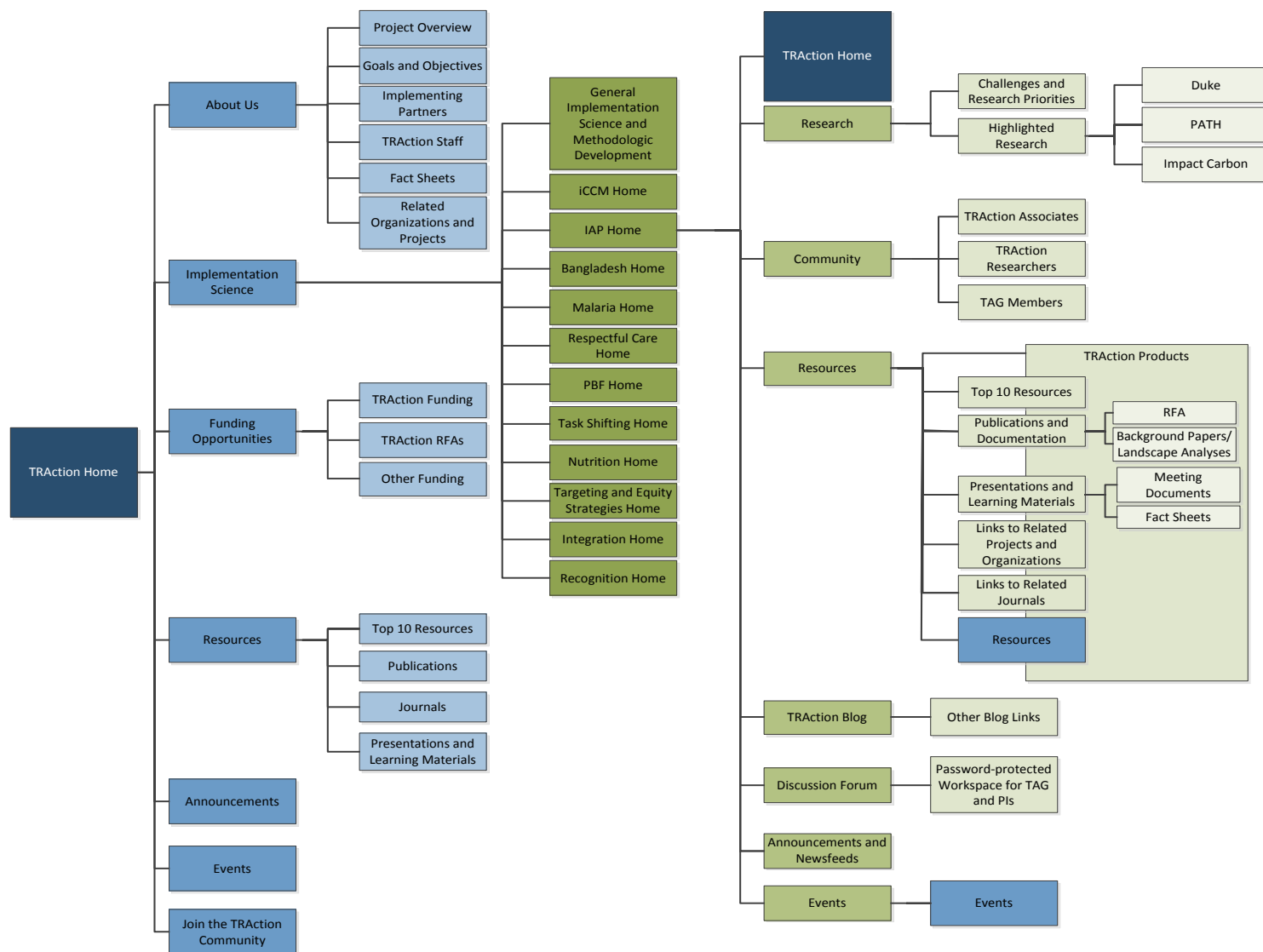
The page limit for the application is 5 pages (not including the title page, cover letter, or attachments).

Any questions must be submitted to kwilliams@urc-chs.com by Friday, July 27, 2012.

All applications must be emailed to kwilliams@urc-chs.com by 11:59 PM (EST), Monday, August 6, 2012.

9 APPENDIX

9.1 Website Navigational Structure



9.2 Example TRAction Main Page- Home

Translating Research into Action (TRAction) Project

Home	About Us	Implementation Science	Funding Opportunities	Resources	Announcements	Events	Join Us
------	----------	------------------------	-----------------------	-----------	---------------	--------	---------

REQUEST FOR APPLICATION
RFA SOLICITATION NUMBER: MNCH012-001
EQUITY IN THE DELIVERY OF MATERNAL, NEWBORN AND CHILD HEALTH SERVICES

Date of Issue: Wednesday, June 1, 2012
Closing Time and Date for Applications: 11:59pm (EST) Friday, July 15, 2012
Applications must be emailed to: tracapply@urc-cha.com
Deadline for Questions: 11:59pm (EST) Wednesday, June 15, 2012
Questions by email ONLY to: tracapply@urc-cha.com

Contact Person: Basia Gubin, TRAction Project Coordinator
Tel: 1-201-841-8483
Email: egubin@urc-cha.com

TRAction posts new Request for Applications (RFA) for research on equity in the delivery of maternal, newborn, and child health services

TRAction Project Overview

The Translating Research into Action (TRAction) Project, funded by the U.S. Agency for International Development (USAID), supports research to identify effective strategies for scaling-up maternal, newborn, and child health interventions to improve the health of women and children around the world.

Funding Opportunities

Click here to view a list of current and upcoming Requests for Applications (RFAs), and for information on applying for research funding.

Resources

View TRAction products and other recent publications, news articles, journals and information related to TRAction activities.

Announcements and Newsfeeds

TRAction holds technical review panel to discuss task shifting applications
April 27, 2012

Jim Sherry hired as new TRAction Project Director
February 20, 2012

Where we Work Map

Click on the map for an interactive look at TRAction's Projects.

Research Areas

9.3 Example TRAction Indoor Air Pollution Page- Research

Indoor Air Pollution Implementation Research

TRAction Home	IAP Home	Research	Community	Resources	Blog	Discussion Forum	Announcements	Events
---------------	----------	-----------------	-----------	-----------	------	------------------	---------------	--------



Impact Carbon: Testing Effects of a Novel Offer & Marketing Messages on Uptake and Usage of Fuel-efficient Improved Cookstoves in Uganda

Overview	Intervention	Evaluation	Dissemination
----------	--------------	-------------------	---------------

Researchers will analyze:

- The effect of a novel sales offer on cookstove uptake;
- Stove use and its impact on time savings, fuel purchasing, exposure to particulate matter, and health symptoms;
- The effects of peer training on stove use, knowledge, and perceptions; and
- Other aspects related to improved cookstoves including community response to stove attributes, social norms, prices women are willing to pay for improved stoves, and social support for using improved stoves.

Impact Carbon Project Updates

April 29, 2012
Impact Carbon designed and piloted marketing interventions in two test parishes in Mbarara.

TRAction-Sponsored Research



Duke University,
India



PATH,
Uganda



USAID
FROM THE AMERICAN PEOPLE

TRANSLATING
RESEARCH INTO
ACTION



URC
UNIVERSITY
RESEARCH Co., LLC



9.4 Examples of Websites with Components TRAction Likes

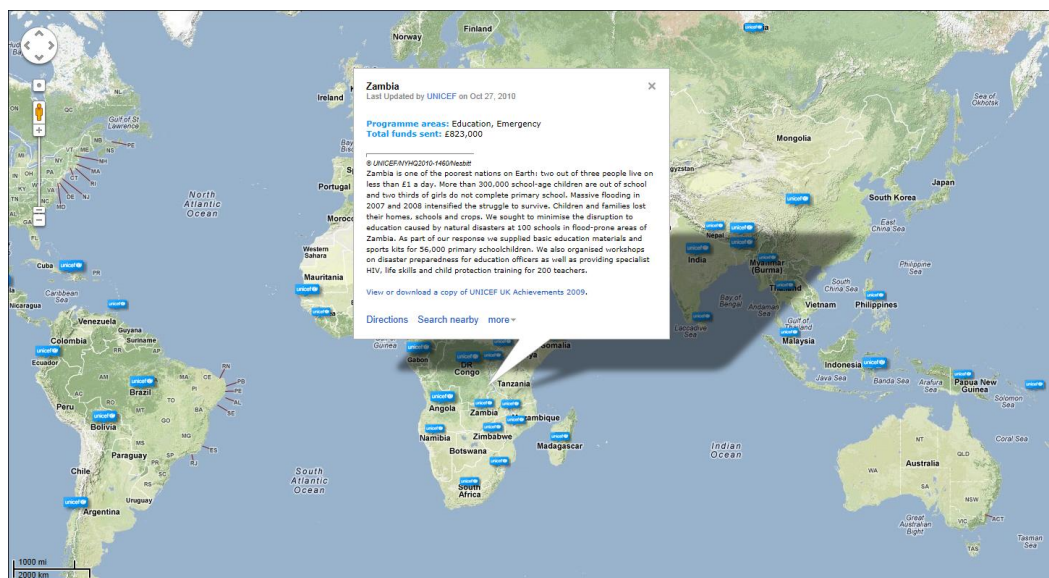
Homepage Look and Feel

<http://www.whiteribbonalliance.org/>



Where We Work Map

[https://maps.google.com/maps/ms?ie=UTF8&hl=en&t=p&msa=0&msid=105285668762980419295.0004930a143a245e43b38&ll=12.554564,47.109375&spn=143.106378,350.859375&z=1&source=em](https://maps.google.com/maps/ms?ie=UTF8&hl=en&t=p&msa=0&msid=105285668762980419295.0004930a143a245e43b38&ll=12.554564,47.109375&spn=143.106378,350.859375&z=1&source=embed)
[bed](#)



Tabbed Content Boxes

<http://www.popcouncil.org/topics/mnh.asp#/Projects>



EVENTS | CONTACT US | STAFF | EMPLOYMENT | ESPAÑOL | FRANÇAIS | ARABIC

WHO WE ARE | WHAT WE DO | MEDIA CENTER | PUBLICATIONS / RESOURCES | DONATE | SIGN UP

TOPICS | COUNTRIES | PROJECTS



Project | Overview | Resources

Developing a Multisectoral and Comprehensive Response to Sexual and Gender-based Violence in East and Southern Africa

The Council is working to alleviate sexual and gender-based violence in seven sub-Saharan African countries.

Beginning in 2006, with support from SIDA, the Council initiated a project to strengthen the evidence base for programming to alleviate sexual and gender-based violence (SGBV). Through this study, an active network of eight partners in seven African countries, Ethiopia, Kenya, Malawi, Senegal, South Africa, Zambia, and Zimbabwe, has been created. With additional support leveraged from the United States President's Emergency Plan for AIDS Relief (PEPFAR), another seven partners from Uganda and Rwanda have been added.

The first phase of this project aimed to reduce the incidence of SGBV, including intimate partner/domestic violence, and to meet the medical, psychological, and justice needs of survivors of sexual violence by strengthening a network of organizations across six countries in sub-Saharan Southern Africa and developing a regionally relevant evidence

PROJECTS

Search Projects

Projects by Topic
Projects by Country

Project Stats

Location: Africa, Ethiopia, Kenya, Malawi, Senegal, South Africa, Zambia, Zimbabwe

Program(s): Reproductive Health

Topic(s): Sexual and gender-based violence

Duration: 8/2006 - 12/2012

Population Council researchers:
Ian Askew

Non-Council collaborators:
Ethiopia Ministry of Health
Kenya Ministry of Health
Malawi Ministry of Health

Vertical Drop-down menus

<http://www.mcc.gov/pages/countries/region/eurasia>



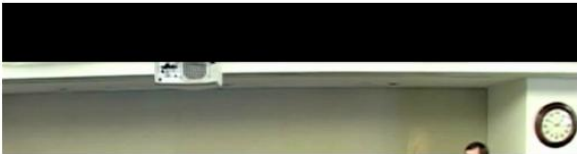
MILLENNIUM
CHALLENGE CORPORATION
UNITED STATES OF AMERICA

ABOUT MCC | SELECTION CRITERIA | PROGRAMS & ACTIVITIES | COUNTRIES & COUNTRY TOOLS | RESULTS | PRESS & PUBLIC AFFAIRS | JOBS | BUSINESS & PROCUREMENTS

Overview | Africa | Europe, Asia and the Pacific | Latin America | Country Tools

Europe, Asia and the Pacific

MCC is devoting significant resources to help partner countries in Europe, Asia and the Pacific positively transform the lives of the poor and catalyze long-lasting economic



MCC 81:16
Watch a discussion of

Compa 18:01
On Nov. 18, 2011, MCC

Albani 06:49