



Request for Proposals

27RFP002

Website Redesign

Issued: 07/24/2026

280 South Decatur Boulevard
Las Vegas, Nevada 89107

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SECTION I - INTRODUCTION

A. Purpose

The Southern Nevada Health District (“SNHD”) requests proposals from web design and development agencies to redesign and develop SNHD’s website (“Project”).

B. Entity Information

SNHD was created in 1962 when the State Legislature combined the health departments of the county and several adjoining cities. SNHD is one of the largest local public health organizations in the United States, serving over 2.3 million residents and safeguarding the public health of over 40 million visitors to Las Vegas annually.

The mission of SNHD is, “To assess, protect, and promote the health, the environment, and the well-being of southern Nevada communities, residents, and visitors.”

SNHD is governed by the Southern Nevada District Board of Health (Board). The Board is vested with jurisdiction over all public health matters within Clark County, Nevada.

C. Anticipated Funding

Any awarded contract will be subject to the availability of funding and shall be immediately terminated if any funding budgeted for the contract is withdrawn, limited, or impaired.

D. Anticipated Contract Type and Term

Any awarded contract will be a “requirements” contract for the services and term specified.

E. Subcontracting

Subcontracting must be preapproved by SNHD.

F. Ethics in Procurement

It is unlawful for any Contractor to offer, or any employee of SNHD or their immediate family to solicit or accept a gratuity in connection with the solicitation, award, or administration of any SNHD contract or purchase order.

SECTION II - SCOPE OF SERVICES

A. Project Description

Background: SNHD's website was last redesigned in 2018. SNHD is seeking a redesign to better serve its audiences, improve accessibility and enhance the organization, usability and overall user experience of its site. The goals of the Project are to modernize the website's design to align with SNHD's brand identity; improve user experience and user interface; enhance website accessibility (ADA/WCAG compliance); optimize for search engines; ensure mobile responsiveness and cross-browser compatibility; improve performance, reliability, and manageability through containerization and load balancing; ensure high availability and fault tolerance; simplify deployment, updates and scaling of WordPress.

Project Location: Some planning activities may occur onsite. Meetings, services and deliverables may occur remotely.

Project Budget: \$100,000.

B. Tasks and Activities

1. SNHD will:

- a. Identify team members responsible for providing content (e.g., copy, image, video) for the website.
- b. Supply existing content, including brand guidelines, style guides and logos.
- c. Generate new/updated content as needed to meet deadlines.
- d. Organize internal stakeholder meetings to gather input and consolidate feedback.
- e. Coordinate with SNHD's IT department to provide access and permissions for assessment, testing, migration, and provisioning of testing and production servers.
- f. Monitor website performance post-launch and collaborate on addressing any immediate issues.

2. Selected Contractor will:

a. Research

- 1) Conduct user research through stakeholder interviews, analysis, etc.
- 2) Perform a content audit and usability assessment of the current website.
- 3) Develop a comprehensive website strategy document, including goals, user personas, and information architecture.

b. Design and Development

- 1) Create wireframes and mockups for key pages. Including:
 - a) Up to eight-page types (e.g., landing page, splash page, program pages)
 - b) Up to five custom post types (e.g., Public Meetings, News Releases, Hot Topics)
- 2) Develop a cohesive design that reflects SNHD's branding, mission and user experience.
- 3) Implement responsive design principles to ensure functionality and usability across desktops, tablets, and mobile devices.

- 4) Develop the site using WordPress.
 - 5) Migrate more than 4,000 pages and integrate existing content while ensuring data integrity.
 - 6) Add new functionality and integrations as needed, including but not limited to clinic registration, online forms, and interactive tools.
 - 7) Ensure the website, templates, functionality, and associated digital content comply with all applicable federal and state accessibility requirements, including the Americans with Disability Act (ADA), Section 504 of the Rehabilitation Act, and current accessibility standards applicable to public entities and special districts.
 - a) At a minimum, the website shall conform to the most current version of the Web Content Accessibility Guidelines (WCAG) Level AA standards in effect at the time of implementations, including compatibility with evolving federal accessibility requirements for state and local government entities under Title II of the ADA.
 - b) Contractor shall incorporate accessibility testing using automated and manual testing methods, including screen reader compatibility testing, and remediate identified accessibility issues prior to launch.
 - c) Contractor shall incorporate accessibility best practices into all aspects of design, development, navigation, forms, documents, multimedia, and mobile responsiveness.
 - d) Contractor shall provide documentation of accessibility testing and remediation efforts upon request.
 - e) The content management system (CMS) must support ongoing accessibility compliance by SNHD staff, including accessible editing tools, templates and workflows.
 - 8) Ensure the website follows industry security best practices and applicable compliance standards.
 - 9) Use Docker to containerize WordPress, the database (e.g., MySQL), and potentially a caching service like Redis.
 - a) Use Docker Compose for local development or small-scale deployments. Consider using Docker Swarm or Kubernetes for production for better orchestration and scaling capabilities.
 - b) Implement security best practices for containerized environments, including network policies, container isolation, credential management, and regular updates and patching of images.
 - c) Require tools for monitoring container health, application performance, and logging (e.g., Prometheus for monitoring, ELK stack for logging, or comparable solutions).
 - 10) Implement CI/CD pipelines for custom plugins and themes using an in-house GitLab CE setup.
- c. Testing
- 1) Perform thorough testing for usability, functionality, and compatibility across devices and browsers.
 - 2) Conduct performance testing to ensure the website loads quickly.

d. Launch

- 1) Develop a launch plan, including DNS updates and hosting configuration.
- 2) Provide support during the transition from the old site to the new site.
- 3) Monitor the website post-launch to address any issues.
- 4) Ensure a score of "A" on SecurityScorecard.io.
- 5) Ensure a score of "A+" in SSL Labs.com

e. Training & Support

- 1) Provide training for staff on content management and website maintenance.
- 2) Provide training and guidance for staff responsible for maintain accessible website content after launch
- 3) Offer post-launch support for three months to address bugs and issues.

f. Technical Requirements

- 1) Hosting and server requirements.
- 2) Integration with third-party tools (e.g., CRM, analytics, marketing platforms).
- 3) SEO best practices (structured data, metadata optimization, etc.).
- 4) Analytics integration (e.g., Google Analytics, heatmaps).
- 5) Security features (TLS 1.2 and TLS 1.3, CAPTCHA, secure login).
- 6) E-commerce integration.
- 7) Before launching the new site, prepare a list of pages and forms that must be redirected to the new site.
- 8) Support for DNSSec.
- 9) Will only support port 443 (HTTPS), not port 80 (HTTP).
- 10) Load only the necessary JS and CSS files per page to optimize page load speed.

C. Key Deliverables

1. Detailed project plan and timeline.
2. Completed wireframes and final design assets.
3. Fully functional and responsive website.
4. Documentation for all website features and functionality.
5. Training materials or sessions for staff.
6. Post-launch support plan.

SECTION III - TIMETABLE AND PROVISIONS

A. Timetable

RFP Issued	07/24/2026
Deadline to Submit Questions	2:00 PM PDT on 08/03/2026
Deadline to Disseminate Questions and Answers	08/07/2026
Deadline to Submit Proposals.....	2:00 PM PDT on 08/24/2026
Evaluations Completed	08/31/2026
Notification of Intent to Award	09/01/2026

B. Authorized Contacts

1. The RFP Authorized Contact is Kevin Bratcher. All questions about this RFP from RFP Issuance to Notification of Intent to Award shall be directed only to Kevin Bratcher at procurement@snhd.org. No other person has the authority to respond to questions about this RFP unless authorized by written addendum issued by Kevin Bratcher.
2. Communication about this RFP with anyone associated with SNHD other than Kevin Bratcher is prohibited. **Proposals will be rejected for noncompliance with this prohibition.**

C. Questions

1. Written questions about this RFP must be emailed to procurement@snhd.org by **2:00 PM PDT on 08/03/2026**. Enter “27RFP002 Questions” and company name in the email subject line.
2. Written questions and the corresponding answers will be posted to [SNHD's Public Notices website](#) by 5:00 PM PDT on 08/07/2026.

D. Proposal Submission

1. Proposal documents per [Section IV.B](#) must be emailed to procurement@snhd.org. Enter “27RFP002 Proposal” and company name in the email subject line.
2. Mailed, hand-carried or faxed proposals, or hyperlinks to proposals will not be accepted.

E. Deadline to Submit Proposals and Late Proposals

1. Proposals are due **by 2:00 PM PDT on 08/24/2026**.
2. Proposals submitted **after 2:00 PM PDT on 08/24/2026** will be rejected as late.

SECTION IV - REQUIREMENTS

A. Contractor Qualifications

To be eligible to submit a proposal, Contractor must:

1. Have been providing services like those outlined and required per [Section II - Scope of Services](#) regularly and continuously for at least five (5) years.
2. Possess a broad knowledge of current web development technologies and design tools in the field, and new software and other web programming languages and programs including use of HTML, XHTML, CSS, XML, XSLT, JavaScript, PHP, etc.
3. Possess excellent knowledge of recent trends in web design and web development.
4. Have demonstrated experience implementing WCAG-compliant websites for public sector entities, including accessibility testing, remediation, and long-term compliance support

B. Proposal Preparation and Submission

Complete and submit the following **as one PDF** as indicated:

TAB 1 - Cover Letter, Required Documents and Statements

- a. Submit a cover letter on Contractor's letterhead signed by a legally authorized representative including the RFP number and name and a brief statement of interest.
- b. Complete and submit [Attachment A - Proposal Form](#).
- c. Provide a list of exceptions to any RFP specifications or requirements and the proposed alternatives. SNHD reserves its right to reject any proposed alternative.

TAB 2 - Background and Experience

- a. Describe and provide examples of Contractor's demonstrated experience providing services like those required including creating innovative, visually appealing, and navigation friendly websites.
- b. Provide three recent relevant project samples including links to the websites and descriptions of the key features and functionality.
- c. Describe and provide resumes of Contractor's proposed Project Team.
- d. Provide a minimum of three (3) client references, preferably government agencies, for similar services provided by Contractor in the past five (5) years that demonstrate Contractor's ability to meet the RFP requirements. Include contract dates, amounts, and contact info (name, address, phone, and email).

TAB 3 - Methodology and Approach

- a. Describe proposed approach to the project, including your design philosophy and methodology.
- b. Detail Project breakdown including timeline of Project phases.
- c. Outline of the proposed CMS and rationale for its selection.
- d. Describe proposed post-launch support and maintenance services.

TAB 4 - Work Plan and Budget

Complete and submit your proposed work plan and the related cost for each deliverable.

C. Contractor Representations and Certifications

1. Contractor has read and understands the RFP documents, makes its proposal in accordance with the RFP requirements, and agrees with and will abide by the RFP terms and conditions.
2. Contractor has not communicated about this RFP or its proposal with anyone associated with SNHD in any capacity other than an RFP Authorized Contact.
3. Contractor's proposal was derived independently and without collusion.
4. Contractor shall comply with all applicable federal, state, and local laws, regulations and ordinances whether explicitly stated, including but not limited to the Federal Civil Rights Act of 1964, the Equal Employment Opportunity Act, and the Disabilities Act of 1990, and regulations issued pursuant to those acts.

D. General Conditions

1. Interpretation or Clarification of RFP: Contractor shall promptly email procurement@snhd.org regarding any error, inconsistency, or ambiguity in, or to request clarification or interpretation of this RFP by the Deadline to Submit Questions, except as related to addenda issued after this date.
2. Correction of RFP: Changes to this RFP will be only by written addenda issued by an Authorized Contact. Addenda will be posted to [SNHD's Public Notices website](#). Contractor shall be responsible for ensuring that its proposal reflects addenda (see [Attachment A](#)).
3. Responsive Proposal: A responsive proposal is one that conforms in all material respects to the RFP. SNHD reserves its right to waive any technicality, irregularity, or informality in determining responsiveness.
4. Responsible Contractor: A responsible contractor is one that has the capability in all respects to fulfill the RFP requirements, and the experience, integrity, perseverance, reliability, facilities, and equipment that will ensure good faith performance, and that submits a responsive proposal.
5. Proposal Rejection: SNHD reserves its right to reject any proposal that does not conform to the RFP requirements.
6. Modification or Withdrawal of Proposal: Contractor may modify or withdraw its proposal by submitting a written request to procurement@snhd.org prior to the Deadline to Submit Proposals.
7. Cancel or Reissue RFP: SNHD reserves its right to cancel or reissue this RFP for any reason or for no reason.
8. Proposal Costs: Contractor shall be responsible for all costs incurred in responding to this RFP.
9. No Guaranteed Contract: This RFP neither creates an offer to contract nor commits SNHD to contract for the services specified herein.
10. Limited Contract: SNHD reserves its right to contract for less than the services specified herein.

11. Exclusivity: Nothing in this RFP or in any resulting contract precludes SNHD from obtaining services like those specified herein from other sources.
12. Public Records: SNHD is subject to the Nevada Public Records Act. Pursuant to NRS 239.010, et seq., documents provided SNHD are presumed to be public records open to inspection and copying by any person. Proposals must contain sufficient information to be evaluated without reference to any confidential or proprietary information. Any proposal marked “confidential” or “proprietary” or that contains materials so marked may be returned to Contractor and not considered for award. SNHD will produce documents provided by any Contractor even if marked “confidential” or “proprietary” pursuant to a public records request. SNHD will not be liable for disclosure of any documents or information provided by Contractor to SNHD.

SECTION V - EVALUATION AND SELECTION

Proposals submitted by the Deadline to Submit Proposals will be reviewed for responsiveness to the RFP requirements. Responsive proposals will be evaluated per the following Evaluation Criteria. SNHD reserves its right to consider any other factors when evaluating proposals and Contractors if doing so is in SNHD's best interests.

A. Evaluation Criteria

Criteria Description	Maximum Score
Background and experience	10
Recent relevant samples	8
Client references	5
Proposed Project Team	7
Proposed methodology and approach	10
Technical expertise in Docker, load balancing, and WordPress	15
Scalability and performance under varying loads	8
Implementation Timeline and Contractor's ability to meet deadlines	15
Security measures proposed	7
Work Plan and Budget (cost-effectiveness of the proposed solution)	15

B. Clarification, Additional Information, Site Visits, Interviews, and Presentations

1. SNHD reserves its right to contact Contractors to clarify proposals or to obtain additional information, and/or to conduct site visits and/or interviews, and/or to request that Contractors make presentations. Failure to comply with such requests may eliminate a Contractor from further consideration.
2. SNHD reserves its right to base its decision solely on proposals, irrespective of any other interactions/requests referenced in the preceding paragraph (B.1).

C. Selection

1. The Proposal selected for award, if any, will be the one that is most beneficial regarding Contractor's experience, qualifications and capabilities, and price, and/or that best meet SNHD's needs.
2. If SNHD is unable to finalize a satisfactory contract with the selected Contractor within 60 calendar days, SNHD shall formally terminate discussions with that Contractor and at its sole discretion begin discussions with another Contractor or cancel or reissue the RFP.
3. Any contract resulting from this RFP will be presented to the Board for consent as applicable.

ATTACHMENT A

Proposal Form

Signer, an authorized representative of the named company, acknowledges that they have examined all RFP documents, and hereby offers to furnish all labor, materials, tools, supplies, equipment, and services necessary to satisfy the specifications, terms and conditions set forth herein.

Company name:	
Number of years in business:	
Number of employees:	
Address of company headquarters:	
Federal Tax Identification Number (TIN):	
SAM Unique Entity Identifier (UEI):	

- | | | |
|---|-----|----|
| 1. Is Contractor, its officers or affiliates excluded or debarred from doing business with any local, state, or federal government agency? | Yes | No |
| 2. Are Contractor, its officers and affiliates independent of and not related to SNHD or its operations? | Yes | No |
| 3. Does a conflict of interest exist between Contractor, its officers or affiliates and SNHD or its operations? | Yes | No |
| 4. Does any SNHD employee or official or member of its Board have any interest, financial or otherwise, in Contractor's company or in the Project? | Yes | No |
| 5. Has Contractor, its officers or affiliates had any contract related litigation, mediation, or arbitration in the past five (5) years. If yes, explain. | Yes | No |
| 6. Have any complaints been filed against Contractor with any regulatory body or professional organization in the past five (5) years. If yes, explain. | Yes | No |
| 7. Does the proposal include exceptions to any RFP specifications or requirements? If yes, see Section IV.B.1.d. | Yes | No |

8. Signer acknowledges receipt of addenda issued/posted to [SNHD's Public Notices website](#):

Addendum # _____	Date Issued _____
Addendum # _____	Date Issued _____
Addendum # _____	Date Issued _____
Addendum # _____	Date Issued _____

Authorized Signature: _____ Date: _____

Printed Name and Title: _____

Phone: _____ Email: _____