



Request for Proposals

25RFP008

Website Redesign

Issued: 02/21/2025

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

1. Any contract awarded under this RFP will be funded through a 5-year federal grant award received from the Department of Health and Human Services, CDC, Epidemiology and Laboratory Capacity (ELC), FAIN NU50CK000560-05-02 (21V), CFDA 93.323, project title, Enhancing Detection Expansion, grant award date 10/19/2023.
2. Any awarded contract will be subject to the availability of funding annually renewed through the award cycle and shall be immediately terminated if any funding budgeted for the contract is withdrawn, limited, or impaired.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 Proposer 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 audience, improve accessibility and integrate content developed during the COVID-19 pandemic into its main 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; and integrate new functionalities (e.g., e-commerce, user portals).

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

Project Budget - \$80,000.

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 means such as 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

- 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.
- 3) Implement responsive design principles for desktops, tablets, and mobile devices.

c. Development

- 1) Develop the site using WordPress.
- 2) Migrate over 4,000 pages and integrate existing content while ensuring data integrity.
- 3) Add new functionality (e.g., clinic registration, forms).
- 4) Ensure the website is secure and compliant with standards [e.g., GDPR, ADA, WCAG].
- 5) Use Docker or similar technology 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. For production, consider Docker Swarm or Kubernetes for better orchestration and scaling capabilities.
 - b) Implement security best practices for Docker, including network policies, container isolation, and regular updates/patching of images.
 - c) Require tools for monitoring container health, application performance, and logging (e.g., Prometheus for monitoring, ELK stack for logging).
- 6) Implement CI/CD pipelines for custom plugins and themes using an in-house GitLab CE setup.

d. Testing

- 1) Perform thorough testing for usability, functionality, and compatibility across devices and browsers.
- 2) Conduct performance testing to ensure the website loads quickly.

e. 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 one.
- 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

f. Training & Support

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

g. Technical Requirements

- 1) Preferred CMS or technology stack (e.g., WordPress, Shopify, custom code).
- 2) Hosting and server requirements.
- 3) Integration with third-party tools (e.g., CRM, analytics, marketing platforms).
- 4) SEO best practices (structured data, metadata optimization, etc.).
- 5) Analytics integration (e.g., Google Analytics, heatmaps).

- 6) Security features (TLS 1.2 and TLS 1.3, CAPTCHA, secure login).
- 7) E-commerce integration.
- 8) Before launching the new site, set up a list of pages that need to be redirected to the new page specifically forms.
- 9) Recommended load balancer solution.
- 10) Support for DNSSec.
- 11) Will only support port 443 (HTTPS), not port 80 (HTTP).
- 12) 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 Issuance.....	02/21/2025
Deadline to Submit Questions.....	2:00 PM PST on 03/03/2025
Deadline to Disseminate Questions and Answers.....	03/06/2025
Deadline to Submit Proposals.....	2:00 PM PDT on 03/20/2025
Evaluations Completed.....	03/27/2025
Notification of Intent to Award.....	03/28/2025

B. Authorized Contacts

1. The RFP Authorized Contacts are Dianne Haddix and Kevin Bratcher. All questions about this RFP from RFP Issuance to Notification of Intent to Award shall be directed only to an Authorized Contact at procurement@snhd.org. No other person has the authority to respond to questions about this RFP unless authorized in this RFP or by written addendum issued by an Authorized Contact.
2. Communication about this RFP with anyone associated with SNHD other than an Authorized Contact 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 PST on 03/03/2025**. Indicate “25RFP008 Questions” 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 PST on 03/06/2025.

D. Proposal Submission

1. Proposal documents as outlined in [Section IV.B](#) must be emailed to procurement@snhd.org. Indicate “25RFP008 Proposal” 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 03/20/2025**.
2. Proposals submitted **after 2:00 PM PDT on 03/20/2025** will be rejected as late.

SECTION IV - REQUIREMENTS

A. Proposer Qualifications

To be eligible to submit a proposal, Proposer (selected 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 an active sam.gov registration.

B. Proposal Preparation and Submission

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

1. TAB 1 - Cover Letter, Required Documents and Statements

- a. Submit a cover letter on Proposer's letterhead signed by a legally authorized representative including Proposer's name, address, phone number, email address, website URL; the RFP number and name; and a brief statement of interest.
- b. Complete and submit [Attachment A - Proposal Form](#).
- c. Provide a copy of Proposer's valid Nevada (or other jurisdiction) business license.
- d. Provide a copy of Proposer's active sam.gov registration.
- e. Provide an affirmative statement that Proposer is not excluded or debarred from doing business with any local, state, or federal government agency.
- f. Provide an affirmative statement that Proposer, officers, and affiliates are independent of and not related to SNHD or its operations.
- g. Provide an affirmative statement that no conflict of interest exists between Proposer, officers, and affiliates and SNHD or its operations.
- h. Provide a statement disclosing or denying any interest, financial or otherwise, that any employee or official of SNHD or of its governing or advisory boards may have in Proposer's firm or in the Project.
- i. Provide a statement disclosing all litigation, mediation, arbitration, or other alternate dispute resolution procedures involving Proposer, officers, and affiliates in the past five (5) years.
- j. Provide a statement disclosing all complaints filed with any state regulatory bodies or professional organizations against Proposer, officers, and affiliates.
- k. Provide a list of exceptions to any RFP specifications or requirements and the proposed alternatives. SNHD reserves its right to reject any proposed alternative.

2. **TAB 2 - Background and Experience**

- a. Describe and provide examples of Proposer'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 Proposer's proposed Project Team.
- d. Provide a minimum of three (3) client references, preferably government agencies, for similar services provided by Proposer in the past five (5) years that demonstrate Proposer's ability to meet the RFP requirements. Include contract dates, amounts, and contact info (name, address, phone, and email).

3. **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.

4. **TAB 4 - Work Plan and Budget**

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

C. Proposer Representations and Certifications

1. Proposer 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. Proposer has not communicated about this RFP or its proposal with anyone associated with SNHD in any capacity other than an RFP Authorized Contact.
3. Proposer's proposal was derived independently and without collusion.
4. Proposer 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 Correction of RFP (Documents)
 - a. Proposer shall promptly email procurement@snhd.org regarding any error, inconsistency, or ambiguity in and/or to request clarification or interpretation of this RFP by the Deadline to Submit Questions, except as related to addenda issued after this date.
 - b. 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](#). Proposer shall be responsible for ensuring that its proposal reflects addenda (see [Attachment A](#)).

2. 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.
3. Responsible Proposer - A responsible proposer is one that has the capability in all respects to fully perform the RFP requirements, and the experience, integrity, perseverance, reliability, facilities, and equipment that will assure good faith performance, and that submits a responsive proposal.
4. Proposal Rejection - SNHD reserves its right to reject any proposal that does not conform to the RFP requirements.
5. Modification or Withdrawal of Proposal - Proposer may modify or withdraw its proposal by submitting a written request to procurement@snhd.org prior to the Deadline to Submit Proposals.
6. Cancel or Reissue RFP - SNHD reserves its right to cancel or reissue this RFP for any reason or for no reason.
7. Proposal Costs - SNHD will not reimburse any costs incurred by Proposer to prepare or submit a proposal.
8. No Guaranteed Contract - This RFP neither creates an offer to contract nor commits SNHD to contract for the services specified herein.
9. Limited Contract - SNHD reserves its right to contract for less than the services specified herein.
10. Exclusivity - Nothing in this RFP or in any resulting contract precludes SNHD from obtaining services like those specified herein from other sources.
11. 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 Proposer and not considered for award. SNHD will produce documents provided by any Proposer 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 Proposer 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 Proposers 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 the vendor'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 Proposers to clarify proposals or to obtain additional information, and/or to conduct site visits and/or interviews, and/or to request that Proposers make presentations. Failure to comply with such requests may eliminate a Proposer 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 Proposer'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 Proposer within 60 calendar days, SNHD shall formally terminate discussions with that Proposer and at its sole discretion begin discussions with another Proposer 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

Complete and submit Attachment A. Indicate “None” as applicable.

The undersigned, as an authorized representative of the company named below, acknowledges that they have examined this RFP and all related documents, and hereby offers to furnish all labor, materials, tools, supplies, equipment, and services necessary to comply with the specifications, terms and conditions set forth herein.

Company name:	
Company headquarters address:	
Company website:	
Ownership type (i.e., partnership, corporation):	
Company officers’ names, titles, and number of years providing services like those requested:	
Number of years in business:	
Number of employees:	
Federal tax ID number:	
Nevada (or other) business license number:	
Sam.gov unique entity identifier (UEI):	
Does the proposal include exceptions to any RFP specifications or requirements?	<div style="display: flex; justify-content: space-around;"> Yes No </div>

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

Addendum No. _____ Date Issued _____

Addendum No. _____ Date Issued _____

Addendum No. _____ Date Issued _____

Addendum No. _____ Date Issued _____

Authorized Signature: _____ Date: _____

Printed Name and Title: _____

Phone: _____ Email: _____