RFP Number: 1012034-RFP-01

Project Title: Website Design Consultant to lead the redesign of PEHSU.net, Pediatric Environmental Health Specialty Unit (PEHSU)

Application Deadline 11:59 pm CST: 07/14/2023

Proposals must be emailed to: 317rfp@aap.org

Questions about this RFP must be submitted to the application email address above and will be accepted until: 06/23/2023

Responses to questions will post on: 07/7/2023

BACKGROUND

The American Academy of Pediatrics (AAP) is a professional membership organization of 67,000 pediatricians committed to the optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults. Founded in 1930, the AAP advocates for the health and well-being of all children and works with government, communities, and other national organizations to shape many children’s health and safety issues. The AAP provides professional education and resources to member pediatricians and provides patient education and public information campaigns.

The American Academy of Pediatrics (AAP) serves as the National Program Office (NPO) for the Pediatric Environmental Health Specialty Unit (PEHSU) network. The PEHSUs are a national network of experts in the prevention, diagnosis, management, and treatment of health issues that arise from environmental exposures from preconception through adolescence. The PEHSUs support environmental health education, consultations and outreach for communities and healthcare professionals. In late 2022 and early 2023 the AAP/NPO conducted listening sessions to gather feedback on the website design and layout on https://www.pehsu.net/ from the PEHSU network. Some of the themes/requests included the following:

- Reorganize the website and remove old content:
  - Organize content by environmental toxin and break down content by target audience (content for healthcare professionals and communities on the same page with the option to scroll to the specific audience)
  - Reduce webpage to 2-3 clicks max to get anywhere.
  - Ensure information from >5 years is completely removed and undiscoverable.

- Create new/revised content:
  - Revise the PEHSU map to reflect all US Territories
  - New tab for student collaboration/ pipeline to highlight mentorship, learning opportunities, and events that can be updated.
  - Develop event ticker to display current/upcoming events across the network.
  - Ensure website literacy is addressed for both community and health professionals.

STATEMENT OF PURPOSE

Through a cooperative agreement with the Centers for Disease Control and Prevention (CDC) and the American Academy of Pediatrics (AAP) as the National Program Office (NPO) the AAP/NPO will migrate, reorganize, and redesign the PEHSU.net webpage. The website, https://www.pehsu.net/, will serve to strengthen the PEHSU network by improving network communication and collaboration along with improving the brand and services of the PEHSUs to external audiences.
PRODUCT SPECIFICATIONS OR SCOPE OF WORK

The AAP/NPO is seeking the services of a website designer consultant to lead the redesign of PEHSU.net. The consultant will work with internal NPO staff to help redesign and reorganize the PEHSU.net website.

The scope of work includes, but is not limited to, the following:

1. Review and assess current PEHSU.net website for opportunities for improvement.
2. Collaborate with AAP/NPO staff to plan and discuss website desires and requirements.
3. Incorporate website suggestions and desires to develop an easy to navigate website.
4. Complete up to two rounds of website revisions to incorporate PEHSU network feedback.
5. Provide final version of website.

SCHEDULE OF DELIVERABLES

- July 2023: Meet with AAP/NPO program staff to discuss scope of work, timeline, determine additional meeting times/frequency of communication regarding progress, and develop a workplan.
- September 2023: Meet with AAP/NPO program staff to review and assess current website design aspects to evaluate potential options and opportunities for improvement.
- October 2023: Work with AAP/NPO program staff to provide first draft of website redesign. Allowing for internal and external initial review and feedback.
- November 2023: Work with AAP/NPO program staff to provide second draft of website redesign. Allowing for internal and external initial review and feedback.
- January 2024: Provide final website link and back-end accessibility to AAP/NPO program staff.

All deliverables must be completed by January 12, 2024.

MANDATORY QUALIFICATIONS

The consultant candidate should provide the following:

- Cover Letter with an introductory section including the legal name of the respondent, office and email address, telephone and fax numbers, and the name and title of consultant.
- Comprehensive proposal containing approach to completion of project deliverables as described in the scope of work within the designated timeline.
- Samples of previous work.
- Names, phone numbers, and email addresses of individuals at three organizations/agencies (at least two that are not the AAP) who have been clients of the consultant during the last 18 months whom AAP staff can contact as a reference.
- Identify if independent or affiliated with an organization.
- Cost proposal (see attached template).

Additional information may be included if it will help provide more information on consultant's qualifications and experience.

COST PROPOSAL

Provide a cost proposal using the attached bid form.

CONTRACTUAL ARRANGEMENTS

Performance period is July 2023—January 2024. Payment will be made at intervals mutually agreed upon and specified in the contract. The AAP may terminate the contract at any time in the event that the consultant is unable or unwilling to perform the services or in the event of material breach of any of the consultant’s other covenants or representations.

EVALUATION CRITERIA

The evaluation of proposals received in response to this RFP will be conducted comprehensively, fairly, and impartially. Proposals will be evaluated in the following categories.

1) Demonstrated understanding of the project.
2) Content of the proposal and fit with deliverables as described in the scope of work
3) Qualifications of the consultant(s)
4) Capability to complete work in stated time.
5) Previous work of consultant(s) applicable to the proposed project.
6) Cost effectiveness.
RETENTION OF RECORDS

Information related to the resulting contract must be retained for at least three years after the end of the contract and must be available for examination by authorized representatives of the AAP and the grantor (federal cognizant or oversight agency, federal agencies providing direct or indirect funding, the Government Accountability Office or nonfederal entity providing funding for the project).

RIGHT TO REJECT / BID DISPUTE RESOLUTION / CONFIDENTIALITY

The AAP reserves the right to reject any and all proposals submitted and to request additional information from all applicants.

Any protest or dispute related, respectively to the solicitation or the resulting contract shall be construed and determined in accordance with the laws of the State of Illinois applicable to contracts made and to be performed in that state, notwithstanding anything to the contrary provided by applicable conflict of law rules, and notwithstanding that any party may now or hereafter be a resident of another state or a foreign country.

The AAP shall not disclose to a third party Proprietary or Confidential Information of the other applicants or potential applicants. AAP further agrees to act as trustee for any Confidential Information jointly created or acquired through the applicant's participation in this RFP.

CONTACT INFORMATION

American Academy of Pediatrics
345 Park Boulevard, Itasca, Illinois, 60143
(630) 626-6000
www.aap.org

COMPLETE THE APPLICANT INFORMATION, SIGN THE CERTIFICATION OF ELIGIBILITY, INCLUDE ALL RFP PAGES, AND SUBMIT YOUR PROPOSAL AND REQUIRED INFORMATION TO THE EMAIL ADDRESS LISTED ABOVE.

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<th>APPLICANT INFORMATION</th>
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<td>CERTIFIED AS SMALL, MINORITY or WOMAN’S BUSINESS</td>
<td>YES</td>
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<td>BUSINESS IS LOCATED IN CURRENT YEAR'S LABOR SURPLUS AREA</td>
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<td>BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS</td>
<td>YES</td>
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<td>(Not debarred or suspended on SAM.gov and not listed as “not qualified” on FAPIIS.gov)</td>
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<td>CURRENT OR PREVIOUS CONTRACTS WITH AAP</td>
<td>YES</td>
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<td>If yes, attach a listing of dates, brief description of work done and name of AAP contact for 5 most recent projects.</td>
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CERTIFICATION OF ELIGIBILITY
By signing and submitting this RFP application, the applicant certifies that the applicant is not debarred, suspended or otherwise excluded from or ineligible for participation in federal assistance programs or activities, the applicant is an equal employment opportunity employer, and the applicant will comply with all applicable contract provisions required for contracts under federal awards or other grantor stipulations.

The applicant further certifies that if the applicant is awarded a contract as a result of this RFP and the contract exceeds the Federal Simplified Acquisition Threshold, the applicant agrees to negotiate profit as a separate element of the price as required under 2 CFR 200.323.

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<th>APPLICANT SIGNATURE</th>
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