RESPONSES TO QUESTIONS

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: July 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: June 23, 2023
Responses to questions will post on: July 7, 2023

QUESTIONS AND ANSWERS

1. What is the budget range or cap?
   The AAP is not permitted to disclose any budget information related to this project or RFP.

2. Is the bid open to an international technology consulting company having a presence in the USA with a global remote team? Is there any domestic or international travel required for the vendor team during this project?
   Yes, we are open to an international company with a presence in the US. No, all work and meetings can be done virtually using Webex/Zoom.

3. Is January 12 a hard deadline and can RFPs be submitted via email?
   Yes, within the scope of our grant and deliverables we need this work completed early 2024. All RFPs can be submitted to this email address: 317rfp@aap.org
   Please see the links below:
   - 1012034-RFP-01 - Website Design Consultant to lead the redesign of PEHSU.net, Pediatric Environmental Health Specialty Unit (PEHSU)
   - 1012034-RFP-01 - Website Design Consultant to lead the redesign of PEHSU.net, Pediatric Environmental Health Specialty Unit (PEHSU) Bid Price

4. You mention that there should be an attached cost template within the RFP. We didn't see anything past applicant information and certification of eligibility. Is there something additional we're missing?
   On the AAP RFP website we have added the estimated price form. Please use this cost document within your proposal.

5. Where will the new site be hosted?
The new site will be hosted on Godaddy.com.

6. Do you have any other technology preferences? (Ex. WordPress (Recommended), Drupal etc.)
   
   No, we do not prefer any other technology such as WordPress, or Drupal. We are open to using WordPress or another platform if it works well with the redesign.

7. How many staff members are maintaining the website and will training be needed?
   
   At this time 1-2 internal staff members are maintaining the website and we will welcome any training provided.

8. Can AAP elaborate on who the primary and secondary target audiences are for the website? Were the listening sessions that you conducted with internal stakeholders or users as well? Do you feel like this is enough information or are you hoping the selected vendor will do user research?
   
   The website is targeted for use among our federal partners, PEHSU regions, clinicians looking for environmental resources and community members. Yes, we conducted thorough focus groups and listening sessions with external stakeholders and users to assess the desires of the website redesign. We feel this is enough information to redesign the website at this time.

9. Are there any multilingual functions required? If yes, how many and which languages?
   
   Not at this time.

10. Has pehsu.net already migrated to GA4?
    
    The PEHSU website has been externally monitored for several years, we are unsure if it has migrated to GA4.

11. Will new content creation be managed by your internal team?
    
    Yes, any new content creation will be managed by our internal team.

12. Do you want the proponents to propose a hosting solution and annual support & maintenance plan?
    
    No, we would not like proposals to include hosting solution, but the proposal can include any annual support and maintenance plan.

13. Is the hope also to see a new overall design of the site? Or is it more about working on the underlying architecture and navigation, keeping the current aesthetics and design mostly the same?
    
    We would like to address the architecture and navigation such as reducing clicks to reach a resource and improving the flow for users.
14. Do you have existing brand guidelines and accessibility standards to inform the redesign? Does PEHSU have an existing photo and/or icon library that would be utilized on the site redesign or will new photography/icons need to be purchased/developed?

Yes, the PEHSU program has existing branding that we plan to keep for continuity of the website. Yes, the AAP follows 508 regulations for website accessibility that we would plan to incorporate throughout the redesign. Yes, the program has existing photography and icons for the website redesign.

15. What are the search engine optimization (SEO) requirements for this project? Have you budgeted for any SEO updates required after content reorganization/revisions?

At this time, we have not developed any SEO requirements and we are happy to discuss this with the chosen consultant.

16. Can you please elaborate on “Ensure website literacy is addressed”?

Within the website redesign we would like the consultant to assist in ensuring the site is easily accessible, and understandable to our users through language and navigability.

17. How do you plan to host the new website? Should vendors include hosting in their proposal?

We do not expect consultants to host the new website. We are looking for consultants to support the redesign and reorganization of the website, and to support AAP staff in learning to manage the site.

18. Can a list of integrations and functionality be provided to bidders, along with the number of pages of the website?

The list of integrations and page amounts will be provided to the chosen consultant. Please refer to the RFP for information.

19. Could you confirm that the vendor is not expected to modify or rewrite any content?

The consultant is not expected to modify or rewrite content; however, we expect the consultant to provide suggestions on best practices for website language and navigation.

20. The RFP states, “The consultant will work with internal NPO staff to help redesign and reorganize the PEHSU.net website.” Do I understand correctly that the design and the development (coding) of the site are the responsibility of the consultant (with guidance/input from AAP/NPO)? Does the RFP include development of the website?

No, the RFP is for the redesign of the site. Not site development.

21. In reviewing your site map, there is a member’s area that includes profile areas, work groups, directories, and more. Do we need to consider any of these pages/resources during design/development or will they remain as they currently are behind the logged in member experience?

Yes, this area should be considered within the redesign. Currently this section is dormant but may be reactivated.
22. Are there other reasons for this site refresh beyond the stated wishes to reorganize and remove old content, improve navigation throughout the site, and adding new/revised content (brand enhancements, new tool integrations, better mobile experience)?

These are about main goals in the website redesign.

23. Are there any user roles/login required in future for the website? (Ex. Admin, User, Guest)

Yes, we would like to have a backend space for administrative team members to make changes/updates to the pages as needed.