

Website Redesign, Search and Navigation Improvements

Introduction

The Medicaid and CHIP Payment and Access Commission (MACPAC), a federal agency under the legislative branch of the U.S. government, is seeking proposals to redesign its website, improve search, and update the site's navigation to deliver a more user-friendly experience that is accessible to all and meets government agency requirements for 508 compliance. This statement of work includes:

- A. MACPAC's website redesign, which includes
 - 1) design and content organization;
 - 2) search improvements;
 - 3) updated navigation;
 - 4) compliance with functionality specifications;
 - 5) content transfer (if applicable); and
 - 6) project management.

The specifications contained in this document constitute a statement of work (hereinafter referred to as the SOW). This SOW and related request for proposals does not in any manner whatsoever constitute a commitment or obligation on MACPAC's part to accept any proposal, in whole or in part, received in response to this RFP, nor does it constitute any obligation by MACPAC to acquire any services or goods. Proposals are due at **12:00 noon on August 30, 2023**.

Background

The Medicaid and CHIP Payment and Access Commission (MACPAC) is a congressional advisory commission that provides policy analyses and recommendations to Congress, the U.S. Department of Health and Human Services, and the states on Medicaid and the State Children's Health Insurance Program (CHIP). MACPAC began its work in 2010. MACPAC publishes its analyses and recommendations in two annual reports to Congress, and holds public meetings throughout the year to consider issues and trends in Medicaid and CHIP that form the basis of its reports. In addition, MACPAC regularly publishes issue briefs and other publications for the broader research and health policy community.

Our current website is based on Wordpress architecture. We utilize Google Analytics for tracking downloads, visits, etc. The site is compatible with Constant Contact, a database where we keep opt-in emails and addresses for people who want to hear from MACPAC.

Project Goals

- Modernize the website design to meet federal government web design system guidance;
- Improve search engine optimization and navigation;
- Improve efficiency by making website publishing easier; and



- Increase website traffic from search engines.

Other Requirements

The new website should be designed to be accessible to people with disabilities by adopting the 508 federal government compliance. The website should comply with the U.S. General Services Administration's U.S. Web Design System website standards. Visit <https://www.gsa.gov/blog/2020/01/22/gsa-publishes-standards-for-building-federal-websites-and-digital-services> for more information.

Scope

MACPAC needs a modern website that is based on its brand identity. The site must be visually appealing, expandable, and interactive, have a search capability that is intuitive to users, and is easy for staff to update. The website redesign should focus on design and content organization and improve search engine optimization and navigation. The new website should enable non-technical staff to quickly and efficiently publish and edit content.

Core audiences for the website include the executive director or communication director at MACPAC, federal government customers, and the health policy community (public).

Tasks and activities under this statement of work are related to improvements to the search function of MACPAC's website, reorganization of the MACPAC website information architecture, and update of the design. The redesigned website must provide multiple pathways to consistently expand content and guide visitors efficiently through the extensive repository of information that MACPAC already offers. The website should prioritize delivering information quickly.

The site should have a modern design that is based on MACPAC's existing logo and color scheme. It should have a consistent look and feel to all pages (i.e., fonts, graphics, and color schemes). The website should have an industry-standard browse load time and use navigation links and widgets, and must be registered with major search engines.

The system ultimately selected must be easy for staff to use and maintain—for example, when updating and adding content and creating new web pages, or maintaining version control. It also must be integrated with the MACPAC's existing customer relationship management software (Constant Contact) to make it easier to update mailing lists with "contact us" information logged on the website, track hits on the website for interest in issues and announcements, and record visitors' interests.

To this end, we prefer a WordPress theme based on the current identity and graphics, but will consider other recommendations (preferably open-source) if the bidder provides a justification of why an alternative is preferable.

The firm chosen for this statement of work must not only design a site that renders web content in a variety of formats, including PDF, Excel, Word, Presentation, Adobe Flash, Java, and other video and audio and makes room for new content, but also reorganizes MACPAC's existing web content, where applicable.

There are six tasks in this statement of work: project management, search improvements, updated navigation, design and organization, functionality and transfer of content.



Tasks

Task 1: Search Improvements

The contractor will enhance the site's search functionality to provide accurate results. This will include:

- 1a.) Implementing advanced search features such as filters, sorting options, and autocomplete; and
- 2a.) Optimizing the search algorithms to deliver relevant content based on user search terms.

Task 2: Updated Navigation

The contractor will revamp the navigation system to improve the user friendliness of the site's navigation. This may include:

- 2a. Simplifying the menu structure for easy navigation; and
- 2b. Implementing elements such as breadcrumbs and clear labels to help users better navigate the site.

Task 3: Updated Website Design

The contractor will use current MACPAC branding and color schemes to further enhance the visual appeal of the website. The website should have a clean and user-friendly design that allows visitors to find information easily. Clutter-free layouts, intuitive navigation, and clear organization of content will contribute to a positive user experience. MACPAC will provide all content for the website. Depending on the eventual design of the website, the features and design will include, but need not be limited to, a WordPress or similar open-source theme based on MACPAC's identity and graphics.

This will include:

- 3a. Following accessibility and 508 compliance government standards;
- 3b. Updating the website design to follow federal website design standards and better highlight content; and
- 3c. Prioritizing responsive design to ensure seamless access across devices. MACPAC's new website must be readable on a standard PC or Apple format as well as a mobile device.

Task 4: Comply with functionality specifications

At a minimum, additional deliverables related to functionality include:

- A. WordPress theme based on MACPAC's identity and graphics (if you are recommending an alternative to WordPress, please justify your recommendation);
- B. ongoing theme maintenance;
- C. deployable on any typical WordPress installation (Linux Apache Web Server);
- D. loads according to industry standards;
- E. supports presentation of industry-standard file formats extension for images, audio, and video;
- F. provides multiple display templates (3-column, 2-column, 1 column);
- G. supports custom menus; and



H. structure is open coding (i.e., alterable after implementation) and thoroughly documented.

Task 5: Content transfer

If applicable, contractor will transfer content to the new website. The minimum deliverables for this task include but need not be limited to:

- A. transferring all existing web pages and content, where applicable; and
- B. optimizing reports and documents for the website.

Task 6: Project management

The contractor will schedule and conduct a project kick-off meeting. The kick-off meeting will be held via Zoom, Google Meet, or similar platform to discuss the purpose, goals, and timeline for this project. The contractor will provide a proposed agenda to MACPAC in advance and summary notes following the meeting.

To ensure close communication between MACPAC and the contractor, the contractor will schedule and participate in bi-weekly check-in conference calls with MACPAC staff to discuss deliverables, timelines, next steps, and any concerns. The contractor will provide an agenda in advance and share notes on key decisions and follow-up items after each meeting.

Deliverables and Schedule

For this project MACPAC anticipates a period of performance of approximately 8 months to complete all of the tasks listed above. MACPAC will only accept final deliverables that incorporate previous feedback. Final deliverables that do not meet these expectations may be subject to up to two additional rounds of revision before they are considered accepted. The contractor can expect MACPAC to review most deliverables within one week of receipt.

Proposals are **due at 12:00 noon on August 30, 2023** and the new website posted on or before April 1, 2024.

MACPAC will reserve up to two weeks to review the final product.

	Deliverable	Due date
	Kickoff meeting	One week after contract award
	Submission of detailed project timeline	Two weeks after kickoff meeting
	Weekly check-ins	Ongoing through period of performance
	Web site is live	April 1, 2024

Submission of proposals

MACPAC will send out a shared folder for bids submission via Box.com. Please submit a cover page with your proposal that summarizes your proposal and firm's qualifications. Proposals should include at least three samples of your work.



Bidders' proposals should contain a description of the technical approach by deliverable, processes for completing the work on time and at the highest standards of quality, and processes for working with MACPAC staff. Bidders must provide the names and phone numbers of three current or former clients to serve as references and at least three samples of their work. The proposal should include a staff hours loading chart with an hours-by-labor category. MACPAC also requests that bidders prepare budget estimates for each deliverable at a firm-fixed price bid, with all supporting assumptions.

Proposals will be evaluated on the following: technical approach, qualifications of key staff, staffing plan, management plan, relevant experience/past performance, and price. The award will be made based on best value to the government.

All proposals must be submitted electronically no later than 12:00 noon on August 31, 2023. Late responses will not be accepted. Bid proposals submitted without the required information shall be considered incomplete and will be disqualified. After a bidder submits a proposal, MACPAC may contact that firm to present the proposal in person at its offices. We would appreciate bidders notifying us if they do not intend to bid.

MACPAC reserves the right to reject any or all bid proposals, to award partial bids and to make a contract award to other than the lowest bidder. MACPAC may choose to negotiate the terms, conditions, and deliverables of the contract with the firm that, in MACPAC's opinion, can most effectively meet MACPAC's requirements. MACPAC further reserves the right to accept one of the proposals without additional written or verbal negotiations with other bidders.

MACPAC is exempt from all sales and use taxes imposed by the U.S. federal government and the District of Columbia.



