



Florida Association of Healthy Start Coalitions, Inc.

Request for Proposal #2024-01

Florida Healthy Start Website Rebuild

QUESTIONS AND ANSWERS

Updated: April 10, 2024

1. Is there an incumbent? Will they be bidding?
 - a. We have an vendor who handles our current hosting. It's unknown whether they will respond.
2. Is there any preference for local vendors?
 - a. The RFP states a preference for firms experienced with statewide campaigns in Florida and those who are familiar with Florida Healthy Start and our target audience.
3. What is your current annual spend on CMS, hosting, and related support?
 - a. We're not able to provide the amount at this time.
4. What sets firm/org apart from the alternatives?
 - a. There are no alternatives in Florida. We are the only nonprofit in our state offering our range of programs and services.
5. Who/what are the primary alternatives?
 - a. We partner with other organizations that provide similar services and refer out when we can't meet a client's needs, but we aren't in direct competition with other organizations.
6. How many levels of users are needed?
 - a. We don't anticipate needing levels of users.
7. Can you provide information on your workflow needs?
 - a. Please be more specific with this question.
8. Are survey/voting tools required?
 - a. No.
9. Is there a need for a document library?
 - a. For media storage, yes. But not for visitors to the site.
10. Will single-sign-on be used to control administrative access to the site? If yes, please elaborate.
 - a. Yes.
11. Is accessibility a desired or mandated requirement?
 - a. Yes.
12. Is the accessibility target WCAG 2.1 A or AA?
 - a. We need to be ADA compliant.



13. Can you provide usage data, or estimate expected traffic to the site?
 - a. We currently have an average of 30,000 visits per month and would like to double that.
14. Are there granular levels of permissions needed where certain people should only have access to certain sites? Or, even certain areas of sites?
 - a. No.
15. Where is the CMS/website currently hosted?
 - a. Acceleration
16. Are you open to a cloud-hosted CMS?
 - a. Possibly
17. If yes, do you have an existing relationship with a cloud provider like AWS, Azure, etc?
 - a. N/A
18. Please provide the average monthly numbers for page views of the websites combined (to the nearest 100K is fine)
 - a. An average of 30,000 visits per month over the last year.
19. Do you experience frequent surges of traffic that impact performance at critical times?
 - a. No
20. Have you dealt with any security issues or malicious traffic on your sites like DDoS attacks, SQL injections, etc? If so, what was the impact?
 - a. No
21. Do you require 24/7 support access in the case of critical (site availability) issues?
 - a. Yes
22. Please confirm that the awarded vendor will primarily work remotely, with regular web conference meetings as needed.
 - a. We anticipate that we'll work with the vendor on a remote basis.
23. Please describe the internal team who will be responsible for the website post-launch (developers, non-tech users, etc)
 - a. The vendor will work with the Director of Communications and Marketing who will collaborate with FAHSC leadership on decisions about site development.
24. Do different teams/departments manage their own sites? Or does one team own all web work?
 - a. No. The Communications department manages the website.



25. We are a US company with some remote team members working from outside of the US. Is there any restriction on their ability to contribute to the project?
 - a. Companies must be based in the United States.
26. How do you envision the relationship with the developer post-launch? Do you need a maintenance contract to keep sites patched and secure?
 - a. If the vendor is hosting, we'll need them to manage some updates and maintenance.
27. Do you have a preference for local vendors?
 - a. The RFP states a preference for firms experienced with statewide campaigns in Florida and those who are familiar with Florida Healthy Start and our target audience.
28. Are you expecting any onsite support during the project?
 - a. We anticipate that we'll work with the vendor on a remote basis.
29. Is there a need for data migration from the old website to the new one? What are your requirements regarding data security and privacy?
 - a. We don't anticipate data migration since this is a rebuild but are open to vendor suggestions. As stated in the RFP, "The site will be compliant with all current regulations and be secure from cyber threats. The cybersecurity performance of the site will be monitored regularly using open-source intelligence. Vendor is expected to remediate any issues discovered."
30. Could you provide more details on your timeline expectations? Are there any critical dates or events that the website launch should align with?
 - a. The timeline is as stated on the RFP.
31. What is the priority for the project - adhering to the budget range mentioned or ensuring all desired functionalities and design elements are included, even if it goes slightly over budget?
 - a. Adhering to the budget.
32. Do you expect the budget to also include the development of all 6 tools and content creation?
 - a. Yes.
33. How much are you paying right now for hosting all 3 domains?
 - a. We're not able to provide the amount at this time.
34. Who is the hosting company?
 - a. Acceleration
35. Do you also need us to quote you for website maintenance?
 - a. Yes. We will need support going forward.



36. Is the scope of the project to redesign and rebuild these 3 websites or only one?
 - a. One
37. Will there be a brand guide for each website?
 - a. We'll have a brand guide established with our rebranding.
38. How many pages will we be migrating for all 3 websites? There are press releases and news on the sitemap, how many are they?
 - a. We don't anticipate migration since this is a rebuild. Press releases and news and notices will ebb and flow. Currently, we have 3 press releases and about 5 news postings on our website.
39. How many resources are in the article bank that we need to transfer?
 - a. This is a new addition for the rebuild. There are no resources to transfer.
40. Do we need to integrate the website to any other third-party platform?
 - a. No.
41. Do you have a content library full of images and videos that we can use to improve the design and content outline?
 - a. We have limited content.
42. How many pages of website copy will you require us to provide?
 - a. Please refer to the RFP for details on content. We estimate the website to be 40-50 pages. The bulk of content about FAHSC and our programs will be provided by FAHSC. Content for the resource section, specifically the article bank, will be provided by the vendor.
43. Are you currently using an ADA tool or subscribed to any?
 - a. No
44. Provide us with details about the exact target audiences of Florida Healthy Start.
 - a. Per the RFP, "Our programs include education and support for pregnant and post-partum women, resources for parenting infants and children up to the age of three, education and support for dads, methods for connecting families to resources and services in their communities, access to doulas, and more."
 - b. Our target audience includes all people of reproductive age in Florida, though we also appeal to the general population, community partners, and our state leaders.
45. How many website visitors does the site receive monthly?
 - a. An average of 30,000 visits per month over the last year.
46. What is the percentage of desktop and mobile visitors?



- a. Approximately 75% of our visitors access our site via desktop and 25% access via mobile devices.
- 47. On the 6 tools, will you provide the equation?
 - a. No
- 48. Please explain the tool - Chart your cycle (printable)? Is this just a printable guide and will you provide this?
 - a. We can provide guidance.
- 49. Are we able to send our photographer to take “people” families and children photos or we can only use stock photos?
 - a. Yes
- 50. What is the member access section of the website?
 - a. We don’t need a member access section on the new website.
- 51. What is the desired launch date for the website?
 - a. We don’t have a set launch date but are aiming to have the project complete in June/July 2024.
- 52. When do you anticipate announcing the award and holding the kick-off meeting?
 - a. Please refer to the RFP for schedule dates.
- 53. Will there be a presentation on the companies you plan to shortlist?
 - a. No
- 54. Do you require any in-person meetings? Such as the kick-off meeting?
 - a. We don’t require in-person meetings.
- 55. Will the training session be in person or online is acceptable?
 - a. Online is acceptable.
- 56. How many training sessions will be needed?
 - a. This is to be determined.
- 57. How many people will be editing and making changes to the website?
 - a. Two FAHSC staff members will have access to editing the website.
- 58. Would this be one tool or separate tools/sections based on the person's interest?
 - a. We envision a section of the website with a variety of tools that will appeal to our audience.
- 59. The pregnancy due date calculator could be a simple formula where you enter a date, add 9 months and get an answer. However, a week-by-week or weight gain calculator would potentially be way more involved since the information being entered would vary from person to person. How tailored would they need this per person? Do you have any examples they can provide?



- a. We'd like to have tools on the website that add value to our users and draw them to our site. We're open to suggestions on tools or interactive features that will accomplish this goal and fall within our budget.
60. Will you be open to receiving RFP responses from Australia?
- a. Companies must be based in the United States.
61. Could you elaborate on the primary goals you aim to achieve with the new website? Are there any specific conversions or user actions you're prioritizing?
- a. We intend to create a site that's unified under one brand and that offers content and resources that appeal to our target audience. Specifically, we'd like our audience to regard our site as a reliable resource for content related to pregnancy and parenting and—of course—an easy-to-understand source of information about Florida Healthy Start and our various programs and services. The site will position Florida Healthy Start as a leading maternal and child health expert, adhere to all necessary requirements (per grants and the state of Florida), and direct potential clients to our coalitions.
62. Are there any specific user needs or pain points we should focus on addressing?
- a. As stated in the RFP: "Issues with current websites to be corrected with rebuild:
 - Inconsistent design
 - Ineffective content organization
 - Confusion about FAHSC/HSMN relationship
 - Lack of content to attract target audience
 - No search engine optimized (SEO) content
 - Content copy isn't engaging"
63. Regarding the multilingual support required for the site, do you have preferences or requirements for the translation tool or service to be used?
- a. No
64. Is the chosen vendor expected to provide hosting services or will they be required to work within a hosting environment provided by you?
- a. The vendor isn't expected to provide hosting services.
65. What expectations do you have regarding website maintenance, security updates, and support post-launch?
- a. We currently use a vendor that hosts the site at a set rate and then performs maintenance and updates on an as needed basis at a separate rate. FAHSC staff also perform maintenance and updates, and we'd like to take more



ownership of that with the new site. However, we don't have staff who code so are limited.

66. Can you clarify if the \$30,000 budget for design and development includes any potential costs for content creation, images, illustrations, and translation services?
 - a. Design and development include the above as achievable within our budget.
67. Are there any specific requirements for usability/accessibility such as Section 508/WCAG compliance?
 - a. As stated in the RFP, the site will be ADA compliant.
68. Are there any editorial/back-end requirements for the build such as multiple user roles and user accounts?
 - a. We'd like at least two FAHSC staff to have user roles so we can manage and update the site in-house as much as possible.
69. Do you have specific ideas and/or goals you're looking to achieve with the SEO aspect of the new site?
 - a. To increase traffic.
70. Will hosting, support, and maintenance be required in the proposal? or should we add separately?
 - a. Per the RFP: "Website hosting is not included in the budget cited on this RFP; however, FAHSC is interested in using the chosen vendor for hosting if this service is available and the cost is within our budget. If hosting services are not available with the chosen vendor, FAHSC will seek hosting elsewhere. If the respondent chooses to include hosting in their proposal, pricing for (1) design and development and (2) ongoing website hosting must be shown separately."
71. With the multilingual aspect of the site will this be translated through a google plugin or will a manual translation plugin be needed? Your team will need to provide all translations if done manually.
 - a. We're not sure about the best approach to translation and are open to suggestions.
72. You mention not migrating content to the new site in the RFP. We do suggest bringing all old content and posts to the new site so we don't lose ranking from those pages. Will you be supplying new content for pages? Will our team use and manipulate content as needed for new page designs?
 - a. We're open to vendor suggestions regarding migrating content. Per the RFP: "The selected vendor will supply all images, including graphics, photographs, and illustrations unless FAHSC already owns the images. For example,



FAHSC will provide all logos and branding assets. The selected vendor will provide all website copy except for program or organization specific content that requires FAHSC’s direct input. For example, program descriptions, staff bios, organization history, and some boiler plate content will be provided by FAHSC. Content for the article bank, interactive tools, page headers, and general descriptive content throughout the site will be provided by the vendor. See page eight for more details about content.”

73. How do you envision the new website addressing the confusion about the FAHSC/HSMN relationship? Or is the solution expected from the vendor?
 - a. In the Website Map included with the RFP, we indicated how we want the HSMN pages laid out. FAHSC will provide content to explain FAHSC and HSMN and our relationship.
74. Are you planning to redirect this domain <https://connect.healthystartflorida.com/> into this domain <https://flhomevisiting.com/> while updating two sites into single ?
 - a. We’ll likely need to redirect the Connect site to the home visiting site as there are materials in circulation with the Connect web address.
75. Do you want us to develop a solution for making the website serve as a one-stop resource for maternal and child health information or is there a plan you want us to implement
 - a. The Website Map included in the RFP lays out our vision for the site, including the family resource section, and content about Florida Healthy Start and our many programs and services. We’re open to vendor input in how to improve upon our vision.
76. It is mentioned that the selected vendor will supply all images, including graphics, photographs, and illustrations unless FAHSC already owns the images. Is Marketing a part of the scope of this Project?
 - a. We don’t expect the vendor to market the website.
77. What are the specific requirements for multilingual support beyond English, Spanish, and Creole?
 - a. We currently offer materials in English, Spanish, and Creole and will start with those languages for the website. We’re interested in a tool or option that would allow us to translate into other languages at a later date if needed.
78. Are there any specific hosting requirements or preferences that need to be considered?
 - a. No
79. Where is the website currently hosted?

- a. Acceleration
80. Do you have frequent downtime of the website? Do you have any 24/7 monitoring capabilities enabled with current Hosting provider?
- a. No. Yes we have 24/7 monitoring.
81. What are the current security measures in place, and are there any specific compliance standards or certifications that the vendor needs to meet?
- a. Please refer to the Tech Stack section of the RFP. The new site needs to be ADA compliant.
82. What are the current challenges in updating contents to the current website?
- a. We don't have staff with coding knowledge.
83. What is the current process for content design approval, and who are the key stakeholders involved?
- a. The Director of Communications manages the website and gives final approval. Some website decisions are made by FAHSC leadership consensus.
84. If there are any Premium Plugins/Themes installed, do you have a valid license key/account for such plugins?
- a. We're unsure about premium plugins and licensing.
85. Are you able to quickly create pages as and when required?
- a. Yes
86. Are you having issues in maintaining or uploading the assets/media to the websites?
- a. No
87. Is there any existing content that needs to be preserved or migrated to the new website?
- a. We don't anticipate a migration, but it may be necessary. We're open to the vendor's input on migration.
88. How many members from the internal team would require content editing access? What are the roles and responsibilities of each team member in relation to the website?
- a. At least 2 team members will need access. The vendor will work with the Director of Communications and Marketing who will collaborate with FAHSC leadership on decisions about site development. The Director of Communications manages and maintains the website.
89. Are there any specific strategies or keywords that should be incorporated for SEO purposes?
- a. Increase traffic



- b. Pregnancy, pregnant, childbirth, baby, Medicaid, doula, mom, dad, fatherhood, family, families, etc..
90. The RFP states that the current website is built on WordPress. Are you looking for any CMS recommendations with all the latest features (SEO, Performance, Easy Content Editing, Content Editor workflow)?
- a. We're open to CMS suggestions.
91. What is the current approx. Monthly spent on the maintenance of the website?
- a. We're not able to provide the amount at this time.
92. Are there any known issues that we need to be aware of during the redesign of the website?
- a. As stated in the RFP: "Issues with current websites to be corrected with rebuild:
- Inconsistent design
 - Ineffective content organization
 - Confusion about FAHSC/HSMN relationship
 - Lack of content to attract target audience
 - No search engine optimized (SEO) content
- b. Content copy isn't engaging"
93. Do you have any preferred location or time-zone for the teams to be available?
- a. EST
94. Do you work with Offshore team?
- a. Companies must be based in the United States.
95. Will each site be on separate subdomains or domains or just another path inside main domain.com/somepath?
- a. We anticipate another path inside the main domain
96. Will this be themed differently than the main site? How many elements would be changing?
- a. We prefer consistency in line with our brand
97. Will there be any content that will be shared between sites?
- a. No. Please refer to the Website Map included with the RFP.
98. Will there be any users that will be shared between sites?
- a. Yes
99. Are there different roles from site to site?
- a. At least two FAHSC staff members will have access to editing the website.
100. Will there be a different menu from site to site?
- a. Yes



101. Will there be an overarching system that manages these separate sites?
 - a. Yes

102. Can you share with us up to 3 different websites that you like and why? (Help us get a better, more tangible idea of the direction they want to go, and what features/tech needed to make that happen)
 - a. Please refer to the Website Map in the RFP to see how we envision the site layout. Design will be influenced by our new branding, which is expected to be complete later this month.

103. Can you expand on the motivation for the project? Was there a particular turning point? A change in vision? Somebody had a great idea and we're going with it?
 - a. FAHSC is rebranding and it's time for an updated website.

104. Who are the people that will be actively involved in the project and the decision making process? Is this being overseen by a particular department or a particular person?
 - a. The vendor will work with the Director of Communications and Marketing who will collaborate with FAHSC leadership on decisions about site development.

105. Have you ever worked with any Canadian vendors? If not, are you opposed to the idea? Are there any potential funding issues that may make this impossible?
 - a. Companies must be based in the United States.

106. The site is currently built on - are you intending to keep this platform, or are you open to moving to a different CMS system?
 - a. We're open to a CMS system.

107. Are you looking to stay with your current host, or are you open to alternatives?
 - a. We're open to alternatives.

108. Do you have specific support needs after launch?
 - a. We currently use a vendor that hosts the site at a set rate and then performs maintenance and updates on an as needed basis at a separate rate. FAHSC staff also perform maintenance and updates, and we'd like to take more ownership of that with the new site. However, we don't have staff who code so are limited.