CLI RFP 2018-01

A. Background

Public Health Foundation Enterprises (dba Heluna Health) is releasing the request for proposals for the Centers for Disease Control and Prevention – High Impact HIV Prevention Capacity Building Assistance (CBA) project. Through the CBA project, the San Francisco Department of Public Health (SFDPH) We are inviting eligible entities to apply for funding, including independent contractors, community-based organizations, and businesses with the requisite expertise and experience to design and develop an event registration web portal, survey page, and database to support workforce development and training efforts with the Center for Learning and Innovation at the San Francisco Department of Health. The Center for Learning and Innovation (CLI) is a branch within the Population Health Division (PHD) of the San Francisco Department of Public Health (SFDPH). CLI conducts a range of projects internally and externally to support DPH programs and objectives, build capacity and promote a diverse and talented workforce. CLI's vision is to foster a culture of learning, trust, and innovation CLI does that in a number of ways: from sharing information and resources to experimenting with new and innovative technologies, to training and coaching staff and partners, building partnerships across sectors and mentoring public health professionals. CLI also offers technical assistance and support to branches within the Population Health Division of the San Francisco Department of Public Health.

B. General Eligibility

Subcontractor Eligibility Criteria.

1. **In order to apply for this SFDPH sub-contract, eligible agencies must demonstrate all of the following minimum qualifications:**

    a. Five or more (5+) years of experience in the area of website design and coding, including the following:

        i. Research, planning, and development of a web page to support various functions, including event registration, the collection of survey responses, and payment collection.

        ii. Designing web pages that integrate with WordPress and SharePoint.

        iii. Designing web pages that integrate with SQL databases.

        iv. Designing web pages capable of API integration with various third party web services.

v. Designing databases that allow a user to download reports in specific excel formats.

b. Able to submit 1 reference (include name of project, contact information and relationship) who have experience working with the applicant on a similar project in the past 3 – 5 years.

c. Commitment to attend regular (weekly or bi-weekly) meetings with SFDPH staff in San Francisco or via phone.

d. Demonstration of administrative capacity to enter into a business subcontract consultant agreement with a fiscal intermediary and capacity to complete work of high quality in a timely manner.

C. Scope of Work

All applicants must focus on the following objectives to support training and workforce development efforts.

1) **Creation of an Event Registration and Survey Portal**

   a) Design and coding of event registration and survey portal that is accessible via pages hosted on WordPress and SharePoint.

   b) Event registration and survey portal must support account creation and profile login for first time and return users.

   c) Survey portal must allow website administrators to choose from a preexisting list of questions and assign surveys to events by event type. Surveys will be assigned to users when they select the option to register for an event.

   d) Survey responses from return users should be retained as part of a user profile.

   e) Responses to surveys completed through the portal must feed into a SQL database that stores all responses over time.

   f) The SQL database must allow website admin to view survey responses in various spreadsheet formats (organize by event, organize by location of respondent, etc.).

   g) The SQL database must allow admin to export data in a specific Microsoft Excel format.

2) **Development and implementation of an integrated payment collection process**

   a) Collect payment for users who request credit for continuing education units (CEU's) at specific events.

b) Not all users will request continuing education units, so payment will need to be prompted by users that select this option.

c) API integration with Blackbaud Merchant Services payment system.

3) API Interaction between the registration portal and GoToWebinar.

a) Design (or obtain from GoToWebinar) a process that will automatically send required registration information to GoToWebinar when a user registers for a webinar through the registration and survey portal.

D. Narrative Instructions

Interested contractors must submit responses to Mr. Wesley Dayton at cli.phd@sfdph.org no later than 12:00 pm PT on February 28, 2018. Please include CLI RFP 2018-01 in the subject line. Responses must include **ALL** of the following:

1) *Cover letter, no more than 1 page in length committing to completion of the work by March 30th 2018.*

2) Overview of your organization and services no more than 2 pages in length.

a) Provide a brief organizational chart of your agency and describe your organizational structure. Describe key agency staff involved in this program and how they are connected to the provision of the services proposed in this RFP. Describe your proposed process for project management including regular communication and updates with CLI staff. Provide an overview of how your agency manages the timely receipt of funds and payments for expenses.

3) Proposal and Timeline no more than 4 pages in length

a) Describe how the organization will work in partnership with CLI to ensure that the following program objectives are met:

i) Creation of an Event Registration and Survey Portal;

ii) Development and implementation of an integrated payment collection process; and

iii) API Interaction between the registration portal and GoToWebinar.

E. Budget

1) Budget no more than 1 page in length

a) Provide hourly rates for all staff involved in the project and an estimate of hours for completion of each of the program objectives:

i) Creation of an Event Registration and Survey Portal;

ii) Development and implementation of an integrated payment collection process; and

iii) API Interaction between the registration portal and GoToWebinar.

F. Deadlines and funding timeline

ACTIVITY	TIMES	DATES
Solicitation Issued:		**February 20, 2018**
Proposals Due	**By 12:00 Noon**	**February 28, 2018**
Technical Review		**March 1-2, 2018**
Invitation to Negotiate		**March 2, 2018**
Start Date of Service		**March 6, 2018**

G. Application Instructions

1) **Narrative:** Use all of the objectives and respond to all of the items in the 'Scope of Work' section.

2) **Budget:** Provide a detailed breakdown and description of all of your funding requests

3) **Formatting:**

    a) The maximum page limit is **8 total pages.**

    b) Times New Roman font

    c) 11-point font

    d) 1-inch margins

    e) 1.5 spacing between lines

4) **Submission:**

    a) Completed proposals must be submitted electronically (by email) to **cli.phd@sfdph.org**

    b) **Please attached all documents in a single email.** The preferred format is PDF; if possible, please submit all documents in a single PDF.

    c) You will receive confirmation that your application has been received within 24 hours.