

REQUEST FOR CONTRACTOR BID

Bid Contact: Jennifer Longdon
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Bid Submission: Must be submitted via email to advocacy@aachc.org

Timeline

- **Proposal due:** August 14, 2026
- **Interviews (if needed):** August 24–27, 2026
- **Vendor selection:** September 3, 2026
- **Project kickoff:** Week of September 14, 2026
- **Estimated completion:** 8–12 weeks from kickoff (September–November 2026)

Vendors should confirm availability to meet this timeline and identify any constraints.

Proposal Requested For: Website Update – Arizona Alliance for Community Health Centers (AACHC)

The Arizona Alliance for Community Health Centers is seeking a qualified vendor to support a focused update of its existing website. This is not a full rebuild from scratch. The goal is a clean, accessible, and functional update that improves usability, ensures compliance, and strengthens how AACHC communicates with its audiences. The current website is built on WordPress.

Project goals include:

- Improve user experience and navigation
- Ensure compliance with Web Content Accessibility Guidelines (WCAG) 2.1 Level AA, including alt tags/titles descriptions for images, high contrast ratios, scalable fonts, etc.
- Improve the Community Health Center Finder to provide a more intuitive, user-friendly experience for patients seeking care.
- Support integration with external systems, where appropriate, to display dynamic content such as training opportunities, events, or other organizational information without requiring duplicate data entry.
- Update visual design
- Suggest improvements to content organization
- Ensure mobile responsiveness
- Enable easy internal content management

- Implement and configure analytics tracking
- Ensure LLM and AI visibility

Current Site Snapshot

The current site includes approximately 150–200 URLs, including resource documents and program pages. Vendors may validate site size and structure as part of their discovery and should note any assumptions in their proposal.

Scope of work includes:

Design

- Develop three to four reusable page templates to be used across the site, including a homepage, standard content page, training and events page, and resource/news page
- Define layout, typography, spacing, and accessibility requirements within AACHC brand standards and federal guidelines.
- Prioritize clarity, readability, and usability

Development

- Implement updated block-based WordPress templates within the existing WordPress environment
- Ensure mobile-friendly and responsive design
- Maintain or improve site performance, including load speed, within vendor-controlled design and development, recognizing the hosting environment as an external factor

Content Cleanup and Organization

- AACHC will provide copy unless otherwise agreed
- Focus on a defined set of priority pages identified by AACHC
- Make recommendations to streamline content to reduce redundancy and improve usability and help identify outdated or low-value content within selected pages
- Improve organization and flow across selected pages
- Apply consistent formatting, headings, and structure
- Vendor will propose a page prioritization approach within project constraints

Accessibility

- Conduct accessibility audit and remediation to meet WCAG 2.1 AA
- Provide documentation confirming remediation of identified issues on updated templates and priority pages



SEO and Analytics

- Implement SEO best practices including page titles, meta descriptions, clean URL structure, and proper heading hierarchy
- Implement free or low-cost SEO tools that allow staff to make appropriate changes in the future.
- Configure analytics tracking to support ongoing performance monitoring and provide built-in tools to read site analytics

Training and Handoff

- Provide training documentation and staff training sufficient to enable AACHC staff to manage routine website updates.

Training should include:

- 1–2 live virtual training session(s) (recorded)
- Written documentation or quick-reference guides for common tasks (e.g., updating pages, posting content, managing media)
- Overview of site structure and templates
- Basic guidance on maintaining accessibility and SEO practices

Deliverables include an updated sitemap, design templates, a fully functional updated website, an enhanced Community Health Center Finder experience, an accessibility audit summary and remediation report, SEO and analytics setup, training documentation that guides staff in making future updates.

Vendor shall provide all administrative access, credentials, and files necessary for AACHC to independently manage the website upon completion.

Proposals should include a timeline with milestones. Vendors should provide a not-to-exceed cost estimate and billing schedule. AACHC is seeking a cost-conscious, right-sized solution not to exceed \$15,000.

Qualified vendors benefit from experience with nonprofit or healthcare organizations, demonstrated experience with accessible web design aligned with WCAG standards, experience working with WordPress, and the ability to deliver practical, not over-engineered solutions.

Confidentiality; Right to Reject; No Obligation to Award: All materials provided by AACHC in connection with this RFP are confidential and may be used solely for the purpose of preparing a proposal. Proposals submitted in response to this RFP will be treated as confidential and used only for evaluation and vendor selection purposes, subject to applicable law. All designs, templates, configurations, documentation, and other deliverables created under this engagement shall become the property of AACHC upon final payment. AACHC reserves the right to reject any or all proposals, to waive informalities or irregularities, and to request additional information from proposers.



Issuance of this RFP does not obligate AACHC to award a contract or to pay any costs incurred in proposal preparation.

Evaluation Criteria

Proposals will be evaluated based on the criteria below. AACHC intends to select the proposal that offers the best overall value and demonstrates the ability to deliver a practical, accessible, and sustainable solution within the project budget.

	Weight
• Relevant experience with WordPress website development, particularly for nonprofit, healthcare, or membership organizations	25%
• Demonstrated expertise implementing websites that meet Web Content Accessibility Guidelines (WCAG) 2.1 Level AA	25%
• Understanding of the project, proposed approach, and ability to deliver a practical, right-sized solution that meets AACHC's needs	20%
• Overall value and cost of the proposed solution	20%
• Quality of the proposed training, documentation, and knowledge transfer plan	10%

AACHC reserves the right to request clarifications, conduct interviews or demonstrations with selected vendors, and consider references, responsiveness to the RFP, and overall organizational fit as part of the final selection process.

Proposal Requirements

Proposals should not exceed ten pages and include the following:

- **Approach**
A concise description of how the vendor will approach design, development, content organization, and performance optimization within the scope described.
- **Accessibility (WCAG 2.1 AA)**
Specific experience implementing WCAG 2.1 AA standards, including tools and testing methods used. Describe how accessibility compliance will be validated.
- **Relevant Experience**
Two to three examples of similar projects, including links or screenshots and a brief description of scope and outcomes.
- **Project Plan and Timeline**
Key phases, milestones, and estimated duration.
- **Cost Estimate**
Not-to-exceed pricing with any assumptions clearly noted including identifying any premium themes, plugins, subscriptions, or third-party tools required to support the proposed solution and clearly indicate any ongoing costs.
- **Team**
Key staff assigned to the project and their roles.
- **Assumptions and Dependencies**
Any assumptions about site structure, content volume, or external factors that may impact scope, including dependencies on the hosting environment.



Post-Launch Support

The vendor should include a brief post-launch support period to address any bugs or issues identified after launch. Proposals should specify:

- Length of post-launch support (e.g., 30–60 days)
- What is included (bug fixes, minor adjustments, etc.)
- Response time expectations

Vendors may also propose optional ongoing support and maintenance services, with pricing provided separately.

