REQUEST FOR PROPOSALS

PRB Managed Hosting and Website Support

Background

PRB is a nonpartisan, not-for-profit research organization focused on improving people's health and well-being through evidence-based policies and practices. Our staff analyze population data and ensure the research and its applications are understood and used widely by decisionmakers, advocates, and media.

Our organizational website, prb.org, is a WordPress site that averages about 2 million users and 4 million views a year. We also own and host over a dozen smaller WordPress websites. All of our sites are hosted on a Google Cloud server with one exception (hosted on AWS).

Scope of Work

PRB is looking for an agency that specializes in WordPress to provide managed hosting services and development support to PRB's suite of websites. The following services are required:

Managed Hosting Services

- Hosting Infrastructure:
    - Management of Google Cloud server.
    - Management of PRB's Data Center currently hosted on AWS server.
- Security Management:
    - Regular application of security patches and updates to the WordPress core, plugins, and themes for all PRB sites.
    - Implementation of firewalls, malware scanning, and security monitoring to protect websites from vulnerabilities.
- Performance Optimization:
    - Regular performance audits and optimizations to ensure optimal page load speeds and uptime.
    - Use of Content Delivery Network (CDN) and caching strategies for improved performance.
- Backup and Recovery:
    - Automated daily backups, with a retention period of at least 30 days.
    - Implementation of a disaster recovery process for prompt restoration of websites in case of failure.
- Monitoring and Support:
    - 24/7 monitoring of hosting servers to ensure uptime.
    - Resolution of server-related incidents as per agreed service-level agreements (SLAs).

Task Management

- Tasks will be initiated via a formal request and prioritized in collaboration with PRB.
- Each task will include an estimated timeline and approval before commencement.

Emergency Support

- Resolution of critical issues affecting website functionality or security within 30 minutes.
- A phone number will be provided as an alternative form of contact only to be used for urgent issues.

Ad-Hoc Web Development and Design Support

- Respond to requested design or development fixes on prb.org and other PRB-owned sites, including but not limited to:
    - Content updates and page redesigns.
    - Plugin configuration or custom development.
    - Theme customization or development.
    - Troubleshooting and resolving bugs or errors.

Deliverables

- Reliable hosting infrastructure for all websites.
- Monthly reports summarizing uptime, performance metrics, and backups.
- Timely completion of development tasks with detailed documentation of changes.
- Secure, optimized, and fully functional websites as per client requirements.

Timeline and Schedule

Hosting Services: March 1, 2025 – March 1, 2028 (one base year and two option years).

Ad-Hoc Development and Design: As required, with timelines agreed upon for each task.

Responsibilities

- **Service Provider:**
  - Ensure hosting infrastructure meets performance, reliability, and security standards.
  - Provide regular updates and proactive maintenance.
  - Deliver development tasks within agreed timelines.
- **PRB:**
  - Provide access credentials and relevant information for hosting and development tasks.
  - Approve tasks, budgets, and deliverables in a timely manner.

Pricing and Payment Terms

Please provide pricing for the following services:

- Managed hosting services, including up to 50 ad-hoc development and design hours over one year.
- If there is need for additional work: Billing rates for additional ad-hoc hours beyond the 50 hours included in managed hosting services.

Service-Level Agreements (SLAs)

- **Response Times:**
  - Critical issues: within 30 minutes.
  - Non-critical tasks: within 1 business day.
- **Resolution Times:**
  - Critical issues: within 2 hours (or with good communication with PRB around what is occurring if more time is needed).
  - Non-critical tasks: based on task complexity and agreement.

Proposal Format

PRB intends to award a contract to the responsible vendor whose proposal provides best value to PRB. We reserve the right to make multiple awards based on this solicitation. We also reserve the right not to award a contract to any offeror, or to award the contract to other than the lowest-price offeror. The successful offeror will be required to sign the Byrd Anti-Lobbying Amendment Certification (see 44 CFR Part 18).

- **Cover sheet** identifying legal name, physical address, description of your organization, and information about how many years you have been in business.
  - If you are a small business, also indicate the applicable NAICS code(s) and your exact small business classification (e.g., woman-owned small business).
- **Examples** of past work of a similar nature.
- **Two references**, preferably from other nonprofit clients with similar scopes of work, including name, organizational affiliation, phone number, and email address.
- Brief description of how you propose to **manage the client relationship** with PRB.
- **Price proposal**. PRB prefers the following pricing structure but feel free to provide alternatives. Include information about any annual escalation, if applicable.

- o Monthly fee for managed hosting services, which include up to 50 ad-hoc development and design hours spread out over the year.
- o Billing rate(s) for ad-hoc hours in excess of 50 hours per year, if and as needed.

Criteria: Proposals will be evaluated on experience, cost, and proposed timeline. Experience working under USG/USAID contracts is a plus. Small businesses are strongly encouraged to apply.

Deadline for questions: January 3, 2025

Proposal Deadline: January 10, 2025

Contact

Anneka Van Scoyoc
Head of Design
communications@prb.org