

## U.S. Contraceptive Access Scorecard

### Background

Population Reference Bureau (PRB) promotes and supports evidence-based policies, practices, and decision-making to improve the health and well-being of people throughout the world. PRB is seeking a web design agency to support the creation of an interactive policy scorecard to provide people with an easy-to-use online resource to access up-to-date information on the favorability of the policy environment with respect to contraceptive access for each U.S. state and the nation.

### Users

**Primary audience:** Policymakers and advocates working to expand and protect access to services.

**Secondary audiences:** Journalists, researchers, other interested parties.

### Examples of Similar Work

- [U.S. Abortion Policies and Access After Roe](#)
- [After Roe Fell: Abortion Laws by State](#)
- [Youth Family Planning Policy Scorecard](#)
- [2024 State Scorecard on Women's Health and Reproductive Care](#)

### Scope of Work

Low-fidelity wireframes are being designed in-house and are liable to change as we continue to revise our framework and indicators. However, [first drafts can be seen here](#). The fundamentals of the site are unlikely to change.

The agency on this project would be responsible for the following work:

- Design a **high-fidelity prototype** of the site working from approved low-fidelity wireframes and a style tile/design library that has been created in-house.
  - Note: We'd like this task to be line-itemed (Line Item 1) in the cost proposal as there is a chance this work will be done in-house.
  - Should include 2-3 rounds of review.
- Develop a **508-compliant, responsive site** identical to the Figma prototype.
  - Most PRB sites are WordPress sites. It would be preferable if this site was also built using WordPress to ensure the backend is easy to update by people who may not have a strong background in website content updating. However, we remain open to suggestions if you think another platform is preferable with an accompanying justification.
  - Should include 3-5 rounds of review.
- **Auto-generated PDF fact sheets** for each U.S. state and the District of Columbia (D.C.) (51 fact sheets total). These fact sheets would include some information presented on the frontend of the site and some additional information that is not shown on the frontend.
  - An in-house designer may be able to provide a template design for these fact sheets, which would then be populated from the content uploaded to the site.
  - Perhaps the additional information not displayed on the frontend could still be added into fields in the backend of the site, even if that information is only pulled into the PDF.
  - Note: We'd like this task to be line-itemed (Line Item 2); depending on cost, we may identify workarounds.



## REQUEST FOR PROPOSALS

- Responsible for **content uploading**. Note that we have approximately 16 indicators for 51 states plus an overarching score and description for each state. This information can be provided in whatever format is easiest for you all (perhaps an Excel sheet).
  - Note: We'd like this task to be line-itemed (Line Item 3), as there's a possibility we may be able to provide in-house support for this task.
- Provide **written documentation** of the site and host a brief, virtual meeting to explain how to keep the site up-to-date and how to add new content.

### Proposed Timeline

A few of these dates have the potential to shift based on the selected proposal and decisions regarding keeping some aspects of this work in-house.

- **Agency selected and notified:** March 7, 2025
- **Kickoff:** Week of March 17, 2025
- **Prototype design (3 rounds of review):** March 17, 2025 – April 17, 2025
- **Development (3-5 rounds of review):** April 17, 2025 – June 18, 2025
- **Content uploading:** June 10, 2025 – June 17, 2025
- **Live site:** June 18, 2025

### Proposal Format

- **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 that is 508 compliant, preferably with live links if available.
- **Two to three 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** with detailed breakdown of costs (e.g., proposed hours by category, with hourly rates and details on any indirect or direct costs).
- Please line item the following features:
  - **Line item 1:** High-fidelity site design and prototype in Figma.
  - **Line item 2:** PDF fact sheet generation.
  - **Line item 3:** Content uploading

**Criteria:** Proposals will be evaluated on proposed solution/approach, experience, cost, and proposed timeline.

**Deadline for questions:** February 21, 2025

**Proposal Deadline:** February 28, 2025

PRB anticipates awarding a fixed-price contract with payment based on the successful completion of deliverables.

### Contact

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