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.

- 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

Nancy Matuszak
Director, Communications & Marketing
communications@prb.org

Q&A regarding the Request for Proposals to Design and Develop an Online Scorecard for U.S. States

Budget

Please can you give us an indication of the budget for this project?
The budget for this project is up to $50,000. We want to ensure the site can be easily updated for future content changes and design improvements.

Would you prefer proposal quotes to offer the high-fidelity prototype design as an optional cost versus included in the full quote as this scope of work may be done in-house?
Yes, please include the high-fidelity design work as an optional line item.

Is there an estimated amount of pages/templates PRB would like agencies to consider quoting for?
There will be approximately 4 pages/templates on this site. There will be one main page template that can be modified by the user to reflect the selected category, state, and/or policy. There may also be a page for Methodology, FAQ, and Contact information.

Stakeholders and Decision-Making

Who are the primary stakeholders or decision-makers, and what is their involvement during the development phases? / How many stakeholders are anticipated to be involved in the project?
PRB's design lead will work with you directly to provide feedback and monitor schedules. Our communications manager will help facilitate the overall schedule and feedback from our 2-3 project leads who are compiling the data and assessment that the Scorecard will showcase. There may be 2-3 PRB staff brought in to provide feedback who are external to the product and have no role in the development phase.

Would you like to be invited to a virtual meeting to expand on the proposal details by the submitting agency before selecting a singular proposal?
We may select this option after reviewing proposals.

Should we plan for discovery sessions with PRB teams to refine project goals and requirements?
 While the project goals are set, an initial meeting with the selected applicant will be scheduled to ensure we all have a shared understanding of the project and to brainstorm potential features/functionalities for the web feature.

We see that we should scope for 2-3 rounds of revisions. Should we plan for any share outs to a larger stakeholder group at any point in the project or will it remain with the core stakeholder group?

The only time we might engage a larger group (external panel) would be during the high-fidelity prototype design, if the timing lines up. The rounds of revisions will remain within PRB.

Design and Wireframes

Have low-fidelity wireframes been developed as part of broader user journeys?
Yes, the wireframes have been developed with broader user journeys in mind. We do not have any documentation that we can share for the user journeys at this time.

Are you able to share more info about how you are attracting audiences to the site, and what their journey with PRB might look like beyond resource engagement?
Based on a robust dissemination strategy developed in partnership with a PR firm, we will be sharing the Scorecard widely with a range of audiences at local and national levels—media, advocates, researchers, policymakers, etc.—to attract users and raise public awareness of the resource. PRB has also engaged a review panel of 18 contraceptive access experts who will also play a role in product dissemination.

Based on the examples provided, are there preferred features you want considered that are not a part of the low-fidelity wireframes?
The wireframes include the most important features that will be included.

Our initial assessment of the low-fidelity prototype is that when no states are selected, clicking on the Compare button in the content boxes below the map changes the states above and especially compares which states is Protected, Some protections/restrictions, and Restricted based on which topic's compare buttons are clicked on. However, it's not clear to us what content is being compared when a state is selected, such as the North Carolina screen for example, what should happen? Should one of the content boxes below be compared? Can you clarify or provide more insight on what content would appear or provide a use case or user path for that?
Each policy bucket (currently Affordability, Availability, and Equity) contains multiple indicators, which currently appear toward the bottom of the prototype (but which we may want to move up). Users of the final web feature need to be able to compare the scoring results in each indicator across all 50 states and DC. The current protype uses a "compare" button at the bottom of each indicator, which when clicked, would then change the map coloring from the state scoring for each policy bucket to the state scoring for that specific indicator. We are open to potential ideas on increasing functionality so that one state indicator can be selected and compared to just one other state.

Will the in-house team provide wireframes for all pages, or just key pages? Additionally, will wireframes be provided for each screen type (desktop, mobile, and tablet), or should we expect to extrapolate responsive design from desktop wireframes during the mock-up phase?
We will provide wireframes for key pages. We will likely create mockups for every category (affordability, availability, etc.) and some states and policies. There will be responsive mockups provided in Figma for desktop, tablet, and mobile.

How interactive should the High Fidelity Figma Prototype be? Typically, to keep costs contained we will design enough states to show the required functionality for approval, and

then hand to dev for implementation; should we budget building out a fully interactive figma prototype, or are you comfortable approving flat designs and waiting for code for interactivity?
We do not need to see a fully functional Figma prototype for every category, state, and policy. Instead, we'd like you to provide a high-fidelity prototype for every category (3-7), and some states (2-3) and policies (2-3). We can wait to review a fully built out prototype in a dev environment.

Are you open for suggested modifications to the existing wireframes?
Yes, we are open to minor suggestions to improve usability and design.

Will there be any additional wireframe screens that we need to account for in design & development outside of what is currently visible in the link shared?
We do not currently have a wireframe designed for the Methodology, FAQ, or Contact page, but links are visible in the wireframes. We would also like to have a relatively simple "National Overview" page where the national factsheet would be found. Other than that, everything is currently included.

Will your wireframes outline the expected functionality/experience for comparing states and policies?
Yes, the wireframes will include documentation on functionality.

Style Guide and Branding

Are you able to share the style guide that's been created which will inform the high-fidelity page designs?
The style guide is still a work in progress. It will be available in early March.

Outside of the style/tile library that was created in-house, is there a larger design system that must be leveraged for components?
No, we do not have a larger design system.

Should this tool align with the current prb.org look and feel, or should it have its own visual brand?
The tool should stand apart - similar to the [Youth Family Planning Policy Scorecard](#) - but there should still be some similarity in feel with the PRB website. We opted for design elements that combine a distinct product feel with some similarities to PRB's web features.

Accessibility

We offer different levels of accessibility beyond 508, typically delivered through recommended plugins - would you like us to include these as optional line items?
Yes, if you offer additional accessibility services, you may include them as optional line items.

Factsheets

We agree the PDF factsheets are the right way to go to avoid too much information on the scorecard - do you already have the copy/imagery etc for these, or is this something you'll need us to support on?
The copy and imagery are still in progress. As noted in the RFP, we may be able to provide a template for the auto-generated PDF factsheets. Please provide an optional line item for anything required on your end to auto-generate them.

Would you be interested in us comparing the cost of our Design team producing these factsheets?
No, we're not interested in creative storytelling through custom factsheets at this time. The factsheets will all need to follow the same structure.

"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." What format/software would these be provided in?
The template would likely be provided in Adobe InDesign or Figma, but we are open to suggestions for the best way to build these templates.

Would you like the auto-generated PDF fact sheets to include backend editing access or be a set design template?
They can be a set design template.

Regarding the auto-generated PDFs, are you willing to work with potential minor limitations, such as where page breaks fall?
Yes.

For the auto-generated PDF fact sheets, do you have a preferred method for managing the additional backend-only content? Would you like this to be input directly into WordPress, or would an external data source (e.g., Google Sheets or database integration) be preferable?
We are open to suggestions. Our initial thought was that this content could be provided as an Excel spreadsheet.

Will the PDF contents change over time, or will they be fixed once ingested into the design?
We need flexibility for the PDF contents to change over time, assuming that we will make 12– to 18-month updates.

Scorecard Data

Just to help us get a sense of the data's complexity, would you be able to share a list of the indicators for each state? It doesn't have to be a final list — approximate is all we'd need.
Medicaid Expansion, Contraceptive Coverage, Extended Coverage Supply, Same-Day and In-Stock Contraception, Dispensing Authority, Prescriptive Authority, Sex Education, Minor Privacy and Confidentiality, Over-the-counter Emergency Contraception, Parental Consent, Provider Conscience.

Should we expect that there would need to be an ongoing process for updating information, or would the data only be updated one time? If the former, would all states' data be updated at once (e.g. that Excel sheet uploaded once a year/quarter/etc.), or should the process also allow for individual states to be updated individually?
We need flexibility for the content (data on site and factsheets) to change over time, assuming that we will make 12– to 18-month updates.

Other Content Needs

Beyond the main page, do you have a sense of how many secondary pages will need to be created (eg. Methodology)? Alternatively, do you have a sitemap you're able to share?
We are currently only designing secondary pages for Federal Overview, Methodology, and FAQ. There are no other planned secondary pages, and we do not have a sitemap.

How many hours of content uploading do you anticipate needing?
Content uploading can be incorporated into the 3 rounds of review.

Will PRB need any photography, copywriting, or videography for the website design?
No.

Do you anticipate needing any copywriting for the content uploading?
No.

How detailed would you like the written documentation of the site to be?
The written documentation should be detailed enough for the in-house team to keep the site up to date in the future.

Platform, Hosting, and Users

Will the site be stand alone, or live inside an existing PRB site? / It looks like you envision this project having its own separate website. Would there be any value in approaching this project as an add-on to prb.org? / Would you require hosting, dns or ssl services?
We currently envision this as a stand-alone website, giving us the flexibility of transferring ownership if necessary, in the future; however, we are open to suggestions on the best approach.

Do you have a preference for a specific platform?
WordPress is preferred.

What is the hosting situation? Hosted internally or with a cloud provider; Do you have the specs of the config? Is it a standard configuration or something custom? What software stack is it running, and is additional software allowed? Would we as a partner/vendor have root access?
The site will be hosted on PRB's Google Cloud account, which is configured specifically for PRB assets. The design and development vendor will be provided with a development and production environment as needed. Alternatively, the vendor may use their own environments before moving the production site to PRB's servers at launch. If additional software is recommended by the vendor, please describe within your proposal.

Are you open to building the scorecard outside of WordPress? For example, using NextJS or Payload?
We prefer the Scorecard to be built inside WordPress if possible.

What level of customization do you expect for the WordPress backend? Would you prefer a fully custom-built theme, or would a pre-built framework with custom modifications be easier for your team to manage? Would a visual editor like Oxygen or Elementor be beneficial for easier updates?
We are open to your recommendation. The design of the site will have minimal updates in the future. The content will be updated more frequently.

What is the device breakdown (desktop vs. mobile) of traffic on your current site? Do you wish/need to see both mobile and desktop prototypes (or does one have priority over the other)?
53.5% of our users are on desktop, 45% on mobile, 1.6% on tablets. It would be great to see desktop and mobile prototypes.

Will you be providing mobile versions of the wireframes?
Yes, we will provide responsive mockups in Figma for desktop, tablet, and mobile.

How are you anticipating that users will find/discover this tool? (Are there SEO considerations to keep in mind?)
PRB will develop a dissemination campaign to share the Scorecard with advocates, journalists, program implementers, donors, and policymakers.

Backend and Security

Will the backend of the site require different security levels?
No.

Maintenance and Technical Support

Will you require ongoing maintenance & management technical support, or will that be part of the handover to the in-house team? / How many hours of maintenance do you anticipate needing?
Ongoing maintenance will be handled in-house/with our contracted vendor.

Does PRB have an in-house team for ongoing maintenance, or would external support be required post-launch? / Who will be responsible for maintaining the website after launch? What is their experience level with WordPress?
We have a vendor in place to support maintenance of our websites.

Data Management and Technical Specifications

Can you clarify where the data comes from for the scorecard? (We understand you are able to provide it any format including excel but we would like to understand the source of the data and where it is currently stored.)
We are still compiling data but, for the most part, data will be pulled and collated from a variety of existing online sources, including Guttmacher Institute and the Kaiser Family Foundation. Some examples include: Minors Access and Pharmacist Prescription and Extended Supply of Contraception. Some indicators will not have existing secondary sources to pull from – or not ones that are up to date- and we will need to do our own "data collection". This would include additional desk research or stakeholder outreach. The data will be taken from these existing sites and then put in our own tracker, and scored against our own methodology.

How often is the data of the scorecard envisioned to change? Should we consider an ongoing/automated data update process for the website or just allow the means to update data manually for content editors?
We anticipate updates every 12-18 months.

Is there a preferred data visualization library or technology (Flourish, Datawrapper, D3.js, etc.)?
We do not have a preference and are open to your suggestions.

Launch

What's driving the launch timeline? Are there any initiatives happening that this project is dependent on or related to?
The funding for this project ends July 31, and PRB requires 5 weeks for dissemination activities post-launch.

Success

What does success look like in terms of outcomes across specific audiences in the short and mid term?
The Scorecard will become a trusted reference used by advocates, journalists, program implementers, donors, and policymakers to propel policy change.

Target users of the Scorecard will gain a comprehensive understanding of national and state contraceptive policies. The Scorecard will allow them to:
- Evaluate the inclusion of evidence-based interventions and policy language shown to reduce barriers and/or increase access to contraception in states' policies.
- Set policy priorities based on gaps and areas of weakness identified by the Scorecard.
- Compare policy environments across states.

Competitive Advantage

What other factors will set a proposal apart? Given our previous submission was well received but not selected due to mainly pricing, what qualities would make an agency stand out in this selection process?
We evaluate all proposals on their outlined solution/approach, experience, cost, and proposed timeline. All of these factors are considered, with a final decision made on which proposal best meets all of the criteria. (Cost is one factor, but not the sole deciding factor.) Your proposal can stand out by tailoring your response to each criterion to suit our needs and product.

Agency Location

Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients globally?
Agencies from all geographies are welcome to submit a proposal.