



Request for Bids Website Redesign & Development

Branch-Hillsdale-St. Joseph Community Health Agency
570 N. Marshall Rd.
Coldwater, MI 49036

February 12, 2026

This RFB is for redesign and development services for a new website for the Branch-Hillsdale-St. Joseph Community Health Agency

Responses Due: **March 11, 2026 by 4 pm EST**

Send questions and proposals to: Rebecca A. Burns, Health Officer, 570 Marshall Road, Coldwater, MI 49036, burnsr@bhsj.org, fax: 269-273-2452

New website launch date: Prior to September 30, 2026

Summary and Background

Branch-Hillsdale-St. Joseph Community Health Agency (BHSJ) is the public health provider for three rural counties in southern Michigan. BHSJ consists of three primary locations - Coldwater, Hillsdale, and Three Rivers. The agency provides public health services to all individuals that reside in the tri-county area, and seeks to provide residents with a website experience that is easy to navigate, provides reliable and timely information to protect or improve their health, connects them to our various services, and provides a method to connect with additional resources.

Our agency provides clinical services which include immunizations, communicable disease investigations, treatment and outbreaks, Children's Special Health Care Services, hearing and vision screening, oral health assessments, supplemental nutrition programs through Women, Infants, & Children (WIC). We also provide environmental services which include well and septic permitting, food safety inspections, vector surveillance, complaint investigation, water quality concerns (PFAS, Lead, TCE, ect.) and public facility sanitation inspections.

570 N. Marshall Road
Coldwater, MI 49036
(517) 279-9561
(517) 278-2823 Fax

20 Care Drive
Hillsdale, MI 49242
(517) 437-7395
(517) 437-0166 Fax

1110 Hill Street
Three Rivers, MI 49093
(269) 273-2161
(269) 273-2452 Fax

1555 E. Chicago Rd
Suite C
Sturgis, MI 49091
(269) 273-2161

The purpose of this Request for Bids (RFB) is to solicit proposals from various candidate organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best represents the direction the agency wishes to follow.

Proposal Guidelines

This Request for Bids represents the requirements for an open and competitive process. Bids will be accepted until **4pm EST March 11, 2026**. Any proposals received after this date and time will not be considered. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFB. All contractual terms and conditions will be subject to review by the agency and will include scope, budget, schedule, and other necessary items pertaining to the project.

Our Audience

Our primary audience is residents and individuals who live and work within our three counties. The percentages of individuals under 18 and adults over age 65 are slightly higher than the Michigan state average. Many individuals between 18 and 65 years of age who are seeking our services and information are providing care to others, and are seeking a reliable source for information. Residents also visit our site for information on emerging health threats and actions to take to protect themselves. Our agency uses “plain language” considerations when developing content, at no greater than an eighth-grade reading level. Our population is culturally diverse and we currently produce written materials in four languages.

Our secondary audience is healthcare providers and researchers who are seeking population data on disease, disease burden, and current treatment recommendations. Our current site uses links to direct visitors to local information and data, or to redirect through links to sources such as the Michigan Department of Health and Human Services, Michigan Data Clearing House, and the Centers of Disease Control.

Our third audience is people who potentially want to work for our company. These individuals use our website to find open positions. This may also be their first impression of the agency and our culture.

Website Redesign Objective

Our website’s number one objective is to inform and educate, engage our residents, and position our agency as a trusted public health resource, and to create a user experience that is easy to navigate. Numerous staff and community members have reported difficulties in navigating our current website. For instance, if you search for a popular service like WIC using the search bar at the top, the service does not appear, only documents that include “WIC” in the content. The public widely utilizes the search function in a website. Additionally, users must make multiple clicks to find the information they are seeking.

The successful bidder will work with the agency to enhance user accessibility by implementing a modern, user center, low effort, approach. Ideally, users would be able to reach top content within 2

clicks, but 3-4 clicks is fine for secondary or reference content. Strong search, clear labels, and contextual links matter more than click counts.

The second objective is to update functionality and ease of use to allow non-technical staff to manage content, add/remove pages, and maintain the website without assistance. Updating our current site demands extensive coding knowledge. Our Health Education and Promotion team who update the website lack specific training in coding requiring IT assistance which is too time consuming.

The successful bidder will propose website options to include site management tools that are easy to use with a drag and drop function for page design elements.

The third objective is to ensure our website is ADA compliant. Our current website is not fully compliant with the recent ruling from the Department of Justice's (DOJ) ruling under the Americans with Disabilities Act (ADA). In evaluating the current compliance of our website, we utilized the IBM Accessibility Equal Access Toolkit: Accessibility Checker Report. This tool identified 115 compliance issues on the front-facing page of our website.

Key issues included:

- Low text contrast
- Missing labels
- Missing names
- Unclear roles
- Certain words that may be mistaken for headings
- Need for better grouping or clearer structure
- Outdated HTML elements that are no longer in use

Overall, the findings in the report highlight opportunities for improving the website content's clarity, usability, and navigation.

The successful bidder will design a site that is compliant with WCAG 2.1 AA and will provide all the necessary tools for managing continued compliance.

The final objective is to provide a secure server from which to maintain the website. Our current vendor is planning to discontinue service; therefore, we need an economical solution that ensures our agency's website is operational and protected from cybersecurity threats.

Current Website

Our current website, www.bhsj.org is cumbersome to navigate, does not translate all content to various languages, has ADA compliance concerns, and is not easy to change without coding knowledge.

The navigation is clunky and not intuitive. Even agency employees have expressed frustration with finding things on our website. Overall, it lacks a clear path for our visitors to follow to find the information they need. Additionally, the platform is outdated and lacks an accessible content management system (CMS).

New Website Functionality Requirements

Our new website will need:

- An easy-to-use content management system (CMS)
- Intuitive navigation
- Clean and focused design
- All applicable content imported from current site
- Optimized with SEO best practices
- Social media integration (share buttons, follow buttons, etc.)

- Ability to embed videos into content pages
- Integration with Constant Contact so visitors can sign up to receive notices/content
- Contact Form that does not display our email
- Ability to function across devices (phone, tablet, desktop)
- Area for posting meetings and events, dates, times, materials
- Password protected area for Board of Health and Administration
- Ability to do highlighted banners for special projects
- Searchable functionality
- Report generation to evaluate page/content traffic and identify broken links
- ADA Compliant

Budget Details

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC) or recurring costs (RC – monthly, yearly, quarterly). Pricing should be listed for each of the following items in accordance with the format below:

Project Initiation and Planning	NRC	RC
Site Development	NRC	RC
Site Testing	NRC	RC
Database Deployment	NRC	RC
Site/Database Hosting	NRC	RC
Training (all sections)	NRC	RC
Ongoing Support	NRC	RC

NOTE: All costs and fees must be clearly described in each proposal.

All invoices for this project must be billed before September 30, 2026.

Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

- Overview of your company including a description of experience in planning, building, and hosting websites
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website redesign & development strategy
 - Anticipated resources you will assign to this project (total number, role, title, experience)
 - A full testing plan
 - Timeframe for completion of the project
 - Project management methodology
- Proposed website redesign timeline from kickoff to launch
- Details about your team including number of full-time, part-time, and contractor staff in your organization
- Three recent design & development examples,
- References
- Any key differentiators about your company or available products.
- Terms & conditions

Proposal Evaluation Criteria

To ensure consideration for this Request for Bid, your proposal should be complete. The agency will evaluate all proposals based on the following criteria:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner

- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their work pertaining to design and hosting as well as a minimum of 3 references
- Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project and the ongoing, recurring costs to maintain the website
- Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience

RFB & Project Timeline Details

RFB Released: February 9, 2026

Responses Due: **March 11, 2026 by 4 pm EST**

Winner Selected & Contacted : March 26, 2026

Project Kick-off : April 1, 2026

New Website Launch Target Date: Prior to September 30, 2026

Each bidder must submit their proposal by **March 11, 2026 at 4pm EST** to burnsr@bhsj.org.

Thank you for your interest in responding to this RFB with a proposal for our redesigned website. We look forward to your response.

If you have any questions, please contact Rebecca Burns at burnsr@bhsj.org or 517-933-3040.



Bid Form

Redesign and development services for a new website

Closing Date: March 11, 2026, at 4:00 PM EST.

We submit a bid to furnish requirements in accordance with the scope of work listed under General Requirements above. I hereby certify that I (we) do not have any substantial conflict of interest sufficient to influence the bidding process on this bid. A conflict of substantial interest is one which a reasonable person would think would compromise the open competitive bid process.

Legal Name of Person or Entity Represented:
Telephone Number:
Email Address:
Mailing Address:
City, State, Zip:
Social Security / Federal Employer Identification Number: (Information will be redacted from public information)
Signature of Authorized Representative:
Typed or Printed Name of Signature:
Title:
Date:
Total Cost to Complete Project:
Proposed Payment Terms:
Estimated Completion Date: (Must be completed and invoiced by September 30, 2026)
Evidence of Accords Must be Attached:
<ul style="list-style-type: none">• Copy of Insurance Certificate• Copy of General Liability• Copy of Workers' Compensation Insurance
Contractors must provide a minimum of three references.



Certification Statement

By submitting this bid, the potential contactor certifies the following:

- The proposal is signed by an authorized representative of the entity.
- All costs, direct and indirect, have been determined and are included in the pricing proposal.
- No substantial conflict of interest exists which influenced the submitting bid.
- The bidder has read and understands the terms, conditions, and requirements set forth in this request for bid and agrees to them with no exceptions.

Therefore, in accordance to this request for bids and subject to all conditions here in, the undersigned offers and agrees to perform the services in accordance with the specifications and conditions of this request for bid at the price quoted, providing the bid is accepted within 60 days of the date of submission.

Individual / Entity Represented:
Signature:
Typed or printed name:
Title:
Date: