



## **Website Rebuild and Redesign**

### **Waimānalo Health Center, September 2025**

#### **INTRODUCTION**

Waimānalo Health Center (WHC) is seeking a design firm to revitalize, rebuild, and redesign their website, [waimanalohealth.org](http://waimanalohealth.org), to integrate cultural components, recruit new patients, and enhance patient experience.

#### **BACKGROUND OF THE WAIMĀNALO HEALTH CENTER**

Waimānalo Health Center is a non-profit, Federally Qualified Health Center (FQHC), rooted in Native Hawaiian values and devoted to improving the health and wellness of all people, regardless of ability to pay, by providing comprehensive primary and preventive health care services of the highest quality.

Founded in 1992, WHC provides services that are 'ohana-centered, community-based, and culturally sensitive to individuals and families. WHC's service area stretches along Ko'olaupoko, from Makapu'u Point to Kualoa State Park. Although WHC serves patients representing all areas of the island, community-based efforts focus on the large Native Hawaiian population of Waimānalo.

#### **PROJECT OBJECTIVES**

- Revitalize the website by integrating cultural components
- Recruit new patients
- Enhance patient experience and access to services
- Improve navigation for patients and potential patients

#### **SCOPE OF WORK**

- **Discovery and research** – conduct needs assessment which may include key stakeholder interview, kickoff sessions, website audit, user surveys, etc.
- **Design** – align with WHC brand and integrate cultural components including 'Ōlelo Hawai'i diacritical marks, custom templates, visual assets including photography (WHC to have exclusive ownership of all photos), etc.
- **Development** – build website and templates, integrate third-party systems, etc.
- **Content** – migrate existing content and assist with cultural elements
- **SEO and Analytics** – set-up search engine optimization, data collection, and analytics

- **Quality assurance and testing** – ensure the website and digital content are accessible to people with disabilities, meeting ADA, WCAG 2.2 Level AA, and Section 508 standards, with testing and remediation completed before launch. Ensure mobile responsiveness, cross-browser compatibility, security and data protection (i.e. HIPAA, PII).
- **Training and documentation** – provide training and materials for staff to manage site
- **Ongoing maintenance and support** – provide post-launch support options including Service Language Agreement, and maintenance of updates, if applicable

## PROPOSAL REQUIREMENTS

Waimānalo Health Center is seeking a partner with a proven track record for creative excellence in website design and build. Please include:

- **Company overview** – background, areas of expertise, key personnel and roles, etc.
- **Relevant experience** – at least three examples with links to live sites
- **Proposed design approach** – description of process, tools, content management software and hosting services, etc.
- **SEO/Analytics** – description of optimization practices and reporting capabilities for performance monitoring, etc.
- **Timeline** – estimated project duration and milestones in months
- **Cost estimate** – detailed pricing, including cost of visual assets and ongoing support
- **References** – Three client references with contact information

## ESTIMATED BUDGET

\$40,000-\$50,000, not including monthly or annual fees associated with post-launch support or hosting services, if applicable.

## SELECTION CRITERIA

The selection criteria are outlined below and will be used to evaluate proposals. WHC intends to negotiate contract terms with the most qualified firm. Selection will be made by WHC based on the submitted proposal and preliminary interviews, and will include:

- **Design** – Demonstrated website design experience working with Native Hawaiian, health care, or non-profit organizations, ability to integrate cultural elements into design
- **Technical** – Demonstrated technical expertise in CMS platform, SEO/Analytics, security best practices, etc.
- **Project Management** – Experience managing projects of similar scope, clear project management roles and process, responsiveness to organizational needs

- **Cost** – clear pricing structure including photography or other visual assets and post-launch costs for ongoing support, if applicable

## **SUBMISSION INSTRUCTIONS**

Proposals must be submitted by 5pm HST on October 30, 2025. Electronic submissions are preferred and should be submitted to Pi'ilani Kai, Development Director, at [development@waimanalohealth.org](mailto:development@waimanalohealth.org).