

Your Health Idaho Website Redesign RFP: Question and Answer

1. Is YHI is actively seeking a longer-term partner for ongoing hosting, maintenance, and enhancements to user journeys/enrollment tools, or if the RFP is being issued primarily to satisfy a formal procurement requirement?

We are looking for a vendor partner to design the website. There is no need for ongoing hosting or maintenance.

2. The RFP requests cover letter/references, pricing, deliverables/timeline, staff/profiles/portfolio, insurance/W-9, and marked-up ICA. Do you prefer a narrative document or one with visual elements (wireframes, architecture diagrams, timeline sketches)?

Please submit the documents that you feel best respond to the RFP

3. To better tailor our technical approach, are there any specific preferences or constraints around CMS platform (WordPress theme-based/customization), hosting (post-launch by YHI), design complexity for maintenance, Open Enrollment homepage/landing page specifics, SEO tools, content migration, testing (performance/accessibility/mobile/browser), or analytics/reporting?

We do not use the CMS platform.

4. The RFP references content migration from the existing site. Could you confirm whether all existing content (including blog posts, resource pages, and archived materials) is expected to be migrated, or only select project pages?

New content will be created/written, and selected content will be migrated over.

5. Are there specific SEO performance goals or keyword strategies already defined for the redesigned site (e.g., organic search targets, traffic benchmarks)?

No

6. Should SEO migration include redirects for existing URLs?

Yes, there may be a few

7. Will YHI provide a complete set of brand guidelines, visual assets, and content templates for design reference?

Yes

8. Is there a preferred design tool (e.g., Figma, Adobe XD) for design deliverables?
No
9. Apart from WordPress, are there specific systems or external services the new site must integrate with (e.g., CRM, enrollment systems, analytics platforms)?
No
10. Is there an expectation to maintain existing integrations or re-architect them?
No
11. While hosting is excluded from this RFP, can you confirm the target hosting platform or any requirements the design must consider (e.g., security compliance, cloud hosting provider)?
We are self-hosting
12. Should the Open Enrollment and Special Enrollment homepages be treated as unique templates with distinct content, or will they follow an overall theme with content variation?
They will follow the overall theme
13. Do you have a preferred approach or testing standard for accessibility beyond WCAG 2.1 AA (e.g., specific assistive technologies or tools)?
We will provide a toolbar to fulfil the requirements
14. Should accessibility testing include live user testing with assistive device simulations?
No
15. **Budget:** We noticed that the project budget was not mentioned in the RFP. Could you please provide any approved or proposed budget range for this project?
It is included in the Independent Contractor Agreement
16. **Conflict of Interest Statement:** Could you clarify what constitutes a conflict of interest? Specifically, would an Agency of Record relationship with health insurance providers in Idaho be considered a conflict?
YHI would need additional information to make that determination. In your RFP response, please identify and describe the relationship more fully.

17. **Deliverables Response:** In the section labeled "Deliverables*" found under "PROPOSAL SUBMITTAL", are you looking for our approach to completing the specified deliverables, or asking for written confirmation of our ability to meet them?
At a minimum, YHI sees confirmation that the Vendor is capable of providing the "Deliverables." It is up to the vendor to determine whether to expand on that requirement and provide additional information to YHI on why that vendor should be the party to provide those services.
18. **AOR:** Do you currently have a Marketing Agency of Record?
Yes
19. **Mandatory RFP:** Was this project required to go to RFP by the state?
No, we are not a state agency
20. **Project Timeline:** Is the target launch date for the redesigned and redeveloped project aligned with Open Enrollment? If not, could you provide the desired timing for the final site delivery?
The launch date is included in the RFP
21. Can YHI clarify whether the scope includes content strategy, plain-language rewriting, and UX-driven content optimization, or if the expectation is limited to content migration with high-level recommendations only?
The scope does include content strategy, plain-language rewriting, and UX-driven content optimization
22. Approximately how many total pages and unique templates exist in the current YourHealthIdaho.org site and the shop-compare-enroll experience, and how many are anticipated in the redesigned site?
The total number of pages is approximately 100, with no count for templates. Looking for recommendations on the number of template options
23. Does YHI expect any primary user research (e.g., interviews, usability testing, validation) as part of this engagement, or should vendors rely solely on existing insights and analytics?
Vendors will rely on existing insights, analytics, and YHI input
24. Can YHI clarify whether the redesigned website and shop-compare-enroll pages integrate with external enrollment or transactional systems, and whether any integration-related work is in or out of scope?
There is no integration

25. For Open Enrollment and Special Enrollment homepages and paid media landing pages, should vendors assume one-time designs, reusable templates, or multiple distinct versions over time for pricing purposes?
One-time design
26. What specific accessibility standard is required at launch (e.g., WCAG 2.1 AA), and will YHI conduct independent accessibility audits or testing beyond vendor-led QA?
We will provide a toolbar to fulfil the requirements
27. Should vendors assume foundational SEO/AI Optimization best practices only, or a more comprehensive scope that includes keyword strategy, and content-level optimization?
Best practices only
28. Who will have final approval authority on design, content, and scope decisions, and should vendors expect legal, compliance, or policy review cycles as part of the approval process?
The CEO and CMO have the final approval authority
29. What level of ongoing availability should vendors expect from YHI subject-matter experts and reviewers during design, content review, and testing phases?
Very available
30. Has YHI established a target budget range or not-to-exceed amount for this project, and if so, would YHI be willing to share it to help vendors propose solutions that align with budget expectations and evaluation criteria?
The budget is included in the Independent Contractor Agreement
31. What existing systems or tools will the new WordPress site be required to integrate with?
None
32. Can YHI provide its current brand guidelines and any related design assets?
They will be provided to the chosen vendor
33. Are there specific design elements or features from the current site that must be retained rather than redesigned?
No
34. We understand that hosting and long-term maintenance will be handled by YHI. Does YHI expect the selected vendor to provide support and maintenance for a defined period after development is complete, prior to YHI taking full ownership?
No

35. Will the new website need to integrate with [HealthCare.gov](https://www.healthcare.gov) or any other federal marketplace systems, and if so, to what extent?
No
36. As the current site allows users to create an account and log in, will the selected vendor also be responsible for designing and/or developing the associated portal experience?
No
37. If yes, please share more details on the features & functionalities of the portal.
N/A
38. Does the website currently support any e-commerce or transactional functionality for purchasing plans, and should the redesigned site include or expand this capability?
No
39. Can you share some details on how the homepage has historically changed during Open Enrollment and Special Enrollment periods? Alternatively (or in addition) please share any websites that have the kind of homepage changes you aspire to for the new YHI site, and what you like about them.
The homepage is updated with Open Enrollment information
40. Does YHI plan to dramatically change the content on the current site? For example, launching new content types, eliminating a content category, etc.
No
41. How do users currently access and interact with the /shop-compare-enroll page?
Through paid media
42. How many YHI team members will be trained on the new website? Do you have any expectations or requirements around training/onboarding we should be aware of?
4- 6, no expectations or requirements
43. In general, how available will YHI team members be to support any content population/migration requirements for the new site?
Very available
44. Do you have any expectations or requirements for website accessibility, e.g. WCAG 2.1 AA?
We will provide a toolbar to fulfil the requirements

45. Do you have any expectations or requirements for multi-language content translation?
Not at this time
46. Do you have a target launch date or ideal project timeline you're trying to meet?
Yes, it is included in the RFP
47. What is your target project budget or budget range?
It is included in the Independent Contractor Agreement
48. Will new content need to be written by the vendor? a. If yes: what pages/sections, and roughly how many pages will need new content?
No
49. Can you elaborate on whether there are any high-level plans for the overall website content? (eg: "we plan to cut 30% of current content", "we want to add a new content section, approximately 5 pages") a. Number of unique designs expected for templated content such as blogs, news, etc.?
There are no plans to cut content, but it may shift where it is located. Looking for recommendations on the number of template options
50. How do users currently navigate to the /shop-compare-enroll/ page, and will these navigation paths remain the same, or will UX research be needed to refine the user journey? Additionally, does this page exist solely within the sitemap and site navigation, or is it also accessible from external platforms?
It is only accessible through paid media
51. Does project completion include a coordinated deployment to production, or simply a delivery of code and database files for YHI to deploy? To what extent is the chosen vendor needed for launch activities?
We will provide a Sandbox environment for production, and YHI will deploy
52. Are there any planned integrations with enrollment systems, agent portals, or other platforms? Is the implementation of automation for any integrated system a requirement of this RFP?
No
53. Could you please provide additional detail on the expectations for designing (i) the Open Enrollment and Special Enrollment period homepage and (ii) the paid media landing pages for those periods? Specifically, we'd like to understand how these experiences should differ from the primary YourHealthIdaho.org homepage, the shop-compare-enroll landing page, and the paid media landing pages, including any functional, content, or campaign-specific requirements you'd like us to account for in our proposal.

During Open Enrollment, the homepage and landing page are updated with OE information. The remainder of the year is the Special Enrollment period, and would provide information specific to that timeframe

54. What is your estimated budget for this work? Alternatively, what is the anticipated not-to-exceed amount and/or budget range?

It is included in the Independent Contractor Agreement

55. What is your anticipated/desired launch date?

It is included in the RFP

56. Please confirm the scope does not include the insurance portal or integrations.

Correct

57. Is <https://www.yourhealthidaho.org/shop-compare-enroll/> the only SEM landing page needed? Or do you create different landing pages for different campaigns?

Yes

58. What plug-ins do you use and do you plan to keep them?

No, we do not plan to keep any of the current plug-ins

59. Are there any behind the scenes integrations that we would need to take into consideration in the build?

No

60. About how many pages of content do you anticipate for migration?

It will depend on the content strategy proposed

61. Beyond “best practices,” do you have any mandated performance thresholds (e.g., Core Web Vitals targets), accessibility guidelines (beyond WCAG 2.1 AA), or SEO requirements that must be met?

No

62. Should the vendor provide a full analytics tagging strategy (events, goals, funnels), or will you supply tagging specifications for implementation?

Looking for guidance

63. Do you have expectations for the number or format of training sessions for staff (e.g., admin training, content editor training), or should the vendor propose a standard training package?

Minimal training will be needed