REQUEST FOR PROPOSALS

PRB Data Center Revamp

Background

PRB is a 501(c)(3) nonprofit organization that analyzes and disseminates information about populations and their health and well-being so it can be used to inform decisions that improve lives around the world. We develop communication tools and strategies that drive policy, programming, and funding decisions and employ a variety of approaches to connect data users with data producers.

PRB's Data Center is a hub for international and domestic population data, featuring over three dozen indicators for every country in the world. It is the most popular component of PRB.org with over 1.2 million views from over 100,000 users annually. However, it has not had a holistic update in many years and has an outdated user interface and difficult-to-update backend. The Center continues to live on an AWS server while the rest of PRB.org (and our other sites) live on Google. We need to use a third party to help us upload new data each year.

Purpose

We are looking to revamp the Data Center to address existing issues and reimagine what the Center could be. The final product will be a sleek, easy-to-navigate hub of demographic data and information that will highlight PRB's demographic expertise and our ability to interweave data and stories, showcasing key PRB capabilities to current and potential partners, funders, and other audiences.

Scope of Work

1. **Data Center migration to PRB.org.** PRB.org has been updated several times over the last two decades and was migrated to WordPress in 2016. We moved PRB.org from an AWS server to a Google server, but because of technical difficulties we were not able to move the Data Center so it continues to live separately from the rest of our site. We would like this revamp to embed the Data Center within our existing PRB.org infrastructure and live on Google too.
2. **Transition to a dashboard structure that allows users to engage with and customize data displays.** The current Data Center is made up of hundreds of individual indicator and country pages that provide limited engagement or opportunities for comparison. We would like to create a dashboard where users can easily select the indicator, country, or state-level data that they'd like to view and do the following:
    a. **Select a type of visualization.** A map would be the default, but we could also offer options to view data as a bar chart, line chart, or table depending on spatial constraints. All visualizations should use tooltips and have a place for additional metadata like notes and sources. We welcome proposals that utilize existing data visualization technologies like Flourish, Datawrapper, D3.js, or chart.js and would request explanations for the recommendations.
    b. **Compare sub-indicators.** While many of our indicators are not comparable to each other because they use different dimensions (i.e., whole numbers, percentages, ages, etc.), some have sub-indicators that do use the same dimension and the user should be able to compare them to one another. For example, we provide data on the Percent of Population for each country that is (1) under age 15 and (2) ages 65+. Ideally, a user could see these two data points together for comparison. With our current indicators, dimensions of comparison include time, age, gender, and percentages.
    c. **Select locations of interest.** We'd like for users to be able to choose countries, states, or possibly regional areas (see #7 below) of interest for comparison.
    d. **XLSX or CSV download.** We want to always provide the option to download queried data results in an XLSX or CSV file.

    In addition to being a data hub, we would like the Data Center to accomplish the following:
    a. Provide a space for Data Center-related announcements or updates.

   b. Feature cards that link to related PRB content that can be changed whenever appropriate. We could have a section for dynamic cards that update based on the user-selected indicator, as well as sections for more evergreen content that's updated less frequently.
   c. Include key indicator highlights (i.e., the special indicators from that year's World Population Data Sheet or an organizational priority topic).

   Visually, some inspiration can be found for this dashboard approach here. Functionally, some links to existing databases that are more complex than our data but provide good examples of how data can be disaggregated and displayed are:
   - Our World in Data – Economic Inequality
   - World Bank Data Bank
   - STAT Compiler
   - HIV Sub-National Estimates Viewer

3. **Improved data uploading process.** We would like for approved staff to be able to easily delete, update, or add data whenever appropriate throughout the year. We anticipate providing data in individual CSV files that cover a single indicator. All data should be validated on upload. We'd like for the Data Center to be source-agnostic giving us the flexibility to transition to a database like SQL in the future.
4. **Creating a new home for the World Population Data Sheet (WPDS).** The WPDS has been PRB's flagship product for decades and currently provides all the data for the international section of our Data Center. For the last four years, this suite of print and digital products has included the following:
   a. Print poster.
   b. Microsite (updated annually with new data and new Special Focus).
   c. PDF booklet (for easy onscreen reference to all the data).
   d. Lesson plan.
   e. Data in the Data Center gets updated.
   f. Media briefs.

   For the 2025 WPDS release, we are not creating a print poster and will be sunsetting the microsite. This means we want the Data Center to feel like the true home for the WPDS into the future as it continues to be a product name that people are familiar with and look forward to each year. At the same time, the Data Center is also home to other data—and more may be added in the future—so we seek an easy way to call out WPDS data while also allowing room for other data indicators.
5. **Improved responsiveness for tablet and mobile use of Data Center.**
6. **Line item: Adding additional data sets into the Data Center.** Currently, all international data come from the World Population Data Sheet and all U.S. data come from U.S. Government sources. We would be interested in a Data Center that allows us to upload new data sets in the future as we continue to conduct and compile research on various topics, though we may want to keep data sets obviously separated from each other so as not to end up with a long list of indicators and to keep those data sets in their original context. For example, we anticipate creating a data set on teenage well-being in the U.S. with a specific set of indicators. We'd want that data to be housed together (not within a long list with existing indicators).
7. **Line item: Ability to include regional data for countries or states.** While we do not currently have data collected at the regional level, we would like for it to be an option for selected countries or U.S. states in the future. Examples could include county-level data for U.S. states; province- and county-level data in Kenya; regions and provinces in China.
8. **Line item: Ability to embed charts from the Data Center elsewhere on our website that then links users back to the Data Center for further analysis or data download.**

Deliverables

- Draft application architecture, including mechanism for integration into the current WordPress site; envisioned stack; core assumptions about data ingestion, validation, and storage; visualization libraries (if any); any proprietary code to be used; core responsiveness considerations; core functionality.

- Design low-fidelity wireframes/prototype for mobile, tablet, and desktop that is shared and tested by PRB staff.
- Working within the PRB brand, design high-fidelity prototype for mobile, tablet, and desktop that is shared and tested by PRB staff and other stakeholders.
- Development of site to match approved prototype and ensure Center works seamlessly within existing PRB.org WordPress structure.
- Minimum three rounds of review.
- Fully integrated and live Center on PRB.org.
- Final code so PRB can continue to maintain and/or develop the Data Center.
- Training and documentation on uploading data to and maintaining the Data Center.

Proposed Timeline

- **Kickoff:** Week of February 10, 2025
- **Low-fidelity wireframe/prototype presentation:** Week of March 3
- **PRB provides feedback:** Week of March 10
- **Revised wireframes shared (if needed):** Week of March 17
- **PRB approval of wireframes:** Week of March 17
- **High-fidelity prototype presentation:** Week of April 14
- **PRB provides feedback:** Week of April 21
- **Revised prototype shared:** Week of April 28
- **PRB approval of prototype:** Week of April 28
- **Testing link shared:** Week of June 23
- **Revisions:** June 23 – August 8
- **Final approval by partners:** August 20
- **Live site:** August 29 (Note: We have a hard deadline of September that we cannot go past.)

Criteria

PRB intends to award a contract to the responsible vendor whose proposal provides best value to PRB. Proposals will be evaluated on experience, cost, and proposed timeline. PRB anticipates awarding a fixed-price contract with payment based on the successful completion of deliverables.

Vendors incorporated in the United States and low- and middle-income countries are encouraged to apply.

We reserve the right to make multiple awards based on this solicitation. We also reserve the right not to award a contract to any offeror, or to award the contract to other than the lowest price offeror.

The successful offeror will be required to sign the Byrd Anti-Lobbying Amendment Certification; (see 44 CFR Part 18).

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. Work done for USAID a plus.
- **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** broken down into the following line items with detailed breakdown of price (e.g., proposed hours by category with hourly rates and details on any indirect or other direct costs):
    - Design of Data Center including low- and high-fidelity wireframes/prototype.
    - Development of Data Center.
    - Line item 1: Adding additional data sets into the Data Center.
    - Line item 2: Ability to include regional data for countries or states.
    - Line item 3: Ability to embed charts from the Data Center elsewhere on our website that then links users back to the Data Center for further analysis or data download.

Deadline for questions: Friday, January 10, 2025

Proposal Deadline: Friday, January 17, 2025

Please see attached a sample contract that includes clauses, including federal contract contracts, that would be included in the agreement.

Contact

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