

# REQUEST FOR PROPOSALS

Managed Website Hosting, Development, and Digital Support Services  
Population Reference Bureau (PRB)

## 1. Background

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The Population Reference Bureau (PRB) is a 501(c)(3) nonprofit organization with approximately 21 employees. Founded in 1929, PRB analyzes and communicates data on population, health, and well-being to inform policies and programs that improve lives worldwide. PRB's work spans reproductive health, aging, children and families, labor markets, and public data. PRB's main website, PRB.org, serves as a marketing platform to potential funders and donors, a repository for decades of research, and a resource for academics, policymakers, and practitioners in the U.S. and globally.

PRB.org is a WordPress site (currently running WordPress 7.0) that transitioned to WordPress in 2017, underwent a significant redesign in 2021, and was replatformed in March 2026. PRB also maintains a portfolio of 20 additional websites (mostly project-based microsites), which were primarily built on WordPress. The current site portfolio is detailed in Exhibit A.

PRB also operates a data tool known as the PRB Data Center. The current iteration (snapshot.prb.org, hosted on AWS) is earmarked for decommissioning, with a new 2026 version expected to launch in late August 2026 and to be hosted on Google Cloud. The Data Center is a priority asset: it serves researchers and educators worldwide and is among PRB's most-visited properties.

Looking ahead, PRB will celebrate its centennial in FY2030. At some point in this contract, the successful vendor will be expected to support integration of a centennial visual identity and develop immersive storytelling features to chronicle PRB's 100-year history. With all this in mind, PRB is seeking a single vendor who understands both the technical and security infrastructure and the design and content layer of web hosting, development, and digital support.

## 2. What We Need From a Vendor

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PRB's Communications team manages day-to-day relationships with web vendors, but no PRB staff member is a web developer, server administrator, or hosting specialist. This is not a situation where PRB will direct technical decisions—it is one where we need a vendor who will serve as a trusted expert partner to guide our whole web presence, proactively surfacing issues, translating technical information into plain language, and making confident recommendations rather than waiting for us to ask the right questions.

Specifically, we are looking for a vendor who will:

- Take ownership of the health of the portfolio—not just respond when prompted but proactively identify problems before they affect users or security and inefficiencies that affect cost or management.

- Communicate clearly and without jargon. When something technical needs our attention, explain what it means and what you recommend.
- Advise us on decisions. Whether it's archiving old sites, which plugin to use, where to host a new site, or how to structure the analytics for a new campaign, we want a vendor who will give us a clear recommendation.
- Keep our documentation current. We should always have an up-to-date picture of our website portfolio, how it's all configured, and what the costs and risks are.
- Help us make our website a more effective tool for marketing and business development. We want to understand how people use our site, where they drop off, and how we can improve conversion on pages like [prb.org/donate](http://prb.org/donate).

### 3. Scope of Work

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PRB is seeking a single vendor to provide the following integrated services across its full website portfolio (Exhibit A). All sites are WordPress-based unless otherwise noted. The portfolio includes 22 active sites.

#### 3.1 Managed Hosting Infrastructure

- Management of PRB's Google Cloud server environment: configuration, resource scaling, uptime, and ongoing environment maintenance across all sites.
- Management of the PRB Data Center hosting environment. This is a self-contained binary running on a dedicated virtual Linux server that will require maintenance (CDN and SSL setup, patches, restarts, firewall maintenance, possibly deployment via pre-existing bash script). The vendor must be prepared to advise PRB on future iterations as the Data Center evolves (e.g. replacement with off-the-shelf solutions that may require some management).
- Support with uploading the latest data to the Data Center (updates likely every 2 years).
- CDN configuration and caching strategy management across all sites.
- DNS management support: configuration, propagation monitoring, and resolution of DNS-related issues. PRB must retain master control of all DNS and domain registrar credentials at all times.

#### 3.2 Security Management

- Scheduled application of WordPress core, plugin, and theme security patches across all sites on an agreed schedule.
- Implementation and ongoing management of web application firewalls (WAF), malware scanning, and security monitoring.
- Proactive vulnerability assessment: the vendor is expected to surface risks before they become incidents and to explain risks to PRB staff in plain language.
- DDoS mitigation and incident response.
- SSL/TLS certificate management across all PRB domains.

### 3.3 Performance Optimization

- Minimum quarterly performance audits with written findings and plain-language recommendations delivered to PRB.
- Page load speed optimization, with particular attention to prb.org and the Data Center.
- 24/7 uptime monitoring with automated alerting; minimum 99.9% uptime SLA for prb.org and the Data Center.

### 3.4 Backup and Disaster Recovery

- Automated daily backups for all sites with a minimum 30-day retention period.
- A documented and tested disaster recovery process with defined recovery time objectives (RTO) and recovery point objectives (RPO).
- At least one documented disaster recovery test per year with written results shared with PRB.

### 3.5 Web Design and Development Support

Based on historical usage, PRB estimates approximately 8 to 12 hours per month for routine ongoing design and development tasks and up to 160 additional ad-hoc hours per year for larger projects.

#### Ongoing Support (~8 - 12 hours/month)

- Design adjustments: layout changes, typography, module redesigns, hero image revisions, responsive and mobile design fixes.
- Functionality adjustments: custom script updates, plugin configuration, navigation changes, interactive element fixes (e.g., charts-based visualizations).
- Usability improvements including page load optimization and accessibility enhancements.
- SEO: on-page optimization, metadata, structured data, and ongoing site health monitoring.

#### Ad-Hoc Development (up to 160 hours/year)

- Larger projects as scoped and approved by PRB, potentially including significant redesigns, brand refresh, new feature development, Data Center updates, new microsite launches, existing microsite updates, and centennial-related development.
- Each project will begin with a formal task request including agreed scope, timeline, and cost estimate. PRB retains approval authority before any work commences.

### 3.6 Website Portfolio Management & SOPs

- Within 60 days of contract start, deliver (or review if already provided) a full written inventory of PRB's website portfolio (updating Exhibit A) documenting: URL, hosting environment, CMS version, active plugins and themes, approximate traffic, and maintenance status for each site.
- Maintain inventory and SOPs covering at minimum: plugin update and approval workflow, new microsite onboarding checklist, emergency incident response, access management (granting and revoking), and backup and recovery procedures.
- SOPs must be written in plain, non-technical language accessible to non-specialist PRB staff.

- SOPs must adhere to industry standards (named individual accounts with MFA, use of staging environments, etc.).
- Maintain consistent technical standards across the portfolio: approved plugin sets, removal of deprecated plugins, documentation of custom code, and ensuring no site falls behind on core updates.
- As PRB adds new microsites, onboard them to the managed environment using the SOP and confirm they meet PRB's technical and security standards before launch.

### 3.7 Google Analytics Support

- Confirm all priority sites, particularly prb.org, are connected to Google Analytics 4 (GA4) with proper event and relevant conversion tracking. The Data Center uses a custom analytics pipeline (with dedicated API) and plausible.io.
- Audit analytics configurations across the full site portfolio and deliver a plain-language findings report within 60 days of contract start.
- Review and clean up the existing Google Tag Manager container—remove stale tags, document active tags, and ensure the container is properly maintained.
- Configure and maintain cross-domain tracking where microsites should contribute to attribution for prb.org.
- Set up or validate conversion tracking for key pages including prb.org/donate, resource downloads, newsletter signups, and other high-value user actions as defined by PRB.
- Analytics dashboard setup: a Looker Studio (or equivalent) dashboard that enables PRB staff to answer common analytics questions independently, without needing to request vendor assistance.
- Periodic analytics review (e.g., quarterly): written, plain-language report translating site performance data into actionable recommendations for content strategy, user experience, and traffic growth.

### 3.8 Task Management and Communication

- All work requests will be managed through a formal task management system proposed by the vendor and approved by PRB. Email-only workflows are not acceptable.
- Each task will require a written scope, estimated hours, and timeline before commencement. PRB retains approval authority.
- The vendor will assign a named primary point of contact for day-to-day PRB communications.
- Monthly status reports covering uptime and performance metrics, completed tasks, hours used, backup status, and any security incidents or vulnerabilities—written in plain language for a non-technical audience.
- The vendor is expected to proactively brief PRB on anything that requires a decision or attention.

## 4. Emergency and Critical Issue Support

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- 24/7 monitoring of all hosted environments.
- Critical issues—site downtime, active security breach, data loss, or significant functional failure—must receive an initial response within 30 minutes of detection or notification.

- Within 2 hours, the vendor must deliver either a resolution or a documented mitigation plan including diagnosis, containment steps taken, and an estimated timeline to full resolution. Active communication with PRB is required throughout.
- All emergency communications must be in plain language that PRB staff can understand and relay internally without needing to interpret technical details.
- A dedicated emergency phone number will be provided to PRB for critical situations only.

## 5. Key Deliverables

Deliverable	Frequency / Timing	Notes
Updated website portfolio inventory (Exhibit A)	Within 60 days of contract start	<i>Written; editable;</i>
SOP documentation suite	Within 60 days of contract start	<i>Plain language; editable;</i>
Google Analytics / GTM audit report	Within 60 days of contract start	<i>Plain-language findings; all sites in scope with emphasis on prb.org</i>
Monthly performance and status report	Monthly	<i>Uptime, tasks, hours, security summary — non-technical language</i>
Quarterly performance optimization report	Quarterly	<i>Written findings and recommendations</i>
Annual disaster recovery test results	Annually	<i>Documented; shared with PRB</i>

## 6. Service-Level Agreements (SLAs)

Issue Type	Initial Response	Resolution Target	Notes
<b>Critical (site down, active breach, data loss)</b>	30 minutes	2 hours	<i>Plain-language updates regularly until resolved</i>
<b>High (significant functional failure or performance degradation)</b>	2 hours	8 hours	
<b>Non-critical development tasks</b>	1 business day	Per agreed task timeline	<i>Formal task request required</i>
<b>Routine maintenance and updates</b>	Per agreed schedule	Per agreed schedule	

## 7. Contract Structure and Period of Performance

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- Base period: September 1, 2026–August 31, 2027.
- Option Year 1: September 1, 2027–August 31, 2028 (at PRB’s discretion).
- Option Year 2: September 1, 2028–August 31, 2029 (at PRB’s discretion).
- Option Year 3: September 1, 2029–August 31, 2030 (at PRB’s discretion).

PRB intends to award a single contract covering both managed hosting and web design/development. Proposals addressing only one function will not be considered. PRB reserves the right to make multiple awards, to not award a contract to any offeror, or to award to other than the lowest-price offeror. The successful vendor will be required to sign the Byrd Anti-Lobbying Amendment Certification (44 CFR Part 18, Appendix A).

The successful vendor shall maintain the following insurance throughout the contract term. For claims-made policies, coverage shall be maintained for no less than three years after termination or expiration. All carriers shall hold an A.M. Best rating of A- VII or better. The vendor shall provide certificates of insurance, with all required endorsements attached, before work begins, and renewal certificates for the duration of the term.

1. Technology Professional Liability (Errors and Omissions), covering negligent acts, errors, or omissions in the vendor's services and work product, and including multimedia and media liability (infringement of copyright, trademark, or other intellectual property in deliverables). Minimum limits: \$1,000,000 per claim and \$2,000,000 aggregate.
2. Cyber Liability, which may be provided within the Technology Professional Liability policy. Coverage shall include network security liability, privacy liability, incident response and notification costs, forensic investigation, data restoration, business interruption, cyber extortion and ransomware, and social engineering or fraudulent instruction. Minimum policy aggregate: \$2,000,000, inclusive of the listed coverages. PRB acknowledges that individual coverages may be subject to customary policy sublimits.
3. Commercial General Liability at \$1,000,000 per occurrence and \$2,000,000 aggregate. PRB shall be named as an additional insured by endorsement, on a primary and non-contributory basis.
4. Workers' Compensation as required by statute.

Vendors shall identify in their proposals any requirement above that they cannot meet, the coverage they do carry, and any proposed alternative.

## 8. Pricing

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Proposals must include pricing for each of the following components:

1. Monthly managed hosting fee for all sites in Exhibit A. PRB expects to pay cloud providers directly for hosting.
2. Plugin licensing: describe how premium plugin costs are handled — whether covered under the vendor's agency license, passed through to PRB at cost, or billed separately — and how this would be managed if plugin needs change over the contract period.

3. Monthly retainer for ongoing web design and development support (~8–12 hours/month): include hours included, rate, and rollover policy.
4. Hourly billing rate(s) for ad-hoc development hours beyond the monthly retainer. If rates vary by labor type, provide a rate card.
5. Annual escalation mechanism: specify method (fixed percentage, CPI-linked, etc.) and the maximum annual increase.

Alternative pricing structures are welcome as supplements to — not replacements for — the format above.

## 9. Proposal Requirements

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The following elements must be included for a proposal to be considered responsive:

1. **Cover Letter:** Must include legal name, physical address, organizational description, years in business, NAICS code(s), and small business classification if applicable. Small businesses are strongly encouraged to apply.
2. **Subsidiary and subcontractor disclosure:** If any of the work would be performed through subsidiaries and/or subcontractors, disclose the legal name(s), business address, and country of incorporation of those entities.
3. **Technical proposal:**
  - 2.1 Technical approach: explain how you will fulfill each section of the Scope of Work, including hosting architecture, security practices, task management workflow, and communication approach.
  - 2.2 Portfolio examples: past work including hosting environments managed, WordPress sites supported, and — where available — visual identity/brand refreshes and interactive web storytelling work (e.g. “scrollytelling”). Before-and-after design examples are welcome.
  - 2.3 References: two to three references, preferably nonprofit clients with comparable scope. Include name, organization, phone, and email.
  - 2.4 Client relationship management: describe your engagement model with PRB, including the proposed task management system, named point(s) of contact, expected response times, and how you approach working with non-technical client teams.
4. **Price proposal:** structured as described in Section 8.

## 10. Evaluation Criteria

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Proposals will be evaluated on the following factors, listed in order of importance:

#	Criterion	What We're Looking For
1	<b>WordPress hosting and infrastructure expertise</b>	Demonstrated multi-site WordPress hosting on Google Cloud (preferred) or AWS; references from comparable organizations.

#	Criterion	What We're Looking For
2	<b>Web development expertise</b>	Custom WordPress development, plugin/theme development, performance optimization, security hardening.
3	<b>Web design expertise</b>	Strong UX/UI design capability; responsiveness to client direction; portfolio quality.
4	<b>Collaboration</b>	Regular work hours overlap with PRB's workday (US Eastern), English-language proficiency
5	<b>Ability to serve a non-technical client</b>	Evidence of plain-language communication, proactive advisory posture, and experience working with organizations where staff are not web specialists.
6	<b>Storytelling and interactive content</b>	Portfolio examples of scroll-based storytelling or equivalent long-form interactive web content.
7	<b>Analytics capability</b>	GA4 configuration, GTM management, dashboard development, and ability to translate data into actionable recommendations for non-specialists.
8	<b>Total cost over contract period</b>	Based on ~20% utilization of ad-hoc hours in the base year. Value-for-money, not lowest price.
9	<b>Nonprofit sector experience</b>	Preference for vendors with nonprofit client references and comparable web portfolios.

## 11. Procurement Timeline

Milestone	Target Date	Notes
<b>RFP published</b>	July 1, 2026	
<b>Deadline for vendor questions</b>	July 17, 2026	<i>Submit to named contact only; no phone inquiries</i>
<b>PRB responses to questions issued</b>	July 24, 2026	<i>Distributed simultaneously to all offerors</i>
<b>Proposal deadline</b>	July 31, 2026	<i>Electronic submission only; late proposals not accepted</i>
<b>Reference checks / clarifications</b>	Early-to-Mid-August 2026	<i>PRB may request short presentations</i>
<b>Anticipated contract award</b>	Mid-to-late August 2026	
<b>Anticipated contract start</b>	September 1, 2026	

All vendor inquiries must be submitted in writing to the contact below. PRB will not respond to questions received through other channels, and verbal communications during the RFP period do not constitute official guidance.

## 12. Respective Responsibilities

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### Vendor

- Maintain hosting infrastructure to the performance, reliability, and security standards in this RFP across all sites.
- Proactively communicate risks, vulnerabilities, and recommendations — without waiting for PRB to ask.
- Translate all technical information into plain language accessible to a non-technical team.
- Deliver design and development work within agreed timelines and costs.
- Maintain and update SOP documentation; flag when SOPs require PRB review or decision.
- Ensure PRB always holds master credentials for all managed systems and is never locked out of its own infrastructure.

### PRB

- Provide access credentials, documentation, and context to support onboarding.
- Designate an internal point of contact for day-to-day vendor communications.
- Review and approve task scopes, timelines, and costs in a timely manner.
- Provide timely feedback on deliverables to avoid project delays.

## 13. Contact

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**Julia Greene, Ph.D.**

Executive & External Relations

[jgreene@prb.org](mailto:jgreene@prb.org)

## EXHIBIT A — PRB Website Portfolio

*Current In-Scope Sites for Managed Hosting and Web Support Contract*

URL	Current Hosting
prb.org	Google Cloud
snapshot.prb.org	AWS (expected sunset by Aug 31)
wpds.prb.org	Google Cloud (expected)
popresearchcenters.org	Google Cloud
scorecard.prb.org	Google Cloud
archive.prb.org	Google Cloud
archive-site.prb.org	Google Cloud
interactives.prb.org	Google Cloud
2023-wpds.prb.org	Google Cloud
2024-wpds.prb.org	Google Cloud
2022-wpds.prb.org	Google Cloud
2021-wpds.prb.org	Google Cloud
2020-wpds.prb.org	Google Cloud
poppov.org	Google Cloud
fr.poppov.org	Google Cloud
alumni.prb.org	Google Cloud
2022-family-planning-review.prb.org	Google Cloud
4dividends.prb.org	Google Cloud
members.prb.org	Google Cloud
surgo.prb.org	Google Cloud
ncd.prb.org	Google Cloud
reports.prb.org	Google Cloud
stateofaccess.prb.org	Google Cloud