

## INTRODUCTION

We invite proposals for the development and deployment of a comprehensive website and associated asset branding design to support [the Jefferson County Behavioral Health Consortium](#) (BHC), a non-profit consortium aimed at enhancing the behavioral health system within Jefferson County. The BHC has been supported by \$1.3M in HRSA funding from 2018 through August 2024, and by Jefferson County Opioid Abatement Council funding through 2038. The BHC's initiatives involve voting members from relevant stakeholders, including healthcare, legal, community-based organizations, community members support, and law enforcement sectors.

## PROPOSED WEBSITE

### Primary Audience

The primary users of this website are consortium members, including professionals from healthcare, social work, legal, and governmental sectors, requiring access to consortium resources and communication tools.

### Secondary Audience

The secondary audience includes community members seeking behavioral health resources and services within the county.

## BASIC WEBSITE REQUIREMENTS

**Brochure-ware:** Overview of BHC purpose, members, etc.

**Resource Library:** We require an online repository designed to house an array of consortium resources, such as meeting materials, links to videos, session notes, policy documents, and other pertinent information. A critical feature of this repository is the ability to establish permanent links for each uploaded document. These unique links should remain unchanged, even as the documents themselves are updated or replaced. This functionality ensures that external references to these documents remain valid and accessible over time, facilitating seamless access and sharing among consortium members and with the broader community.

### Key Features:

- **Permanent Document Links:** Each uploaded item should generate a unique, permanent link that does not change, even when the document is updated or replaced.
- **Easy Document Updating:** The system should allow consortium members to upload new versions of documents without altering the established links, ensuring continuity and ease of access.

- **Version Control:** While maintaining stable links, the system should also track and optionally display the version history of documents, allowing users to access previous versions if needed.
- **Ability to expand website sections.** Accommodate new initiatives as additional funding is awarded.
- **Community Resource Directory:** An accessible directory listing local behavioral health services, with service descriptions, contact information, and access instructions.
- **?Regular Communication:** ??A feature for distributing branded HTML emails that are integrated with the website content to engage stakeholders and the community.??
- **?Interactive Features:** ?Forums or chat functionalities to enable communication among consortium members and with the community as needed.

### TECHNICAL REQUIREMENTS

**User-Friendly CMS:** A Content Management System that enables end-user administration, allowing Consortium Director to update and manage website content without technical assistance.

**CRM Integration:** For managing relationships with stakeholders and tracking engagements.

**Analytics:** Tools to monitor website activity and user engagement to inform continuous improvement.

**Accessibility and Security:** Compliance with WCAG 2.1 standards for accessibility and adherence to best practices for data security.

**?Payment Gateway:** To support donations, event registrations, and other transactions.

### OPTIONAL ENHANCEMENT

#### Secure Collaborative Workspace

We are considering the addition of a secure, collaborative workspace feature to facilitate document sharing, real-time editing, and project collaboration among consortium members. This enhancement should include:

- Document sharing and management capabilities.
- Real-time collaborative editing features.
- Customizable access permissions.
- Version history and edit tracking.

**Pricing Request**

Proposals should provide a detailed cost breakdown for both the basic website functionalities and the optional secure collaborative workspace. Costs should be presented separately to enable clear budgetary decisions.

**End-User Administration**

The proposed solution must include a CMS that is intuitive and requires minimal technical expertise, enabling consortium members to independently manage website content, including updating the resource library, modifying directory listings, and posting updates.

**Conclusion**

Our goal is to partner with a web development firm capable of delivering a scalable, user-friendly website and branding design that meets the diverse needs of our professional stakeholders and the broader community. We emphasize the importance of end-user manageability to ensure the website's long-term sustainability and relevance. Proposals should clearly outline the approach, technology solutions, project timeline, and comprehensive cost breakdowns for both the basic website and the optional enhancement.