**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Housing Authority**

Request for Proposal (RFP)

**Website Design, Development & Hosting Services**

**Issue Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Housing Authority is pleased to announce a Request for Proposal (RFP) for design, development and hosting of the organization’s website. The purpose of this Request for Proposal is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria used to judge the proposals.

To facilitate the review process, applicants may submit proposals either as hardcopy (paper) or via email, however electronic submissions must be Acrobat PDF files no larger than 8 megabytes (MB) to minimize issues related to compatibility and file size. All proposals must be well organized and succinct.

**Deadline Notice**

**Proposals Due: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Hardcopy and/or e-mail version of proposal (no facsimiles/faxes accepted) must be received by the Housing Authority No later than \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Late or incomplete proposals will not be considered.

Send proposals and direct all questions to:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Executive Director

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Housing Authority**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Organization Mission**

The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Housing Authority has a mission to create strong, sustainable, inclusive communities and quality affordable homes for all.

**Website Purpose**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Housing Authority** strives to provide the very best service to our community. The organization’s website plays an important role as a communications tool and information resource for residents, landlords and vendors regarding the housing programs managed by the housing authority.

The website provides details on program guidelines, public notices, resource links and housing authority contact information.

**Project Goals & Objectives**

The goal of the **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Housing Authority’s** website is to provide simple, electronic access to housing services, serve as a public communications tool and streamline the organization’s operations through implementation of enhanced web-based technology.

The redesigned site must take advantage of new design elements and the growing demand for electronic services. It should also reflect and promote the housing authority’s mission with a friendly, professional feel.

The website should provide easy access to all housing services, be adaptable to current and changing technology and be used as a public communications tool through integration with social media networks.

The website should be developed using a content management system (CMS) to allow the housing authority’s staff to update the website content as often as needed.

**Scope of Work**

Your proposal for the website should include the following features and functionality:

 Provide easy electronic access to various housing services and information.

 Enhance delivery and awareness of the services provided by the Housing Authority.

 Provide a content management system (CMS) for website updates. The housing authority’s preferred website model calls for authorized staff to have the ability to perform routine content management related to frequently changed information. In addition, the staff webmaster should have more advanced and comprehensive ability to provide quality control and update non‐routine information. Such a system needs to be structured for maintenance and updating capabilities by non‐technical staff.

 The CMS system should include the ability for the website master to manage access and assign passwords for multiple content managers.

 Consistent design – each section of the site should have a common look/theme and consistent orientation and navigational aids.

 Email interfacing must not be dependent on a specific email client software.

 Provide for use of embedded YouTube video content.

 Provide external links to related content

 Provide language translation functionality on the site.

 Graphic elements should be chosen to allow for quickest loading. Web pages should be tested at minimum transfer speeds to ensure each webpage can be accessed timely for both low and high speed computers used by the average citizen.

 Use appropriate title tags for each site page.

 Include ability to add appropriate alt tags for pictures and graphics on the site.

 The website must meet HTML5 standards and be designed to be browser agnostic and work with commonly used browsers found on Windows, Mac, and Linux computer systems and mobile devices

    (Android, iOS) which must be identified in your proposal.

While these are some specific requirements, we are also interested in your ideas for content, and more specifically, your approach in designing the style of the website. We encourage respondents to consider and propose alternative solutions, recommendations and improvements.

 Services and options for refreshing the design elements, updating of technology in the website design, architecture, search engine optimization, content management and other elements associated with the website are to be included in the proposal.

 Be easily upgradeable with unlimited additional CMS pages as part of the initial website.

*Proposals should address specific website functionality:*

                 Rotating or static images in website header

                 Interactive Rental Properties - property map feature for Housing Units with property database and management features - managed using the CMS

                 Unlimited CMS pages ability to accommodate: About Us, Landlords, Residents, Procurement, etc.

                 Option for: News & Events – CMS functionality with feed to home page

                 Option for: E Newsletter & Notifications via text and/or email with subscriber manager – must include the ability to publish updates from the CMS to subscribers as well as the ability to create groups within the subscribers

                 Contact page with map feature and information request form – must include a validation method to help deter spam

                 Proposal must address the need for a responsive or mobile presence that is an abbreviated version of the full website and utilizes the same CMS for content updates.

**Services to be provided by Website Contractor:**

*Content Management System & Training*

 The successful contractor will design the website to allow the housing authority staff to make routine changes to the website content through a password-protected CMS administrative interface.

 Proposals should also include costs for website content updates

 Proposals should include unlimited basic CMS training for employees

 Technical support must be addressed in the contract and available on a 24/7 basis.

 A working demo of the proposed CMS administrative functionality must be available if requested

 Provide an option for data population of the new website by the vendor using content as supplied by the Housing Authority.

*Web Hosting, Server Capabilities & Analytics*

 The site must be designed for continuous operation 24 hours a day, 7 days a week

 Provide all hardware, software, and telecommunications services required to operate the web site

 Provide reliable hosting at a certified data center (SAS70 or SSAE16)

 Provide notification of website downtime lasting longer than 30 minutes. Notification must be received within 30 minutes when occurring Monday – Friday between 7AM and 6PM.

 Website bandwidth must be capable of handling peak traffic volumes.

 High levels of website security and protection must be maintained using appropriate firewall, intrusion detection, and encryption technologies.

 Site content must be captured monthly on removable media or at an alternate certified data center.

 Provide options for SEO services & access to reporting on web usage including DNS services and web traffic statistics.

 Ability to track page hits and provide this information as part of website analytics.

**Period of Performance**

Work is to be completed with site ready to go live by or before \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Vendor Eligibility**

Individuals, businesses and organizations must be able to legally work in the United States of America.

Vendor must meet all eligibility requirements of **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Housing Authority** and other government agencies (i.e., HUD) as required. Selected vendor to provide documentation of eligibility as requested.

Specific forms (if required) will be provided to the selected vendor for completion prior to contract award.

**Preferred vendors will have successfully completed more than 100 websites for non-profit organizations and/or government entities.**

**Submission Requirements / Proposal Format**

1) A response (electronic or hardcopy) stating participant’s intent to provide a proposal

2) Firm overview, including your firm’s professional background illustrating the ability to fulfill the tasks described above and why you are interested in developing a website for the Housing Authority (limit 2 pages)

3) Work plan (limit 10 pages), including cost of webpage design and an hourly rate for supplemental design and maintenance work; as well as options requested

4) At least three (3) website client references in the Housing Authority field

5) Hardcopy samples of work or an electronic portfolio, including URLs to examples of work, specifically active Housing Authority websites (limit 5 pages).

**Proposal Review Process**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Housing Authority** staff will review the proposals. Proposals will be evaluated on the following criteria:

Understanding of the Mission and Website needs...........................................................  (20%)

Experience in marketing, graphic design and web design for Housing Authorities............ (30%)

Capability to perform all necessary work in-house without outside subcontractors.......... (30%)

Overall cost and cost relative to value (best value)............................................................ (20%)

Pricing information should follow the format below. Additional breakdowns of pricing are welcome if needed. The costs for this website should be broken down into the following categories. Vendors are also encouraged to provide a menu of services that may be performed at a later date outside the scope of work covered in this RFP.

Proposal should include estimated renewal costs for website hosting as well costs for routine/scheduled content updates on an annual, quarterly or monthly basis.

**Pricing Categories**

1) Website Redesign & Development                                                                                      $\_\_\_\_\_\_\_\_\_\_

2) Website Requested Options *– as outlined*                                                                $\_\_\_\_\_\_\_\_\_\_

3) Website Hosting & Email - per year                                                                                     $\_\_\_\_\_\_\_\_\_\_

4) Training & Support (24/7 required)                                                                                     $\_\_\_\_\_\_\_\_\_\_

**Project Time Line**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Issue RFP

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Deadline for submitting proposals

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Announce selection of Website provider

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Completion and launch of website

**Ownership of Website and Contents**

All graphics, images, database content, Web pages, and any other materials or website components created for this contract are the express property of **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Housing Authority**, unless otherwise expressly stated under written agreement with **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Housing Authority**. This is a requirement under contracting procedures and the successful contractor must agree to this provision.