

Harrisonburg Redevelopment and Housing Authority
REQUEST FOR PROPOSALS
Website Redesign & Content Overhaul
Posted October 23, 2018

A. Introduction

The Harrisonburg Redevelopment and Housing Authority ("HRHA") is seeking a qualified firm to redesign and provide content overhaul of its website. HRHA seeks to maintain a CMS Structure and is seeking a firm that can transform complex concepts into smart, intuitive interfaces, focused on content and built for user friendly functionality.

Offerors submitting proposals to the RFP must not be debarred, suspended or otherwise prohibited from professional practice by any Federal, State or Local Agency.

Two physical and *one* electronic proposal in response to this RFP are due no later than 12:00 noon (Eastern Standard Time) on November 6, 2018 and should be addressed as follows:

PROPOSAL:

Michael G. Wong, Executive Director
Harrisonburg Redevelopment and Housing Authority
286 Kelly Street
P.O. Box 1071
Harrisonburg, VA 22803

Questions regarding this RFP should be directed to Michael G. Wong, Executive Director, wongway@harrisonburgrha.com prior to November 2, 2018.

THE RESPONSIBILITY FOR SUBMITTING A RESPONSE TO THIS RFP AT THE OFFICES OF HARRISONBURG REDEVELOPMENT AND HOUSING AUTHORITY ON OR BEFORE THE STATED TIME AND DATE WILL BE SOLELY AND STRICTLY THE RESPONSIBILITY OF THE OFFEROR. HRHA WILL IN NO WAY BE RESPONSIBLE FOR DELAYS CAUSED BY THE UNITED STATES MAIL DELIVERY OR CAUSED BY ANY OTHER OCCURRENCE. NO FACSIMILIES WILL BE ACCEPTED.

The Authority reserves the right to reject any and all proposals.

B. Background

The Authority serves residents of the City of Harrisonburg by providing affordable housing for low-income families, including seniors and individuals with disabilities. The agency's mission and philosophy is:

Mission

To promote adequate and affordable housing, economic opportunity, and a suitable living environment free from discrimination; and to foster redevelopment of blighted areas to ensure the economic, social and housing vitality of our community.

Philosophy

To treat all individuals with respect and dignity, to base all decisions on rational and provable data and to operate with efficiency in the delivery of all services.

The Harrisonburg Redevelopment and Housing Authority is a political subdivision of the Commonwealth of Virginia created pursuant to Title 36 of the Code of Virginia. An election was held in accordance with the Act on November 8, 1955, at which a majority of the qualified voters of the City voting in such election approved the need for a Redevelopment and Housing Authority to be activated in the City. The Authority was duly organized on November 29, 1955, and it has been in operation since that date without interruption.

The Authority operates under state enabling legislation and federal housing regulations of the Department of Housing and Urban Development (HUD). The Harrisonburg Redevelopment and Housing Authority manage 129 project based housing units and administer over 843 Housing Vouchers. It employs 21 individuals and operates on an annual budget of approximately \$9 million.

C. Solicitation

HRHA seeks a qualified firm to create an informative, user-friendly website that is easy to maintain.

The primary objective of the new website is to communicate HRHA's vision, mission, brand, and large amounts of information to our key audiences. This will be done through streamlining content and navigation as well as enhancing overall site design and functionality. The new site must be user-friendly and enables visitors to access information quickly in a readily accessible, searchable format.

The contractor will work with HRHA to create an information architecture that easily communicates a multitude of information, while reducing redundant information, duplicated links, and outdated documents. To streamline the large quantity of changing forms and documents, a searchable document manager that archives old and outdated forms is necessary.

The overall look of the site should be clean and inviting with simple and concise language, compelling visuals and photographs, and intuitive navigation. The website should work well on desktops, tablets and mobile devices through responsive design. Search Engine Optimization (SEO) best practices should be taken into account for implementing the overhaul of our old site to our new site.

HRHA will have multiple users on the backend with a variety of access levels. The new website must be easy to navigate, update and manage by HRHA staff. HRHA desires to implement a Content Migration System (CMS) platform that is easily customizable for future web changes. The backend must be easy to use by non-technical staff in order to add/modify pages and documents. The choice of a CMS platform must also address security concerns.

D. General Contractor Requirements:

1. The contractor shall be in good financial standing, not in any form of bankruptcy, current in payment of all taxes and fees and have no financial difficulties that may prevent its company from fulfilling its contractual obligations.
2. The contractor shall be responsible for all licenses and fees associated with this project.
3. The contractor shall have the ability to add and configure plugins to fit site overall look and feel.
4. The contractor shall agree to work under the creative oversight of HRHA's Executive Director.
5. The contractor shall ensure compliance with all applicable laws and regulations in executing the work, including any Federal, State, or local Safety and Environmental laws and regulations.
6. The contractor must provide evidence of insurance. Insurance requirements are general liability and worker's compensation on all employees and personnel working on jobsite

E. Scope of Services

1. New Website Objectives:

- a. Site construction must be completed in a manner non-disruptive to the current website until such time that the new website is completed and uploaded.
- b. New website must comply with accessibility standards and best practices to ensure that people with disabilities can use our website (Section 508 compliant);
- c. Must contain a site-wide search feature accessible on all pages;
- d. Must incorporate Google Translate feature;
- e. Must work well on mobile devices and tablets using responsive design best practices;
- f. Must have the ability to include video, audio, PDF and photo images;
- g. Must be compatible in all current browsers; Must ensure information uploaded on one part of website is available and cross referenced in multiple locations;
- a. Must have the ability to showcase recent news/media posts on the designated webpage with search and archive capability.

2. Document Center:

The new website must include a Document Center to manage the numerous PDF files that are uploaded to the website. These documents include plans, policies and annual documents (i.e. annual reports, budget books, etc.) as well as Solicitations, RFPs (Request for Proposals) and related procurement bidding documentation.

- a. Document Center will be contextual and consolidate published documents in each area with an advanced and intuitive search function both forward facing and backend.
- b. Document Center must contain an auto archiving system.
- c. Document Center must have the ability to share, email and print documents.
- d. Document Center must have ability to organize procurement documentation into categories such as Awarded, Open, Evaluation and Archive making the information searchable and sortable for the end user.
- e. Document Center must allow the ability to tag and assign metadata to each document for ease of organizing information. Metadata categories include but are not limited to RFI, RFQ, RFP, and IFB.
- f. Multiple administrative users must have the ability to post and edit to the document

3. Events:

The new website must have a calendar feature to list all upcoming events with relevant event information. The Events feature must be auto archiving so that old events no longer are displayed if they have already occurred.

4. Custom Fillable Forms:

The new website must have the capability for custom built, secure, easy and interactive calculators with real time results (i.e. rent calculator).

5. Content Migration/ SEO/ 301 Redirects:

The content on the current website that is outdated will be removed and migrated content will be streamlined. We look to the awarded contractor for 301 redirect and SEO best practices for content migration.

6. Integration of 3rd party contractors:

MRI Software, Tenmast is a 3rd party contract used by HRHA and must be accessible through hyperlink to the respective portals.

7. Multi-user capabilities with unique privileges:

Website must have ability to host multiple administrative users. These users will have different access levels to the website. The users will include an HRHA super user with access to all portions of the website, with the ability to create several limited access users that update sections that display procurement documentation, news releases and other website content updates.

Once the website is launched, HRHA will manage the website content and changes. The new website design architecture should allow for easy accommodation of new pages and features. HRHA will maintain the function of editing and maintaining the new site post launch. The contractor must provide training for up to five (5) users prior to website launch. Post launch support will be needed but will be procured under a separate contract.

8. "The Look":

- a. HRHA favors the Bristol Redevelopment and Housing Authority, (www.brha.com), website because of its aesthetically pleasing layout, the document management system, the calendar of events, titles on the homepage and the streamlined display of information.
- b. Creative direction will be a collaborative effort with HRHA. The contractor will provide design concepts to HRHA. The contractor shall agree to work under the creative oversight of HRHA's Executive Director.
- c. HRHA has logo usage guidelines and will provide the contractor with logos for the website.

- d. The design should be visually stimulating with more images and less text. HRHA will provide photos of our properties, residents and events. The new website should include original photography and possess an authentic “human feel”.
- e. The new website should be simple, clean and easy to read with streamlined language and content.
- f. Throughout the development, efforts should be made to ensure that the website aesthetics are consistent when viewed on all manner of desktop, mobile, and tablet devices.
- g. The homepage will include a quick link panel, navigational panel and clickable “tiles” that outline our biggest areas of interest for website traffic.

These tiles will be:

- Apply for Housing;
- Buying a House?;
- Residents Corner;
- Landlord Portal;
- Contact Us;
- Doing Business with us;
- About Us;
- Plans, Reports & Policies;
- Board of Commissioners;
- Redevelopment; Major Initiatives
- Events/News

- h. The website must allow the ability to integrate video and/or images on a couple of the tiles.

9. The Frequently Asked Questions (FAQ) section:

The website shall contain separate FAQ sections for the “Apply for Housing” and “Buying a House” sections of the website.

10. Website Security:

The awarded contractor will be expected to provide recommendations to keep the website secure for the visitor, as well as protect the site from malware, spam and malicious code.

11. Hosting:

The existing site is currently hosted with Valley MicroComputers. HRHA is open to switching host as long as it can accommodate the HTTPS and provide security features.

Proposed new hosting service should possess: Timely and accessible customer service, security, quick troubleshooting, and ability to host a lot of bandwidth for high traffic sites. All provided web hosts must meet industry standard. Service Level Agreement, (SLA), options to included: uptime operating system patches and web server patches working in tandem with webmaster.

12. Website Maintenance:

The contractor must provide twelve (12) months of web maintenance service post launch date to include:

- a. Timely updates to current CMS patches and themes;
- b. Perform a daily database backup of website and a weekly full backup of website;
- c. Recovery of website pages from backups, if needed;
- d. Removal of malware, spam and malicious code from HRHA website;
- e. Troubleshoot issues;
- f. Emergency support as needed.
- g. **A separate line item for the 12-month cost of web maintenance must be included in the price portion in response to this solicitation.** HRHA reserves the right to exercise up to four (4) additional option year contracts for web maintenance. Exercise of option years will be based on negotiated cost, contractor performance and service level and available funding.

13. Implementation Schedule:

The contractor shall submit an estimated timeline/milestone track for the following:

- a. Kickoff meeting and discovery sessions
- b. Site architecture
- c. Implementation of web content management system and content migration
- d. Concept design and development
- e. Site production and technical development
- f. Site review and testing
- g. Staff training

F. Evaluation of Proposals

Proposals will be evaluated and the contract awarded in accordance with U.S. Department of Housing and Urban Development procurement regulations, the "Procurement of Professional Services" provisions of the Virginia Public Procurement Act (Section 11-35 ff. of the Code of Virginia of 1950) and the Purchasing Policy of the Harrisonburg Redevelopment and Housing Authority. Any website design firm, which has the capability to perform these services and desires to be considered for selection is invited to submit a proposal, which responds to the following evaluation factors and additional requirements of this RFP:

1. Evaluation Factors

EVALUATION FACTOR	<u>POINTS</u>
a. Demonstrated expertise in website design and development. The Contractor shall describe and demonstrate its qualifications, resources, capacity, and experience to deliver the services required as described in this RFP.	20
b. Price, see attached Schedule of Pricing form.	20
c. Proposed implementation schedule and project timeline.	15
d. Description of the proposed project process and work plan.	15
e. Relevant training, knowledge, experience and level of involvement of the principal(s) and proposed design team.	10
f. Portfolio of past projects and references of past clients for previous work of a similar nature.	10
g. MBE Participation.	<u>10</u>
TOTAL POSSIBLE POINTS	100

G. Additional Requirements

1. MBE certification or similar documentation, if applicable.

Schedule of Pricing Website Redesign and Content Overhaul

Company Name: _____

1. Offeror shall submit a pricing schedule in response the RFP specifications.
2. Offeror pricing schedule must include a breakdown of all charges including titles and hourly rates of employees working on project. **The pricing schedule must have a grand total for all services.**
3. The Offeror shall include a billing methodology with the pricing schedule. The billing methodology shall explain how the company intends to bill NRHA for the services.
4. Pricing shall be all inclusive of labor, material, overhead, general and administrative costs, and fee. No other charges are applicable to the resultant contract and thus disapproved on all invoices.
5. Additional information regarding the pricing proposal may be provided.
6. An authorized signature must be included on the pricing schedule and billing methodology.
7. This document must completed be returned with the pricing schedule.

Offeror Name: _____
(Print Name of Individual authorized to commit the firm)

Date: _____

Offeror Signature: _____
(Individual authorized to commit the firm – Signature)