

**HOUSING AUTHORITY OF THE CITY OF SUMMIT**

**“REQUEST FOR PROPOSALS”**

**FOR**

**WEBSITE REDESIGN SERVICES**

**# 23-015**

PROPOSALS ARE DUE NO LATER THAN

3:00 PM (Prevailing Time) ON TUESDAY, SEPTEMBER 12, 2023

The proposal shall be submitted to [procurement@summitnja.org](mailto:procurement@summitnja.org)  
and clearly titled **“Website Redesign Services”**.

## **SUMMARY**

The Housing Authority of the City of Summit (SHA) is accepting proposals to design, develop and host its web site. This will be a concept to completion production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged. The existing SHA web site, [www.summitnja.org](http://www.summitnja.org), was originally designed over 10 years ago and is maintained with in-house resources.

## **BACKGROUND OF ORGANIZATION**

The mission of the Housing Authority of the City of Summit is to provide safe, affordable and decent housing to low and moderate income families and seniors.

SHA owns and manages 195 units of housing at three (3) development sites: Vito A. Gallo Senior Building, a 125-unit high rise building; Glenwood Place, a 40-unit family site; and Weaver Street, a 30-unit family site.

Operational funds are provided through an Annual Contributions Contract (ACC) between the Authority and the U.S. Department of Housing and Urban Development.

The Authority successfully converted all of its public housing units to Project Based Housing Vouchers under the Rental Assistance Demonstration Program (R.A.D.) effective January 1, 2018. A cooperation agreement has been executed with the Madison (NJ) Housing Authority to administer the Housing Choice Voucher subsidy payments.

## **PROPOSAL SUBMISSION, GUIDELINES AND REQUIREMENTS**

Responses to the Request for Proposals are to be submitted no later than 3:00 PM (prevailing time) on Tuesday, September 12, 2023 to [procurement@summitnja.org](mailto:procurement@summitnja.org) and clearly titled "Website Redesign Services". Interested firms should contact [procurement@summitnja.org](mailto:procurement@summitnja.org) to request the RFP package for this contract or download the solicitation at [www.summitnja.org](http://www.summitnja.org).

No proposal shall be withdrawn for a period of sixty (60) days without the written consent of the Authority. The Authority reserves the right to reject any or all proposals and to waive any informalities in the proposal process.

No late proposals will be accepted.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal, please provide the name, address, and EIN of the sub-contractor. SHA will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

### **CONTRACT TERMS**

The Housing Authority of the City of Summit will negotiate contract terms upon selection. All contracts are subject to review by SHA's legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

### **PURPOSE**

SHA currently has a web presence that is somewhat outdated in appearance, structure and in the presentation of content. An opportunity exists to re-engineer the site to better reflect the mission of the SHA and incorporate the latest web technology. Upon completion of the development of the website, SHA will assume full responsibility for website content maintenance and administration. All content, coding and graphics will become the sole property of the SHA.

### **DESCRIPTION**

Vendor must create a flexible, informative website that is easy to maintain. Vendor must develop a user-friendly site that can deliver information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, vendor must also develop a website which allows key management personnel to easily update its content. Vendor must redesign the website to deliver intuitive navigation, an improved graphical user interface and easy-to-find content organization.

The SHA will maintain ultimate editorial control of content, without significantly delaying the publishing of new information on the site.

To be effective, our website must be:

- Easy and intuitive
- Visually pleasing
- Informative
- Safe and secure
- Quick to load and operate

## **SCOPE OF SERVICES**

The scope of this project is to update the existing SHA website. A firm that can handle all site planning, interface design and production is required. The site must include a technology solution that allows the in-house staff to easily and cost effectively update content and modify site design after the initial launch.

### **Design**

Web site information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

### **Development Guidelines**

The website designed by the successful candidate must meet the following criteria:

- Create a content management system that will permit non-technical SHA staff to instantly update web site content on specific pages.
- Convert substantial amounts of existing content to new web site.
- Visually Appealing – The site must have an attractive mix of text and graphics.
- Common Theme – Each section of the site should have a common look and feel.
- Consistent Design – As stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.
- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner.
- Development of web pages to accommodate the proposed navigation scheme.
- Provide necessary software and licenses to maintain site internally or externally, as decided by the SHA.
- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- Provide training and all necessary support to permit easy use by a selected SHA staff person.
- Project Management – An assigned project manager will be made available to present information and coordinate with SHA staff, including a reasonable number of meetings to present design and development solutions.
- Once the web site has been completed and accepted by the SHA, the web site design and all of its contents, software and architecture become property of the SHA.

### **Site Specifications**

The SHA encourages creativity in the proposals submitted; however there are certain requirements for the website project. Your proposal must account for all of these requirements.

- Website must not require plug-ins as a default.
- Meets ADA Requirements – The site should be developed to meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act.

- Site must be built in accordance to the Web Content Accessibility Guidelines 1.0, provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user.
- Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average computer.

## **QUALIFICATIONS**

- List the five web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- Describe your experience in producing sites for non-profit and/or community-focused projects.
- Provide current reference information for three former or current clients.
- Briefly describe your firm’s organizational capacity to produce our website (e.g. staff, equipment, software, physical space, office location, etc.).
- Provide a company profile, length of time in business and core competencies.
- Briefly describe the percentage of your web staff that would end up working on this project relative to your entire staff (using full-time equivalents). For example, if you would use five staff on the project and you have ten web designers and developers, the percentage would be 50%.
- What type of team will be assigned to this project? What will each person’s role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your firm’s project management process.
- Please discuss any hardware/software vendor partnerships.
- Please discuss your testing and support plan.
- Please explain your service level agreement (SLA) structure.
- Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.

## **TIMELINE**

This RFP is dated August 15, 2003.

Proposers may also request a copy be sent via email by contacting [procurement@summitnjha.org](mailto:procurement@summitnjha.org).

Proposals are due no later than 3:00 PM (prevailing time), Tuesday, September 12, 2023.

Proposals will be evaluated immediately thereafter. During this time, we may require interviews at our office with our evaluation team on or about September 19, 2023. You will be notified if this is requested.

The name of the candidate firm who has been selected will be decided on or about September 27, 2023.

Website redesign is expected to be completed in or about three months following the execution of a contract.

### **PROPOSER EVALUATION – RATING FACTORS**

An Evaluation Panel will rank order all submittals using the Criteria described above.

The SHA’s objective in soliciting an RFP is to enable it to select a firm or organization that will provide high quality and cost-effective services to the Housing Authority of the City of Summit. The SHA will consider proposals only from firms or organizations that, in the SHA’s judgment, have demonstrated the capability and willingness to provide high quality services in the manner described in this RFP.

All proposals received by the specified date shall be subject to an evaluation. Although the following criteria will be utilized in making the selection, no one single or multiple set of criteria used will be the determining factor in the selection of a proposer with whom the Authority may commence negotiation of an agreement or in the final selection of a consulting firm.

The Evaluation Panel may, at its option, seek supplemental submissions from one or more respondent(s), termed a Best and Final Offer (“BAFO”). The BAFO would serve to further clarify each BAFO invitee’s proposals and could lead to a refinement of the invitee’s technical ranking by the Evaluation Panel.

The authority reserves the right to make multiple awards or no awards, at its option, under this solicitation.

<b>CRITERIA</b>	<b>POINTS</b>
1. Overall proposal suitability: Proposed solution(s) must meet the scope, requirements and needs included herein and be presented in a clear and organized manner.	UP TO 35 POINTS
2. Organizational Experience: Respondents will be evaluated on their experience as it pertains to the scope of this project.	UP TO 25 POINTS
3. Previous work: Respondents will be evaluated on examples of their work, notably, respondents must have a demonstrable ability to produce accessible websites.	UP TO 15 POINTS

4. Technical expertise and experience: Respondents must provide descriptions and documentation of staff technical expertise and experience.	UP TO 15 POINTS
5. Value and cost: Respondent will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project	UP TO 10 POINTS
<b>TOTAL</b>	UP TO 100 POINTS

### **FORMAT FOR PROPOSALS**

Please use the following as a guideline to format your proposal:

#### **Title Page:**

Housing Authority of the City of Summit, Web Site Development Proposal, your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.

#### **Cover Letter:**

Signed by the person or persons authorized to sign on behalf of the company (1-2 pages).

#### **Proposal:**

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted.

#### **Qualifications:**

Provide the information requested on Page 5.

#### **Fees:**

List fees as requested. Identify staff you anticipate working on the project and their hourly rates for work that may be needed.

#### **Attachments:**

Hosting options/information:

- Do you provide hosting? If so, please provide answers to the following questions.
- How often do you backup?
- How often do you have down time?
- How often do you upgrade software/hardware?
- Please describe your technical support.
- Please describe your security.

- Do you have a high-speed, direct connection to the Internet?
- Please describe your methodology and service level agreements.
- Pricing, terms and conditions.