

TXNAHRO REQUEST FOR PROPOSALS – TXNAHRO.ORG WEBSITE REDESIGN

I. RFP AT A GLANCE

Contact Person:	Naomi W. Byrne naomi@gotno.com 412.551.5985
Deadline to Submit Questions:	Friday January 26, 2018 5:00 PM Central Standard Time
Proposal Submittal Deadline:	Friday February 9, 2018 5:00 PM Central Standard Time
How to Submit:	Email one (1) PDF to both: a) Naomi W. Byrne naomi@gotno.com b) Beverly Banks mundayha@hotmail.com Email must be addressed to both individuals; do not send two separate emails
Anticipated Approval:	April 11, 2018

II. INTRODUCTION

TXNAHRO desires to receive proposals from qualified firms or agencies who are interested in designing a website for TXNAHRO to be used for external purposes as well as, implementing, managing, advertising, marketing, and public relations campaigns to current and prospective members, business partners, community stakeholders and general public.

TXNAHRO is also interested in a simple content management system (CMS) and is open to ideas on how best to accomplish this aspect of the website. The preferred website model calls for an in-house webmaster and additional individuals to have the ability to perform routine content management such as the posting of meeting dates, agendas, minutes, departmental events, removing old and outdated information and posting of general notices. The in-house webmaster should also have the ability to add additional pages and content, provide quality control and update non-routine information. Therefore, the system must be structured for maintenance and updating capabilities. In addition, all current online forms and documents will need to be converted to work with the new website and CMS.

It is the intent of this specification to obtain pricing and a professional services agreement(s) for website redevelopment and redesign, with the possibility of an ongoing maintenance contract.

III. BACKGROUND

Established in 1976, the Texas Chapter of the National Association of Housing and Redevelopment Officials (TXNAHRO) is a long-standing advocate of affordable housing in Texas. Texas has over 400 Public Housing Agencies (PHA), more than any other State in the nation and 68 Community Development Agencies, and Texas PHAs provide affordable housing to ½ million persons.

The purpose of the Texas Chapter of NAHRO is to serve its membership engaged in providing persons of low and moderate income with the opportunity to live in adequate and safe housing and improving the quality of life for all within a community through development, redevelopment, conservation and rehabilitation activities. The Texas NAHRO Chapter actively works:

- To develop and improve professional standards and practices in the administration of housing, community and economic development;
- To serve as a forum for the exchange of knowledge, ideas and experience;
- To further develop professional skills through meetings, training, seminars and education programs.
- To facilitate effective relationships among all levels of government in the development and implementation of housing, community and economic development programs and responsibilities.
- To cooperate and collaborate with other agencies, associations and groups, both public and private, having similar or related purposes.
- To provide safe, decent, and affordable housing to individuals and families with low- to moderate-incomes using low income housing tax credits, tax exempt financing, and other methods of financing.
- To provide financial support, credit, funds, capital, gifts, and all other lawful forms of financial and other assistance to individuals and organizations for the development, acquisition, rehabilitation, and preservation of decent and affordable housing for low- to moderate-income individuals and families.
- To promote and facilitate public and private financing in affordable housing and in the development and modernization of Public Housing that creates mixed income communities and mitigates the concentration of low-income residents.
- To provide capacity building assistance, including but not limited to administrative, technical, programmatic, planning, operational, financial, resource development, and management, to assist the members in enhancing the efficiency and effectiveness of their operations and their ability to serve the housing and community development and other needs of their communities.
- To develop and maintain an effective communications program, including electronic communications.

IV. SCOPE OF SERVICES

Website Development and Redesign

The existing **internet website** for TXNAHRO is <http://www.txnahro.org>. It is currently hosted through GoDaddy and was created through and is currently maintained by the TXNAHRO Service Officer using Adobe Dreamweaver.

Design Specifications and Requirements

The website redesigns must contain the following core components:

1. The website should be editable using a non-proprietary Content Management System (CMS). The platform should allow both contracted staff via the Service Officer and TXNAHRO Board Members to easily and cost-effectively update content and expand the site after initial launch. TXNAHRO is also open to suggestions for a CMS and would prefer it to be an open source package if possible. Training must be provided to staff relating to the firm's chosen CMS by the consultant or firm.
2. The website must be Mobile device compatible and responsive.
3. Website should include an easy to use form template to allow TXNAHRO to create new forms and users to enter information on online or print, as needed.
4. The basic structure of the sites need to follow the attached site map or another site map as provided by TXNAHRO.
5. Using the current site as a basis for comparison, the new site must:
 - a. Be user friendly
 - b. Be easy to navigate
 - c. Have an improved visual appeal and look
 - d. Have a modernized look
 - e. Simpler to read
 - f. Provide easier to access to information on what TXNAHRO does
 - g. Include more bullet points/ outline format with options to read additional information
6. The design should include a minimum of four webpage layouts (home page and three additional content pages)
7. Upon completion of project and payment, the website and all supporting documentation and original artwork shall be under ownership of TXNAHRO.
8. Websites that the current committee would recommend as design samples:
 - a. www.arnahro.org
 - b. www.pharrha.org
 - c. www.hacanet.org
 - d. www.utahnahro.org

Design Services

The design firm or consultant shall provide the following services:

1. Consult with TXNAHRO staff on overall look and feel for the final website design, desired features, functionality, assistance with mapping of existing content and technical specs needed for maintenance and hosting
2. Design and develop templates consistent with logo, mission and vision statement, providing a minimum of three (3) different design templates for review and consideration by TXNAHRO with four different page designs (home page, first level page, second level page, third level page). (***Note-this does not mean different version of one wireframe – this means distinct different designs based on unique wireframe models**)
3. Once the initial design is selected, selected consultant should plan for up to two additional rounds of revisions prior to final design approval.
4. Review current site map and make recommendations on streamlining content and pages.
5. Once a site map is agreed upon, layout content provided by the committee on the various pages.
6. Consultant shall create all pages based on agreed upon site navigation or other site navigation map provided by TXNAHRO.
7. Build the site and migrate existing content onto new platform in conjunction with TXNAHRO website committee.
8. Provide all native files of design, artwork and supporting documentation upon project completion.

Program Development Schedule

The selected qualified firm(s) or consultant(s) will be expected to complete work on the website in a) a minimum of two (2) months for template design only and/or b) a minimum of four (4) months for template and migration from the date of contract initiation unless there has been an alternate due date negotiated between contractor(s) and agency.

V. PROPOSAL QUESTION

Submit any questions to Naomi W. Byrne at naomi@gotno.com no later than Friday January 26, 2018 at 5:00 PM Central Standard Time. All questions will be responded to via an addendum to this RFP and posted online at www.txnahro.org no later than Monday January 29, 2018.

VI. PROPOSAL SUBMISSION

Submission Details

Proposals are due by **Friday February 9, 2018 by 5:00 pm CST**. Please submit an electronic PDF of your proposal via one email to both of the following recipients:

- a) Naomi Byrne at naomi@gotno.com
- b) Beverly Banks at mundayha@hotmail.com

Information Required in the Proposal

1. Letter of Interest (TAB 1) – must include:

- a. Profile of the Firm, including the name of company, address, and contact information of your firm
- b. Background and history including credentials of the firm
- c. Particular staff to be assigned to this engagement
- d. Understanding of the scope of services offered

2. Background Experience (TAB 2)

- a. The respondent must demonstrate a proven track record in providing services to membership associations or other relevant assignments per scope of services
- b. Provide a list of 5-6 different websites for similar customers that your firm has completed in the last two years, noting the extent of the contract (design only, design and migration, etc...), and time to complete each engagement
- c. Other company marketing material

3. Key Personnel/Staff (TAB 3)

- a. Organizational Chart listing key personnel, including any subcontractors for any portion of the engagement, with a brief summary of their background.
- b. List of companies with whom the Respondent has had contracts within the last twelve (12) months.
- c. List of three (3) companies which Respondent's organization (and any subcontractors) has done business within the last five (5) years, include company, address, contact name, phone number, and email address(es) for checking references.

4. Approach (TAB 4)

Describe your approach to developing and designing a new website format, and preferred methods for meeting requirements as listed in the scope of services. Include project implementation plan and the firm's detailed timeline for this project.

5. Proposed Fees (TAB 5)

Provide the fee your firm will charge for services listed in the scope of services and a detailed breakdown of how it is calculated. Indicate all services that will be covered including what services and personnel, if any will be charged as direct expense to the scope of services. Please break out proposed fees as such:

- a. Cost for design only – design with four different page designs (home page, first level page, second level page, third level page) – no content migration, training to enable TXNAHRO to enter content and build additional pages
- b. Cost to migrate content from current www.txnahro.org website (include whole site cost and per page cost) based on current site map
- c. Cost to maintain website after going live (annual contract cost and detail specifically how many hours of service this would entail and additional service costs)
- d. Cost for bundling the above services
 - i. Design + migration
 - ii. Design + migration + maintenance

VII. OTHER TERMS AND CONDITIONS

Contract Award

If a contract is awarded pursuant to this RFP, the following detailed procedures will be followed:

1. By completing, executing, and submitting a Proposal, the proposer is thereby agreeing to abide by all terms and conditions pertaining to this RFP as issued by TXNAHRO. Accordingly, TXNAHRO has no responsibility to conduct after the submittal deadline any negotiations pertaining to the contract clauses already published.
2. Contract Conditions. The following provisions are considered mandatory conditions of any contract award made by TXNAHRO pursuant to this RFP:
 - a. Contract Form. TXNAHRO will not execute a contract on the Contractor's form—contracts will only be executed on TXNAHRO form and by submitting a proposal the Contractor agrees to do so (please note that TXNAHRO reserves the right to amend this form as TXNAHRO deems necessary).
 - b. TXNAHRO shall retain the right to demand and receive a change in personnel assigned to the work if TXNAHRO believes that such change is in the best interest of TXNAHRO and the completion of the contracted work.
 - c. Unauthorized Sub-Contracting Prohibited. The Contractor shall not assign any right, nor delegate any duty for the work proposed pursuant to this RFP (including, but not limited to, selling or transferring the contract) without the prior written consent of the TXNAHRO Board President. Any purported

assignment of interest or delegation of duty, without the prior written consent of the TXNAHRO Board President shall be void and may result in the cancellation of the contract with TXNAHRO, or may result in the full or partial forfeiture of funds paid to the Contractor as a result of the proposed contract; either as determined by the TXNAHRO Board President.

- d. Contract Period. TXNAHRO anticipates that it will initially award a contract for the period of either two (2) months or four (4) months, as noted above.
 - e. Licensing and Insurance Requirements. Prior to award (but not as a part of the proposal submission) the Contractor will be required to provide (NOTE: Each of the following insurance coverage shall cover both the Contractor and the temporary employee):
 - i. Workers Compensation Insurance. An original certificate evidencing the proposer's current industrial (worker's compensation) insurance carrier and coverage amount;
 - ii. General Liability Insurance. An original certificate evidencing General Liability coverage, naming TXNAHRO as an additional insured, together with the appropriate endorsement to said policy reflecting the addition of TXNAHRO as an additional insured under said policy (minimum of \$1,000,000 each occurrence, general aggregate minimum limit of \$1,000,000, together with damage to premises and fire damage of \$50,000 and medical expenses any one person of \$5,000), with a commercially reasonable deductible (e.g. "commercially reasonable," meaning at least 1% of the "general aggregate minimum" of the policy, with a maximum deductible amount of \$50,000);
 - iii. Professional Liability Insurance. An original certificate showing the proposer's professional liability and/or "errors and omissions" coverage (minimum of \$1,000,000 each occurrence, general aggregate minimum limit of \$1,000,000), with a commercially reasonable deductible (e.g. "commercially reasonable," meaning at least 1% of the "general aggregate minimum" of the policy, with a maximum deductible amount of \$50,000);
 - iv. Automobile Insurance. An original certificate showing the proposer's automobile insurance coverage in a combined single limit of \$1,000,000. For every vehicle utilized during the term of this program, when not owned by the entity, each vehicle must have evidence of automobile insurance coverage with limits of no less than \$50,000/\$100,000 and medical pay of \$5,000.
3. Right to Negotiate Final Fees. TXNAHRO shall retain the right to negotiate the amount of fees that are paid to the Contractor, meaning the fees proposed by the top-rated proposer may, at TXNAHRO's options, be the basis for the beginning of negotiations. Such negotiations shall begin after TXNAHRO has chosen a top-rated proposer. If such negotiations are not, in the opinion of the TXNAHRO Board President, successfully concluded within 5 business days, TXNAHRO shall retain the right to end such

negotiations and begin negotiations with the next-rated proposer. TXNAHRO shall also retain the right to negotiate with and make an award to more than one proposer, as long as such negotiation(s) and/or award(s) are addressed in the above manner (i.e. top-rated first, then next-rated following until a successful negotiation is reached).

4. Contract Service Standards. All work performed pursuant to this RFP must conform and comply with all applicable local, state, and federal codes, statutes, laws, and regulations.
5. Prompt Return of Contract Documents. Any and all documents required to complete the contract, including contract signature by the successful quoters, shall be provided to TXNAHRO within 10 work days of notification by TXNAHRO.

- Sample Forms
- Board Meeting Minutes
- History of NAHRO
- Photo Gallery

Programs

- Scholarship Program
- Awards Program
 - o Best Annual report
 - o Best Newsletter
 - o Other Agency Publication
 - o Media Recognition
 - o TXNAHRO Member of the Year
 - o Maintenance Person of the Year
 - o Resident of the Year
 - o Commissioner of the Year
 - o Administrative Person of the Year
 - o Management Person of the Year
 - o Executive of the Year
 - o Community Service Award
- Hall of Fame
- What Home Means to Me
 - o Poster Contest details
 - o Application
 - o Narrative Forms

Job Postings

Contact Us

Quick Links

- Job Postings
- Upcoming Trainings
- Income Limits
- 2017 FMR's for Texas
- 2017 IRS Mileage rate is .54 cents per mile (not a link)
- TXNAHRO State Legislative Updates
- 2017 POV rates
- Travel Reimbursement Claim Form
- 2017 Texas Per Diem Rate
- 2017 Administrative Fees
- Make A Scholarship Donation

Other Home Page Links (graphic buttons)

- Make a Scholarship Donation today (below left banner)
- 2018 Awards Application (below right banner)
- 2018 Scholarship Application (“)
- Hall of Fame (“)
- Housing Programs Success Stories (“)