



Texas NAHRO

Texas NAHRO Website Committee

BOARD RECOMMENDATION

March 20, 2018

Committee Members

Naomi W. Byrne, Chair

Beverly Banks

Billie Shelburn

Patrick Howard

Rudy Ramirez (Liz Hernandez served as backup)

Background

In September 2017, TXNAHRO President Mark Thiele convened an Ad hoc Website Committee with Naomi W. Byrne as Chair to discuss the current TXNAHRO website: pros, cons, and potential changes and process to achieve any changes. The committee met over the course of the next several months to discuss these topics as well as recommendations for revisions. The committee generally agreed that the current website, while functional, would better serve our members if:

- It had an improved visual appeal and look
- It was easy/ easier to maneuver through the site
- It was modernization
- It was simpler to read
- It was easier to access information on what TXNAHRO does
- It could collapse or consolidate information
- It had more bullet points/ outline formatting with options to read more
- It was easier to access basic information

The committee then discussed whether the Service Officer was responsible for “design” of the website versus “maintenance” of the website and agreed that “design” was a separate task from “maintenance”. With that understanding, the committee then reviewed several other websites, primarily PHA and association sites, for characteristics such as visual appeal, accessibility, content, style, etc. and summarized the key “wants” with regards to a new site.

After the committee determined the priority characteristics of a new design for the TXNAHRO website, the committee agreed that an RFP should be issued for the redesign process. Once proposals were received and reviewed, the committee would issue a recommendation to the TXNAHRO Board for the selection of a vendor to redesign the current TXNAHRO website. Special consideration was given to the Service Officer to ensure that they would have the ability to either a) submit a proposal to redesign the website separately from their current contractual obligations and at an additional fee or b) be involved in the review and selection process for a vendor. The Service Officer opted to submit a proposal.

Actions

On January 12, 2018, the TXNAHRO Website Committee published a Request for Proposals for Website Redesign. The RFP was published in TXNAHRO, SWNAHRO, NAHRO, and emailed to applicable vendors. The deadline to submit questions was Friday January 26, 2018, and the deadline to submit proposals was Friday February 9, 2018. Proposers were asked to submit an electronic proposal to both Naomi W. Byrne and Beverly Banks. In addition, proposers were asked to provide a pricing framework for the following:

- Design – a design with four different page designs
- Migration – moving information from the current website to a newly designed website
- Maintenance – updating content and additional technical support/ service
- Bundled services
 - Design and migration
 - Design, migration and maintenance

An addendum with responses to questions was issued January 29, 2018.

Five proposals were received by the February 9, 2018 deadline. Naomi and Beverly confirmed that both had received the same five proposals. A sixth proposal was received after the deadline date and the proposer was informed that the proposal would not be considered. All five eligible proposals were distributed to committee members for review.

The committee reviewed all five proposals and convened a conference call on February 23, 2018. Four committee members were in attendance. After discussion, the committee removed one proposal from consideration as the proposal was nearly twice the cost of the next highest proposal and the content management system was a proprietary system, not an open source content management system as requested. The committee then scored each of the remaining proposals on a scale of A – F, considering price, experience, the design of the sample websites provided in the proposals, and location of each proposer. The committee narrowed down the five proposals to the top two scoring proposals who they felt had the best sample websites and the most experience with web design and content migration, even though neither was the lowest priced proposal. After further discussion, unanimous consensus was received on the top proposal as the most experienced proposer with the best designed sample websites.

Recommendation

The TXNAHRO Website Committee makes the following recommendation to the TXNAHRO Board:

Select Pat Davis Design Group as the recommended vendor to provide website redesign and migration services for an estimated cost of \$9,880, with a 25% contingency reserve for any additional changes or features added through the redesign and migration process.

In support of this recommendation, the TXNAHRO Website Committee is prepared and ready to work with the Proposer over the course of the next several months through the design and migration process, with the expectation that a new website would be up and running no later than August/ September 2018.