

Request for Proposal for Web Design Services Muckleshoot Housing Authority

PURPOSE AND OVERVIEW

The purpose of this contract is to obtain the services of an independent contractor to fully redesign Muckleshoot Housing Authority's (MHA) current website to be visually engaging with modern methods of design, but still be easily navigable for a wide variety of audiences across multiple device platforms.

The awarded Contractor will assist MHA employees who manage the current website and will be responsible for design and content. The project will focus on building website framework, security, redirecting the current URL to the new site, and transferal of MHA website to new hosting provider, if necessary.

Proposals must be submitted no later than November 15, 2021 and the Authority expects to make a decision by November 30, 2021. Awarding decisions will be made consistent with the small purchase procedures of the MHA Procurement Policy and 24 CFR Part 1000, particularly in regard to cost and Indian preference.

SCOPE OF WORK

MHA, a Tribal housing authority located in Auburn, WA, is seeking an update to its current website. All content and changes will be subject to approval by MHA management.

The redesign of the website should maintain its current abilities/features but also include:

- Accessibility for easy future updates by MHA employees
- Secure login for employees, with differing levels of access
- Prompt load times for all users/platforms requested
- Automatic expiration of postings such as employment opportunities and bid notices
- Public notices landings for vendors including methods to view and download bid notices
- Employment opportunities, including an online employment application
- Appropriate accessibility by major search engines
- Best practices for SEO
- Valid SSL certificates
- Scalability for computers, tablets, and mobile phone screens
- Appropriate stock images where needed
- A well-designed site map
- Social media integration
- Browser independence
- ReCaptcha v3 where needed
- Appropriate disclaimers as required by law

MHA has a desired focus on providing the following online content:

Current Rental Properties/Housing Developments:

- Interactive rental property listings, including sort filters for:
 - Income requirements
 - Age requirements
- Property information

- Rent amount
- Visually appealing pictures and floor plans
- Amenities
- Directions
- Maps and neighborhood information
- 360 or recorded virtual tour videos.
- Current rental vacancies
- Online rental application
- Marketing of new developments and current vacancies with the ability to link to other external rental advertising sites such as Zillow, Zumper, etc.
- Resident Engagement pages with a calendar for:
 - MHA activities
 - Event sign up
 - Virtual events
 - Property directories
- Provide information regarding partners and investors in current and future developments, as well as information about:
 - Current/past projects
 - Clientele to be served
 - Unit types
 - Anticipated rent amounts
 - Project and nearby amenities
 - Anticipated construction completion
 - Conceptual drawings and sample floor plans

Tribal Credit Loans & Home Loans:

- Online, fillable credit and home loan applications with upload capacity for necessary documents
- Online balance checking for current loan amounts and payment details
- Online payment features
- Information describing various types of loans & requirements

Community Connectedness/Neighborhoods:

- Highlight neighborhoods and the people MHA serves, as well as homelessness initiatives
- Provide visually appealing graphics, photos of activities, and resident testimonials
- Story boards, visual timelines, and historical information about the neighborhoods
- Engagement with community groups and advocacy organizations
- Recognition for investors, partners, and community groups
- Awards received

PROPOSAL PREPARATION INSTRUCTIONS AND INFORMATION REQUIRED IN YOUR PROPOSAL

In order to facilitate the review process and obtain the maximum degree of comparison, proposal should include the following information:

SECTION I - PROPOSAL

Title Page: Show Request for Proposal (RFP) subject, name of proposer's business, address, telephone and fax numbers, name of contact person and date of submission.

Transmittal Letter: A one-page summary stating the proposer's understanding of the work to be done and making a positive commitment to perform the work within the time period required.

Table of Contents: A clear identification of the proposal material by section and page number.

Profile of the Proposer: Include background information on the contractor, including location of office(s) and number of professional staff for the business.

Qualifications and Experience of Business: Company experience which is relevant to the proposed services, i.e. recent experience with other Tribal governments, including a list of tribal governments served by your business in the last three (3) years, and type of services rendered to each.

Indian Preference Eligibility: The Indian Preference provisions of section 7(b) of the Indian Self-Determination and Education Assistance Act (25 U.S.C. 5307(b)), provide that, to the greatest extent feasible (1) preference and opportunities for training and employment shall be given to Indians, and (2) preference in the award of contracts and subcontracts shall be given to Indian organizations and Indian-owned economic enterprises. Organizations and economic enterprises claiming Indian Preference are required to complete MHA's Indian Enterprise Qualification Statement (attached). Preference will be provided in accordance with the requirements set forth in 24 CFR 1000.48-52 and in the MHA Procurement Policy.

Scope of Work: Include a brief summary of your understanding of the scope of work, and how you propose to meet the requirements and help MHA achieve its goals and objectives. Include a brief summary of the major components and features of the services you are proposing, and which employees would be providing them.

Schedule: An initial draft mock-up of the website and online revisions must be completed no later than TBD, and the final website must be completed, submitted to MHA, and brought online no later than TBD.

Qualifications and Experience of Staff: Include a list of proposed primary and backup personnel to be used on this project and their qualifications. Brief resumes or CV's, including education; experience, type of clients served, and any other pertinent information must be included for each of the key personnel to be assigned for direct work on the project. The proposal shall also include a listing of support personnel, if applicable, and a brief description of their technical qualifications and professional experience.

References: Include at least three (3) samples and references for previous website builds of a similar size/nature, preferably Tribal Governments, in the last three (3) years. References should include the name of the key contact and contact information, and a summary of the services performed by your business.

Federal forms: Complete and attach HUD form 5369-C (Section 004546).

SECTION II - COST PROPOSAL

Include a cost statement showing proposed fees to perform the services. This information should include a table identifying each level of staff hours planned, at the proposed rates, and an itemized listing of all other expenses or fees proposed.

List the assumptions upon which the fee may be based, if any; i.e. identify any conditions which would cause the business to request a change in the proposed fee.

EVALUATION CRITERIA:

The proposals will be evaluated based on an analysis of the following criteria and point ranges:

- Responsiveness of the proposal in clearly stating an understanding of the work to be performed. (0-25)
 - Design principles and approach
 - Reasonableness of overall time estimates as well as the time estimates for each major section of the work to be performed
- Qualifications and experience of firm (0-20)
 - Size and structure of business and ability to maintain continuity of project
 - Recent experience of business in designing websites or other web services
 - Reputation of the business and satisfaction of its services as expressed by current clients and references
- Qualifications and experience of staff to be assigned. (0-15)
 - Qualifications of design team, including any housing-specific projects
 - Education, position in the firm, and years and types of experience
 - Supervision to be exercised over the design team by management, if any
- Cost Factor - Cost of audit (0-25)
- Indian Preference – Indian-owned enterprises will be awarded up to 15 points per the MHA Procurement Policy.

Maximum Points: (100)

QUESTIONS

For questions on this RFP and submission of the completed proposal, please contact Ama Tuato'o, 253-833-7616.

Please note that MHA reserves the right to cancel this Request for Proposals at any time for any reason set out in the MHA Procurement Policy, or if the MHA determines that it is in the best interest of MHA to cancel.