



## **REQUEST FOR PROPOSAL**

### **Design and Develop a New Website**

Proposals will be received by Partners in Housing Development Corporation (PIH) for proposals to design and develop a new website. Interested vendors should submit response documentation via email marked as follows:

(Please submit electronically only)

**subject line:** Website Redesign and Digital Marketing RFP

**send to:** [pihgeneral@partnersinhousingindy.org](mailto:pihgeneral@partnersinhousingindy.org)

**due date:** February 14<sup>th</sup>, 2023

Vendors are required to provide as much detail as possible in this proposal, regarding scope of services, approach to proposals to design and develop a new website. PIH reserves the right to reject any or all proposals or to accept any proposal considered most advantageous.

**Inquirers:** Please direct all inquiries to Leveal Buels at [LBuels@partnersinhousingindy.org](mailto:LBuels@partnersinhousingindy.org).

Copy of the Request for Proposal is available electronically at [www.partnersinhousingindy.org](http://www.partnersinhousingindy.org). Inquires will be posted to PIH website (inquirers will not be identified, only the questions), with the associated answer. All vendors assume the sole responsibility for monitoring the website for questions and answers. PIH bears no responsibility for vendors not receiving current information due to neglecting to check the status of the proposal on PIH website. Any changes or clarifications to the RFP will be posted exclusively on PIH website.

#### **Introduction:**

The mission of Partners in Housing Development Corporation (PIH) is helping people reach their potential through creative housing solutions. Our guiding principles are:

- People have the right to housing that is decent, safe, and affordable
- Everyone has strengths and abilities and can improve their lives
- We have a responsibility to our residents and to the community
- Our organizational strength is enhanced by the partnerships we establish in the community

PIH is unique in Indianapolis as both a service provider and affordable housing developer. Partners owns and operates 572 apartment units and coordinates services for the most at-risk populations, including the formerly homeless and low-income individuals. PIH owns 12 residential properties, all but one is in Marion County (Apperson Way in Kokomo). Most staff work full-time at five primary locations: Blue Triangle, Fall Creek View, Gladstone, Crown Pointe, Mozingo Place and Colonial Park. The remaining locations have offices with part-time staff.

## **Solicitation Objective**

PIH is accepting proposals to design and develop a new website. The project will be a concept to completion project. PIH currently has a web presence that is outdated in appearance, structure, functionality, and content presentation. Outside of edits to the text, images, links, HTML, and video content – the existing site functionally has had only minor adjustments for several years.

PIH existing site lacks strategy and consistency on most of programs and events. An opportunity exists to re-engineer the site to reflect the mission of PIH better and incorporate the latest web technologies. Upon completing the site's development, PIH will assume full responsibility for website content maintenance and administrations, however PIH will consider a cost-effective partnership with the awarded party for on-going content, maintenance, and administration support. All content, coding, and graphics will become the sole property of PIH.

PIH new site should be responsive and engage visitors by presenting attractive visual images, intuitive navigation, and concise messaging, while at the same time increasing functionality and ease of use for member organizations. PIH organizers, and general public. The tools that are incorporated must allow for timely delivery of content using basic technical skills and limited personnel.

## **Description**

Create a flexible, informative, up-to-date website that is easy to maintain and is responsive (viewable on desktop, tablets, and mobile devices). In addition to designing a user-friendly site with an intuitive interface, you must also incorporate a web-based, database-drive content management system that allows key personnel to easily update content without directly accessing source code. PIH current site uses an older coding and PIH require a more robust, user-friendly platform moving forward. In addition, we are seeking a design partner that provides tools for search engine optimization and social sharing. For pages and content that is not yet in existence, the preference is to have user-selectable, redefined templates to choose from that dictate the layout and color-scheme. PIH will consider other hosting options based on recommendation. PIH encourage website designers to offer suggestions and be creative in responding to this RFP.

To be effective, PIH new website must be:

- Informative
- Safe and secure
- Visually pleasing
- Easy and intuitive
- Quick to load and operate
- Secure financial donation transmission to PIH financial institution
- Responsive mobile device and desktop
- Improve Net Promoter Scores and Google Rankings
- Accessible
- Easy access to translate into a least 10 languages
- Versatility to integrate social media widgets
- Search Engine Optimized with proper keyword research

## **Vision**

To meet our goals, PIH new website must:

- Serve as an ambassador for the PIH brand
- Provide a modern, relevant design update
- Showcase the work and programs PIH offers and represents
- Improve customer service and engage site visitors
- Strengthen relationships with PIH organizers and partners
- Provide a scalable, maintainable solution
- Document PIH rich history in servicing the community

## **Strategies**

- Utilize responsive design with the latest technologies to provide a consistent user interface across all devices
- Establish a clear path for visitors to access information relevant to them
- Present clear and concise information to end-users
- Integrate with PIH social media platforms
- Provide an easy-to-use platform
- Conduct thorough market research, competitive analysis, and internal focus groups
- Leverage limited human resources through improved efficiencies in web management
- Maximize search engine optimization through strategic mark-up language and content
- Provide an archival system for PIH press releases, photos, videos and move historical data to a searchable database

## **Executive Summary**

- Describe your understanding of PIH current website challenges
- Summarize your proposed solution, and how your solution will resolve PIH current website challenges
- Provide a summary of pricing for the proposed services and products

## **Company Overview**

- Tell us about your company, your experience in web design and production for projects similar to PIH, and your experience in working with like organizations
- Provide links to your agency website online portfolio and social media

## **Team**

- Identify the team that will work on this project
- Include name, title/role, and brief background/experience of each. Include subcontractors if applicable

## **References**

- Provide a list of three references who can speak to services requested in this RFP

- Please include contact information, website created, and a brief description of work done for those clients

### **Solution Menu with Pricing**

- Based on the elements included in the Project Scope/Objective section, tell us about your proposed solution in terms of creative design strategy, methodology, plan and other important aspects of the redesign process
- Include all project phases and tasks, along with a line-item breakdown of costs

### **Please be sure to address the following:**

- Project Management Tools – your process for tracking and documenting project status
- Deliverables – outline the products and/or services that will be delivered
- Schedule – provide the suggested project schedule detailing the time required for each major step or phase of the project
- User Training and Support – provide details on the user training and support included for our content editors along with the training support format (i.e., live, web, chat, email, phone-based, hard copy, other documentation, etc.)
- Hardware – list any hardware necessary to host and/or support the proposed solution
  - Also, list any recommended configurations for a robust and reliable environment
  - Include hardware redundancy and/or disaster recovery recommendations
- Payment – include any requirements or preferences regarding invoicing and payment
- Anything else deemed relevant/important
- Include all terms and conditions

### **Discovery**

- Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints.

### **Design**

- Disclosure of website information architecture, graphic look and feel, user navigation, the 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:

- Include templates that incorporate into the content management system that will permit both technical and non-technical PIH staff, and volunteers to update website content on specific pages
- Once the site has been completed and accepted by PIH, the site will be maintained by PIH and/or in partnership with the awarded vendor. PIH website will be maintained by non-professional editors as needed by various committees (this should be kept in mind when selecting the tools that are included)
- Convert and revamp substantial amounts of existing content
- The site must be clean and attractive, with mix of text and graphics
- Visually, the site should be modern, distinctive, memorable, and engaging
- It should fit as close to a single displayed page on a typical size monitor
- Each section of the site should have a common look and feel
- The PIH logo should be prominently displayed on every page as a common header
- The use of photography and fonts should be consistent throughout the site, with the layout of each page having a great deal of consistency
- Pictures on the front page should be a larger size than subpages
- The sitemap should provide for these photos to be easily changed
- The site should be easy to navigate, where information is grouped and presented in a logical manner with a minimal number of levels needed for the user to find the desired information
- The navigation design should complement the capabilities of touch-enabled, mobile devices
- Development of templates that adhere to the proposed navigation scheme enabling non-technical users to easily add new sections/pages
- Proved search capabilities using keywords or phrases that will identify content throughout the site and optimize Google rankings
- An assigned project manager will be made available to present information, and coordinate with PIH, including a reasonable number of meetings (via videoconference) to present design and development solutions
- Once the website has been completed and accepted by PIH, the website design and all of its contents, software and architecture become the property of PIH

## **Site Specifications**

PIH highly encourages creativity in the proposals submitted, but there are certain requirements for the website project. Your proposal must account for all of these requirements.

- The site must be compatible with current and one (1) previous versions of internet explorer, Firefox, chrome, and safari browsers
- Websites must not require plug-ins as a default
- The site should be developed to meet all current ADA access requirements
- The site must be built in accordance with the latest Web Content Accessibility Guidelines and should also be easily accessible to the novice as well as the experienced internet user

- The website must be designed with a mix of text and graphics such that each page loads in a way that is acceptable to the typical user having an average home internet connection speed

### **Research**

- Internal and external research including focus groups and a comprehensive review of existing Google Analytics must be included in the scope of the proposal

### **Testing**

- Testing of the site on all applicable platforms to ensure that web site works as promised, including an explanation of the testing plan

### **Delivery**

- Delivery will be providing approved designs
- PIH technical personnel will act as the “go-between” with PIH all vendors during this time
- Provisions for support must be made to assist PIH when making site live and/or PIH can ask vendor to make site live on their behalf

## **General Proposal Submission Instructions**

### **Qualifications**

- List five websites your firm has produced that reflect your work and relevance to this project.  
List the role your firm played in each project
  - Please submit the URLs for these sites, and only currently “live” sites should be included
- Describe your experience producing sites for non-profit organizations
- Provide current reference information for former or current clients
- Briefly outline your firm’s organization capacity to produce the PIH website (such as staff, equipment, software, office location, etc.)
- Provide company profile, length of time in business, and core competencies
- Briefly describe that percentage of your web staff would be working on this project
- What type of team will be assigned to this project? What will each person’s role be?
- Briefly describe your project management process
- Please detail any hardware/software vendor partnerships you have
- Provide a detailed timeframe for completion
  - This will be evaluated and will be part of the contractual agreement so a realistic time frame for completion is essential
- Please state how you intend to communicate with the project lead at PIH
- Describe the support you offer during and after the project

## **Proposal**

- Must include cover page
- Discuss your proposed solution, including the features, benefits, and uniqueness of your solution
- Include length of time it would take to deliver the completed project from the day of signing the contract
- List all costs
- Identify staff who will be working on the project
- Include standard hourly rates for work that may be needed in the future
- The proposal may and are highly encouraged to include the following items
  - Supplemental information
  - Brief description of your business
  - Narrative of your capacity to manage a global website development project

## **Right to Reject**

This RFP does not commit PIH to accept any proposal submitted, nor is PIH responsible for any costs incurred in preparing responses to this RFP. PIH reserves the right to reject any or all bids, accept or reject any or all items in the proposals, and/or award the contract in whole or in part as deemed to be in the best interest of PIH. PIH reserves the right to cancel, delay, amend, or reissue the RFP and any time.

## **Award of Contract**

Each respondent submitting a proposal will be notified via-email of PIH decision concerning their proposal.

## Appendix

<b>Site development objectives</b>		PIH would like to create a customer-focused website using intuitive navigation controls that will allow for easy access to PIH information and offer secure donation opportunities by site visitors. PIH would like to redesign the current website utilizing the latest technology	
		The site should also portray a unique eb presence that is attractive as well as functional to fulfill the model and supportive services that PIH provide	
<b>Site Navigation and Organization</b>		The site navigation should use modern tools/techniques to help guide visitors to their desired information. The should incorporate, but not be limited to, these strategies:	
		<ul style="list-style-type: none"> <li>• User-centric design and organization</li> <li>• Robust, Google-like, intuitive search functionality and menu system as the primary navigation tools</li> <li>• Each department will have its own main page to guide visitors to department</li> <li>• specific news and services</li> </ul>	
<b>PIH website redesign goals</b>		<ul style="list-style-type: none"> <li>• Improving communications between the community and its constituents</li> <li>• Promoting community and economic housing</li> <li>• Supporting special events within the community.</li> <li>• Enhancing PIH image and identity</li> <li>• Increasing Donor / donation giving abilities</li> </ul>	



<b>Additional General Requirements Include</b>		<ul style="list-style-type: none"> <li>• Intuitive, mobile responsive design for simple navigation – easy to find and use tabs and drop down boxes – two clicks to find desired information – ADA compliant</li> <li>• A photo slideshow header on the home page, with ability to change out photos as needed</li> <li>• Photo header on other sections of the webpage with ability to have different photos for each section/department and the ability change out photos as desired</li> <li>• Ability to embed photographs of county facilities and events in the site</li> <li>• Integration of audio and video</li> <li>• Standard website features while maintaining a unique and consistent look</li> <li>• Easy maintenance by staff, including making programmable changes internally without having to contact vendor</li> <li>• Ability to plug in future technologies</li> <li>• Search engine and web crawler optimized</li> <li>• Detailed analytics reporting</li> <li>• Multiple redundant backups for transparent downtime recovery</li> <li>• Fully functional, both viewing and editing, with the major browsers and operating systems on PC and Mac</li> <li>• PIH will own the website code</li> </ul>	

<b>Must Have Features Include</b>		<ul style="list-style-type: none"> <li>• Robust, Google-like, intuitive search functionality</li> <li>• Current events and announcements on the home page</li> <li>• CAN-SPAM-compliant email subscription program for an e-newsletter and public service announcements</li> <li>• Ability to post and download forms and securely submit online</li> <li>• Employee intranet with plug-in capability for current accounting and administrative systems</li> <li>• Indexed document archiving and retrieval system, including agendas and minutes</li> <li>• Online donation and giving system to PIN financial institution</li> <li>• Online calendar must be downloadable and available for import into users' personal calendars</li> <li>• Searchable business directory</li> <li>• Online job posting and resume submission</li> <li>• Capabilities to remotely access intranet and personal files</li> </ul>	
<b>Website Analytics</b>		Analytics tracking and reporting must be integrated on the site to allow for website visitor tracking, page tracking, etc.	