

**REQUEST  
FOR  
PROPOSALS**

**FOR**

**WEBSITE REDESIGN AND DEVELOPMENT**

**FOR THE**

**HOUSING AUTHORITY OF THE  
CITY OF SAN BUENAVENTURA**

**And**

**AFFILIATED ENTITIES**

**995 RIVERSIDE STREET  
VENTURA, CA 93001**

**Submittal Deadline:**

**04/09/2020 by 2:00 PM PST**

**The responsibility for submitting a response to this RFP at the offices of the Housing Authority of the City of San Buenaventura (HACSB) on or before the stated time and date will be solely and strictly the responsibility of the Offeror. HACSB will in no way be responsible for delays caused by the United States Mail delivery or caused by any other occurrence.**

## I. GENERAL INFORMATION

### A. HACSB BACKGROUND/INTRODUCTION

The Housing Authority of the City of San Buenaventura (herein referred to as the “HACSB”) was organized in 1949 with the primary goal to provide a decent home in a suitable environment for families which could not afford standard private housing. HACSB’s programs are administered at the local level in accordance with Federal and State Law.

HACSB is responsible for the development of low-income rental projects, implementation of financing to promote low-income housing production, management of publicly owned or assisted housing projects, delivery of Community Services, operation of rent-subsidy programs & rehabilitation of existing housing stock. The HACSB currently owns and/or manages over 1,000 units and administers over 1,500 Section 8 vouchers. HACSB serves the incorporated and the unincorporated areas of the City of Ventura.

HACSB staff has expertise in real estate development, property management, housing services, Section 8 housing vouchers, rehabilitation and administration, which includes Fiscal Services, Financial Management, Human Resources, Equal Opportunity/Contracting, purchasing, buildings facilities, and risk management. HACSB staff is culturally diverse and provides bilingual services in English, Spanish, or any other language necessary to communicate with our clients served.

HACSB Board of Commissioners consists of seven members appointed by City Council of the City of Ventura. Five members of the Board serve four-year terms and the two Resident Commissioners serve two-year terms. The Board is responsible for establishing HACSB policy, long-term goals, objectives and direction.

**For work planning purposes, please note, HACSB works a 4/10 work schedule with Fridays off.**

### B. PURPOSE

The purpose of this Request for Proposal (RFP) is to solicit responses from qualified vendors to provide **Website Redesign and Development** with a client centric, user-friendly and intuitive design with a robust client management system (CMS), per the knowledge, creativity and expertise of the vendor.

HACSB is requesting proposals: from highly qualified, experienced website development companies to design, develop and implement its public-facing website. The chosen strategic partner must be a firm that has experience in managing local government website design projects, and expertise with best practices regarding:

- successful website redesign
- user experience and usability testing
- information architecture
- website development and deployment
- website hosting
- content strategy
- social media integration
- search engine optimization
- responsive design.

for the design, building and hosting of its public website. The website serves as our main portal for information on all programs that HACSB offers for applicant, tenants, landlords, community members and staff and as such will need simple navigation and sensible structure. HACSB staff will work closely with the design and build company to provide all appropriate text and anticipated design flow.

#### **C. BOARD**

The powers of HACSB are vested in the Board of Commissioners of HACSB (“the Board”).

#### **D. CONTACT INFORMATION**

**Francisco Camarena, Information Technology Manager**  
 Housing Authority of the City of San Buenaventura  
 995 Riverside Street  
 Ventura, CA 93001  
 805-648-5008 ext. 2242  
 fcamarena@hacitventura.org

#### **E. SCOPE OF SERVICES**

HACSB requires a complete renewal of our public website to a more user-friendly design that will serve all potential and current clients, landlords, general public, investors, stakeholders and staff. The website will be the main portal for all information related to the programs, policies, and functions of HACSB.

##### **1. Existing Public Website**

Our current website, located at [www.hacityventura.org](http://www.hacityventura.org), was designed and went live in 2010 and has served its purpose as an improvement over its previous design. The website, as it stands now, is by most accounts problematic and confusing to navigate, in part due to initial design and layout issues. Additionally, a difficult-to-use content management system (CMS) has proven challenging for HACSB staff to properly maintain the site in a consistent fashion. These factors have not allowed staff to create and maintain a user-friendly and client-centric website. Having a streamlined and easy-to-navigate site will allow HACSB to minimize time spent handling general questions and clerical tasks.

## **2. Target Audience:**

- a. Our principal target audiences for our website are:
- b. Residents and potential residents of varying backgrounds, reading and language ability;
- c. Potential visitors to the community;
- d. Businesses operating in the community;
- e. State/local government and non-profit agencies that support and complement our initiatives;
- f. Elected and appointed officials;
- g. Community members and organizations;
- h. Local and national media;
- i. Local school districts and students;
- j. Landowners and developers (resident and non-resident);
- k. Potential clients/applicants;
- l. Current participants/tenants;
- m. Potential landlords/current landlords;
- n. Investors and financial stakeholders;
- o. Staff.
- p. Our target audience is generally tech-savvy or possesses enough knowledge to maneuver through the best guided website paths. Some users will lack the most basic knowledge, but with an easy-to-follow path, the most basic of user should be able to traverse through the website easily.
- q. Given the complexity of our website and the wide range of content available, visitors to our site will utilize a wide variety of devices to access our website, including computers, tablets and mobile smart phones. Our new website should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen. This will ensure that all users will be able to view our site, no matter what device they are using.
- r. Our website currently uses Google Analytics to measure visitor base and number. For the proposed website, we would request to continue using Google Analytics.
- s. We are requesting the proposed website to meet global accessibility compliance to ensure that it is accessible to everyone, including people with disabilities. In addition, the vendor should follow best practices, voluntary standards and guidelines developed by the World Wide Web Consortium's (W3C) Web Accessibility Initiative (WAI), and train our users in creating accessible content.

## **3. Website Goals and Objectives:**

The main goals of the website:

- a. To have an updated layout and design accessible and easy to navigate.
- b. To serve our client base (applicants and program participants) by explaining our housing programs and by making available important program forms.

- c. Promote transparency by making it easy for us to share and post information, and for our users to find and interact with the information.
- d. Be strategic and nimble, and focus on making our content useful, interactive and engaging. We know that things will change in the future, and we want our site to adapt and remain relevant
- e. To be our principal source for marketing our programs, be our online informational newsletter, and gateway for access to a local government and public agency.
- f. To minimize the phone and walk-in traffic to HACSB's front desk
- g. To have our website meet full compliance to all current ADA, Section 504, and Executive Order 13166 accessibility standards.
- h. To have our website meet our HUD Limited English Proficiency (LEP) requirements. Housing authorities are required to take reasonable efforts to provide language assistance to ensure meaningful access for LEP persons to HACSB's programs and activities. Based on HUD's four-factor analysis, HACSB is required to provide access to our website translated in Spanish.
- i. To have our website meet any Privacy Laws (CalOPPA, CCPA, GDPR) that may apply to our organization.

**4. Training**

Vendor must provide enough training for all authorized staff on updating and maintaining the site via the provided content management system.

**5. Branded Theme**

HACSB does not currently have a branded theme or representative color palate and is open to suggestions by the vendor. A consistent color scheme throughout the website is required.

**6. Agency Logo**

HACSB currently has a logo that will be used on the website.

**7. Photography**

HACSB will make available all the photos that it has in its inventory. If a professional photographer is necessary, HACSB is willing to discuss hiring one.

**8. Other Requirements**

- a. The landing page should have some type of slideshow that does not necessarily consume the entire main page, to capture the attention of the site visitor.
- b. The site should be aesthetically pleasing, direct and easy to navigate.

- c. A property tour must be incorporated into a new section of the website that lists all Public and Owned housing developments.

It is important to note that the general design requirements described in this RFP are not intended to replace a complete design and analysis effort. Rather, it is a basis for which the proposing vendor may use as a starting point for determining the proper design for the project.

## **9. Content Requirements**

HACSB has access to its current website content and will intend to reuse some of the content for the new website. HACSB will either make the content available in files and emails or, depending on the vendor, provide access via FTP.

HACSB does not currently have a site map of the existing website but will be requiring one for the new website. We are anticipating roughly 50+ separate pages for the new site.

The website will include content text, downloadable documents (word and pdfs), videos, photos, and photo slideshows. A searchable feature of the site and document library is required for the site.

HACSB does not anticipate any major site redesigns or changes once the site has been redesigned but does expect to perform minor changes and updates to the site via a content management system by select staff. The content management system must be user friendly for the basic user.

## **10. Technical Requirements**

Hosting and maintenance will need to be included in the proposal. A content management system will also need to be included in the proposal. The administration side of the current website is accessible via a cPanel platform website control panel. Staff who update and make edits to the content of our site use Web Expression 4. Both are difficult to use by the basic user to perform common editing. We are open to and will require a new CMS platform.

The website design and content management system must allow for changes by non-technical HACSB staff.

The website must be compatible with Internet Explorer, Firefox, Chrome and Safari. As previously mentioned, website analytics are required.

The use of Flash and Java are not permitted as Flash is not supported on mobile devices.

Website should continue using Google Analytics for usage tracking with metrics to include, such as:

- Web traffic analysis
- Path analysis
- Visitor trends
- Page views
- Top pages
- Exit pages
- Page-length stay
- Technical analysis of browsers and platforms

#### **11. Functional Requirements**

a. Calendar

The website will need to display an editable calendar that HACSB staff can update.

b. Rent Café and Social Media

The website must have a section that contains links to the online application portal, resident portal, and any future Rent Café portal the agency implements. Access to HACSB's social media must also be easily accessible.

c. Document Library

The website must contain a page that serves as a document library that is searchable. Staff would make changes or upload new documentation through the new CMS platform.

d. Staff Login

The website must allow for site registration and membership of employees. Staff directory must be maintained by designated HACSB staff via the content management system unless there is an alternate solution for site membership management. Secure Active Directory Integration is a plus.

#### **12. Website Go-Live**

Website Go-Live shall include:

- a. Updating of all DNS records
- b. Testing of all functionality, links and pages
- c. Staff Training

#### **13. Cutover**

The vendor shall work with HACSB to develop and coordinate a cutover/transition plan acceptable to HACSB. The cutover plan must identify,

quantify and minimize any anticipated down time. The cutover shall occur during non-business hours.

#### **14. Project Completion**

The vendor shall acknowledge that the successful completion of this project shall include the installation, testing, training and acceptance of the website by HACSB, following a successful Performance Period as described below:

Prior to HACSB's acceptance, the vendor shall be responsible for performing testing and inspections to verify that the design and implementation and all materials are performing in compliance with the vendor's promised design.

- a. Upon completion of successful testing and inspection by the vendor, the vendor shall provide written notification to HACSB. HACSB shall, within 24 hours of notification, exert reasonable effort to commence independent inspection and confirmation, and shall exert reasonable effort to complete said independent inspection and confirmation within 48 hours of commencement.
- b. Upon satisfactory completion of said testing and inspection, HACSB shall notify the vendor, and the Performance Period shall commence.
- c. A Performance Period of thirty (30) consecutive calendar days of operating in accordance with the vendor's promised design, subsequent to testing and inspection, shall constitute a successful Performance Period.
- d. Upon successful completion of the Performance Period, and within three business days, HACSB and the vendor shall meet to confirm and accept the completion of the project.

#### **15. Website Design and Content Ownership**

Ownership of the website design and all content should be transferred to the Housing Authority of the City of San Buenaventura upon completion of the project.

If a successful Performance Period cannot be accomplished within ninety (90) calendar days after commencement of the first Performance Period, HACSB reserves the right to find the vendor in default and terminate the contract. In that event, the vendor shall remove the content, if any is posted, and HACSB shall not be responsible for any payment whatsoever to the vendor.

#### **16. Additional Options**

Although the HACSB has these specific requirements, it is also interested in your ideas for the approach of redesigning the style of the HACSB website. We encourage respondents to consider and propose alternative solutions and

recommendations. We are particularly interested in specific web functionality that your company may have already developed and deployed for other customers.

## **F. EXPENSE ASSOCIATED WITH PROPOSAL SUBMISSION**

All expenses involved with the preparation and submission of proposals to HASCB shall be borne by the Offeror.

## **G. HOUSING AUTHORITY OPTIONS**

HACSB may, at its sole and absolute discretion, reject any and all, or parts of any and all, proposals; re-advertise this RFP; postpone or cancel, at any time, this RFP process; or waive any irregularities in this RFP or in the proposals received as a result of this RFP. Also, the determination or the criteria and process whereby proposals are evaluated, the decision as to who shall receive a contract award, or whether or not an award shall ever be made as a result of this RFP, shall be at the sole and absolute discretion of HACSB.

## **II. RFP INSTRUCTIONS**

### **A. RFP Submission and Format**

Please submit one (1) original, two (2) copies, and (1) USB PDF copy of your response in the same package clearly marked on the outside "Response to RFP For **Website Redesign and Development** to HACSB addressed to:

**Francisco Camarena, Information Technology Manager  
Housing Authority of the City of San Buenaventura  
995 Riverside Street  
Ventura, CA 93001**

The Proposal will be organized and formatted as follows:

1. Length and Font Size:  
Fonts of 10 point or larger. Maximum length (including title page, cover letter, proposal, qualifications, hosting information and budget) not to exceed 35 pages.
2. Title Page:  
*Project Name*  
*Website Development Proposal*  
*Your Company Name*  
*Your Address*

*Your Phone*  
*Your Email*  
*Primary Contact Person*  
*Company URL*

3. Cover Letter - This letter should introduce the project team, naming the key players and highlighting your company's qualifications (1 page only)
4. Company Profile - Company history; number of years in business; including whether the company is a Section 3, minority or women owned business;
5. Organizational Capacity – Provide your organizational capacity which includes your staff, specialists', and consultants' experience and qualifications. The HACSB prefers a vendor utilizing its own development staff rather than subcontracting pieces of the project development to additional vendors
6. Qualifications and Experience – Provide your qualifications on different size projects and how many years of experience you have. Explain the type of work you provided as well as the timeline for the completion of the project/job. Provide three examples of responsive websites your firm has developed. Clearly explain the design objectives, the outcome and whether your firm managed the entire site or specific modules or applications within the site.
7. Proposal – Provide a clear, concise document of proposed solutions to website needs, to include features and benefits. Please note in this section your ability to deliver in a timely manner.
8. Cost and Fees - Provide pricing and fees, itemize where possible.
9. Hosting Information – Provide hosting information and yearly fees.

## **B. RFP Terms and Conditions**

HACSB reserves the right to select more than one respondent (and will accept joint venture proposals), to select a respondent(s) for specific purposes or for any combination of specific purposes and to defer the selection of any respondent(s) to a time of HACSB's choosing.

### **1. Board and Staff Communications**

Under no circumstances may any member of the Board or any staff member other than the contacts specified in the Section 1-D "**Contact Information**" be contacted during this RFP process by any entity intending to submit a response to this RFP. Failure to comply with this request will result in disqualification. All questions

should be directed to the individuals identified in Section 1-D “**Contact Information**”.

## **2. RFP Inquiries**

All inquiries regarding this RFP including requests for additional information, clarification, proposed modifications or amendments to the RFP must be submitted in writing in accordance with scope provided in the RFP. All inquiries must be received no later than 5:00 pm on 04/06/2020 and must be labeled “Website Redesign and Development for The Housing Authority of The City of San Buenaventura and Affiliated Entities.” Each inquiry must include the inquirer’s name, firm, telephone number and email address. Each inquiry should begin by referencing the RFP page number and section to which it relates. The Authority will attempt to provide any assistance or additional information of a reasonable nature that may be requested by interested vendors. Telephone calls will not be accepted regarding this RFP. Inquiries received after the 04/06/2020 deadline will not be considered. All inquiries received before the deadline will be compiled daily. Responses to inquiries will be posted at 8:00 A.M (Pacific Time) the next day on the agency website:

[www.hacityventura.org/Business\\_Opportunities/business.html](http://www.hacityventura.org/Business_Opportunities/business.html).

### **Timetable for Submission**

The anticipated selection schedule is as follows:

Public Notice of Upcoming RFP	03/12/2020
Advertise RFP:	03/23/2020
Proposal Due Date:	04/09/2020 by 2:00 PM PST
Estimated Award Date:	04/23/2020
Estimated Installation Completion Date:	07/06/2020

The deadline for the submission of proposals is 2:00 PM on April 9th, 2020. Proposals received later than the date and time specified will not be considered.

Submissions must be in PDF format and contain a signature of a duly authorized agent of the company submitting the proposal. Submissions can be delivered to HACSB’s main office located at 995 Riverside St, Ventura CA 9300.

Electronic (through email) and Fax responses will not be accepted for this request.

## **3. Release of Information**

Information submitted in response to this RFP will not be released by HACSB during the proposal evaluation process or prior to a contract award.

#### 4. Propriety Information

- All materials submitted in response to a federally funded solicitation must be made available to the public once a selection has been made. Hence potential Respondents are forewarned that any proprietary information contained in their response will upon request be available to the public after contract award.
- All work papers prepared in connection with the contracted services will remain the property of the successful bidder. The work papers must be retained for a period of five years and be made available to HACSB upon request.
- All reports rendered to HACSB are the exclusive property of HACSB and subject to its use and control.

#### 5. Terms of Contract

- The contract award will be made based on the RFP that best meets the needs of the HACSB taking into consideration compliance with the general requirements of the RFP, evaluation criteria, scope of the work or any other factors deemed to be appropriate and shall not be confined to price alone. The HACSB also reserves the right to accept or reject any and all RFP's received, waive irregularities and negotiate with individual firms regarding the terms of the RFP's or parts thereof, as set forth in section I(H) above.
- For contracted work that requires a period longer than 1 year, the following will apply. Contracts will be for one (1) year firm fixed contract with the option to renew at the sole discretion of HACSB for up to four (4) additional one-year periods.
- **Insurance:** Before the services can be rendered, the selected firm must provide proof of Professional Liability Insurance (including Errors and Omissions) in a minimum amount of \$1,000,000 per occurrence and Workers' Compensation as required by Law. Certificates of Insurance acceptable to HACSB must be submitted prior to commencement of any work. These certificates shall contain a provision that coverage afforded under the policies will not be cancelled unless thirty (30) day prior written notice has been given to the HACSB. If the insurance described above is cancelled, HACSB reserves the right to terminate the contractual relationship upon thirty (30) days' notice.

Professional Liability	Required Limits
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HACSB and its affiliates must be named as an Additional Insured and be a Certificate Holder. This is required for vendors who render observational services to HACSB such as appraisers, inspectors, attorneys, engineers or consultants.	\$1,000,000
<b>Business Automobile Liability</b>	<b>Required</b>
HACSB and its affiliates must be named as an additional insured and as the certificate holder. This is required for any vendor that will be using their vehicle to do work on HACSB properties.	\$500,000 combined Single limit, per occurrence
<b>Workers Compensation and Employer's Liability</b>	<b>Required Limits</b>
Workers' Compensation coverage is Statutory and has no pre-set limits. Employer's Liability limit is \$500,000. Workers' Compensation is required for any vendor made up of more than two persons. A Waiver of Subrogation in favor of HACSB must be included in the Workers' Compensation policy.	<b>Statutory</b> \$500,000 bodily injury for each accident \$500,000 bodily injury by disease for each employee \$500,000 bodily injury disease aggregate
<b>Commercial General Liability</b>	<b>Required Limits</b>
This is required for any vendor who will be doing hands on work at HACSB properties. HACSB and its affiliates must be named as an Additional Insured and as the Certificate Holder.	\$1,000,000 per accident \$2,000,000 aggregate

- **Vendor Representative:** The HACSB reserves the right to request a change in the selected firm's representation if, at our discretion, assigned personnel are not satisfying the needs of HACSB.
- **Infringement and Indemnification:** The firm awarded this contract, agrees to protect, defend and hold harmless HACSB against any demand for payment for use of any patented material, process, article, or device that it may enter into the rendering of the necessary services. Furthermore, the selected firm agrees to indemnify and hold harmless HACSB, its Board of Commissioners and employees from any liability whatsoever; including wrongful death, based or asserted upon any act or omission of the bidder, its employees, sub-contractors and agents relating to or in any way connected with the accomplishment of the work or performance of service under this agreement. As part of the foregoing indemnity the successful bidder agrees to carry a minimum Commercial General Liability insurance coverage of \$1,000,000 per each occurrence and naming HACSB as additional insured.
- **Liquidated Damages:** For each day that performance under a resulting contract from this RFP is delayed beyond the time specified for completion, the successful proposer shall be liable for liquidated damages in the amount of \$50.00 per day. However, the timeframe for performance may be adjusted at HACSB's discretion in writing and received by the successful proposer prior to default under any resulting contract.

- **Unacceptable Employees:** If any employee of the Contractor is deemed unacceptable by HACSB, Contractor shall immediately replace such personnel with a substitute acceptable to HACSB.

**6. HACSB Reserves the Right to:**

- Request an oral interview with and any additional information from firms prior to final selection of the vendor.
- Consider information about a vendor in addition to the information submitted in the response or interview.
- Reject any and all responses and waive any irregularities.
- Negotiate the fees proposed by all proposers. If such negotiations are not, in the opinion of HACSB successfully concluded within a reasonable timeframe as determined by HACSB, HACSB shall retain the right to end such negotiations.
- To retain all proposals submitted and not permit withdrawal for a period of 90 days subsequent to the deadline for receiving proposals without the written consent from HACSB.
- Reduce or increase estimated or actual quantities in whatever amount necessary without prejudice or liability to HACSB, if:
  - a. Funding is not available,
  - b. Legal restrictions are placed upon the expenditure of monies for this category of service or supplies; or,
  - c. HACSB's requirements in good faith change after award of the contract.
- Without any liability; cancel the award of any proposal(s) at any time before the execution of the contract documents by all parties

**7. Non Discrimination/Conflict of Interest.**

- **Affirmative Action:** The Offeror warrants adhering to all civil rights, equal opportunity, and fair housing and Section 3 regulations. HACSB strongly encourages minority-owned and women-owned businesses, socially and economically disadvantaged business enterprises, and small businesses to submit proposals, to participate as partners, or to participate in other business activity in response to this RFP.

Section 3 of the Housing and Urban Development Act of 1968 requires HACSB to the greatest extent feasible to provide employment opportunities to

the Section 3 residents. Section 3 residents include residents of HACSB communities and other low-income residents of the City of San Buenaventura.

The firm awarded the contract agrees to use its best efforts to subcontract and employ Section 3 residents, minority business enterprises and/or women business enterprises. HACSB is an equal opportunity employer and requires its entire contractor to comply with polices and regulations concerning equal employment opportunity.

### III. SELECTION PROCESS AND CRITERIA

#### Evaluation and Selection Criteria for Contract Award

Selection criteria will be based on the following:

CRITERION DESCRIPTION	POINTS
<b>Organizational Capacity:</b> Respondent’s organizational capacity will be evaluated through an assessment of the Respondent’s staff, specialists’, and consultants’ experience and qualifications. In addition, the Respondent’s ability to perform the work in a timely manner will be evaluated through a review of previous performance on similar projects, as well as current and projected capacity and workload. Maximum consideration will be given to those Respondents having staff with the greatest amount of experience in performing work as required herein, and who can demonstrate sufficient capacity to perform the work timely given current and projected workload.	<b>20</b>
<b>Qualifications and Experience:</b> Relevant experience and past performance will be evaluated through an assessment of previous, similarly related projects completed to date. Maximum consideration will be given to those Respondents, who demonstrate through their submittal, a documented track record of successfully completing projects of the same type required by this RFP.	<b>25</b>
<b>Approach and Response to the Scope of Services:</b> The Respondent’s approach and response to the Scope of Services will be evaluated through an assessment of the proposed approach for each element of work identified in the Scope of Services. Maximum consideration will be given to those Respondents, who demonstrate through their submittal, a clear and prudent plan for performing the required work within the established timeframe.	<b>25</b>
<b>Cost Proposal:</b> Cost proposals will be evaluated through careful analysis of the proposed cost of providing the requested services.	<b>30</b>
<b>TOTAL POINTS (Other than preference points)</b>	<b>100</b>

#### **IV. PROFESSIONAL SERVICES AGREEMENT**

In cases where a copy of HACSB's Professional Services Agreement is preliminarily attached, please review. Please provide comments or agreement to the terms listed.