



# *Website Developer*

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*RFQ 8.7.19: Website Developer*

*Publication of Request: August 7, 2019 at 8:00am*

*Submission of Response Deadline: October 18, 2019 at 12:00pm*

The Housing Authority of the City of Fort Wayne, Indiana and its affiliated entities d/b/a Fort Wayne Housing Authority (“FWHA”) seeks proposals from website developers to make updates to the FWHA company website.

The scope of work must address all components necessary to complete the process. **The Respondents to the RFQ are expected to provide the requirements including the methodology to facilitate the following Scope of Work:**

- ❖ **SCOPE OF WORK:** FWHA is seeking responses from website developers to make updates to the FWHA company website. Respondents must be able to demonstrate capacity and resources available to complete the project. Specifications are as follows;
  - FWHA is looking to redesign our current website located at [www.fwha.org](http://www.fwha.org). Our goal is to ensure that our website features all pertinent information, is user-friendly, and that all information is easily accessible. We are also looking to incorporate our social media updates into our home page.
    - The redesigned website must adhere to FWHA’s Brand Standards which will be provided to the chosen respondent.
    - All input for the website will come from FWHA and/or our Communications Consultant.
    - The following are samples of website design that we like:
      - [indyhousing.org](http://indyhousing.org)
      - [scchousingauthority.org](http://scchousingauthority.org)
      - [atlantahousing.org](http://atlantahousing.org)
      - [thecha.org](http://thecha.org)
    - FWHA would like to use the existing CMS (Wordpress) and current content (with some minor updates) for the redesign
    - We will be looking to the respondents to evaluate our current website and propose a redesign necessary to achieve our goal based on their expertise.
- ❖ This Scope of Work is used to gain an understanding of Respondent and may not be the full scope of a future contract with chosen Respondent.

**In order to answer any questions that respondents may have, we will be holding a pre-bid conference call on Friday, October 11, 2019 at 9:00am EST. The call information is as follows:**

**Phone Number:** (872) 240-3412

**Access Code:** 378-407-005

*The FWHA intends to retain the successful proposer pursuant to a "Best Value" basis, not a "Low Proposal" basis ("Best Value," in that the HA will, as detailed within the following Section, consider factors other than just cost in making the award decision). Responses should be provided in the following format and securely bound in a three-ring binder. Responses should be received as one (1) original, two (2) copies, and one (1) electronic version (via disk or flash drive). Page separators/tabs should clearly identify each section to facilitate quick reference and comparison to the material submitted by other respondents. Brevity will be appreciated. Responses should address all items requested in this RFQ including, but not limited to, the following:*

**A. Letter of Transmittal:**

1. *Include a letter of transmittal bearing the signature of an authorized representative of the respondent and the name and email address of the individual authorized to negotiate services and costs with the FWHA.*

**B. Tab 1—Vision of Project:**

1. *Provide a summary of the respondent's vision for the updates to FWHA's website that would need to be made in order to achieve FWHA's goals for this project.*

**C. Tab 2—Proposed Timeline and Execution of Project:**

1. *Provide timeline of project.*
2. *Provide expectations of FWHA during the course of the project.*

**D. Tab 3—Proposed Cost of Project:**

1. *Provide cost to complete the full project. The proposed cost submitted by each proposer are inclusive of all necessary costs to provide the proposed services not otherwise provided for herein, including, but not limited to: employee costs and benefits; clerical support; overhead; profit; supplies; materials; licensing; insurance; etc.*

**E. Tab 4—Organizational Information and Capacity:**

1. *Provide general information that best represents the respondent's organization and the capacity and resources to complete the project.*

**F. Tab 5—Available Preference Points:**

1. *Preference points will be given to any respondent that can attest to being a Section 3, MBE, or WBE Business Entity. Please provide an Employee listing if Section 3 is applicable.*

**RESPONSE EVALUATION:**

1. *Evaluation Factors: The following factors will be utilized by FWHA to evaluate each Response submittal received; award of points for each listed factor will be based upon the documentation that the respondent submits within his/her Response submittal:*

<b>NO.</b>	<b>Max Point Value</b>	<b>Factor Type</b>	<b>Factor Description</b>
1	20 Points	Objective	The respondent’s vision of project
2	20 Points	Objective	The respondent’s capacity and resources to complete the project
3	35 Points	Objective	The proposed cost to complete the project
4	20 Points	Objective	The proposed timeline of project
5	5 Points	Subjective	The overall quality and professional appearance of the response submitted, based upon the opinion of the evaluators.
100 POINTS		TOTAL POINTS (other than preference points)	

1.1 *Preference Evaluation Factor: The following factors will be utilized to evaluate each Response submittal received:*

<b>NO.</b>	<b>Max Point Value</b>	<b>Factor Type</b>	<b>Factor Description</b>
7	5 Points	Objective	SECTION 3 BUSINESS PREFERENCE PARTICIPATION: A firm must qualify for Section 3 status.
7a	5 Points	Objective	MBE PREFERENCE PARTICIPATION: A firm must qualify for MBE status.
7b	5 Points	Objective	WBE PREFERENCE PARTICIPATION: A firm must qualify for WBE status.
15 POINTS		MAXIMUM PREFERENCE POINTS (additional)	

**115 TOTAL POSSIBLE POINTS**

### **FWHA's RESERVATION OF RIGHTS:**

#### *Definitions:*

*Respondent – Company or individual responding to the RFQ*

*Contractor – Company or individual who is awarded the contract*

#### *FWHA reserves the right to:*

- 1. FWHA reserves the right to reject any or all Responses, to waive any informality in the RFQ process, or to terminate the RFQ process at any time, if deemed by the FWHA to be in its best interests.*
- 2. FWHA reserves the right not to award a contract pursuant to this RFQ.*
- 3. FWHA reserves the right to terminate a contract awarded pursuant to this RFQ, at any time for its convenience upon fourteen (14) days written notice to the successful Respondent(s).*
- 4. FWHA reserves the right to determine the days, hours and locations that the successful Respondent(s) shall provide the services called for in this RFQ.*
- 5. FWHA reserves the right to retain all Responses submitted and not permit withdrawal for a period of sixty (60) days subsequent to the deadline for receiving Responses without the written consent of the FWHA Contract Administrator (CA).*
- 6. FWHA reserves the right to negotiate the fees proposed by the Respondent entity. If such negotiations are not, in the opinion of FWHA's CA, successfully concluded within a reasonable timeframe as determined by FWHA, FWHA shall retain the right to end such negotiations.*
- 7. FWHA reserves the right to reject and not consider any Response that does not meet the requirements of this RFQ, including but not necessarily limited to incomplete Responses and/or Responses offering alternate or non-requested services.*
- 8. FWHA shall have no obligation to compensate any Respondent for any costs incurred in responding to this RFQ.*
- 9. FWHA shall reserve the right to at any time during the RFQ or contract process to prohibit any further participation by a respondent or reject any Response submitted that does not conform to any of the requirements detailed herein. Each prospective respondent further agrees that he/she will inform FWHA's CA in writing within five (5) days of the discovery of any item that is issued thereafter by FWHA that he/she feels needs to be addressed. Failure to abide by this timeframe shall relieve FWHA, but not the prospective respondent, of any responsibility pertaining to such issue.*
- 10. FWHA reserves the right, prior to award, to revise, change, alter or amend any of the instructions, terms, conditions, and/or specifications identified within the RFQ documents issued, within any attachment or drawing, or within any addenda issued. All addenda will be posted on FWHA's website [www.fwha.org](http://www.fwha.org) under Procurement Portal. Such changes*

*that are issued before the Response submission deadline shall be binding upon all prospective respondents.*

11. *In the case of rejection of all Responses, FWHA reserves the right to advertise for new Responses or to proceed to do the work otherwise, if in the judgment of FWHA, the best interest of FWHA will be promoted.*
12. *FWHA reserves the right to, without any liability; cancel the award of any Response(s) at any time before the execution of the contract documents by all parties.*
13. *FWHA reserves the right to reduce or increase estimated or actual quantities in whatever amount necessary without prejudice or liability to FWHA, if:*
  - 13.1 *Funding is not available,*
  - 13.2 *Legal restrictions are placed upon the expenditure of monies for this category of service or supplies; or,*
  - 13.3 *FWHA's requirements in good faith change after award of the contract.*
14. *FWHA reserves the right to make an award to more than one respondent based on ratings and to award with or without negotiations or a "Best and Final Offer" (BAFO).*
15. *FWHA reserves the right to require additional information from all respondents to determine level of responsibility. Such information shall be submitted in the form required by FWHA within two (2) days of written request.*
16. *FWHA reserves the right to amend the contract any time prior to contract execution.*
17. *FWHA reserves the right to require the Contractor to keep accurate timesheets for all employees assigned to perform any project, task, or assignment resulting from this RFQ and any resulting contract.*
18. *FWHA reserves the right to contact any individuals, entities, or organizations that have had a business relationship with the respondent regardless of their inclusion in the reference section of the Response submittal.*
19. *In the event any resulting contract is breached, prematurely terminated or cancelled due to non- performance and/or withdrawal by the Contractor, FWHA reserves the right to seek monetary restitution (to include but not limited to withholding of monies owed) from the Contractor to cover costs for interim services and/or cover the difference of a higher cost (difference between existing Contracted rate and new Contract rate) beginning the date of Contractor's termination, breach and/or cancellation through the contract expiration date.*
20. *FWHA reserves the right to require the Contractor to replace any employee, subcontractor, or other individuals and/or entities, found to be unacceptable, performing work under any contract resulting from this RFQ. Replacement shall occur within two (2) days of notification by FWHA.*

*The contact person will be Jessica Matuska – Special Projects Coordinator for FWHA. She can be contacted at 260.267.9300 ext., 7601 or via email at [jmatuska@fwha.org](mailto:jmatuska@fwha.org).*

## RFQ Q&A

What is the purpose of the website? **The purpose of the website is to provide a resource to the community on the programs that FWHA offers as well as information on our company as a whole.**

What are your company goals and mission? **To revitalize the city of Fort Wayne by building and developing safe, quality, affordable housing options, while providing programs to foster community, alleviate poverty and encourage long-term economic self-sufficiency. And how does the website fit that strategy? The website provides a platform of information for clients and out community to retrieve information on affordable housing programs and services.**

Who are your primary and secondary users? **Current clients, potential clients, and community partners.**

What are the reasons, motivations, and incentives for them to come to the website? **Needing information on programs and services.**

What are the main use cases (usage scenarios) of user actions on the website? **Getting information on events, news, accessing forms, and applying for housing programs.**

What are the currently identified pitfalls and challenges of the website? **Takes too much time to locate important information.**

What don't you like about the current site? **We do not like how much time it takes to locate needed information such as news, events, etc. What do you like? We like our branding and type of information that we have available.**

What is the main goal of the project? **From RFQ: FWHA is looking to make changes and updates to our current website located at [www.fwha.org](http://www.fwha.org). Our goal is to ensure that our website features all pertinent information, is user-friendly, and all information is easily accessible. We are also looking to incorporate our social media updates into our home page.**

What are you looking for from the potential web developer partner? **We are looking for a web developer that has experience in developing content-rich websites in an organized way and also someone who has the ability to look at our current website and make suggestions to achieve our goal.**

What are the current technical challenges (if any)? **None**

Which social media channels do you use? **Facebook and Twitter**

Which kind of information would you like to share on the website? **We need to keep most of the information that is currently being shared. Do you need help with content creation? FWHA will assist with content, but we'd like the web developer to work with our Communications Consultant on content development as well.**

Which CMS is currently being used? **Wordpress**

You have a login page. What kind of information do you share or provide in the private section of the website? What functionality does it need? Is it part of the project? **The login page is for those who wish to apply, have already applied, or currently participate in one of our programs. This is just a link to a data management system which is not part of the actual FWHA website.**

Do you require that our "Letter of Transmittal" proceed our proposal, or should it accompany it? **The Letter of Transmittal should accompany your proposal.**

Are you interested in proposals for a full website design, reorganization and development or for on call work starting with updating the home page with social media integration? **The proposal should include any updates you and your team feel would be necessary to achieve our goal. We are open to whatever type of update that should be: a complete redesign or just updates and reorganization. We are asking that all respondents review our current website and provide honest feedback and solutions to make our website better and more user friendly.**