

It is the responsibility of each Vendor to ensure a timely submission of their proposal to HAUC at rfp@housinguc.org.

All proposals must be submitted by e-mail in PDF format and must be received by HAUC by Monday, August 22, 2022, no later than 5:00 p.m. MST. HAUC is not responsible for late delivery of a proposal for any reason.

Late proposals submitted after 5:00 p.m. MST on Monday, August 22, 2022, will not be considered.

Hard copy, facsimile or telephone proposals will not be accepted or considered.

When submitting your proposal to rfp@housinguc.org, the email subject line must state: "RESPONSE To New Website RFP"

The bids will be printed and read aloud on Tuesday, August 23, 2022 at 9:00 am. If you would like to be present please advise HAUC by emailing RFP@housinguc.org and a zoom link will be provided. All bids must be plainly marked with RFP number and Vendor name in the body of the email. HAUC reserves the right to reject any and all bids and waive informalities and irregularities in the bids received.

New Website

Request for Proposals (RFP)

Issued August 1, 2022



Housing Authority of Utah County

485 N Freedom Blvd
Provo, UT 84601
P: 801.373.8333
F: 801.373.2270

www.housinguc.org



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New Website
REQUEST FOR PROPOSALS (RFP)
INSTRUCTIONS

I. GENERAL INFORMATION

A. Introduction

Housing Authority of Utah County (HAUC) is a public housing agency established in 1973. The agency's main office is located at 485 N Freedom Blvd, Provo, UT 84601.

HAUC's mission is: "Assisting others in obtaining safe and affordable housing as they strive to achieve self-sufficiency and improve the quality of their lives."

HAUC is headed by an Executive Director (ED) and governed by a five-person Board of Commissioners (BOC) and is subject to the requirements of Title 24 of the Code of Federal Regulations (CFR), state law, program and administrative policies. There are approximately 23 staff members in the organization who perform the following functions: property management, resident service coordination, administrative/finance functions, maintenance/modernization services and rental assistance program administration.

HAUC assists eligible families to address their housing needs through a variety of housing programs including Housing Choice Vouchers (HCV). HAUC owns and currently operates 220 units of assisted housing at multiple sites and assists over 1,100 families through the HCV program and other programs in Utah County.

For more information on HAUC and its rental assistance programs, please visit the Housing Authority website at www.housinguc.org.

B. Overview

HAUC seeks a qualified firm to create an informative, user-friendly website for prospective and current residents, Landlords and HAUC employees. The website must provide documents to be downloaded by users, and where possible, the ability for users to upload information and documents. The Vendor will work with HAUC to create the necessary architecture that easily communicates a multitude of information, while reducing redundant information, duplicated links, and outdated documents. The new website must be considered HAUC's second brick and mortar, needing to look and function in a manner that reflects a professional and user friendly appearance and feel.

The overall look of the site must be clean and inviting with simple and concise language, compelling visually, and intuitive functionality for all users. The website's responsive design must operate on desktops, tablets, and mobile.

C. HAUC's current website

HAUC's current website is located at www.housinguc.org. The current HAUC website lacks portals for employees and landlords, functionality, intuitive design and the appearance HAUC desires for the future.

D. Our Web Audiences

Our principal target audiences include:

- Potential participants/applicants
- Current participants/tenants
- Potential Landlords
- Current Landlords
- General public
- Builders/Developers
- Employees

II. GENERAL TERMS AND CONDITIONS

A. Review and Compliance

It is the responsibility of each Vendor to review this entire document, including its attachments and comply with all requirements of this Invitation. "Vendor" refers to any person or entity who may, or does, submit a proposal in response to this RFP.

B. Proposal Terms

All proposals submitted by Vendors and received by HAUC will be treated as contract offers. A Vendor's proposal must remain open from the time of receipt of the proposal by HAUC and continue for a minimum of 120 days after the date of Vendor's product demonstration, pursuant to this RFP, and may not be unilaterally modified by the Vendor during that period.

Alterations, modifications or variations of a proposal after the submission deadline will not be considered by HAUC, unless authorized by an amendment or addendum to this RFP issued by HAUC. In the case of any award pursuant to this RFP, the awarded Vendor must keep in effect all proposal terms, including pricing, throughout any contract negotiations.

C. HAUC's Reservation of Rights-Right to reject, waive, or terminate the RFP.

HAUC reserves the right to reject any or all proposals, to waive any informality in the RFP process, or to terminate the RFP process at any time, in its sole and absolute discretion if deemed by HAUC to be in its best interests.

1. Right to Not Award. HAUC reserves the right not to award a contract pursuant to this RFP.
2. Right to Terminate. HAUC reserves the right to terminate a contract awarded pursuant to this RFP, at any time for its convenience upon five (5) days written notice to the successful Vendor(s).
3. Right to Determine Time and Location. HAUC reserves the right to determine the days, hours and locations that the successful Vendor(s) shall provide the services called for in this RFP.
4. Right to Retain Proposals. All proposals submitted, including all items and materials submitted as part of the proposals, become the property of HAUC, whether or not selected. Proposals may be appended by HAUC to any contract between HAUC and Vendor providing such materials. HAUC may permit the withdrawal of proposals when requested in writing by the Vendor.
5. Right to Reject Any Proposal. HAUC reserves the right to reject and not consider any proposal that does not meet the requirements of this RFP, including but not limited to incomplete proposals and/or proposals offering alternate or non-requested services.
6. No Obligation to Compensate. HAUC shall have no obligation to compensate any Vendor for any costs incurred in responding to this RFP.
7. Right to Prohibit. HAUC shall reserve the right to at any time during the RFP or contract process to prohibit any further participation by a Vendor or reject any proposal submitted that does not conform to any of the requirements detailed herein.

In no event will HAUC permit modification to a Proposal after the submission deadline.

D. Contract Term

The initial term of the contract will be for up to a minimum of two (2) years from the date the contract is executed between the Vendor and HAUC.

III. OBJECTIVES & REQUIREMENTS

A. Objectives

HAUC's expectation is to have a fully functional website ready for use after 120 days of executing an engagement letter with the selected vendor. Training for administrators and users shall be conducted prior to the transition to the new website.

Our principle goals for the new website include:

1. Educate our client base (prospective applicants and current program participants) by explaining HAUC's housing programs and other services.
2. Make important program requirements, forms, policies and other information readily available.
3. Accommodate access portals for Landlords, Participants, Vendors, and Employees.
4. To provide clients an on-line option for submitting commonly requested information to HAUC (can be part of a Participant Portal).
5. Principal source for marketing HAUC programs.
6. Display a positive and professional appearance for the Housing Authority.
7. Minimize phone and walk-in traffic to the Housing Authority's front desk.
8. Market owned rental properties by utilizing a tool for virtual tours.

B. General Requirements

Proposals must demonstrate the Vendor's understanding of HAUC's needs and expectations as prescribed in this Invitation, and must demonstrate the Vendor's capability to meet those needs and requirements

C. Specific Requirements

The Vendor will provide the following scope of work:

- Develop a responsive website for HAUC along with a Content Management System usable by our staff. Work includes content strategy, graphic designs, development, revisions, support, and training.
- HAUC will create and maintain site content. Current content on the HAUC website will not be migrated to the new website. We plan to do a major content cleanup before migrating any data. We would like at least three (3) design mock-ups for review.

HAUC needs a new website that:

- Uses a mobile-friendly and responsive platform that is accessible, usable, and appealing.
- User Friendly navigation for all users.
- An action-oriented homepage that helps send visitors to the right place.

- Aligns with Web Content Accessibility Guidelines (WCAG) 2, American Disability Act (ADA), and Rehabilitation Act (Sec. 504) best practices.
- Allows seamless integration with mobile devices, apps, blogs, social media tools and video.
- Uses a Content Management System that features intuitive user access, editing permissions, a review workflow, and expedient launch times.
- Provides a smart engine that is user-friendly, scalable and functional.
- Access control by HAUC Administrators
- The site must be compatible with Internet Explorer, Firefox, Chrome, and Safari.
- Provides smooth and dependable interplay with the internal and external websites and Landlord, Tenant, Vendor and Employee portals.
- Includes quality translation tools, text sizing, Google Maps, and chat feature.
- Provides state-of-the-art security and encryption features. Secure front and back end access with firewalls and access controls that works in conjunction with SSL.
- Provides functionality to allow real-time data dashboards to be displayed on the platform.
- Website analytics, (e.g. Google Analytics) reporting and site traffic monitoring incorporated into the website.
- Vendor should be prepared to discuss options, including email subscription application and how email lists may be managed, etc.
- Use methods to secure email addresses from spammers and hackers.
- Fillable forms from each department for user to complete, sign and send to HAUC in PDF format (with ability to readily download Adobe Acrobat).
- Website Transition and Deployment should include testing of all functionality, links, pages, and staff training. The transition plan must identify, quantify and minimize any anticipated downtime. The transition shall occur during non-business hours.
- Create interactive forms and portals.

D. Insurance

During the term of any contract awarded pursuant to this RFP, Vendor, at its sole cost and expense, will provide commercial insurance of such type and with such terms and limits as may be reasonably associated with the contract. At a minimum, such insurance shall include:

Commercial General Liability coverage, occurrence basis, with a minimum of \$1,000,000 combined single limit (with defense cost in excess of limit of liability); and Professional Services Liability or Errors and Omissions coverage, with a minimum limit of insurance of \$1,000,000.

Vendor's insurance coverages must be primary insurance with respect to HAUC. Any insurance maintained by HAUC will be excess of Vendor's insurance and will not contribute with it.

Vendors must address this question in their proposals: Does your organization currently have, or will your organization be able to provide the insurance requirements as specified in this RFP?

Any exceptions and/or assumptions to the insurance requirements must be identified in the Vendor's response. Exceptions and/or assumptions will be taken into consideration as part of the evaluation process; however, vendors must be specific. If vendors do not specify any exceptions and/or assumptions at time of proposal submission, HAUC will not consider any additional exceptions and/or assumptions during any negotiations.

Upon contract award, the successful Vendor must provide certificates of insurance identifying the coverages specified in this RFP in a form acceptable to HAUC.

IV. PROPOSAL PRICING

A. Cost Items

The Vendor must provide a detailed fee schedule for all services requested to include but not be limited to material, labor equipment and incidentals required for a complete and operational system. Fee schedule to include transportation, on-site visits, visitations with staff, general, and administrative cost. There should be no hidden cost associated with this request.

- Break down cost by project and/or production hours, tools, and functionalities
- Cost for ongoing support options
- License fees (if any)
- Provide the hourly rate for additional items requested beyond this RFP

B. Payment

Generally, payment by HAUC will be tied to specific milestones, which may include satisfactory acceptance testing, and/or deliverables.

Payment terms are net 30 days after receipt of correct invoice containing information required by HAUC and acceptance of deliverable (after testing).

V. PROPOSAL SUBMISSION

This section of the invitation deals with the requirements for contents and submission of proposals.

A. Deadlines & Delivery

It is the responsibility of each Vendor to ensure a timely submission of their proposal to HAUC at rfp@housinguc.org.

All proposals must be submitted by e-mail in PDF format and must be received by HAUC by Monday, August 22, 2022, no later than 5:00 p.m. MST. HAUC is not responsible for late delivery of a proposal for any reason.

Late proposals submitted after 5:00 p.m. MST on Monday, August 22, 2022, will not be accepted or considered.

Hard copy, facsimile or telephone proposals will not be accepted or considered.

When submitting your proposal to rfp@housinguc.org, the email subject line must state: "RESPONSE To New Website RFP"

B. Questions from Prospective Vendors

Any prospective Vendor desiring an explanation or interpretation of the RFP, statement of work, etc., must request it in writing. Oral explanations or instructions will not be binding. Any information given to a perspective Vendor concerning a RFP will be posted on the HAUC website as an addendum to the RFP.

All questions regarding this RFP should be directed to Jeremy Runia no later than 4:00 p.m. on August 16, 2022. Inquiries may be sent via email to rfp@housinguc.org. Any addendums will be placed on HAUC's website at www.housinguc.org by close of business day on August 17, 2022.

C. Proposal Format

All proposals must contain the following components and be organized in the following format, along with all supplemental documentation required under this Invitation:

- Submitted in electronic .PDF format
- Pages numbered consecutively

Provided in the sequential order listed below:

- Vendor Application Cover Sheet (see Appendix A)
- **Cover Letter:** Provide a cover letter outlining the components of your proposal.
- Provide responses to the following evaluation criteria:
 - **Plan, Methodology, Approach, and Strategy:** Describe your approach for development, implementation, and maintenance services outlined in this RFP. Provide a timeline for development, cutover, and deployment.
 - **Demonstrated web design skills:** Provide evidence of high level of skill in website design in producing attractive websites that offer an effective, user-friendly environment that is easy to manage and meets contemporary standards for website appearance and functionality. Please provide links to 5 websites that demonstrate your web design skills and were designed by the Vendor responding to this RFP.
 - **Technical Expertise:** Describe your expertise in website architecture development, content management systems, interactivity, analytics and searchability, database integration security, customer support and other technical aspects of producing a highly functional website.

- **Customer Service:** Describe how you would approach developing an understanding of our organization and our unique needs in a website, the ability to create architecture and design that supports HAUC’s current and future needs, and the training approach you will use to ensure HAUC’s staff have the knowledge to manage HAUC’s new site.
- **Proposed Pricing:** Submit a lump-sum price based on the Goals, Objectives and Guidelines identified in this RFP. Propose an hourly fee for potential work outside of the scope of this RFP.
- **Resumes:** Provide the resumes for key personnel that will be responsible for the completion of work identified in this RFP.
- **Required Forms:** see Appendix A
- Company W-9
- Current Certificate of General Liability Insurance
- Current Certificate of Workers Compensation Insurance

D. Content

All information requested by this RFP must be submitted as part of Vendor’s proposal. Only information that is received in response to this RFP will be evaluated.

References to information submitted to HAUC outside this invitation process or references to Internet website addresses will be deemed non-responsive and will not be considered by HAUC.

Cross-references to other portions of a Vendor’s proposal submitted in response to this RFP are acceptable but must reference the specific section number and heading for identification.

All proposals must include completed and signed Vendor Application Cover Sheet (Appendix A) included in this RFP. The Vendor Application Cover Sheet must be placed at the front of the proposal.

VI. CONTRACT AWARD

A. Contract Conditions

The following provisions are considered mandatory conditions of any contract award made by the HAUC pursuant to this RFP:

1. **Contract Form:** HAUC will execute a contract on the successful Vendor's form as substantially approved as to form and substance by HAUC. By submitting a proposal in response to this RFP, the successful Vendor agrees that HAUC reserves the right to amend this form as agreed upon by both parties as deemed necessary.
2. **Assignment of Personnel:** HAUC shall retain the right, in its sole and absolute discretion, to demand and receive a change in personnel assigned to the work to be performed pursuant to the contract if HAUC believes that such change is in the best interest of HAUC and the completion of the contracted work.

3. Unauthorized Sub-Contracting Prohibited: The successful Vendor shall not have the right to, assign any right, nor delegate any duty for the work proposed pursuant to this RFP (including, but not limited to, selling or transferring the contract) without the prior written consent of HAUC's authorized representative. Any purported assignment of interest or delegation of duty, without the prior written consent of HAUC's authorized representative shall be void and may result in the cancellation of the contract with HAUC, or may result in the full or partial forfeiture of funds paid to the successful Vendor as a result of the proposed contract; either as determined by HAUC's authorized representative.

B. Affirmative Action

HAUC promotes competitive solicitations and does not discriminate on the basis of race, color, religion, creed, national origin, sex, disability, age or sexual orientation.

C. Proposals Open to Public

Subsequent to the award of the contract, all information submitted as part of, or in support of the proposal will be available for public inspection in compliance with state and federal laws.

VII. PROPOSAL EVALUATION

An RFP Evaluation Committee, consisting of HAUC employees, will review all proposals. This Evaluation Committee may contact any of the references provided by the Vendor, contact any Vendor for clarification of response, and/or seek information from any other sources concerning any aspect of this Invitation.

Subject to the selection factors, reservation of rights, and other terms and conditions of this RFP, HAUC will select the proposal most advantageous to HAUC. The Evaluation Committee will be evaluating the detail, completeness, and accuracy of each proposal and will select the proposal that provides the best value in meeting HAUC's business objectives.

Vendors are cautioned the Evaluation Committee is in no way obligated to make inquiries for clarification or omitted information regarded essential to complete a thorough evaluation of a Vendor proposal. Proposals at the time of submission that are not complete, accurate or concise, or contain discrepancies or omissions may not be considered.

Any award is contingent upon the successful negotiation of finalized contract terms. In no event will any claimed obligations of any kind be enforceable against HAUC, unless and until such time HAUC and the selected Vendor have entered into a written contract.

This Invitation and the successful Vendor's proposal, as may be modified pursuant to this Invitation, will be incorporated by reference into, and be a part of, any contract between HAUC and the Vendor.

RFP award scores will be based on both technical and financial evaluations through a comprehensive review and analysis by the evaluation committee.

SCORING SUMMARY

SCORING CRITERIA	POINT POSSIBLE
Plan, Methodology, Approach and Strategy	15
Demonstrated Web Design Skills	15
Technical Expertise	15
Customer Service	15
Knowledge of Housing Authorities, Government Entities, or Non-Profits	15
Qualifications and Experience of Proposed Personnel	10
Proposal Pricing – Costs covered under this proposal are exempt from all Federal and State Taxes.	15
TOTAL POINTS	100

Appendix A

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NEW WEBSITE APPLICATION COVERSHEET

Date of Application: _____

Legal Name of Organization _____

Address _____

City, State, Zip _____

Phone _____

Fax _____

Web site _____

Name of contact person regarding the application _____

Title _____

Tax ID Number _____

Email _____

Certifications

By signing this application, the following certifications are made:

1. The owner and its agents will comply with all applicable fair housing and civil rights requirements found in 24 CFR 5.105(1), including, but not limited to, the Fair Housing Act, Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, and Titles II and III of the Americans with Disabilities Act, as applicable.

Authorization

Authorized Signature: _____

Printed Name/Title: _____