



HOUSING & REDEVELOPMENT AUTHORITIES  
— OF CUMBERLAND COUNTY —

**REQUEST FOR PROPOSALS**

# **WEBSITE**

**DESIGN ■ LAUNCH ■ MAINTENANCE**

**PROPOSALS DUE FRIDAY, NOVEMBER 19, 2021**



**The Housing & Redevelopment Authorities of Cumberland County, Pennsylvania, seek proposals for the full design, launch and maintenance of a new website.**

The Authorities administer an annual budget of over \$18-million with a staff of 65 employees who provide services across this south-central county related to rental housing, affordable housing and homeownership programs, economic and community development. The high performer-status Housing Authority owns or manages 208 federally-funded public housing units as well as the housing choice voucher program (Section 8) for over 1,300 households. The Redevelopment Authority administers the federal CDBG (Community Development Block Grant) and HOME (Home Investment Partnerships) programs which benefit municipalities and non-profit organizations and their projects—everything from public works and police patrols to community parks.

In addition, the Authority partners to secure funding for noteworthy local projects such as for downtown revitalization, historic preservation, the redevelopment and reuse of existing buildings, remediating blight, improving public facilities, aiding accessibility, creating jobs and providing first-time homebuyer opportunities across the county.

Headquartered in Carlisle, the organization serves all of Cumberland County and also administers federally-funded rental housing programs in neighboring Perry County.

Proposal Due Date: November 19, 2021

Submit Proposal to: Rebecca Yearick  
Housing & Redevelopment Authorities of  
Cumberland County  
114 N. Hanover St.  
Carlisle PA 17013  
and at: ryearick@cchra.com

Contact Information: 717-462-7016  
ryearick@cchra.com

## 1. Website Project and Objectives

- the Housing & Redevelopment Authorities (herein referred to as HRA) seek a complete redesign of their website—cchra.com
- the website is to include a multi-page layout with links to internal pages related to HRA’s programs, services, projects and initiatives, as well as to external partners or resources; generally speaking, we see those overarching areas to be related to:

rental housing  
homeownership  
community and business development  
administration, and institutional promotion and stewardship\*

*\* this section of the website currently includes largely “required to post” information; HRA seeks to go well beyond this highlighting accomplishments, noting timely initiatives, showcasing projects and underscoring results achieved*

- the website will need to be easily updatable with a backend, user-friendly, database system that allows HRA staff to readily update frequently-changing and timely information; some type of interface or easily-maintained system must be in place for these functions

### Other Considerations

the website should be an inviting, visually-appealing, resource that is easy to navigate providing content that is easily accessed and understood

while appropriately referencing and describing any regulations, requirements, restrictions, processes, policies or the like, the website should strive to use common language appreciating that the user audience is particularly diverse

care should be taken to assure that the website and its content do not come off as looking or “sounding” bureaucratic or patronizing

## 2. Target Market and Users

- **the general public**, with access to content and no registration required; to provide information as related to HRA rental housing programs, homeownership programs, community and business development, and the organization
- **contracted partners, providers, vendors or external resources**, with access to registration-required content or areas (such as for completing transactions, registration or for payment)
- **employees**, with links to securely access email from remote locations; to allow staff provided access to easily update website content

### 3. Tools and Functionalities

#### - General Website Design

the website should be user-friendly, thoughtfully navigable and visually pleasing

the website must utilize the HRA logo and colors consistent with the organization’s promotional materials, and in consultation with the project manager; the current website “color codes” specific program areas (such as green for community and business development-related content), and this approach may be utilized

the website should utilize a series of static, standard and updatable headers and footers; all portions of the website should be able to be maintained by staff with minimal programming knowledge; good business and web development practices should be utilized throughout design

the current home page layout should be reviewed and recommendations made for the purpose of improving navigation throughout the website—[www.cchra.com](http://www.cchra.com)

the website should include social media links to Facebook, Twitter and others to be recommended; it should link users to HRA’s e-newsletter and provide a sign-up feature to receives email updates; it should include logos for equal housing opportunity and handicapped accessibility

the website should include new sections that better highlight and promote the work and accomplishments of HRA; new sections should include, but are not limited to:

FAQs

photo gallery (for timely posts as well as an archive feature; this could also be shown on the landing page as a scrolling feature)

a “portfolio” of community, business, housing and institutional development projects or initiatives (each using a profile template to assure they look similar in terms of presentation)

Cumberland County Blighted Property Reinvestment Board (and related items such as general information, property lists, board members and meeting notices, agendas, minutes, etc.)

Cumberland County Redevelopment Authority Land Bank (and related items such as general information, property lists, board members and meeting notices, agendas, minutes, etc.)

affiliated boards of directors (and related items such as members and meeting notices, agendas, minutes, etc.; Cumberland Senior Housing Associates is an example of such a board)

employee profiles (for periodic posts as well as an archive feature)

links to partner websites for purposes of referral and cross-promotion

housing and or real estate listings (to promote availabilities)

an enhanced property management services page for each property with photos, a description, leasing information and a contact form to be submitted online

a section to post legal notices, notices to solicit RFPs, RFQs and LOIs as examples; also to include bid announcements (request to bid)

- **Content Management System**

a system for user-friendly client interface should be developed which will allow a one-step process—in one location—to update all pages that contain a specific piece of information; for example, if a phone number is changed, it should be a one-step process to update that change in all mentions on the website

- **Page Creation and Content Population**

following an initial meeting with HRA and understanding the design, content and use objectives for the website, the contracted professional will provide three mood boards—concept designs—for the landing page and a (sample) subsequent page (section) for HRA’s consideration; the professional will take comments from HRA to further develop one to two of those or possibly a “hybrid” incorporating chosen elements from each

HRA will provide all text content for populating pages; a content-management system that offers a search function and breadcrumbs must be available on each page of the website; suggested is a website that includes prompts, questions, for the user and then narrows their search to allow for more precise navigation

HRA will provide some photographs—for example, of residential rental properties HRA owns or manages (buildings) or highlighted projects (such as those financed or funded by HRA—businesses, recreational facilities, public works projects or those representing social services)

the contracted design professional will provide stock images across the website to create visual interest throughout; HRA is an equal-opportunity employer and provides housing, housing assistance and services to persons without regard to their race, color, sex, age, familial status, religion, ancestry, national origin, handicap or disability; the stock images included in the website design should represent and reflect the increasing cultural diversity of this area and the markets HRA serves with particular emphasis on gender, racial and age diversity

- **Usability Testing**

usability testing coordinated mid-design with HRA will be required to validate navigation choices recommended by the contractor

testing should be completed using the following browsers: Firefox, Google Chrome, Internet Explorer, Microsoft Edge and Safari

the website must be iPad and portable-device responsive

- **Hosting Information**

the proposal does not include website hosting; website hosting will continue via another provider, contractor

- **Maintenance**

responses should include the cost for the contracted professional to make periodic updates to the website to be billed in 15-minute increments at a prescribed cost per hour

the contract professional will specify how that request for service is to be made and the time in which the request would be fulfilled

**4. Reporting Needs**

- HRA must have the ability to change, and ability to remove, website rights from “registered users”
- the website must provide an email to the administrator, Mary Kuna, at mkuna@cchra.com, with all information needed—an online form—for new users
- HRA will use Google Analytics to collect and report website user data; the contractor will build in extensive “conversion” and “tracking” coding as part of the website’s design

**5. Terms and Conditions**

- HRA must own, have full access to, and have the right to customize the site code
- all content provided by HRA or created for the website by the contractor becomes the property of HRA for their exclusive use
- terms of the proposal

proposals should be delivered by hard copy and via email to Rebecca Yearick by no later than November 19, 2021

all proposals must:

- 1 include a statement of authorization to respond signed by a principal of the company
- 2 use the proposal format outlined in this RFP
- 3 include a statement disclosing any existing or potential relevant conflicts of interest and, or, pending lawsuits

all parties submitting separate proposals may not discuss pricing information or they will be ineligible to respond to this request

## 6. HRA Staff Resources

primary contact: Mary Kuna, Executive Director

secondary contact/content manager: Rebecca Yearick, Community & Business Development Manager/Communications Manager

additional HRA staff members will be involved throughout the design, test, launch, implementation and maintenance phases and processes

## 7. Proposed Timeline

- RFP release date - October 21, 2021
- submission of questions from potential RFP respondents - through November 12, 2021
- **proposals due - November 19, 2021**
- shortlisted finalists interviewed and or presenting - through December 2021 (anticipated)
- proposal award date - by February 1, 2022
- design launch meetings - by March 1, 2022
- beta site testing - by July 1, 2022
- **proposed website launch - August 1, 2022**

## 8. Format for Proposals

- table of contents
- letter of introduction (including the company's legal and trade name, owner, address, phone number, contact person's name and information, and federal tax identification number)
- company history
- project manager, project team members and their resumes/professional and project vitae
- client list, emphasizing your work for organizations or service providers similar to HRA
- list of three to five websites your business has designed currently viewable to reference
- a statement asserting that you will be able to successfully complete the contract in its entirety within the prescribed timeframe given your existing and anticipated workload
- project scope (items one through five and seven)

describe the intended work and the methodology you would utilize to complete the project on time, within budget and for maximum results

prepare a timeline to develop and launch the website

- technical development

explain the process you will use to develop and build the website; include major milestones and the evaluation processes

address usability standards and testing

address any important technological information and specifications that will be utilized in the website development such as languages, platforms, etc.

- management and organizational structure

describe the communication process you will use to update and inform HRA as to your progress, and provide status reports

- budgeting

provide your quote breaking down expenses by the specific product or service (deliverable), anticipated production hours and estimated cost

detail any maintenance and support costs that should be expected as part of the website as well as ongoing costs for maintenance and support needed in the future; include the cost for periodic maintenance noted under item 3 (Maintenance)

note the licensing fees HRA should expect to pay to develop or host the website

provide the costs to train select HRA staff to update and use the website tools; provide the cost to develop a training and style guide HRA employees will use (a training manual)

develop a search engine optimization (SEO) and search engine marketing (SEM) capabilities and service plan

- being an enterprising respondent

the HRA welcomes your unique perspective and suggestions as to how to develop and deliver a website that meets our requirements as presented in the RFP yet will exceed our expectations and that of users; you are encouraged to respond with new approaches, changes and innovative ways to vastly improve the website—and that includes, as the website professional, telling us where we're going wrong proposing how to do it better

## 9. Submitting Your Proposal

Submit your proposal via email to **Rebecca Yearick at [ryearick@cchra.com](mailto:ryearick@cchra.com)** no later than **Friday, November 19**. Provide four hard copies of your proposal via USPS or hand delivery to:

Cumberland County Redevelopment Authority  
 ATTN: Rebecca Yearick  
 114 N. Hanover St.  
 Carlisle PA 17013

You are welcome to provide additional information about the business but it can only be included as a hard copy and in printed format—do not email anything other than the actual proposal.

