San Diego Regional Alliance for Fair Housing (SDRAFFH)
Website Redesign & Development
Request for Proposals (RFP)

This Request for Proposals (RFP) is intended to solicit competitive responses from local contractors to redesign and develop a new user-friendly website for the San Diego Regional Alliance for Fair Housing (SDRAFFH). All applicants are encouraged to review this solicitation thoroughly prior to submitting a proposal.

PROPOSED TIMELINE

RFP ISSUED:	Tuesday, July 5, 2022
Deadline for Questions:	Friday, July 15, 2022 at Noon
Responses Due:	Friday, August 5, 2022
Proposal Review and Section Process:	Monday, August 8, 2022 to Friday, August 19, 2022
Note: SDRAFFH may request to interview prospective contractors	
Contractor Selected and Notified:	Monday, August 22, 2022
Project Kick-off:	Tuesday, August 23, 2022
Project Completed-New Website Launch:	Winter 2022

WHO WE ARE

The San Diego Regional Alliance for Fair Housing is a dedicated group of professionals working together to ensure that all residents in San Diego County have equal access to housing. It is comprised of members of the fair housing community, government entities, enforcement agencies and housing providers.

This group has its roots in the early 1980's when the U.S. Department of Housing and Urban Development (HUD) appointed the Community Housing Resource Board (CHRB).

HUD had the vision of unifying fair housing efforts in the region and provided early leadership to foster a collaborative approach to affirmatively further fair housing and end discrimination in housing choice. HUD provided strong leadership to the first CHRB in San Diego, which led to one of the strongest, most active CHRB's in California.

Over the years, the CHRB became less active and a new, revitalized Fair Housing Resources Board (FHRB) was created to continue promoting fair housing education, training, and advocacy. In a recent effort to strengthen collaborative efforts in the region, the FHRB changed its name to the San Diego Regional Alliance for Fair Housing (SDRAFFH).

SDRAFFH also oversees the preparation of the Regional Analysis of Impediments to Fair Housing Choice (commonly known as an "AI") for the San Diego region.

OUR WEBSITE

Our website serves as a fair housing educational and informational resource for San Diego County. Visitors come to our website to find information on current laws, fair housing resources and information as to how to file a fair housing complaint.

The website, http://www.sdfairhousing.org/, uses a Bootstrap framework and is not a Content Management System (CMS). The present framework does not allow content updates with ease. Persons accessing the website access information by clicking on links.

The site also uses google translation to provide access to non-English speakers.

SCOPE OF WORK

Create a robust, flexible and state-of-the-art website that is easy for SDRAFFH to maintain.

BUDGET

The budget for this project is $5,000.

DESIRED FEATURES AND FUNCTIONALITY

- An easy-to-maintain content management system (CMS)
- Visually attractive intuitive website navigation
- Ability to easily import applicable content from current website
- Ability to expand pages to house recorded content such as webinars and videos in an online resources section
- Ability for website visitors to contact and provide comment to SDRAFFH on topics of interest
- Search Engine Optimization for analytics
- Mobile Capabilities
- Security Certifications in accordance with industry standards
- Americans with Disability Act Compliant for visual and hearing impaired
- Language translation features for persons with limited English proficiency
- Ability to link with social media and YouTube

GENERAL CONTRACTOR REQUIREMENTS – WHAT WE ARE LOOKING FOR

Education

- Bachelor's degree with a focus on computer science, computer programming or graphic design, and /or some combination of demonstrable equivalent experience.

Experience

- 5-10 years of experience with website design
- Content development experience to support small to medium-scale websites

Skills

- Attention to detail
- Effective oral and written communication, strong reading and listening skills
- Computer Fluency in standard website programming languages including HTML, PHP, XML, SQL, and JavaScript.
- Experienced with design programs. Examples include but are not limited to WordPress, Adobe Photoshop, Squarespace, or Adobe Illustrator.
- Ability to identify and problem solve issues that may hinder website performance and implement creative solutions effectively.

PROPOSAL SUBMISSION AND REQUIREMENTS

Proposals must be submitted by email only to the following e-mail address: info@sdfairhousing.org. Please mark the subject as "SDRAFFH Website Redesign and Development Services Proposal." Proposals must be received by Friday, August 5, 2022. SDRAFFH shall not be responsible for expenses incurred by any firm or person preparing or submitting a response to this RFP.

Please limit the submittal to 10 pages and include the following:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- Professional References (min. of three)
- Any key differentiators about you?
- Budget – Please highlight optional/special features that may cause the project to exceed the budgeted amount
  Note: Please include all costs associated with the project, and break into specific categories. A detailed budget (not lump sum) is required.
- Detailed list of any terms & conditions

PROPOSAL EVALUATION

Proposals will be evaluated on how well they meet the Scope of Work identified in this RFP, budget efficiency, and the Contractor's capability to perform the work based on qualifications and experience.

SDRAFFH reserves the right to solicit additional information if necessary.

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QUESTIONS

Questions must be submitted by email by Friday, July 15, 2022 at noon to the following e-mail address: info@sdfairhousing.org. Please mark the subject as "Question: SDRAFFH Website Redesign and Development Services Proposal." Answers to the questions will be posted on our website on Wednesday, July 20, 2022.

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.