



WEBSITE REDESIGN & DEVELOPMENT REQUEST FOR PROPOSAL

This RFP is for the redesign and development services of a new website for the New York City Housing Development Corporation.

Send any questions and proposals to:

Stephanie Mavronicolas, Director of External Affairs, smavronicolas@nychdc.com

RFP & Project Timeline:

- **RFP Sent:** Friday, August 30, 2019
- **Responses Due:** Monday, September 23, 2019 by C.O.B.
- **Winner Selected & Contacted:** by Monday, October 7, 2019
- **Project Kick-off:** Tuesday, October 8, 2019
- **New Website Launch Target Date:** Q4 2020

To Whom It May Concern:

You are invited to bid your best price to redesign the New York City Housing Development Corporation's website which is located at www.nychdc.com. HDC is seeking a consultant to design, develop, and launch a website that incorporates best practices in design functionality, interactivity, and communication to effectively attract, engage and retain its audiences.

HDC Overview

The New York City Housing Development Corporation (HDC) is the nation's largest municipal Housing Finance Agency and is charged with helping to finance the creation or preservation of affordable housing under Mayor Bill de Blasio's *Housing New York* plan. Since 2003, HDC has financed more than 180,000 housing units using over \$23.5 billion in bonds and other debt obligations, and provided in excess of \$2.9 billion in subsidy. HDC ranks among the nation's top issuers of mortgage revenue bonds for affordable multi-family housing on Thomson Reuter's annual list of multi-family bond issuers. In each of the last seven consecutive years, HDC's annual bond issuance has surpassed \$1 billion. For additional information, visit: <http://www.nychdc.com>.

Our Audience

Our primary audiences are development partners, investors, government agency staff, elected officials, current and potential vendors, members of the media, and prospective renters searching for affordable apartments for rent.

Our secondary audiences are job seekers looking for employment opportunities with HDC and academics researching affordable housing. In addition, the website is used to meet our public disclosure and transparency requirements, which includes posting our annual report, notices of meetings, meeting minutes, and results of financial audits.

Current Website

The current version of our website is approximately 5 years old and has received periodic updates to the layout since its initial launch in 2002. The website is in need of updating to better reflect HDC's brand, to streamline content, and to make both general navigation and internal posting more intuitive and user-friendly.

The website currently runs on Drupal Version 7.63 and is hosted by Acquia. Acquia provides a cloud-based environment for back end development and provides three development areas – Development, Staging and Production. We utilize the free version of Google Analytics to analyze our site traffic.

All posting of materials to the website is currently performed by IT staff, including press releases, videos, bond offering information, jobs, apartments for rent, meeting notices, RFPs, and other updates to website content.

New Website Objectives

The new website should include:

- A responsive, mobile-friendly design
- An easy to navigate, streamlined experience for each of our primary user groups (for example, prospective renters, investors, vendors, members of the media, and job seekers)
- The ability to incorporate an automated customer service component for routine inquiries from renters and other customers. This may also include forms that applicants and tenants could submit for complaints or general inquiries
- The ability for HDC business staff to manage and post content to the website, without assistance from IT
- The ability to perform analytics such as number of visits, tracking content, funnel visualization etc. that is easily consumable and converted into reports
- Ability to host previous and future Annual Reports
- The ability to link to external social media; basic presence with static pages on popular website like LinkedIn, Facebook, Youtube, etc
- HDC currently utilizes Drupal as the content management system for the website, using Acquia as a third-party hosting provider, but we are willing to consider alternatives

Proposal Requirements

Please include the following in your proposal response:

- 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
- References
- Any key differentiators about you?
- Pricing with optional elements line-itemed
- Terms & conditions

Please specify whether your company offers website hosting as an option, or whether HDC should continue to arrange for hosting. Also include a line item for ongoing maintenance and support after go-live that would include technical support and an allowance for minor design changes.

Conflicts of Interest

Furthermore, please disclose any other employment of situation which may create a conflict of interest if your firm were to be selected, including any relationship that the firm or any of its employees may have with HDC. Please describe any such relationship in your proposal.

All Proposals submitted to HDC in response to this RFP may be disclosed in accordance with the standards specified in the Freedom of Information Law, Article 6 of the Public Officers Law of the State of New York.

Equal Employment

If any, provide a copy of the firm's most recent Employer Information Report EEO-1 and include as Attachment to the Proposal. Please state how many women and minorities work in your firm.

Minority and Women Owned Business Enterprise (MWBE)

HDC is dedicated to furthering the participation of minority and women-owned businesses in its work. All respondents are urged to include in their proposals methods for facilitating the participation in the project of businesses that have been certified by the New York City Department of Small Business Services ("SBS") as women or minority owned. This can take any form a Respondent considers appropriate including, but not limited to, proposals intended to ensure the utilization of certified minority and women-owned businesses as subcontractors or as joint-venture partners. In addition, proposals from minority and women-owned respondents are encouraged.

New York City Location

- a) State whether the firm maintains its headquarters, or other offices, in New York City, and the number of the firm's employees who are employed in New York City. Describe the firm's commitment to its location in New York City. Since January 1, 2017, has the firm relocated any employees from offices in New York City to locations outside New York City? Does the firm have any plans to relocate any employees or offices outside of New York City in the next two years?
- b) Describe the firm's corporate citizenship and commitment to The City of New York, including local procurement of goods and services, development or participation in internship programs or scholarships, corporate philanthropy, specifically in the areas of housing and community development, and policies with regards to the use of women-owned, minority-owned and small business enterprises.

Local Law 34 Compliance

Pursuant to Local Law 34 of 2007, amending the City's Campaign Finance Law, the City is required to establish a computerized database containing the names of any "Person" that has business dealings with the "City" as such terms are defined in the Local Law. In order for the City to obtain necessary information to establish the required database, your response to this RFP is required to include a completed Doing Business Data Form (the "Data Form"), which is attached hereto. The Data Form should be sealed in a separate envelope marked "Doing Business Data Form". The Data Form will be submitted to the Mayor's Office of the City of New York (the "City"). If the City determines that your Data Form is not complete, you will be notified by the City and given four (4) calendar days to cure the specified deficiencies. Failure to do so will result in your proposal being deemed incomplete and therefore non-responsive.

HDC reserves the right to amend, modify or withdraw this RFP; to waive or revise any requirements of this RFP; to require supplemental statements or information from any responding party; to accept or reject any or all proposals received in response hereto; to extend the deadline for submission of

proposals; to negotiate or hold discussions with any responding party; and to cancel, in whole or in part, the RFP if HDC deems it to be in its best interest to do so. HDC may exercise the foregoing rights at any time without notice and without liability to any responding party or other parties for their expenses incurred in the preparation of proposals or otherwise. Proposals in response hereto will be prepared at the sole cost and expense of the responding party.

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

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