SOLICITATION TYPE: Request for Proposal (RFP)

DESCRIPTION: Website Design, Development & Hosting Services for

Lucas Housing Services Corporation

RFP NUMBER: RFP#23-LHSC002

ISSUE DATE: March 28, 2023

PRE-PROPOSAL CONFERENCE CALL: TBD

PROPOSAL DUE DATE & TIME: April 14, 2023 @ 3:00pm

Email Proposal Package to:

Gary McPheron, Procurement and Contracts Manager on behalf of Lucas Housing Services Corporation (LHSC)

gmcpheron@lucasmha.org

424 Jackson Street, Toledo, OH 43604

DIRECT INQUIRIES TO: Scott Noonan, Procurement Associate

snoonan@lucasmha.org

419-259-9438

Note: All questions & inquiries must be received via email, no later than 6 April, 2023 at 12:00 PM ET. All Proposals are subject to the Conditions, Instructions, Requirements and the Specifications attached hereto.

All proposers shall be required to meet the Affirmative Action requirements and Equal Employment Opportunity requirements as described in Executive Order #11246. Each proposer must ensure that all employees and applicants for employment are not discriminated against because of their race, color, religion, sex, military status, national origin, disability, pregnancy, genetic information, age, ancestry, religious creed, handicap or sexual orientation. The responsibility for submitting a response to this RFP at the Lucas Housing Services Corporation on or before the stated time and date will be solely and strictly the responsibility of the respondent.

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REQUIREMENTS & SPECIFICATIONS

Introduction

The Lucas Housing Services Corporation (LHSC), an affiliate of Lucas Metropolitan Housing (LMH), is seeking proposals from qualified and experienced web-design companies to design, develop, and host the LHSC website. Proposers will submit proposals to enter into a one-year agreement with LHSC (the "Agreement") with an option by LHSC to extend for four (4) additional subsequent one- year renewal agreement(s).

Background

In 2013, LMH created a nonprofit corporation LHSC to allow it to provide relief for the poor and distressed, combat community deterioration, eliminate discrimination, train, assist, and enhance low-income families so that they may achieve self-sufficiency, and provide appropriate housing.

LHSC is governed by a Board of Trustees consisting of five (5) trustees. Board of Trustees, the Elected Trustees of the Corporation can elect trustees to succeed those Elected Trustees whose terms are expiring.

LHSC is committed to a goal of thirty-five percent of all contract funds being awarded to Minority Business Enterprises (MBE). The firms submitting proposals are encouraged to include MBE participation to the maximum extent possible.

SCOPE OF SERVICES

The Web Design, Development & Hosting Services Contractor shall work in close collaboration and maintain close communication with LHSC management staff. The services shall include all or any combination of the duties described as follows:

Services shall include but not be limited to:

- Implementation and consulting consistent with industry best practices.
- Design and develop a (5) page website including pages for about us, programs & Initiatives, news & events, contact us, and donate.
- Additional subpages may be required; please provide pricing for add-on subpages.
- Project Management.
- Secure scalable web hosting.
- End-user documentation.
- Ensure that sufficient backups are in place to protect against viruses, malware, and other exploits.
- Provide stock photography and graphics to ensure that the website is aesthetically pleasing and engaging.
- Website must include an image gallery.
- Website must be ADA accessible and consistent with current ADA regulations.

Website Solutions & Hosting Services Objectives:

LHSC's goal for this RFP is to establish a long-term relationship with a vendor capable of supporting LHSC's current and future needs with a strong commitment to the continual evolution of the proposed solutions and hosting services.

LHSC's new website should promote the dissemination of information, both internally and externally, and increase public awareness and communication. The new website should strengthen the relationship between LHSC and clients/businesses by meeting the evolving expectations of the public for secure and reliable online services. LHSC's Administration's goal is to develop a website that promotes LHSC with a welcoming, modern, user-friendly, and professional feel, and to provide an easy way for staff to share information via the website. The website should be visually attractive, interesting and provide useful, relevant, and current information with the ability to conduct business online for convenience and efficiency. LHSC Administration anticipates frequent press releases and other updates to draw clients and other visitors to the website. The site must be accessible and functional using all of the common web browsers, operating systems, and mobile devices in use today, support a high degree of "uptime" and be easy to maintain. The new website should also support the use of older/slower devices so that web pages/graphics are rendered quickly and seamlessly. During implementation, LHSC's IT department will be responsible for coordinating LHSC's needs and content and assisting with implementation of the new website.

LHSC's goals of implementing a new website include:

- Provide professional and modern user experience when traversing the website.
- Provide an easy to navigate layout with contextual search capabilities.
- Provide a modern look and feel consistent with current web design standards.
- Facilitate online services and self-help capabilities.
- Ensure the website is consistent with ADA accessibility guidelines.
- Provide a secure website with regular virus and malware scans.
- Provide website uptime of 99% or greater.
- Provide a responsive website that has a consistent look regardless of the device or browser used to view it.

System Requirements:

- Provide SSL encryption for all pages.
- Provide printer friendly page formats.
- Provide uniformity of design that is visually attractive, intuitive, and easy to use.
- Meet current ADA standards for website accessibility.
- Provide a responsive website that supports all modern devices and web browsers.
- Provide breadcrumb style intuitive navigation.
- Provide a 1-year warranty on all services following implementation.
- Provide robust modern search capabilities.
- Provide a secure website that meets emerging and current industry standards on privacy and accessibility.
- Provide the ability to link to other websites and portals.
- Provide the ability for LHSC staff to update website content and add pages.

- Provide support for embedded videos from services such as YouTube or Vimeo.
- Provide measures to prevent security breaches and unauthorized access to confidential information.
- Provide the ability to block spam and suspicious IP addresses.

Webhosting Performance Criteria:

- Provide adequate bandwidth to ensure normal operation of the website during peak times.
- Ensure that full system backups are performed in regular intervals.
- Provide secure website hosting from a reputable hosting provider.
- Host website on modern hosting hardware capable of supporting all website features.
- Ensure that web hosting software is regularly patched and up to date.

Reservation of Rights:

- Owner reserves the right to increase or decrease the scope of any agreement.
- Owner reserves the right to withhold payment of invoices if in their opinion the work is not completed to partnership satisfaction.
- Cancellation of the ensuing contract may be done at any time for unsatisfactory work, untimely service, or any other reason deemed necessary by the Owner.
- Reject any or all proposals, to waive any informality in the RFP process, or to terminate the RFP process at any time, if deemed by the partnership to be in its best interests.
- Not to award a contract pursuant to this RFP.
- Terminate a contract awarded pursuant to this RFP, at any time for its convenience upon 10 days written notice to the successful bidder(s).
- Determine the days, hours and locations that the successful proposal(s) shall provide the services called for in this RFP and the right to increase or decrease sites and locations as LHSC desires.
- Retain all proposals submitted and not permit withdrawal for a period of 90 days after the deadline for receiving proposals without the written consent of Owner.
- Negotiate the fees proposed by the bidder entity.
- Reject and not consider any proposal that does not meet the requirements of this RFP, including, but not necessarily limited to, incomplete proposals and/or proposals offering alternate or non-requested services.
- Have no obligation to compensate any bidder for any costs incurred in responding to this RFP.
- Make an award to multiple proposals (including joint ventures).
- Select a proposal(s) for specific purposes or for any combination of specific purposes.

General Information:

Contractor Right to Debriefing and Protests:

It is the Owner's policy to resolve all procurement and contractual issues informally at the Authority level, without litigation. Disputes shall not be referred to HUD until all administrative remedies have been exhausted at the Authority level. HUD will only review protests in cases involving violations of Federal law or regulations or failure of the Authority to review a complaint or protest.

Any actual or prospective Contractor may protest the solicitation or award of a contract only for serious violations of the principles of Owner's Statement of Procurement. All protests shall be in writing. If the protest is in regard to the solicitation, the notice of protest must be received prior to the solicitation deadline. If the protest is in regard to an award, the notice of protest must be received within ten (10) business days after the issuance of the award notice. A written protest shall contain, at a minimum, the name, address and phone number of the protester; identification of the procurement, including solicitation or contract number; a statement of the reasons for the protest; supporting exhibits, evidence, or documents to substantiate any arguments; and the form of relief requested. The Owner shall issue a decision as expeditiously as possible after receiving all relevant information requested.

Upon the conclusion of the solicitation period and issuance of the Award Notice, Offerors shall have the right to a debriefing. The request for a debriefing meeting must be made within ten (10) days of the date listed on the Award Notice. The debriefing meeting may be held either by phone or in-person at OWNER's office. If the debriefing is in-person, travel expenses shall be the sole responsibility of the Offeror and not OWNER.

Vendor Disclosures

Vendor must provide disclosure of any pending or threatened court actions and/or claims against the Vendor. This information may not cause rejection of the proposal; but withholding the information may be cause to reject the proposal.

Conflict of Interest

No vendor will promise or give to any OWNER employee anything of value that could influence that employee in their decision on awarding contracts. No vendor will try to influence an employee of OWNER to violate any procurement policies of the agency, the Ohio Revised code, or Federal Procurement Regulations.

Proof of Insurance for Contractor and Vendors

Workers' Compensation:

- 1. OWNER requires that Contractors and vendors supply OWNER with a current Workers' Compensation Certificate.
- 2. OWNER requires that the Workers' Compensation Certificate be valid for the term of the contract.
- 3. Contractors and vendors will immediately provide verification of coverage for the contract term.

General and Commercial Liability:

- Contractor agrees to name OWNER as an <u>additional insured</u> on its general liability policy, which shall be primary to OWNER's general liability policy, and any other insurance policy as determined by OWNER that is relevant to the contract scope of work.
- 2. These policies shall also be primary to and non-contributory to OWNER's General Liability policy.
- Contractors and sub-contractors shall name OWNER as an additional insured on their General Liability policy, and any other insurance policy as determined by OWNER that is relevant to the contract scope of work.

- 4. Contractor and sub-contractors shall indemnify OWNER, fully provided by law, for all claims arising out of the Contractor's and sub-contractor's performance of this contract.
- 5. Contractor and sub-contractors shall provide proof of General Liability insurance coverage with combined single limit for bodily injury and property damage not less than \$1million per occurrence.
- 6. OWNER reserves the right to request a copy of the Contractor's and sub-contractor's full insurance policies and applicable endorsements.
- 7. Contractors and sub-contractors must maintain the insurance policies that were submitted during the entire length of the contract.

Insurance Automobile Liability:

Contractors and sub-contractors shall provide proof of Automobile insurance of owned and non-owned vehicles used on the sites or in connection therewith for combined single limit for bodily injury and property damage not less than \$500,000 per occurrence.

Indemnity:

Contractors and vendors agree to indemnify OWNER, fully provided by law, for all claims arising out of their performance of the contracts.

Processing:

OWNER's Manager of Procurement shall be responsible for obtaining proof of the listed above documents and ensuring that OWNER contracts have the appropriate indemnifications.

Vendor Examination of the RFP

Vendors are expected to be familiar with the entire RFP. The vendor is expected to respond to the RFP in a manner that makes it clear they understand and have responded to all sections of the RFP.

If a vendor discovers any mistakes or omissions in the RFP they must notify OWNER's Contact Person in writing. Clarifications and corrections will be sent to all vendors who have registered with the agency for the RFP.

Availability of Funds

This RFP and all agency contracts are contingent upon the availability of funds. If, during the RFP process, funds are not available for the proposed services, the RFP process will be canceled. The vendor will be notified at the earliest possible time. OWNER is not required to compensate the vendor for any expenses incurred as a result of the RFP process.

Termination

OWNER reserves the right to terminate an agreement without prior notification for reasons it deems in the best interest of OWNER. If terminated, OWNER will notify the Contractor of the termination in writing by certified mail, return receipt requested, and shall pay Contractor for services rendered prior to Contractor's receipt of the Notice of the Agreement Termination.

TERMS & CONDITIONS

The RFP and the commitments made in the selected proposal will be contractual obligations, if a contract ensues. Failure to accept these obligations may result in cancellation of the award.

Type of Contract

the evaluation of proposals submitted in response to this RFP may result in the issuance of a contract. The contract will incorporate the requirements of the RFP, the vendor's proposal, and all other agreements that may be reached.

The proposer shall be responsible for the execution of the project/program and contract requirements.

If subcontracting shall be involved in this contract the proposer shall clearly describe the responsibilities of each party and the assurances of the performance, you offer. The successful vendor's proposal, this RFP, and other applicable addenda will become part of the final contract and will merge into the contract.

Contract Period – Funding & Invoicing

Contracts shall be for a one-year period with the option of four (4) additional one-year extensions solely at the discretion of the OWNER. Requests for payment shall be subject to the terms and conditions of the Contractor agreement. Payment by OWNER is made within 30 days of receipt of invoices and any required documentation.

Confidentiality & Security

Any vendor that has access to confidential information will be required to keep that information confidential.

SUBMITTING PROPOSALS

Submission Requirements

Proposals must provide a clear picture of the vendor's qualifications to provide the services required in the RFP. The vendor should respond to the RFP instructions and requirements. The proposal must include all costs that relate to the responses submitted.

All proposals become the property of OWNER to use. All proposals will be considered public information and will be open for inspection.

All Proposers will be evaluated on a point system for technical and price factors. Proposers shall submit, as a part of the proposal package, evidence of the following:

 Contractor must have documented experience in performing website design work and hosting services, with references, timeline and cost. A minimum of 5 years of documented experience is recommended.

- Evidence of the proposer's experience in providing services to other public housing agencies or similar public entities as described herein.
- Proof of the proposer's qualifications to include copies of all resumes, licenses and certifications of staff that may be assigned work.

The Proposer is solely responsible for submitting all documentation to substantiate those items listed above. Failure to submit adequate documentation may result in a lower score or no points awarded for that item. Proposers are encouraged to expand on the information required.

Submissions must comply with all requirements of this RFP. No proposal shall be withdrawn for a minimum period of ninety (90) days following the proposal deadline without the consent of LHSC. Disadvantaged, minority and women-owned businesses are encouraged to respond to this solicitation.

Proposal Format

Tabbed Proposal Submittal: LHSC intends to retain the successful proposer pursuant to a "Best Value" basis, not a "Low Proposal" basis ("Best Value," in that the LHSC will, as detailed within the following Section, consider factors other than just cost in making the award decision). Therefore, so that LHSC can properly evaluate the offers received, all proposals submitted in response to this RFP must be formatted in accordance with the sequence noted following. Each category must be separated by numbered index dividers (which number extends so that each tab can be located without opening the proposal) and labeled with the corresponding tab reference also noted below. None of the proposed services may conflict with any requirement the Authority has published herein or has issued by addendum.

Respondents must address their plan to meet the specific requirements of the Scope of Services set forth in this RFP by including, at a minimum, the following:

Tab	Form	Description
1		A letter of transmittal (preferably on letterhead), bearing the signature of the authorized representative of the firm and the name(s) of the
		individual(s) authorized to negotiate services and costs with LHSC.
		Authorized individual contact information including phone number and email address shall be included within the letter.
	Form of Proposal:	This 2-page Form must be fully completed, executed where provided
1	Attachment A	thereon and submitted under this tab as a part of the proposal submittal.

1	Form HUD 5369-C (8/93), Certifications and Representations of Offerors, Non- Construction Contract; Attachment B Profile of Firm	This 2-page Form must be fully completed, executed where provided thereon and submitted under this tab as a part of the proposal submittal. This 2-page Profile of Firm Form must be fully completed executed and
	Form: Attachment	submitted under this tab as a part of the proposal submittal.
1	\boldsymbol{C}	Please attach resumes of principles and key staff and profile of the
2	Proposed Services	company and the project team. Relevant experience, a brief history of providing similar services.
2	1 Toposeu Services	Provide a detailed narrative that demonstrates the approach intended for use by the offeror.
2	Price Proposal Form <u>H</u>	Proposed Pricing for Services to perform the website design, development & hosting services. Include a cost breakdown that details the elements of the proposed costs.
3	Professional References	The proposer shall submit a listing of 3 former or current professional references for which the proposer has performed similar or like services to those being proposed herein within the last 2 years. The listing at a minimum, is to include: • The client's name or business name, • The client's contact name, • The client's address, • The client's telephone number and email address, • A brief description and scope of services, • The dates the services were provided
3	Proof of Licensing and Certifications	The proposer must provide current proof of licensing requirements. The proposer shall provide the following certificates evidencing licensing and required or supporting certifications: • Registration with the State of Ohio, or business license with the City of Toledo. • Copy of licenses / certifications required to perform the scope of services Note: upon award, a certificate of insurance with LHSC/LMH as the additional insured will be required
4	Other Information (Optional)	The proposer may include hereunder any other general information that the proposer believes is appropriate to assist the Authority in its evaluation. You may provide a sample of your work including but not limited to report, schedules, budgets, etc.

Proposal Cost

The cost of creating proposals is the responsibility of the vendor and shall not be chargeable to OWNER. The vendor must guarantee the pricing listed in the proposal will remain in effect for a minimum of 365 days after the proposal submission date.

False or Misleading Statements

Proposals containing false or misleading statements may be rejected.

Vendor Representative's Signature

An officer of the Respondent, who is legally authorized to enter into a contractual relationship on behalf of the Respondent, must sign the submission package. The signature must indicate the title or position the individual holds in the vendor's organization.

Delivery of Proposals

All proposals with table of contents will be emailed to Gary McPheron, Procurement & Contracts Manager at gmcpheron@lucasmha.com and include RFP#23-LHSC002 – Website Design, Development & Hosting Services. The completed proposal package must be received by 3:00 pm ET, on April 14, 2023. Please include the proposers name, address, telephone number, email address, due date and RFP title: RFP#23-LHSC002 - Website Design, Development & Hosting Services for LHSC". Proposals received after the deadline will not be considered.

All vendors must carefully review their final proposals. Once the file has been received, proposals cannot be changed; with the exception that LHSC may request information or respond to inquiries for clarification purpose only.

All vendors submitting a proposal must agree to honor the terms and conditions contained herein for the life of the contract.

Acceptance and Rejection of Proposals

OWNER reserves the right to accept or reject any or all proposals, to take exception to the RFP specifications, or to waive any formality. Firms may be excluded from further consideration for failure to comply with the specifications of this RFP. The recommendation of LHSC staff as well as LHSC's Board of Commissioners shall be final.

Withdrawal of Proposal

Proposals may be withdrawn by written request dispatched by the Respondent in time for delivery in the normal course of business prior to the proposal due date and time. Negligence on the part of the Respondent in preparing the required documents confers no right of withdrawal or modification of proposal data after such documents are opened.

Evaluation and Award of Contract

The Competitive Negotiation Process will be used to select the agreement award, beginning with the highest ranked firm, Owner reserves the right to negotiate an agreement with individual (s), firm (s), or organization (s) that provide the greatest benefit to Owner, not necessarily the lowest price. Firms in the competitive range may be required to be interviewed by the evaluation panel.

Owner will select the respondent that is the most advantageous to Owner based upon the evaluation criteria stated herein. Owner reserves the right to negotiate price and other factors with any acceptable respondent.

Owner reserves the right to waive any minor irregularity or technicalities in the proposals received. Owner reserves the right to award without discussion (s) and may make an award to multiple vendors. The Request for Proposals selective process will involve the ranking of proposers by the appointed Owner evaluation committee. Once the proposals have been evaluated, Owner will negotiate with the Respondent (s) who fall within the competitive range. Fees for these services will be a negotiation factor as well as any other relevant factor identified by the evaluation committee.

Preliminary Proposal Review

The review process will be conducted in two parts. The preliminary review will consist of a review to be sure the proposal meets the minimum requirements (and mandatory conditions) specified in the RFP. If they do not, they will be rejected.

Proposals in response to the RFP must meet the following requirements:

- The proposal must be received as indicated in the RFP no later than the time and date listed on the cover of this proposal. Proposals not received at the designated address by the specified date will be rejected.
- Proposal signed by authorized vendor representative.
- Proposals that pass this initial review will be considered a valid proposal and will move on to the final review. Those that do not will be filed as rejected.

Final Review

- All valid proposals will be reviewed, evaluated, and rated by the Review Committee. The Review Committee will be composed of LHSC staff.
- The Review Committee will evaluate each proposal against the criteria in the RFP. During the review, the Committee may request additional information from the vendor. Such information requests and vendor's responses must always be in writing.
- All qualified proposals shall be reviewed by the Review Committee using the included evaluation criteria sheet. The number of evaluation points for each section varies according to the value assigned for that particular aspect of the program.

The Review Committee members may request information from sources other than the written proposal to evaluate vendor's programs. Other sources of information may include oral presentations by vendors, written responses to clarifying questions posed by the Review Committee, and vendor's history/experience in providing similar services.

Review Committee member rating sheets will be used to focus discussion. The final composite Evaluation Rating Sheet that includes the prioritized vendor's rankings will be maintained on file by LHSC. The result of the review process will be a prioritized list from best to least.

Written notification will be made to all vendors who submitted a proposal. In awarding the contract, Owner's evaluation will include, but will not be limited to:

- Strength and stability of the vendor to provide the requested services;
- Ability to meet the project/program time lines;
- Overall responsiveness and completeness of the proposal as well as the likelihood that, in Owner's opinion and at Owner's discretion, the proposal best meets or exceeds Owner's specifications;
- Scope of service being proposed;
- Customer references;
- Cost of proposed service;
- Any other factors considered relevant by Owner and demonstrated by the proposal or investigation by Owner; and
- Experience with a similar project/program of comparable size and scope

Responsive proposers will be notified of their non-selection after the preferred vendor is notified. If the successful vendor fails to execute the contract, Owner may award the contract to another vendor whose proposal met the requirements of the RFP and any addenda. The period of time within which such an award of the contract may be made shall be subject to the written agreement between Owner and the vendor.

Owner reserves the right to make an award based solely on the respondent or to negotiate further with one or more Contractors. The Contractor selected for the award will be chosen on the basis of the greatest benefit to the Authority, not necessarily on the basis of the lowest price.

EVALUATION CRITERIA

The selective process will involve the ranking of proposals by the appointed LHSC evaluation committee.

Evaluation criteria to be used in reviewing proposals and their respective weights are as follows:

General Evaluation Criteria Point Value (Total: 100 Points Maximum)

Max Value	FACTOR DESCRIPTION	
25	No. 1: Relevant Experience and Past Performance: Demonstrated Quality of	
	Performance and Past Record of Professional Experience in undertaking	
	assignments similar to those described in the Scope of Services; to include timely	
	and successful completion as verified by reference checks or other means, citing	
	examples of multifamily housing with similar project completion in size and scope	
	and possessing necessary staff, equipment & systems and knowledge.	
20	No. 2: Organizational Capacity: Respondents organizational capacity will be	
	evaluated through an assessment of the Respondent's staff, specialists and	
	consultant's experience and qualifications. The respondent's ability to work in a	

	timely manner will be evaluated through a review of previous performance on similar projects.		
25	No. 3: Itemized Proposal Budget (price) relative to project scope of services.		
30	No. 4: Respondent's approach and response to the Scope of Services: The Respondent's approach and response to the scope of services will be evaluated through an assessment of the proposed approach for each element of work as identified in the scope. Maximum consideration will be given to those respondents who demonstrate through their submittal a clear and prudent plan for performing the required work within the established timeline.		
Max Value 100	Total Points		

Re-Cap of Attachments

Att	achment/Tab	Description
A	Tab 1 of	Form of Proposal [2 pages]
	Administrative	
	Proposal	
В	Tab 1 of	Form HUD-5369-C (8/93), Certifications and Representations of Offerors,
	Administrative	Non-Construction Contract. [2 pages]
	Proposal	
C	Tab 1 of	Profile of Firm Form [2pages]
	Administrative	
	Proposal	
H	Tab 2 of	Price Proposal Form (Attachment H)
	Administrative	
	Proposal	