



# **Request For Proposals No. P18008**

## **Website Refresh**

**November 1, 2018**

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## **Article 1 Introduction**

The Fresno Housing Authority (hereinafter, “the Agency”) is a public entity that has served as an affordable housing provider throughout Fresno County for over 75 years. Today, the Agency provides housing programs to 17,000 families under a variety of programs including Low Income Public Housing, Housing Choice Vouchers (Section 8), Section 42 Low Income Housing Tax Credits, Migrant Services, Farm Labor Housing, Emergency Housing, and others.

The Fresno Housing Authority consists of the Housing Authority of the City of Fresno and the Housing Authority of the County of Fresno, each of which are governed by a seven-member Board of Commissioners. The City Board is appointed by the Mayor. Five of the seven commissioners are appointed to four-year, staggered terms. The other two members are appointed to two-year terms from among the residents of housing owned by the Housing Authority. The County Board of Commissioners is structured in the same manner, except that the County Commissioners are appointed by the County Board of Supervisors.

Fresno Housing’s Vision: Make Fresno an engaged county, where all residents have access to quality housing that contributes to vibrant communities, and where all residents are empowered to achieve their educational and economic goals.

Fresno Housing’s Mission: Create and sustain vibrant communities throughout Fresno County.

Fresno Housing’s Strategic Goals: To accomplish its mission, the Agency focuses on four primary strategies as it works toward its broad, community-building mission:

- Place: Develop & expand the availability of quality affordable housing throughout the city & county of Fresno by growing & preserving appropriate residential assets & increasing housing opportunities for low-income residents.
- People: Respect community needs & knowledge - by listening, learning, and researching - & respond to issues compassionately, intelligently, & intentionally - by developing exceptional programs based on shared expectations.
- Public: Build support for housing as a key component of vibrant, sustainable communities through public information, engagement, and advocacy that promotes affordable housing & supports the advancement of Fresno's low-income residents.
- Partnerships: Collaborate to strengthen the Housing Authority's ability to address the challenges facing Fresno communities.

## Article 2 RFP Information at a Glance

Fresno Housing Authority Contact Person (NOTE: Unless otherwise specified, any reference herein to “Contracting Facilitator” or “(CF)” shall be a reference to Ms. Aguigam.)	Lyric Aguigam, Procurement Coordinator E-mail: laguigam@fresnohousing.org Phone: 559-443-8437 TTY (800) 735-2929
How to obtain the RFP documents on the applicable internet site	1. Access nahro.economicengine.com (no “www”). 2. Click on the “Login” button in the upper left side. 3. Follow the listed directions. If you have any problems in accessing or registering on the system, please call customer support at 1-866-526-9266.
Pre-Proposal Conference	<b>Thursday, November 29, 2018 at 10:00 AM PST</b> To dial in by phone: +1.213.226.1066 Conference ID: 575-482-803 #
Deadline to submit questions	<b>Thursday, November 29<sup>th</sup>, 2018 at 5:00 PM PST</b>
How to fully respond to this RFP by submitting a proposal document	1. In accordance with <u>Section 5.04</u> of the RFP document, proposer shall submit the required proposed costs where provided within the nahro.economicengine.com website. 2. In accordance with <u>Section 5.06</u> of the RFP document, submit <b>4 copies of your “hard copy”</b> proposal to the Agency & include a PDF of your proposal on digital media (USB thumb drive or CD) submitted with your hard copy proposal.
Proposal submission return and deadline	<b>Thursday, December 20<sup>th</sup>, 2018 at 4:00 PM PST</b> Fresno Housing Authority Central Office, Attn: Lyric Aguigam 1331 Fulton Street, Fresno, CA 93721 *(The proposed costs must be entered within the aforementioned Internet site and the “hard copy” proposals must be received in-hand and time-stamped by the Agency no later than 4:00 p.m. on this date).

## **Article 3 Fresno Housing Authority's Reservation of Rights**

### **Section 3.01 Right to Reject, Waive, or Terminate the RFP**

The Agency 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, if deemed by the Agency to be in its best interests.

### **Section 3.02 Right to Not Award**

The Agency reserves the right not to award a contract pursuant to this RFP.

### **Section 3.03 Right to Terminate**

The Agency reserves the right to terminate a contract awarded pursuant to this RFP, at any time for its convenience upon 10 days written notice to the successful proposer(s).

### **Section 3.04 Right to Determine Time and Location**

The Agency reserves the right to determine the days, hours and locations that the successful proposer(s) shall provide the services called for in this RFP.

### **Section 3.05 Right to Retain Proposals**

The Agency reserves the right to retain all proposals submitted and not permit withdrawal for a period of 60 days subsequent to the deadline for receiving proposals without the written consent of the Agency Contact Person (CF).

### **Section 3.06 Right to Negotiate**

The Agency reserves the right to negotiate the fees proposed by the proposer entity.

### **Section 3.07 Right to Reject Any Proposal**

The Agency reserves the right to 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.

### **Section 3.08 No Obligation to Compensate**

The Agency shall have no obligation to compensate any proposer for any costs incurred in responding to this RFP.

### **Section 3.09 Right to Prohibit**

The Agency shall reserve the right to at any time during the RFP or contract process to prohibit any further participation by a proposer or reject any proposal submitted that does not conform to any of the requirements detailed herein. By accessing the [nahro.economicengine.com](http://nahro.economicengine.com) Internet System (hereinafter, the "noted Internet System" or the "System") and by downloading this document, each prospective proposer is thereby agreeing to abide by all terms and conditions listed within this document and within

the noted Internet System, and further agrees that he/she will inform the CF in writing within 5 days of the discovery of any item listed herein or of any item that is issued thereafter by the Agency that he/she feels needs to be addressed. Failure to abide by this time frame shall relieve the Agency, but not the prospective proposer, of any responsibility pertaining to such issue.

## **Article 4 Scope of Work/Technical Specifications**

Fresno Housing (FH) is seeking a web-based solution that will allow staff to create, edit, and maintain the web site (fresnohousing.org). The goal of this project is to update content and formatting on the current website to allow ease in update, compatibility in multiple platforms and responsive design. The project also requires a solution that allows FH staff to create, edit, and maintain the website. Prior to submission, vendors must have successfully performed and/or completed updates and redesigns of other entities' websites in the last year.

This project does not include website hosting services as the current site is hosted on an off-site server farm. The current Fresnohousing.org (fh.org) site launched in 2011 built on a WordPress Content Management System (CMS). The website content has been updated numerous times, while WordPress has only been upgrade a few times before reaching its current version of 4.9.6.

The current website has an audience that includes; 50,000+ FH residents, 250 FH staff, potential investors, community partners, media, and interested parties throughout the nation.

Most editing and configuration of fh.org is done via the FH Communications department. FH intends to distribute this responsibility throughout all of the FH departments (ten). For this reason, FH does not want limitations to the number of content editors allowed.

It is the intent of FH to select a vendor to provide services in each of the following categories: 1) Professional services, from concept to post implementation review, for designing, developing, and implementing an updated FH web site; 2) Knowledge, skills, and experience to implement the objectives; 3) Transfer of knowledge to FH Staff; 4) A system solution for administration, development, publishing, editing, and management of fh.org by FH staff.

**All vendors participating in this Request for Proposal must describe, in detail, how they will fulfill each of the following project objectives. For your response to be considered, refer to the section and number in your response to each item.**

### **Section 4.01 General Requirements**

The vendor must have organization and management structure adequate and appropriate for overseeing and supporting the proposed services, and will provide sufficient management, customer service, and technical support staffing level.

**Please fully respond to the items below by including the question/statement in each response.**

1. Describe, in detail, your organization's company structure and include a company organization chart.
2. How many project managers, customer service, and/or technical support staff would be assigned and available to assist and support FH and the solution project, during implementation and maintenance?
3. Provide the titles, experience, and qualifications of the vendor personnel responsible for response at the various levels of support.
4. Describe your experience with website upgrades conversions. How many clients are using the proposed solution? How long has the solution been in production for these clients and what types of services? Describe the number and complexity of those conversions.
5. Provide a description of your company's ability to launch a solution within 120 days of contract signing.

#### **Section 4.02 Project Objectives and Design Layout**

**Please fully describe how your solution would attain the requirements identified below by including the question/statement in each response.**

Fresno Housing utilizes its website ([www.fresnohousing.org](http://www.fresnohousing.org)) as the primary platform for public communication with residents, elected and appointed officials and staff; other governmental agencies; the legislature; the media; the business community; internal staff and organizational committees; regional partners; project consultants; and the general public.

1. The vendor will provide services to design, develop, and implement a new web site for Fresno Housing.
2. The system will be a responsive design to display properly on various devices, such as smartphones, PCs, tablets, etc.
3. The system will provide multiple design style/template options with font/color/layout that maintain consistent look and feel but provide variety for content editors.
4. The public site will be ADA Section 508 Standards Compliant for viewing by visually or physically impaired individuals.
5. OPTIONAL: Please describe your ability to provide for the creation of our own templates for use by content editor staff.

#### **Section 4.03 Functionality**

The successful proposer will demonstrate the following system requirements.

1. The system will allow for at least three levels of user permissions. (E.g. System Administrator, Approver, Staff). Whereas Approver approves the content created by Staff before publishing.
2. System Administrator has the ability to modify layout, navigation, CMS settings and the ability to add templates.



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- a. The system will allow for storage and retrieval of ancillary documents and files and does not restrict file size or quantity of files placed on the server.
- b. The system will provide a simple and intuitive content editing interface.
- c. The system will include a comprehensive search tool.
- d. The system will support content updates with the ability to route through an approval change process.
- e. The system will allow staff to create on-line forms for data submission and contacting staff via email.
- f. The solution will allow for data and content migration to the new site. This task will be a joint effort by both the successful vendor and FH staff.
- g. The system will be able to provide site visitors with content subscriptions and email alerts.
- h. The system will provide site statistics.
- i. The system will include a solution to integrate Social Media streams. Including but not limited to Twitter, Facebook and Instagram.
- j. The website will include online calendars that connect to Agency Microsoft Exchange Online calendars with the ability to filter included but not limited to the following;
  - i. Event Type
  - ii. Location
  - iii. Zip code + 5,10,20 mile radius
- k. The system will include an online rent calculator to give residents an estimate of their rent portion. The system will include a mechanism for FH staff to update the values being used in the calculation.
- l. The website will include an interactive map of 70+ Fresno Housing properties including but limited to the following information. All of which will be editable by FH staff
  - i. Address
  - ii. Property Manager contact information
  - iii. Relevant phone numbers
    1. Site
    2. Maintenance
  - iv. Project type
  - v. Building type
  - vi. Number of units
  - vii. Photos
  - viii. Income Limits
  - ix. Link to relevant documents/resources
    1. marketing flyer (if available)
    2. How to apply for this property (Link to PDF or redirect to third party online application)
    3. Link to personalized website (if available)

4. "What is an emergency" PDF
    5. Change request for with ability to send via email.
    6. Property specific resident request form.
  - m. The interactive map will have the ability to filter on including but not limited to the following;
    - i. Event Type
  - n. System Administrators have the ability to add new properties by adding the property address.
  - o. OPTIONAL: Please describe how your solution could expand to include internal, intranet sites after a successful launch of the external sites.
  - p. OPTIONAL: Please describe how your solution could shrink/grow or redistribute content to accommodate multiple languages (Spanish, Hmong, etc.)
3. System
  - a. The system will have the option to be upgraded without re-coding.
  - b. The deployed system will be browser independent.
  - c. OPTIONAL: Please describe how your solution could provide for the ability to have a staging/development site that can be used for training, testing.

#### **Section 4.04 Technology Requirements**

The solution will operate within the existing FH IT environment including its Local and Wide Area data network and hardware and software infrastructure. It will comply with internal IT standards and have the capability of inter-operating, integrating, and/or interfacing with FH systems as well as with standard office automation products.

**The successful proposer will demonstrate how their solution complies with the items below by including the question/statement in each response.**

1. The application will always run on a client operating system that is consistently and currently supported by the operating system vendor.
2. The application will run on the latest supported release of any required third-party software, such as JAVA, Flash, etc. within 30 days of release.
3. Should the solution require installation of software on the client PC, the system will install and be available on the all users' desktop.
4. Administrative rights will not be granted to either the client or the server in order for a user to perform day to day operations of the system. An account may be granted elevated privileges for data collection.
5. The system will use standard IT industry methodologies for software design, especially for external data exchange interfaces, Application Programming Interfaces (APIs), and interfaces to common infrastructure support services

6. Identify the specifications and quantity of each hardware, software, database, network or telecommunications component required to operate the proposed system at the performance levels specified above.
7. The system must have redundant safeguards to ensure uptime of 99% or above.

#### **Section 4.05 Implementation Requirements**

Implementation is defined as all tasks performed by the vendor and FH staff related to configuring, developing interfaces, installing the system, functionally and operationally testing the system, documentation, training, and implementation.

The vendor will be responsible for tracking, resolving, or coordinating the resolution of all reported problems within the implementation date. The vendor will have staff members accessible by e-mail and/or telephone to diagnose and resolve problems.

Although FH desires an expeditious implementation, it recognizes the implementation schedule should be realistic and consistent with the estimates of the vendor. The vendor should prepare a realistic yet aggressive implementation plan.

**The successful proposer will demonstrate how their company will perform the below tasks by including the question/statement in each response.**

1. Develop Project Work Plan & Implementation Schedule
  - a. The vendor will develop, and keep updated, a Project Work Plan and Implementation Schedule using Microsoft Project or other FH approved software. The approved project plan will be the basis for tasks and responsibilities.
  - b. The FH Project Manager will approve changes to deliverable time frames in writing at least two weeks prior to the impacted milestones. All approved changes will be reflected in the work plan and the vendor will highlight and explain any major changes to an earlier approved version.
  - c. The vendor should identify all relevant assumptions made in the development of the project plan. All assumptions will be clearly documented; including assumptions made for development software tools, use of any third party software, Fresno Housing resources providing assistance, etc.
2. Project Management
  - a. The vendor will manage and deliver the goods and services defined in the Scope of Work.
  - b. The vendor will provide a project organization chart specific to the personnel/staff assigned for the duration of the contract.
  - c. The vendor will designate a Project Manager who will have the authority to commit the resources necessary to satisfy all contractual requirements.
  - d. The vendor will utilize a comprehensive methodology for ongoing project risk management to address such issues as technical risk, resource issues, scheduling problems, readiness, etc.

- e. The vendor will define notification and escalation procedures to address extended and unresolved problems, and system failure to the vendor Project Manager and FH Project Manager. The escalation procedures will include, but not be limited to the following:
  - f. Conditions warranting additional help in resolving a problem
  - g. Time duration between escalating to the next level of support
  - h. A diagram depicting the various levels of response
- 3. User Acceptance Testing and Corrections
  - a. The vendor will conduct a User Acceptance Test to ensure FH users are able to successfully use the system.
  - b. The vendor will develop test scripts, review results and recommend initial system acceptance. FH users will assist in the actual test and be responsible for final approval of user acceptance test recommendations.
  - c. The vendor will make any corrections based on the results of the User Acceptance Test.
- 4. Documentation
  - a. The vendor will provide updated documentation in electronic form, which details how users, administrators, and IT staff perform CMS functions for the version of the system delivered.
  - b. The user manuals will present system functionality to end users in a clear, concise, non-technical manner.
  - c. All technical and end-user documentation and training materials provided by the vendor will become the property of Fresno Housing, at no additional charge.
  - d. OPTIONAL: A corresponding on-line tutorial and/or instruction on system use for new staff is desired.
- 5. Transfer Knowledge & Train Users
  - a. The vendor will provide FH staff with training necessary to fully operate, maintain, and develop new functions for the system. FH will be responsible for ongoing training after full implementation. Training may be conducted in the Fresno area or remotely using web conferencing. FH will secure an appropriate training location.
- 6. Post Implementation Review
  - a. The vendor will conduct a post-implementation review within three months of rollout, as requested by FH staff, to confirm the system is working as expected.
  - b. The review will confirm the following:
    - c. functionality has been obtained
    - d. response times have been achieved
    - e. appropriate vendor support has been provided
    - o FH users have been successfully trained

#### **Section 4.06 Maintenance & Support**

The vendor will be responsible for maintaining and supporting all installed application software, initially under a one year warranty, beginning after full acceptance of the system, upon implementation. Further support will be provided under ongoing software maintenance renewals.

Upon payment of annual maintenance, the cost of support will be borne by the vendor unless issues are directly attributable to malfunctioning hardware, network, operating system or other system components whose operation and maintenance is the responsibility of FH.

**The successful proposer will demonstrate how their company will perform the below maintenance and support by including the question/statement in each response.**

1. Develop procedures and establish notification for distribution of any software upgrades or version replacements to which FH is entitled under the software maintenance agreement, along with updated user and operational documentation, and assist in its installation in the test environment and migration to production.
2. Maintain compatibility and integration with any third party reporting tools that have been implemented as part of the contract.
3. Correct any errors in functionality which are reported by FH within a reasonable period, depending upon the severity of the error.
4. Provide a means for FH staff to report system problems via e-mail and telephone to vendor staff who are dedicated to supporting clients and are accessible as required, during normal business hours and weekend/holiday support.
5. Ensure responses are made to FH staff, within specified time periods, acknowledging receipt of the problem report and identifying when direct contact can be made with the vendor-assigned support staff person.
6. Establish and implement policies and procedures for prioritizing and responding to FH requests for support including:
  - a. Criteria for diagnosing reported problems and determining probable cause(s) of the problem
  - b. Use of Severity Index criteria for assessing the impact of reported problems
  - c. Determining responsibility for problem resolution
  - d. Defining response time for various categories of problems
  - e. Documenting the response and subsequent actions
  - f. Escalating disagreements regarding cause of the problem and responsible party
  - g. Working cooperatively with FH staff to promptly resolve problems
  - h. Tracking all problem reports
7. Correct any application software errors through remote or on-site service by vendor personnel or otherwise qualified subcontractors according to the response times.

8. Provide a means for FH to submit requests or proposals for new or enhanced functionality, outside of the core software components.

#### **Section 4.07 Security**

The successful proposer will describe how their system's software would ensure security from public interference. Please describe how your system's software would allow for internal selective access, prevent unauthorized access, and provide audit trails for work performed and identify who performed the work.

#### **Section 4.08 Fresno Housing Authority Rights to Ownership**

Fresno Housing Authority shall possess ownership and the rights to any work—including, but not limited to, creative, design, photography, marketing and communications collateral, etc.—by the contractor resulting from this RFP. By submitting a proposal in response to this RFP, the contractor agrees to fully comply with this requirement.

## Article 5 Proposal Format

### Section 5.01 Tabbed Proposal Submittal

Tab No.	Description
1	<b>Form of Proposal.</b> This Form is attached hereto as document No. 2.0 to this RFP document. This one-page Form must be fully completed, executed where provided thereon and submitted under this tab as a part of the proposal submittal.
2	<b>Form HUD-5369-C (8/93), Certifications and Representations of Offerors, Non-Construction Contract and HUD 5369-B, Instructions to Offerors.</b> These Forms are attached hereto as document No. 3.0 & 3.1 to this RFP document. These forms must be fully completed, executed where provided thereon and submitted under this tab as a part of the proposal submittal.
3	<b>Profile of Firm Form.</b> The Profile of Firm Form is attached hereto as document No. 4.0 to this RFP document. This 2-page Form must be fully completed, executed, and submitted under this tab as a part of the proposal submittal.
4	<b>Proposed Services.</b> As more fully detailed within <u>Article 6</u> of this document, the proposer shall, at a minimum, clearly detail within the information submitted under this tab documentation showing:
4	As detailed within <u>Section 6.01</u> , the proposer's <b>Demonstrated Understanding</b> of the Agency's Requirements.
4	As detailed within <u>Section 6.01</u> , the proposer's <b>Technical Approach</b> , including, if appropriate, labor categories and estimated hours
4	As detailed within <u>Section 6.01</u> , the proposer's <b>Technical Capabilities</b> and Management Plan (including staffing of key positions, method of assigning work and procedures for maintaining level of service, etc.).
4	As detailed within <u>Section 6.01</u> , herein, the proposer's <b>Demonstrated Experience</b> in performing similar work and the proposer's <b>Demonstrated Successful Past Performance</b> (including meeting costs, schedules and performance requirements) of contract work substantially similar to that required by this solicitation. Please provide information for 3 or more past experiences.
5	<b>Managerial Capacity/Financial Viability.</b> The proposer entity must submit under this tab a concise description of its managerial and financial capacity to deliver the proposed services, including brief professional resumes for the persons identified within areas (5) and (6) of Profile of Firm Form. Such information shall include the proposer's qualifications to provide the services; a description of the background and current organization of the firm.
6	<b>Client Information.</b> The proposer shall submit a listing of former or current clients, including any other Public Housing Authority, for whom the proposer has performed similar or like services to those being proposed herein. The listing shall, at a minimum, include: <ul style="list-style-type: none"> <li>- The client's name</li> <li>- The client's contact name</li> <li>- The client's telephone number</li> </ul>

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Tab No.	Description
	- A brief description and scope of the service(s) and the dates the services were provided.
7	<b>Equal Employment Opportunity/Supplier Diversity.</b> The proposer must submit under this tab a copy of its Equal Opportunity Employment Policy and a complete description of the positive steps it will take to ensure compliance, to the greatest extent feasible, with the regulations detailed within Section 5.05 herein pertaining to supplier diversity (e.g. small, minority-, and women-owned business).
8	<b>Subcontractor/Joint Venture Information (Optional Item).</b> The proposer shall identify hereunder whether or not he/she intends to use any subcontractors for this job, if awarded, and/or if the proposal is a joint venture with another firm. Please remember that all information required from the proposer under the preceding tabs must also be included for any major subcontractors (10% or more) or from any joint venture.
9	<b>Section 3 Business Preference Documentation (Optional Item).</b> For any proposer claiming a Section 3 Business Preference, he/she shall under this tab include the fully completed and executed Section 3 Business Preference Certification Form attached hereto as Document No. 5.0, & 5.1 and any documentation required by those forms.
10	<b>Other Information (Optional Item).</b> The proposer may include hereunder any other general information that the proposer believes is appropriate and relevant to assist the Agency in its evaluation.

### Section 5.02 No Information Placed Under a Tab

If no information is to be placed under any of the above noted tabs (especially the "Optional" tabs), please place there under a statement to the effect of "No Information for This Section" or "This section left intentionally blank". DO NOT eliminate any of the tabs.

### Section 5.03 Proposal Submittal Binding Method

It is preferable and recommended that the proposer bind the proposal submittals in such a manner that the Agency can, if needed, remove the binding (i.e. "comb-type;" etc.) or remove the pages from the cover (i.e. 3-ring binder; etc.) to make copies, and then conveniently return the proposal submittal to its original condition.

Proposer shall also submit a PDF copy of their proposal on digital media (USB thumb drive or CD), enclosed with the hard copy submittal.

### Section 5.04 Entry of Proposed Fees

The proposed fees shall be submitted by the proposer and received by the Agency where provided on the noted Internet System only. **Do not submit, enter or refer to any fees or costs within the 10-tab "hard copy" proposal submittal detailed within Section 5.01.** Any proposer that does so may be rejected without further consideration. Unless otherwise stated, the proposed fees are all-inclusive of all related costs that the successful proposer will incur to provide the noted services, including, but not limited to: employee wages and benefits, clerical support, overhead, profit, licensing, insurance, materials, supplies,



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tools, equipment, long distance telephone calls, document copying not specifically agreed to by the Agency, etc.

Please complete the following cost sheet. The price sheet must include unit price, quantity, and total price for each item listed if applicable. Add any additional lines as needed.

<u>Item</u>	<u>Units</u>	<u>Unit Price</u>	<u>Total \$</u>
<b>Software</b>			
Software (Application) Cost:		\$	\$
Workstation/User Licenses		\$	\$
Server License		\$	\$
List and Specify any 3rd Party Software required for system			\$
Data Migration Hourly Cost		\$	\$
<b>Total Software Cost \$</b>			\$
<b>Installation</b>			
Specify the Installation Fees		\$	\$
Project Management Fees		\$	\$
<b>Total Installation Cost \$</b>			\$
<b>Training</b>			
Train the Trainer – Hourly Rate		\$	\$
Estimated Travel Expenses – Daily Rate		\$	\$
<b>Total Training Cost \$</b>			\$
<b>Hardware (optional)</b>			
List and Specify Hardware required for system			
<b>Total Hardware Cost \$</b>			\$
<b>Total System Cost (software, Installation training &amp; hardware)</b>			\$
<b>Maintenance</b>			
Maintenance Annual Cost		\$	\$
<b>Total Maintenance Cost \$</b>			\$

## **Additional Information Pertaining to the Pricing Items**

### **5.04.01 Quantities**

Any quantities entered by the Agency herein and within the corresponding Pricing Items within the noted Internet System are for calculating purposes only.

### **5.04.02 Price Escalation**

No escalation of pricing will be allowed during the term(s) of the contract.

## **Section 5.05 Equal Employment Opportunity/Supplier Diversity**

Both the Contractor and the Agency have, pursuant to HUD regulation, certain responsibilities pertaining to the hiring and retention of personnel and subcontractors.

### **5.05.01 per 24 CFR 85.36(e):**

Contracting with small and minority firms, women's business enterprise and labor surplus area firms.

**5.05.01.A** The grantee and subgrantee will take all necessary affirmative steps to assure that minority firms, women's business enterprises, and labor surplus area firms are used when possible.

**5.05.01.B** Affirmative steps shall include:

- Placing qualified small and minority businesses and women's business enterprises on solicitation lists;
- Assuring that small and minority businesses, and women's business enterprises are solicited whenever they are potential sources;
- Dividing total requirements, when economically feasible, into smaller tasks or quantities to permit maximum participation by small and minority business, and women's business enterprises;
- Establishing delivery schedules, where the requirement permits, which encourage participation by small and minority business, and women's business enterprises;
- Using the services and assistance of the Small Business Administration, and the Minority Business Development Agency of the Department of Commerce; and

- Requiring the prime contractor, if subcontracts are to be let, to take the affirmative steps listed in paragraphs (e)(2) (i) through (v) of this section.

**5.05.02 Per HUD Procurement Handbook 7460.8 REV 2:**

- Section 15.5.A, Required Efforts. Consistent with Presidential Orders 11625, 12138, and 12432, the Agency shall make every effort to ensure that small businesses, MBEs, WBEs, and labor surplus area businesses participate in Agency contracting.
- Section 15.5.B, Goals. The Agency is encouraged to establish goals by which they can measure the effectiveness of their efforts in implementing programs in support of . . . contracting with disadvantaged firms. It is important to ensure that the means used to establish these goals do not have the effect of limiting competition and should not be used as mandatory set-aside or quota, except as may otherwise be expressly authorized in regulation or statute. Some localities have adopted minority contracting set-aside policies or geographic limitations, which may be in conflict with Federal requirements for full and open competition.

**5.05.03 Assistance to Small and Other Business, Required Efforts**

Within our Agency Procurement Policy it states that our Agency will:

- Include such firms, when qualified, on solicitation mailing lists;
- Encourage their participation through direct solicitation of bids or proposals whenever they are potential sources;
- Divide total requirements, when economically feasible, into smaller tasks or quantities to permit maximum participation by such firms;
- Establish delivery schedules, where the requirement permits, which encourage participation by such firms;
- Use the services and assistance of the Small Business Administration, and the Minority Business Development Agency of the Department of Commerce;
- Include in contracts, to the greatest extent feasible, a clause requiring contractors, to provide opportunities for training and employment for lower income residents of the project area and to award subcontracts for work in connection with the project to business concerns which provide opportunities to low-income residents, as described in 24 CFR Part 135 (so-called Section 3 businesses); and
- Require prime contractors, when subcontracting is anticipated, to take the positive steps listed above.

**Section 5.06 Proposal Submission**

# Request for Proposals No. P18008

## Website Refresh

All pricing must be entered where provided within the noted Internet System and all “Hard copy” proposals must be submitted and time-stamped received in the designated Agency office by no later than the submittal deadline stated herein (or within any ensuing addendum). Proposer shall submit a one (1) original signed proposal (marked “ORIGINAL”), enclose “ORIGINAL” PDF copy on digital media (USB thumb drive or CD), and three (3) exact copies (each of the 4 separate proposal submittals shall have a cover and extending tabs) of the “Hard copy” proposal submittal, shall be placed unfolded in a sealed package and addressed to:

**Fresno Housing Authority**  
**Attention: Lyric Aguigam**  
**1331 Fulton Street**  
**Fresno, CA 93721**

The package exterior must clearly denote the above noted RFP number and must have the proposer’s name and return address. Proposals received after the published deadline will not be accepted.

### **5.06.01 Submission Conditions**

Do not fold or make any additional marks or notations on the documents to be submitted. Proposers are not allowed to change any requirements or forms contained herein, either by making or entering onto these documents or the documents submitted any revisions or additions; and if any such additional marks, notations or requirements are entered on any of the documents that are submitted to the Agency by the proposer, such may invalidate that proposal. If, after accepting such a proposal, the Agency decides that any such entry has not changed the intent of the proposal that the Agency intended to receive, the Agency may accept the proposal and the proposal shall be considered by the Agency as if those additional marks, notations or requirements were not entered on such. By accessing the noted Internet System, registering and downloading these documents, each prospective proposer that does so is thereby agreeing to confirm all notices that the Agency delivers to him/her as instructed, and by submitting a proposal, the proposer is thereby agreeing to abide by all terms and conditions published herein and by addendum pertaining to this RFP.

### **5.06.02 Submission Responsibilities**

It shall be the responsibility of each proposer to be aware of and to abide by all dates, times, conditions, requirements and specifications set forth within all applicable documents issued by the Agency, including the RFP document, the documents listed within the following Section 3.7, and any addenda and required attachments submitted by the proposer. By virtue of completing, signing and submitting the completed documents, the proposer is stating his/her agreement to comply with all conditions and requirements set forth within those documents. Written notice from the proposer not authorized in writing by the CF to exclude any of the Agency requirements contained within the documents may cause that proposer to not be considered for award.

## **Section 5.07 Proposer’s Responsibilities, Contact with Fresno Housing Authority**

It is the responsibility of the proposer to address all communication and correspondence pertaining to this RFP process to the CF only. Proposers must not make inquiry or communicate with any other Agency staff member or official (including members of the Board of Commissioners) pertaining to this RFP. Failure to abide by this requirement may be cause for the Agency to not consider a proposal submittal received from any proposer who has not abided by this directive.

### **5.07.01 Addenda**

All questions and requests for information must be addressed in writing to the CF. The CF will respond to all such inquiries in writing by addendum to all prospective proposers (i.e. firms or individuals that have obtained the RFP Documents). During the RFP solicitation process, the CF will NOT conduct any ex parte (a substantive conversation—“substantive” meaning, when decisions pertaining to the RFP are made—between the Agency and a prospective proposer when other prospective proposers are not present) conversations that may give one prospective proposer an advantage over other prospective proposers. This does not mean that prospective proposers may not call the CF—it simply means that, other than making replies to direct the prospective proposer where his/her answer has already been issued within the solicitation documents, the CF may not respond to the prospective proposer’s inquiries but will direct him/her to submit such inquiry in writing so that the CF may more fairly respond to all prospective proposers in writing by addendum.

## **Section 5.08 Pre-Proposal Conference**

Thursday, November 29, 2018 at 10:00 AM PST.

To dial in by phone: +1.213.226.1066

Conference ID: 575-482-803 #

## **Section 5.09 Recap of Attachments**

It is the responsibility of each proposer to verify that he/she has downloaded the following attachments pertaining to this RFP, which are hereby by reference included as a part of this RFP:

Attachment	Description
1.0	This RFP Document
2.0	Form of Proposal
3.0	Form HUD-5369-C (8/93), Certifications and Representations of Offerors, Non-Construction Contract
3.1	Form HUD-5369-B (8/93), <i>Instructions to Offerors, Non-Construction</i>
4.0	Profile of Firm Form
5.0	Section 3 Form Submittal Form
5.1	Section 3 Explanation

Attachment	Description
6.0	Agency <i>Supplemental Instructions To Proposers &amp; Contractors (SIPC)</i>
7.0	Agency Sample Contract Form (please note that this contract is being given as a sample only--the Agency reserves the right to revise any clause herein and/or to include within the ensuing contract any additional clauses that the Agency feels it is in its best interests to do so)
7.1	Sample form HUD-5370-C (10/2006), <i>General Conditions for Non-Construction Contracts Section I (With or without Maintenance Work)</i>

## Article 6 Proposal Evaluation

### Section 6.01 Evaluation Factors

Evaluation Factors. The following factors will be utilized by the Agency to evaluate each proposal submittal received; award of points for each listed factor will be based upon the documentation that the proposer submits within his/her proposal submittal:

No.	Max Point Value	Factor Type	Factor Description
1	15 points	Objective	The <b>Proposed Costs</b> submitted on the e-procurement website.
2	15 points	Subjective (Technical)	The proposer's <b>Demonstrated Understanding of the Requirements.</b>
3	15 points	Subjective (Technical)	The <b>Appropriateness</b> of the <b>Technical Approach</b> (including labor categories, estimated hours and skill mix) and the <b>Quality</b> of the <b>Work Plan.</b>
4	25 points	Subjective (Technical)	The proposer's <b>Technical Capabilities</b> (in terms of personnel, equipment and materials) and the <b>Management Plan</b> (including staffing of key positions, method of assigning work and procedures for maintaining level of service, etc.).
5	25 points	Subjective (Technical)	The proposer's <b>Demonstrated Experience</b> in performing similar work and the proposer's <b>Demonstrated Successful Past Performance</b> (including meeting costs, schedules and performance requirements) of contract work substantially similar to that required by this solicitation as verified by reference checks or other means.
6	5 points	Subjective (Technical)	The <b>Overall Quality and Professional Appearance of the Proposal</b> , based upon the opinion of the evaluators.
Total	100 points		<b>Total Points Possible(other than preference points)</b>

### Section 6.02 Preference Evaluation Factors

The following preference factors will be utilized by the CF to evaluate each proposal submittal received. Please note: proposers may elect only one category from the priorities below.

# Request for Proposals No. P18008

## Website Refresh

	Max Point Value	Preference Factor Type	Preference Factor Description
7	<b>Section 3 Business Preference Participation.</b> A firm may qualify for Section 3 status as detailed within Attachments 5.0 and 5.1 (NOTE: A maximum of 15 points awarded).		
7a	15 points	Objective	<b>Category 1.</b> Business concerns that are 51 percent or more owned by residents of the housing development or developments for which the Section 3-covered assistance is expended, or whose full-time, permanent workforce includes 30 percent of these persons as employees.
7b	11 points	Objective	<b>Category 2.</b> Business concerns that are 51 percent or more owned by residents of any other housing development or developments managed by the Agency that is expending the Section 3 covered assistance, or whose full-time, permanent workforce includes 30 percent of these persons as employees.
7c	7 points	Objective	<b>Category 3.</b> Business concerns participating in HUD Youth-build programs being carried out in the metropolitan area in which the Section 3-covered assistance is expended.
7d	5 points	Objective	<b>Category 4.</b> Business concerns that are 51 percent or more owned by Section 3 residents, or whose permanent, full-time workforce includes no less than 30 percent of Section 3 residents, or that subcontract in excess of 25 percent of the total amount of subcontracts to Section 3 business concerns..
	15 points		<b>Maximum Available Preference Points (Additional)</b>

115	Total Possible Points

### Section 6.03 Evaluation Method

#### 6.03.01 Initial Evaluation for Responsiveness

Each proposal received will first be evaluated for responsiveness (i.e. meets the minimum of the requirements).

#### 6.03.02 Evaluation Packet

An evaluation packet will be prepared for each evaluator, including the following documents:

- Instructions to Evaluators;
- Proposal Tabulation Form;
- Written Narrative Form for each proposer;
- Recap of each proposer's responsiveness;
- Copy of all pertinent RFP documents.

### **6.03.03 Evaluation Committee**

The Agency anticipates that it will select a minimum of a three-person committee to evaluate each of the responsive “hard copy” proposals submitted in response to this RFP. PLEASE NOTE: No proposer shall be informed at any time during or after the RFP process as to the identity of any evaluation committee member. If, by chance, a proposer does become aware of the identity of such person(s), he/she SHALL NOT make any attempt to contact or discuss with such person anything related to this RFP. As detailed within Section 3.5 of this document, the designated CF is the only person at the Agency that the proposers shall contact pertaining to this RFP. Failure to abide by this requirement may (and most likely will) cause such proposer(s) to be eliminated from consideration for award.

### **6.03.04 Evaluation**

The CF will evaluate and award points pertaining to Evaluation Factors No. 1 and 7 (the “Objective” Factors). The appointed evaluation committee, independent of the CF or any other person at the Agency, shall evaluate the responsive proposals submitted and award points pertaining to Evaluation Factors No. 2, 3, 4, 5 and 6 (the “Subjective” Factors). Upon final completion of the proposal evaluation process, the evaluation committee will forward the completed evaluations to the CF.

### **6.03.05 Points Awarded Range**

Pertaining to the Subjective Factors, please note the following range of points awarded (points pertaining to this RFP are listed below; please also see the Evaluation Factors detailed within the preceding Section 6.01):

Points Awarded Range					
	5	10	15	20	25
Excellent	5	9-10	13-15	17-20	21-25
Very Good	4	7-8	10-12	13-16	16-20
Good	3	5-6	7-9	9-12	11-15
Average	2	3-4	4-6	5-8	6-10
Poor	0-1	0-2	0-3	0-4	0-5

### **6.03.06 Potential "Competitive Range" or “Best and Finals” Negotiations**

The Agency reserves the right to, as detailed within Section 7.2.N through Section 7.2.R of HUD Procurement Handbook 7460.8 REV 2, conduct a “Best and Finals” Negotiation, which may include oral interviews, with all firms deemed to be in the competitive range. Any firm deemed not to be in the competitive range shall be notified of such in writing by the Agency in as timely a manner as possible, but in any case within no longer than 10 days after the beginning of such negotiations with the firms deemed to be in the competitive range.



**6.03.07 Determination of Top-Ranked Proposer**

Typically, the subjective points awarded by the evaluation committee will be combined with the objective points awarded by the CF to determine the final rankings, which is typically forwarded by the CF to the ED for approval. If the evaluation was performed to the satisfaction of the ED, the final rankings may be forwarded to the Housing Authority Board of Commissioners (BOC) at a scheduled meeting for approval. Contract negotiations may, at the Agency's option, be conducted prior to or after the BOC approval.

**6.03.08 Minimum Evaluation Results**

To be considered to receive an award a proposer must receive a total calculated average of at least 70 points (of the 115 total possible points detailed within Section 4.1 herein).

**6.03.09 Ties**

In the case of a tie in points awarded, the award shall be decided as detailed within Section 6.12.C of HUD Procurement Handbook 7460.8 REV 2, by "drawing lots or other random means of selection."

**6.03.10 Notice of Results of Evaluation**

If an award is completed, all proposers will receive by e-mail a Notice of Results of Evaluation. Such notice shall inform all proposers of:

- Which proposer received the award;
- Where each proposer placed in the process as a result of the evaluation of the proposals received;
- The cost or financial offers received from each proposer;
- Each proposer's right to a debriefing and to protest.

**6.03.11 Restrictions**

All persons having familial (including in-laws) and/or employment relationships (past or current) with principals and/or employees of a proposer entity will be excluded from participation on the Agency evaluation committee. Similarly, all persons having ownership interest in and/or contract with a proposer entity will be excluded from participation on the Agency evaluation committee.

## **Article 7 Contract Award**

### **Section 7.01 Contract Award Procedure**

If a contract is awarded pursuant to this RFP, the following detailed procedures will be followed:

### **7.01.01 Contract Execution Details**

By completing, executing and submitting the Form of Proposal, Attachment 2.0, the “proposer is thereby agreeing to abide by all terms and conditions pertaining to this RFP as issued by the Agency, either in hard copy or on the noted eProcurement System,” including the contract clauses already attached as Attachments 7.0 and 7.1. Accordingly, the Agency has no responsibility to conduct after the submittal deadline any negotiations pertaining to the contract clauses already published.

## **Section 7.02 Contract Conditions**

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

### **7.02.01 Contract Form**

The Agency will not execute a contract on the successful proposer's form--contracts will only be executed on the Agency form (please see Sample Contract, Attachments 7.0 and 7.1) and by submitting a proposal the successful proposer agrees to do so (please note that the Agency reserves the right to amend this form as the Agency deems necessary). However, the Agency will during the RFP process (prior to the submittal deadline) consider any contract clauses that the proposer wishes to include therein and submits in writing a request for the Agency to do so; but the failure of the Agency to include such clauses does not give the successful proposer the right to refuse to execute the Agency's contract form. It is the responsibility of each prospective proposer to notify the Agency, in writing, prior to submitting a proposal, of any contract clause that he/she is not willing to include in the final executed contract and abide by. The Agency will consider and respond to such written correspondence, and if the prospective proposer is not willing to abide by the Agency's response (decision), then that prospective proposer shall be deemed ineligible to submit a proposal.

### **7.02.02 More than One Award Possible**

The Agency reserves the right to complete award to one firm only or to complete award to multiple firms. If award is made to more than one firm, such awards will be based on the Agency's opinion that a firm can offer the Agency greater value for a certain service area as detailed within the scope of work. The Agency reserves the right to make such decision at any time during the ensuing contract period(s) meaning, the Agency could initially make award to one firm only, then, at any time during the ensuing contract period(s), decide to make an additional award(s) if the Agency decides such is in its best interests to do so.

### **7.02.03 HUD Forms**

Please note that the Agency has no legal right or ability to (and will not) at any time negotiate any clauses contained within ANY of the HUD forms included as a part of this RFP.

**7.02.04 Assignment of Personnel**

The Agency shall retain the right to demand and receive a change in personnel assigned to the work if the Agency believes that such change is in the best interest of the Agency and the completion of the contracted work.

**7.02.05 Unauthorized Sub-Contracting Prohibited**

The successful proposer shall not 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 the CF. Any purported assignment of interest or delegation of duty, without the prior written consent of the CF shall be void and may result in the cancellation of the contract with the Agency, or may result in the full or partial forfeiture of funds paid to the successful proposer as a result of the proposed contract; either as determined by the CF.

**Section 7.03 Contract Period**

The Agency anticipates that it will initially award a contract for the period of 1 year with the option, at the Agency's discretion, of four (4) additional one-year option periods, for a maximum total of three (5) years.

**Section 7.04 Licensing and Insurance Requirements**

Prior to award (but not as a part of the proposal submission) the successful proposer will be required to provide (NOTE: Each of the following insurance coverage shall cover both the contractor and the temporary employee):

**7.04.01 Workers Compensation Insurance**

An original certificate evidencing the proposer's current industrial (worker's compensation) insurance carrier and coverage amount;

**7.04.02 General Liability Insurance**

An original certificate evidencing General Liability coverage, naming the Agency as an additional insured, together with the appropriate endorsement to said policy reflecting the addition of the Agency as an additional insured under said policy (minimum of \$1,000,000 each occurrence, general aggregate minimum limit of \$2,000,000, together with damage to premises and fire damage of \$50,000 and medical expenses any one person of \$5,000), with a commercially reasonable deductible (e.g. "commercially reasonable," meaning at least 1% of the "general aggregate minimum" of the policy, with a maximum deductible amount of \$50,000;

**7.04.03 Professional Liability Insurance**

An original certificate showing the proposer's professional liability and/or "errors and omissions" coverage (minimum of \$1,000,000 each occurrence, general aggregate minimum limit of \$2,000,000), with a commercially reasonable deductible (e.g. "commercially reasonable," meaning at least 1% of the "general aggregate minimum" of the policy, with a maximum deductible amount of \$50,000;

**7.04.04 Automobile Insurance**

An original certificate showing the proposer's automobile insurance coverage in a combined single limit of \$1,000,000. For every vehicle utilized during the term of this program, when not owned by the entity, each vehicle must have evidence of automobile insurance coverage with limits of no less than \$50,000/\$100,000 and medical pay of \$5,000.

**7.04.05 City/County Business License**

If applicable, a copy of the proposer's business license allowing that entity to provide such services within the City or County of Fresno.

**7.04.06 State Business License**

If applicable, a copy of the proposer's license issued by the State of California licensing authority allowing the proposer to provide the services detailed herein.

**7.04.07 Profile of Firm Form**

The requested related information shall also be entered where provided for on the Profile of Firm Form (DO NOT ATTACH SUBMIT COPIES WITHIN THE PROPOSAL SUBMITTAL--we will garner the necessary certificates from the successful proposer prior to contract execution).

**Section 7.05 Right to Negotiate Fees**

The Agency shall retain the right to negotiate the amount of fees that are paid to the successful proposer, meaning the fees proposed by the top-rated proposer may, at the Agency's options, be the basis for the beginning of negotiations. Such negotiations shall begin after the Agency has chosen a top-rated proposer. If such negotiations are not, in the opinion of the CF successfully concluded within 5 business days, the Agency shall retain the right to end such negotiations and begin negotiations with the next-rated proposer. The Agency shall also retain the right to negotiate with and make an award to more than one proposer, as long as such negotiation(s) and/or award(s) are addressed in the above manner (i.e. top-rated first, then next-rated following until a successful negotiation is reached).

**Section 7.06 Contract Services Standards**

All work performed pursuant to this RFP must conform and comply with all applicable local, state and federal codes, statutes, laws and regulations.