

COLUMBUS METROPOLITAN HOUSING AUTHORITY REQUEST FOR QUALIFICATIONS FOR CORPORATE (re)BRANDING (inc. WEBSITE DEVELOPMENT)

The Columbus Metropolitan Housing Authority (CMHA) is accepting Request for Qualifications (RFQ) from firms to assist in the refresh of CMHA's corporate brand, including an updated logo design, tagline, and development/improvement of the internet facing website to incorporate the updated branding.

ADMINISTRATIVE BACKGROUND

CMHA is the public housing authority serving Columbus and Franklin County, Ohio. Our mission is to serve the community by helping people access affordable housing. By working with our collaborative partners, we develop, renovate and maintain housing, promote neighborhood revitalization, and assist residents in accessing needed social services.

SCOPE OF WORK

CMHA is accepting proposals to refresh the corporate brand and redesign and develop the organization's website to incorporate the new brand. Proposals must include development of the CMHA brand and identity; to minimally include a new/updated logo design and tagline, and integration of such with the new website, letterhead, and business cards. Proposals should include design and development details for the corporate website, as well as ongoing content delivery and maintenance training for users; after GO-LIVE, CMHA will maintain all content based on the training provided.

Performance Details

The successful proposer will be expected to:

1. Meet as required with CMHA staff to refine and establish project parameters and schedule
2. Develop a brand and identity, to include logo and tagline, in consultation with CMHA. Incorporate logo/tagline into the design of the corporate website, letterhead, envelopes, and business cards, reflecting CMHA's mission, vision, goals, and objectives.
3. Develop a website incorporating the aforementioned brand and identity. Features of the website should include:
 - a. Content Management capabilities utilizing an industry standard Content Management System (CMS), such as Drupal or Sharepoint, in collaboration with CMHA IT leadership.
 - b. Integration of site/site content with backend Microsoft SQL based systems, such as PHAMS.
 - c. Integration of site/site content with Social Media services, such as Facebook, Twitter, YouTube, Google+
 - d. Blogging and discussion capabilities. Optionally, online community capabilities will be viewed favorably.
4. Develop, in collaboration with CMHA staff, website content to include innovative (within the context of housing authorities) quality, engaging information describing CMHA's work and programs. Site content should target (minimally) the following audience:
 - a. Individuals seeking information on Public Housing, including:

- i. Property information (location (map), community, schools, amenities)
 - ii. Unit floor plan
 - iii. Join/check their status on the wait list
 - iv. Request service
 - v. Ask questions/seek answers
 - b. Individuals seeking information on Housing Choice Vouchers (HCV)/Section 8, including:
 - i. Property information (location (map), community, schools, amenities)
 - ii. Unit floor plan
 - iii. Schedule appointments
 - iv. Join/check their status on the wait list
 - v. Obtain Housing Assistance Payment (HAP) statements
 - vi. Determine who their advisor is
 - vii. Ask questions/seek answers
 - c. Property owners wishing to join the HCV program and submit information about their property
 - i. Determine reimbursement amount for units
 - d. Business Partners/Vendors wishing to review opportunities or bid on projects, including:
 - i. Review opportunities
 - ii. Submit proposals
 - e. Community Partners wishing to review development opportunities and progress
 - f. Individuals seeking job and benefit information, including:
 - i. List of available opportunities, with job description
 - ii. List of available benefits
 - iii. Online job application
- 5. Provide administrative support to CMHA during the GO-LIVE for the new site

Project Timeline

The timeline for this project is tight. CMHA prefers the following timeline in order to go live with a new site by June of 2012. If deemed necessary, proposals may include an alternative project schedule.

December 16, 2011	RFQ posted
January 17, 2012	Proposals due
February 1, 2012	CMHA names selected firm
March, 16 2012	Firm provides up to 3 design options for CMHA to review
June 4, 2012	Site GO-LIVE (with new logo/tagline)

Budget

Please include a detailed project budget estimate including breakdown by brand development (including logo and tagline), site design, site development, software/hardware, content migration, and training costs.

Submission Information - Authority Options

CMHA reserves the right to reject any or all submissions received in response to this RFQ, to re-advertise, postpone or cancel this RFQ or to waive any irregularities in this RFQ or in the submissions received. The determination of the criteria and process whereby submissions are evaluated, and the decision whether or not to award a contract shall be at the sole discretion of CMHA.

Qualifications and Experience

The successful proposer is expected to demonstrate:

1. At least 3 years of experience in leading branding/re-branding initiatives
2. Evidence of at least 3 other brand designs (including tagline development)
3. At least 3 years of experience in web site development utilizing a CMS
4. Evidence of at least 5 other web sites developed, at least 3 of which must have been developed for/on a CMS
5. At least 2 years of experience integrating a CMS with SQL databases
6. Experience with at least 3 clients of similar size to CMHA
7. Preference for firms with experience or knowledge of public agencies, social service providers, non-profit organizations and other entities serving families and individuals eligible to receive rental housing assistance from CMHA.

Submission Content

The successful proposer will be expected to include these details with their proposal:

1. Provide information on how the proposer meets the 7 items described in the Qualifications and Experience section of this RFQ, including:
 - a. Examples of at least 5 other projects involving brand development that reflect your work and relevancy to this project, including:
 - i. At least 5 samples of logo/tagline development you have participated in
 - ii. At least 5 other websites you have produced
 1. At least 3 sites developed for/on a CMS
 - b. Briefly describe your brand development methodology/process
 - c. Briefly describe your website development methodology/process
 - d. Briefly describe your project management methodology
 - e. Briefly describe your training plan
2. Identify any other unique qualifications and experience related to the Performance Details section of this RFQ
3. Provide a conceptual plan demonstrating how the proposer will fulfill the items listed under Scope of Work and Performance Details section of this RFQ
4. Provide the following information for all key personnel assigned to this project:
 - a. Name
 - b. Contact information
 - c. Resume, CV, or background descriptions
5. Provide an overall project budget as described in Budget section of this RFQ, including:
 - a. Breakdown by:
 - i. Brand development (including logo and tagline)
 - ii. Site design
 - iii. Site development
 - iv. Content migration

- v. Training
- b. An estimate of CMHA resource requirements, including:
 - i. CMHA staff time commitment (include role and hours required)
 - ii. Capital equipment costs (software/hardware)
 - iii. Ongoing expenses (licenses/maintenance/etc.)
- 6. Provide a schedule, including any deviations from the timeline described in the Project Timeline section of this RFQ
- 7. Explanation of any terms/conditions related to your work

Criteria for Selection

Proposals will be evaluated by CMHA staff on the perceived ability to meet the CMHA purposes as outlined in this RFQ. Proposals will be evaluated on evidence of understanding the objectives and work involved, and on the demonstrated capability of the proposer to accomplish the work. The primary criteria and relative weight give to each category during the evaluation process will be:

1. Quality of proposal: 40%

Each proposer shall include a conceptual outline of a process to accomplish the work described in the Scope of Work (including Project Details Project Timeline, and Budget) section of this RFQ; CMHA staff may interview the top three proposers

2. Experience: 35%

Each proposer document how they meet the experience requirements as pertains to brand and website development, content management systems, integration (SQL), and training as described in Qualifications and Experience and Submission Content (items 1 and 2) sections of this RFQ

3. Cost: 25%

Each proposer shall include budget information as described in Budget and Submission Content (item 5) sections of this RFQ

**SUBMISSIONS ARE DUE ON JANUARY 17, 2012, NO LATER THAN 4:00 P.M.
E-MAIL AND FAX RESPONSES WILL NOT BE ACCEPTED. PLEASE PROVIDE 3
COPIES OF YOUR SUBMISSION.**

Questions concerning this RFQ should be directed to the VP of Information Technology by telephone at (614) 421-6204 or by email at mmeeker@cmhanet.com.

Submissions must be addressed to:

**VP of Information Technology
Columbus Metropolitan Housing Authority
880 East Eleventh Avenue
Columbus, Ohio 43211**

**Phone: 614-421-6204
Email: mmeeker@cmhanet.com**