



Request for Proposals Website Redesign Services

I. Summary

The Texas State Affordable Housing Corporation (“TSAHC”) is issuing this Request for Proposals (“RFP”) to identify and contract for professional services to redesign TSAHC’s main website www.tsahc.org. Depending on costs and experience reflected in the proposals received, TSAHC may consider redesigning its secondary website www.texasfinancialtoolbox.com as well.

II. Timeline

TSAHC will accept responses until **5:00 PM CST on Friday, March 14, 2025**. TSAHC retains the right to extend the submission deadline and selection period depending on responses to the RFP. Upon completion of the website redesign, the selected Respondent will enter into a one-year website maintenance contract with TSAHC, with the option to renew on an annual basis. Annual renewals are dependent upon the review and recommendation of TSAHC’s leadership.

TSAHC reserves the right to select more than one Respondent to best meet all of the goals outlined in the Scope of Work.

III. Communications with TSAHC

All questions and communications concerning the RFP must be submitted to Michael Wilt, TSAHC’s designated point of contact, via email at mwilt@tsahc.org.

To protect the integrity of the RFP process, potential Respondents may not contact TSAHC’s staff and Board of Directors Members (“Board Members”) regarding issues or questions pertaining to this RFP. This contact limitation period begins when the RFP is made available and continues through the selection process. If a potential Respondent contacts a staff member or Board Member with an issue or question pertaining to the RFP, that staff member or Board Member shall not discuss the RFP and shall forward the inquiry to the designated point of contact. TSAHC reserves the right to disqualify submissions from Respondents that fail to adhere to this contact limitation policy.

IV. About TSAHC

TSAHC is a 501(c)(3) nonprofit organization created at the direction of the Texas Legislature to serve as a self-sustaining, statewide affordable housing provider.

TSAHC's mission is to facilitate, preserve, and expand affordable housing opportunities for Texans. TSAHC accomplishes this by helping developers build housing for working families and helping Texans achieve and sustain the dream of homeownership and improve their financial situation. TSAHC's programs and initiatives reflect our vision that every Texan will have a place to call home.

TSAHC's enabling legislation, as amended, may be found in the Texas Government Code, Chapter 2306, Subchapter Y, Sections 2306.551 et seq. A five-member Board of Directors appointed by the Texas Governor oversees the policies and business of TSAHC.

Below is a list of programs offered by TSAHC:

- Homeownership programs (down payment assistance and mortgage interest tax credits) for home buyers meeting specific eligibility requirements. These programs are offered through a network of participating mortgage companies and loan officers.
- Multifamily private activity bonds for the development of rental housing.
- Loan funds for local, community-based developers.
- Asset oversight and compliance services to ensure multifamily properties financed by TSAHC meet federal and TSAHC requirements.
- Land banking services to help local developers construct homes on land owned by TSAHC.
- Grants for local housing nonprofits.
- Training and technical assistance for local nonprofits and government entities.
- Single family and multifamily rental opportunities for low-income households in Central Texas.

V. About TSAHC's Website

TSAHC's website plays a major role in communicating TSAHC's programs to home buyers, renters, lenders, REALTORS, developers, property managers, donors/investors, nonprofits, and local government entities. The current website was created in 2013 and significantly updated in 2018.

TSAHC's current website offers the following special features, which we anticipate will also be incorporated into the newly designed site:

- Eligibility quiz to help home buyers determine if they qualify for our homeownership programs: <https://www.tsahc.org/homebuyers-renters/take-the-eligibility-quiz>
- Program comparison calculators to help home buyers compare the various assistance options offered by TSAHC: <https://www.tsahc.org/homebuyers-renters/loan-calculator>
- Daily interest rates chart: https://www.tsahc.org/home-buyer-programs#Interest_Rates
- Lender and REALTOR search tools to allow home buyers to search for lenders and REALTORS in their area that are approved by TSAHC:
 - <https://www.tsahc.org/lenders/find-a-lender>
 - <https://www.tsahc.org/homebuyers-renters/find-a-realtor>

- The ability for lenders and REALTORS to create and edit profiles to populate the information listed in the lender and REALTOR search tools
- A property search tool to allow home buyers and developers to search for properties for sale by TSAHC: <https://www.tsahc.org/developers/find-act-property>
- A News & More section that includes a blog, news list, and event list/filter
 - <https://www.tsahc.org/blog>
 - <https://www.tsahc.org/news>
 - <https://www.tsahc.org/events/upcoming-events>
- [A search feature as part of the Texas Financial Toolbox secondary website that helps website visitors locate housing counseling nonprofits in their area:](https://www.texasfinancialtoolbox.com/home-buyer-education)
<https://www.texasfinancialtoolbox.com/home-buyer-education>
- The ability to create custom forms such as these:
 - <https://www.tsahc.org/lenders/marketing-brochure-request-form>
 - <https://www.tsahc.org/lenders/loan-officer-information-form>
- Carousel for sponsor and donor logos seen at the bottom of the home page:
 - <https://www.tsahc.org/>

VI. Minimum Requirements

- Experience building and maintaining flexible websites that can be easily modified by nontechnical users.
- Experience with creating sites that build communities and have interactive features.
- Experience working with nonprofit and/or public entities.
- Solid information architecture skills for organizing content in ways that are intuitive to the site visitor.
- Ability to think creatively and propose unique solutions to help TSAHC achieve website goals.
- Familiarity with SEO and SEM strategies, as well as Google Analytics reporting.

VII. Project Goals

TSAHC aims to redesign our website to achieve the following:

- Improve navigation and user experience
- Enhance the website's visual appeal, ensuring that it aligns with our organizational brand
- Optimize the website for mobile services and improve site speed and security
- Ensure accessibility and compliance with ADA guidelines
- Integrate a new content management system for easy updates and maintenance by staff
- Incorporate SEO best practices to improve visibility of our site

VIII. Scope of Services

Services to be provided by Respondents shall include but are not limited to the following:

- Plan and implement complete website redesign services for TSAHC’s main website www.tsahc.org, as well as TSAHC secondary website www.texasfinancialtoolbox.com if costs allow.
- Incorporate new website features as part of the website redesign process, including a tool that would allow site visitors to determine qualifying income restrictions for their county.
- Provide ongoing website maintenance during an initial one-year maintenance period, including but not limited to: fixing broken features, updating content TSAHC is unable to update, website hosting, technical support, bug reporting and resolution, browser compatibility, security certificate renewals, domain name renewals, and estimates for additional work
- Implement new website features if needed during the one-year maintenance period.
- Provide ongoing SEO, SEM and Google Analytics support as needed.

IX. Budget and Timeline

The total budget for website redesign services is \$150,000. Additional funding will be available for ongoing website maintenance services and future enhancements. Depending on the costs proposed in the RFP responses, TSAHC may restrict website redesign services solely to its main website www.tsahc.org, or it may include the redesign of its secondary website www.texasfinancialtoolbox.com as well.

While TSAHC would prefer to launch the redesigned website no later than early 2026, the project timeline is flexible depending on the responses received.

X. Review and Selection

A panel of TSAHC staff will review all responses based upon the below scoring criteria and will make a recommendation to TSAHC’s President. TSAHC’s President will make the final selection.

Scoring Criteria:

- Demonstrated competence, experience, knowledge, and qualifications providing the Scope of Services described above;
- Clarity and comprehensiveness in the project approach described in the RFP response;
- Reasonableness of proposed costs for executing the Scope of Services;
- Feedback from previous clients on the quality of work and communication; and
- Certification as a Historically Underutilized Business (HUB) or Minority Owned Business (MOB).

All things being equal, preference will be given to Respondents with HUB or MOB certification.

TSAHC reserves the right to conduct interviews with Respondents or ask for clarification on a Respondent’s submission. TSAHC reserves the right to negotiate with some, all, or none of the Respondents with respect to any term or terms of the responses or contracts.

XI. Additional Information

This RFP does not commit TSAHC to award a contract to any Respondent or to pay any costs incurred by a Respondent to prepare or submit a response or otherwise participate in this RFP process.

Conflict of Interest

Although the Respondent will be an independent contractor for TSAHC and not an employee of TSAHC, to avoid all possibility of conflicts of interest, all Respondents must certify that none of the owners, officers, or stockholders of the company and none of their families are related within the third degree of consanguinity or the second degree of affinity to any TSAHC employees or Board Members.

Release of Submissions and Proprietary Information

If a Respondent submits proprietary information that should not be publicly disclosed, the proprietary information must be clearly identified at the time of submission. If a Respondent fails to identify proprietary information, all information in the submission will be deemed non-proprietary and will be made available upon request pursuant to the Public Information Act after the review process has been completed.

Indemnification

All Respondents must agree to indemnify, defend and hold harmless TSAHC, the State of Texas, its officers, agents and employees from any and all claims and losses accruing or resulting from the Respondent's performing professional services for TSAHC.

Federal, State and Local Requirements

Approved Respondents are responsible for both federal and state unemployment insurance coverage and standard workers compensation insurance coverage. Respondents must comply with all federal and state tax laws and withholding requirements. TSAHC will not be liable to a Respondent or its employees for any unemployment or workers' compensation coverage or federal and state tax withholding requirements. Respondents shall indemnify TSAHC and pay to TSAHC any costs, penalties or loss whatsoever occasioned by Respondent's omission or breach of this section.

Minor Deficiencies

TSAHC reserves the right to waive minor deficiencies and informalities if, in the judgment of TSAHC, its best interest will be served.

XII. Submission Directions

Respondents must include these items in their submission:

- General Organization Information
- Provide a brief description of your organization, including at least the following:
 - Contact information for primary contact;
 - Address of the organization's main office;
 - Number of employees of the organization; and
 - Resumes of the team member(s) who will be assigned to TSAHC.

- Experience
 - Describe your organization and its capabilities, including examples of how you developed strategies and solutions for similar projects.
 - Support your ability to perform the Scope of Services, including prior experience working with nonprofits or other similar clients.
 - Include statistics or other information to support your ability to implement successful SEO and SEM strategies

- Project Approach/Management
 - Describe your approach to the website redesign project, including key phases, timelines, and milestones.
 - Describe your project management process, including any software used to track website projects.
 - Describe your process for responding to ongoing website support requests, including average turn-around times for responses and implementation.
 - Describe your ability to provide emergency website support as needed.
 - Describe your process to provide quotes for additional projects. If there is a cost associated with providing quotes for additional work, please explain how these costs are determined.

- References
 - Provide at least three current client references. Include name, address, telephone number, website address, email address, a general description of the work performed and how long it took to complete the work.

- Costs

Provide a detailed description of the anticipated costs of providing services included in the Scope of Services, including a fixed cost proposal for website redesign services for www.tsahc.org and www.texasfinancialtoolbox.com (reflected as separate costs in the proposal), a fixed cost proposal for one year of ongoing hosting and maintenance, and hourly costs for additional enhancements.

- Conflict of Interest and Affiliations
 - Identify any conflict of interest that may arise as a result of performing the work outlined in this RFP. A conflict of interest is any direct, indirect, personal, private, commercial or business relationship that could diminish your organization's or employee's independence of judgment and performance as a service provider to TSAHC.
 - Describe how your organization will handle actual or potential conflicts of interest.

- Include any other information that will be helpful to TSAHC in making its decision.

Respondents must submit in this manner:

- Respondents must submit responses electronically via email.

- All responses must be signed and dated.
- Proposals that do not comply with these instructions may be rejected. TSAHC may also reject a proposal that does not include all requested information.

ALL SUBMISSIONS MUST BE SENT TO:

Michael Wilt
Senior Manager, External Relations
Texas State Affordable Housing Corporation
mwilt@tsahc.org

DEADLINE TO APPLY:

March 14, 2025 at 5:00 p.m. CST

The respondent must certify, by signing below, that they have read and understand this RFP and agree to fulfill the duties and responsibilities required by TSAHC for website services. The respondent additionally agrees to and shall be bound by the information and documentation provided with the Proposal, including prices quoted for services.

Name (print)

Signature

Date

Note: Submit this page, signed and dated, with your completed response.