



EAH HOUSING

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REQUEST FOR PROPOSAL: WEBSITE

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I. INTRODUCTION

A. Project Overview

EAH Housing is currently accepting proposals to develop, design, and launch a new responsive corporate website. The existing EAH Housing website was developed and launched in 2013. In an effort to achieve more traffic from stakeholders via the website, EAH has determined that a new design is needed which is more user-friendly and allows for improved interaction among potential stakeholders. In addition, the launch of the new website will be in conjunction with the 50th Anniversary celebrations for EAH Housing in 2018.



B. Company Overview

The mission of EAH Housing is to create community by developing, managing and promoting quality affordable housing. Established in 1968, EAH has become one of the largest and most respected nonprofit housing development and management organizations in the western United States.

With a staff of over 475, EAH develops low-income housing and manages over 110 properties in California and Hawaii. The organization serves seniors, families, students, veterans and the formerly homeless by providing housing and service coordination to meet the needs of each resident. Additionally, EAH has longstanding relationships with local and national organizations dedicated to building communities that enhance the surrounding neighborhoods.

EAH Housing is committed to ongoing programs that include affordable housing stewardship, sustainability, nutrition and health, and scholarships for resident students. EAH has received multiple awards for both property management and design, and numerous commendations from legislators at the federal, state and local level.

EAH Housing has 2 corporate offices and 2 regional office locations:

-  San Rafael, CA (Corporate Headquarters)
-  Honolulu, HI (Corporate Office – Hawaii)
-  Morgan Hill, CA (South Bay Regional Office)
-  Santa Monica, CA (Southern California Office)

Our services include:

-  Real Estate Development
-  Real Estate Management
-  Resident Service Coordination
-  Advocacy

C. Our Audience

- 1) People looking for low-income (NOT public) housing/potential future residents
- 2) Government/elected officials
- 3) Development partners (e.g. architects, engineers, contractors, etc.)
- 4) Lenders and investors (e.g. banks, investment firms, etc.)
- 5) Donors, funders, and foundations
- 6) Property vendors (e.g. landscapers, plumbers, painters, etc.)
- 7) Advocacy partners and peer organizations
- 8) EAH Housing staff members and candidates for employment
- 9) Current residents living in our properties

II. CURRENT WEBSITE

A. Overview of www.eahhousing.org

The current website for EAH Housing was implemented in 2013. Our team has determined that a more user-friendly, responsive online environment is needed given changes in standard web formatting and internet accessible devices. Additionally, the site could be more effective in achieving higher traffic with easier navigation and more direct ways of accessing information about our services, properties and news. EAH Housing believes that by utilizing current web-based technology, and a more effective and responsive site design, we can efficiently provide our audience with the information they are seeking in a more user-friendly environment.

B. Analytics from 11/1/2016 – 1/31/2017

Visits

35,352

% of Total: 100.00% (35,352)



% New Visits

73.22%

Avg for View: 73.22% (0.00%)



Unique Visitors

26,014

% of Total: 100.00% (26,014)



Pages / Visit

3.83

Avg for View: 3.83 (0.00%)



Avg. Visit Duration

00:02:50

Avg for View: 00:02:50 (0.00%)



Visits and Pages / Visit by City

City	Sessions	Pages / Session
San Francisco	4,171	3.74
Los Angeles	2,976	2.70
San Jose	2,846	5.49
San Rafael	1,132	4.49
Oakland	996	5.33
Fresno	388	3.10
Fremont	364	5.73
Sunnyvale	332	6.02
Sacramento	331	3.56
Richmond	314	5.31

Visits and Pages / Visit by City

City	Sessions	Pages / Session
Honolulu	2,929	3.26
Ewa Beach	487	3.63
Waipahu	357	4.03
Lihue	225	2.71
Millilani	218	2.59
Makakilo	182	3.22
Kaneohe	150	3.72
Nanakuli	150	3.44
Kahului	95	2.62
Wailuku	92	3.28

Page	Pageviews	% Pageviews
1. /	24,345	17.96%
2. /pages/apartmentsearch	13,219	9.75%
3. /pages/apartmentsearch/?county=Santa Clara	5,819	4.29%
4. /pages/apartmentsearch/?county=Honolulu	3,140	2.32%
5. /pages/apartmentsearch/?county=Alameda	2,687	1.98%
6. /contact-us	2,566	1.89%
7. /careers	2,256	1.66%
8. /pages/apartmentsearch/?county=Marin	2,038	1.50%
9. /about-us/about-us	1,976	1.46%
10. /pages/apartmentsearch/?county=Contra Costa	1,602	1.18%

III. NEW WEBSITE

A. Objective

EAH Housing is seeking a provider to utilize the latest web-based technology to create a website that is user-friendly, is simple to use, provides detailed information about our services and work, and is easy to modify and update. The site design should incorporate the latest SEO practices, and maximize searchability in all current search engines.

The finished website must allow flexibility for EAH Housing staff to easily maintain and manipulate the layout and content, to accommodate changes that often arise in the dynamic environment in which we work.

The website design and layout should be simple for users to navigate on all devices, look visually pleasing with aesthetic hints to both local (Hawaii and California) and national audiences, and be secure against cyber threats. It should provide descriptions of all EAH Housing services and include elements such as property profiles, news, staff biographies, career opportunities, and organizational contact information.

The site should also have an integrated form to allow users to directly submit their contact information for addition to our e-news distribution list (Constant Contact or MailChimp).

As much as possible, the site should include functionality and accommodation for users who may be visually impaired.

B. Functionality Requirements

- General
 - WordPress oriented theme and platform
 - Responsiveness across all web browsing devices (mobile, tablet, desktop, etc.)
 - User-friendly
 - Boost current SEO efforts

- EAH Housing specific
 - Find housing/apartment search functionality by:
 - Geography (State/County/City/Zip Code)
 - Housing type (family, senior, disabled, student, veteran)
 - Unit availability and waitlist openings
 - Featured project development search
 - Social media plugins
 - Newsroom
 - Sign up/newsletter feature with Constant Contact
 - Integration with the current website utilities:
 - HR / UltiPro:
<https://rew31.ultipro.com/EAH1000/JobBoard/ListJobs.aspx>

- Donations / Network for Good:
<https://donatenow.networkforgood.org/eahhousing>

C. Wish List

- Unique EAH Housing theme that looks distinct from other websites
- A 50th Anniversary logo using ideas from our current logo
- A 50th Anniversary theme or element that can be turned off in 2019
- Blog feature
- A module which stores a collection of frequently-used letters/forms for residents (public access) as well as employees (private access) – web based; not FTP/legacy protocols
 - Examples
 - Current and future residents can download the latest welcome letter in PDF for joining our communities OR for the HUD-issued Recertification PDF form.
 - New staff members to download welcome letter for joining our team OR a cheat-sheet to use OneLogin.

IV. PROJECT SCOPE

A. Proposal Requirements

The scope of this project includes all design, development, and engineering of the new website for EAH Housing. Text and copy will be provided to the selected bidder by the EAH Communications Department for inclusion in the design of the new website.

The following criteria must be met to achieve a successful project:

- Consistency of design across all pages/sections of the website in a theme that fits the needs of EAH Housing
- Prominent display of EAH Housing corporate logo throughout all pages
- Compatibility with all current web browsing technology/devices
- Searchability with keyword searches based on site content
- Apartment search and development project search feature based on database information
- Site should be easy for EAH Housing staff to maintain and modify
- Vendor: Ability to migrate current web content to new website
- Vendor: Ability to work closely on-site and by phone with EAH Housing on coordination of the project
- Vendor: Planning and performance of a complete testing process with EAH IT Dept.
- Vendor: Final project approval by EAH Communications Dept.

B. Timeline

Request for Proposal Timeline

- All proposals in response to this RFP are due no later than 5pm PST March 15, 2017
- Evaluation of proposal will be conducted from March 20, 2017 until April 5, 2017
- Selection decision for the winning bidder will be made no later than April 7, 2017
- Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by April 21, 2017
- Notifications to bidders who were not selected will be completed by April 12, 2017

Project Timeline

- Project planning and development phase must be completed by July 14, 2017
- Project testing phase must be conducted between July 17, 2017 to August 15, 2017
- New website soft launch by September 1, 2017
- Official website launch by November 1, 2017

C. Budget

We would like to spend \$20,000, but the budget is flexible for the right proposal.

All proposals must include proposed costs to complete the tasks described in the project scope. All costs and fees must be clearly described in each proposal.

D. Bidder Qualifications

1. Ability to work part-time or full-time on-site with EAH Housing personnel on planning and development
2. Description of experience in planning and building corporate websites
3. Examples of 3 or more corporate websites designed and implemented by your organization (nonprofit or real estate related examples are preferable)
4. List of 2 or more professional references with contact information
5. Total number of staff in your organization including full-time, part-time, contractor
6. Anticipated resources you will assign to this project – list of roles, titles, background experiences and contact information of team members who will be involved
7. Outline of full plan for quality assurance testing
8. Timeframe for completion of the project

E. Proposal Evaluation Criteria

- Overall proposal suitability
- Organizational experience and previous work
- Technical expertise and project management experience
- Demonstrated customer service focus
- Value and cost

F. Submission Details

If you have any questions about EAH Housing or the RFP, please reach out to:

Julie Hall

Publicity and Digital Media

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Please send your electronic proposal by the requested date to:

communications@eahhousing.org