
DISTRICT OF COLUMBIA HOUSING AUTHORITY
CONTRACTS AND PROCUREMENT



LETTER SOLICITATION NO.

0039-2018

ISSUE DATE: August 20, 2018

CLOSING DATE: September 10, 2018

CAPTION: dchousing.org Website Redesign

Dear Prospective Offeror:

The District of Columbia Housing Authority (DCHA) issues this written Letter Solicitation on behalf of its Office of Public Affairs and Communication (OPAC) to solicit Website Redesign Services in accordance with the Simplified Acquisition Methods for less than \$150,000 detailed in the DCHA Procurement Policy, applicable Federal standards, United States Department of Housing and Urban Development (HUD) regulations, and local laws. For any contract that involves District funds, DCHA shall comply with the Procurement Practices Reform Act of 2010, effective April 8, 2011 (D.C. Law 18-371; D.C. Official Code §§ 2-351.01 et seq.)(2011 Repl.) as detailed within this solicitation.

INTRODUCTION

The District of Columbia Housing Authority (“DCHA”) is dedicated to enhancing the quality of life in the District of Columbia by providing and effectively managing affordable housing, which is diverse, well maintained, and aesthetically pleasing for those whose circumstances prevent them from competing in the general marketplace. Besides operating over 8,300 units with public housing operating subsidy, DCHA also contracts over 14,000 private units through its Housing Choice Voucher Program (“HCVP”). DCHA has embarked on an ambitious program of development and redevelopment to create economically diverse communities and neighborhoods. DCHA is one of the most innovative housing authorities in the nation and is actively pursuing non-governmental sources of financing to promote HCVP homeownership assistance programs, project-based public housing subsidies, and implement more creative uses of its authority through the United States Department of Housing and Urban Development (HUD)’s Move to Work (MTW) Demonstration Program.

OVERVIEW

DCHA requires qualified Web Designers and Programmers to redevelop and redesign the existing www.dchousing.org website to support its Office of Public Affairs & Communications with providing an innovative customer-centric designed webpage that is smart, informative and that provides intuitive interface for multi-faceted concepts in a content focused, user-friendly and focused environment.

DCHA invites qualified, professional Web Designers and Programmers (“Offerors”) to submit proposals in response to the solicitation to provide services required to develop, design and implement a redesigned website that meets DCHA targeted outcomes.

BACKGROUND

DCHA's current website was created to achieve the administrative functions of the organization. In the next iteration of the website the goal is to increase the functionality while creating a user friendly experience for DCHA primary customer. The new website to including the design, layout, organization and language will be designed to present focused information for DCHA customers-housing assistance applicants, public housing residents, voucher holders, landlords, vendors, and partners to search, obtain and utilize useful content related to services administered through DCHA and its Instrumentalities.

QUALIFICATIONS

The Designer/Programmer submitting proposals on this project must show evidence of at least four (4) years' experience, produced a minimum of five (5) websites of similar complexity, and must have worked with at least two (2) clients of similar type and size to DCHA. Offerors must have demonstrated expertise in art direction, writing, programming, systems administration, database design, and multimedia programming.

DEFINITIONS

A. DEFINITIONS:

Administrative User/ User – A backend user granted access to limited portions of the website through assigned permissions. These permissions are established by the super user.

CMS – Content Management System – A computer application that supports the creation and modification of digital content specifically to support the management of the content in webpages. An open-source CMS refers to a CMS code that has been made freely available to the public.

CSS - Cascading Style Sheets – Used to format the layout of web pages helping to create a uniform look across several pages of a website. With CSS, users can create style sheets that define how different elements appear. These style sheets can then be applied to any Web page.

HTTPS – Hypertext Transport Protocol Secure - The secure version of HTTP, the protocol over which data is sent between your browser and the website that you are connected to. Https means all communications between your browser and the website are encrypted.

PDF – Portable Document Format – A file format that provides an electronic image of text or text and graphics that looks like a printed document and can be viewed, printed, and electronically transmitted.

Portal – An internet site providing access or links to other sites

SEO – Search Engine Optimization - The process of maximizing the number of visitors to a website by affecting the visibility of a website in a search engine's results.

SLA – Service Level Agreement - a contract between a service provider and the end user that defines the level of service expected from the service provider.

SSL Encryption - Secure Sockets Layer - The standard security technology for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browsers remain private and integral.

Superuser – A back-end user with access to all portions of the website. A user account with special privileges, who oversees the website, has the ability to create, edit or delete any portion of the site and assigns administrative users.

VPN Access - Virtual Private Network - Allows you to create a secure connection to another network over the Internet. VPNs are used to allow individuals access to protected information stored on a private network by connecting to that network using a public network.

301 Redirect – A permanent redirect from an old link to a redirected page. A method of telling web browsers and search engines that a page has permanently moved to a new location.

508 Compliant - Section 508, an amendment to the United States Workforce Rehabilitation Act of 1973, is a federal law mandating that all electronic and information technology developed, procured, maintained, or used

Content Specialist - Audits, collects, produces, and edits website material to maintain and improve the quality of information as well as recommend areas of improvement. The Content Specialist also proofreads and implements site content with a strong emphasis on maintaining brand consistency and best practices for search engine optimization (SEO) and user experience.

SCOPE OF SERVICES

A. General Requirements

Contractor shall redesign the existing webpage to provide content in an intuitive format to all DCHA's key stakeholders.

- *Applicants/Potential customers*
- *Current participants/customers*
- *Potential and current landlords*

- *General public*
- *Staff*
- *DCHA Board of Commissioners*
- *Vendors/Contractors*

Search Engine Optimization (SEO) best practices should be taken into account for implementing the overhaul of our old site to our new site.

Contractor shall be in good financial standing, not in any form of bankruptcy, current in payment of all taxes and fees and have no financial difficulties that may prevent its company from fulfilling its contractual obligations.

Contractor shall be responsible for obtaining required licenses identified by DCHA and the associated costs.

Contractor shall possess knowledge of WordPress as well as common web languages and be able to write custom code or CSS rules as needed to an existing WordPress theme.

Contractor shall have the ability to add and configure plugins to fit site overall look and feel.

Contractor shall agree to work under the creative oversight of DCHA's Office of Public Affairs and Communications (OPAC).

Contractor shall ensure compliance with all applicable laws and regulations in executing the work, including any Federal, State, or local Safety and Environmental laws and regulations.

For security measures, Contractor employees shall wear uniforms, wear/carry company identification badges, or provide other means, acceptable to DCHA that identifies Contractor employees at all times whenever working with DCHA.

B. Website Goals and Objectives

Goal:

Create a functional customer centric website that supports DCHA's mission to provide quality affordable housing to extremely low through moderate income households, fosters sustainable communities, and cultivates opportunities for residents to improve their lives.

Objectives:

- *Increase functionality of current website*
- *Provide a customer centric online experience for website visitors*

- *Increase information accessibility by providing prospective applicants and current program participants using digital tools and elements that easily explain our programs,*
- *Provide digital access portals for DCHA stakeholders housing program customers and DCHA vendors and employees,*
- *Increase online options for submittal of DCHA requested information.*
- *Establish a principal information clearinghouse for marketing DCHA programs that support efficient human resource allocation*

C. Technical Requirements

Contractor shall provide a fully-responsive web presence that includes the following:

- *Site construction must be completed in a manner non-disruptive to the current website.*
- *Preferred CMS platform for the new website is the most current version of WordPress.*
- *Contractors may submit an alternate CMS platform that addresses and satisfies all requested functionality.*
- *New website must comply with accessibility standards and best practices to ensure that people with disabilities can use our website (Section 508 compliant);*
- *Must contain a site-wide search feature accessible on all pages*
- *Contractor shall also layout designated pages in Spanish as needed.*
- *Contractor shall convert designated DCHA forms on the website to web-page format that will give users the ability to fill in forms online or print, as needed.*
- *Site must ensure information uploaded on one part of website is available and cross referenced in multiple locations*
- *Site must have the ability to showcase recent news/media posts on the designated webpage with search and archive capability.*
- *Site shall include online fillable forms related to procurement and housing applications and qualifications*
- *DCHA shall maintain ownership of the website and all supporting documentation and original artwork (pictures, graphics, etc.)*

D. Website Structure

Contractor shall create the site navigation and structure, based on the following. This Website Structure provides an idea of DCHA's web priorities; however, the list below is list is not exhaustive and is not presented in any particular order.

Contractor shall work with DCHA Contracting Officer's Technical Representative (COTR) to develop the home page and primary pages per current best practices as they apply to DCHA. The complete DCHA website may contain a minimum (20) twenty pages based upon the following:

1. Home page
 - a. One dropdown (items #2-4 listed below)
 - b. "Endless scroll" of top chronological stories and events
2. Events/Meetings
 - a. DCHA master calendar
3. Housing assistance
 - a. Public housing
 - b. Housing Choice Voucher Program
 - c. Homeownership
4. Doing Business w/DCHA
 - a. Full OAS process online
5. Footer
 - a. Contact us
 - b. Customer login
 - c. About
 - d. Social media

E. Design Services

Contractor shall provide full project concept to design service to ensure that DCHA receives a high quality, interactive user-friendly website with diverse functions including, but not limited to rotating photos, quick links, social media connections, data recovery features, stakeholder engagement opportunities, unique department brands and consistent messages across media. Primary responsibilities include:

- *Design and develop templates consistent DCHA with logo, mission and vision statement.*

- *Provide a minimum of three (3) different design templates for review and consideration by DCHA. (*Based upon different and unique wireframe models)*
- *The Domain name must remain “DCHOUSING.ORG”*
- *Build the site and migrate existing and updated content onto new platform*
- *Provide all native files of design, artwork and supporting documentation upon project completion.*
- *DCHA will provide input on consultation and direction on desired features, functionality, assistance with mapping of existing content and technical specs needed for maintenance and hosting.*

F. Content Management

Contractor shall develop guidelines to maintain the Website, CMS, and/or other website administration tools to enable DCHA staff to perform routine content changes and website updates with minimal effort, utilizing password security for authorized staff.

Contractor shall provide access to a programmer/developer tool, and provide a list of software tools needed to maintain the sites.

G. Training

Contractor shall provide adequate training to at least four (4) Authorized DCHA staff members to perform ongoing Content Management to DCHA’s satisfaction.

H. Support

Contractor shall provide local telephone support and assistance during regular working hours, Monday-Friday, 8 a.m.-5 p.m., to designated DCHA staff for two years.

I. Search Engine Registration

Contractor shall review to ensure that the DCHA website is registered with all major search engines.

J. Maintenance & Support

Contractor shall work with DCHA to identify and make provisions in the site designs for future enhancements, graphics, and navigation. Contractor shall make programming changes and website enhancements as requested by DCHA during the course of the contract. Contractor shall assist DCHA in continued application design, development, and implementation on an as needed basis.

Contractor shall provide recommendations and guidance to DCHA for ongoing review, enhancement and maintenance of the DCHA website.

K. Website Implementation Go-Live

Contractor shall develop an Implementation Schedule for DCHA review and approval that includes but not limited to:

- *Testing of all functionality, links and pages that fully demonstrates visual features, functionality and security of the websites*
- *Staff Training*
- *A Transition Plan*
- *A Maintenance Plan*

L. Additional Services

1. Support Services

DCHA may require additional services. If so, Contractor may be required to provide Support Services, to include maintenance and but not limited to the following the following primary services:

Complete repairs to scripting languages, basic HTML, broken images, broken links, and all other malfunctioning code or components.

Complete software and plug-in updates for all programs in use on DCHA's website.

Check for broken links, broken images template distortion, and test all contact forms and other interactive elements

Edit, revise, update or create new textual content and graphics on existing pages based on DCHA request. Typically, there may be minor intermitted content and other (new images and pages) updates.

Maintain site search engine by ensuring any content updates and new pages are searchable.

2. Revision Rounds

After the initial approved draft DCHA website redesign, DCHA may require up to two (2) additional rounds of revisions before the Website goes live.

SECTION 3 REQUIREMENTS

All Contractors shall comply with the Section 3 Program, as defined in the Housing and Urban Development Act of 1968 (12 U. S. C. 1701u) (Section 3),

amended by the Housing and Community Development Act of 1992 (1992 Act) (commonly known as and herein after as the Section 3 Program). Section 3 compliance requires all Contractors performing work on behalf of the DCHA or any of its subsidiaries to ensure that training, employment, contracting and other economic opportunities generated by the Federal financial assistance shall, to the greatest extent feasible, be directed toward low-income and very-low-income persons, particularly those who are recipients of government assistance for housing.

The minimum numerical goal for employment shall be equal to 10% of the total number of labor hours on the contract issued. A 2nd option for compliance under this act is to annually enroll Section 3 individuals totaling at minimum 30% to an Apprenticeship program. Another option is to subcontract to a Section 3 business concern. In accordance with the HUD regulations, 10% of the subcontract may be awarded to section 3 business concerns for construction and 3% of the subcontract may be awarded to section 3 business concerns for non-construction contracts. A 4th option for compliance is to propose a unique program that provides internships for residents or program participants or, provides pro bono services to DCHA program participants or Section 3 businesses. Cash donations to DCHA's Section 3 Fund are presented as a "last resort option" to all Contractors. This option is made available to Contractors who have exhausted all priority preferences and are unable to hire or train Section 3 individuals as the contract is immediate and the period is minimal or, the skill sets required by the staff is too technical or too advanced for the Section 3 individuals seeking employment. The funds received will be used to provide training, uniforms, or transportation for Section 3 individuals.

Contractors and subcontractors will:

1. Incur all costs required for compliance with the applicable regulations;
2. Be subject to DCHA monitoring for compliance, and
3. Accept any applicable penalties for noncompliance.

Offerors must provide an "Action Plan for Section 3 Commitment" and an "Estimated Project Workforce Breakdown" along with their bid proposal to be considered for contract award.

These documents should include a brief narrative description of the contract, and training and/or job opportunities for Section 3 participants as a part of this contract. The details of this plan should include the number of Section 3 participants to be hired, a list of tasks, description of skills associated to those tasks, the estimated total hours of those tasks under this contract, and a description of the methods to be used to achieve the respective Section 3 Commitment. A template of the Action Plan for Section 3 Commitment and a

copy of the Estimated Project Workforce Breakdown have been enclosed with this letter solicitation (**Attachments**).

DCHA recognizes that the Contractor seeks trainees and/or employees that meet certain requirements. In order to better facilitate this goal, all efforts to hire to meet the Contractor's Section 3 goals must be coordinated through the DCHA Section 3 Compliance Coordinator. Each Section 3 Plan will be rated on the quantity of job opportunities and on the quality of the training and/or the development of skills that lead to economic self-sufficiency and careers.

Examples of Opportunities

Administrative/ Management	accounting, payroll, research, bookkeeping, purchasing, word processing
Services	appliance repair, florists, marketing, carpet installation, janitorial, courier, photography, catering, landscaping, printing, computer/information, manufacturing, transportation.
Construction	architecture (intern), bricklaying, carpentry, cement/masonry, demolition, drywall, electrical, elevator construction (apprentice), fencing, heating, iron works, machine operation, painting, plastering, plumbing, tile setting.

See Attachment L- Benchmark Standards & Menu of Expanded Options for Compliance with DCHA's Section 3 Program

Non-Compliance Procedures

Any Contractor who fails to make a positive effort to meet the hiring and contracting goals described in the Section 3 Plan may be determined to be non-compliant. After a determination by DCHA that the Contractor has failed to comply with the Section 3 terms of their contract, DCHA shall serve notice of such non-compliance to the Contractor or its representative. The Contractor shall be responsible for notifying any subcontractor(s) who is not in compliance.

Upon request, the Contractor determined to be non-compliant shall meet with DCHA within three (3) working days of written notice in order to determine a method of correcting the deficiencies and determining the time period within such remedy shall be effective. If remedy is not agreed upon within three (3) days of the required notice, DCHA shall prescribe the remedy by which deficiencies shall be corrected and notify the Contractor in writing of such a determination.

If the Contractor does not correct the deficiencies in the manner as directed by DCHA within thirty (30) calendar days DCHA may impose any or all of the following sanctions:

- (a) Withholding payments;
- (b) Termination for default or suspension of contract; or
- (c) Placing the Contractor on a list of Contractors who fail to comply with DCHA Section 3 requirements.

Monitoring

DCHA will conduct unscheduled site visits to interview all Section 3 hires. DCHA will also review weekly payrolls and other supportive documentation.

Reporting

Contractor must submit quarterly reports regarding their Section 3 activities as requested by the Section 3 Compliance Coordinator. If Contractors chose to contract with Section 3 business concerns they must also submit proof of payment to those businesses.

Within five business days of project completion, Contractors are required to provide a narrative of their efforts and outcomes as it relates to Section 3 activity to the DCHA Section 3 Compliance Coordinator.

Contact

Please consult the Data Management and Section 3 Compliance Specialist, Office of Resident Services, Hanna Koerner at 202.535.1517 hkoerner@dchousing.org for additional information or assistance with the completion of your Section 3 Action Plan.

TERM OF CONTRACT

The term of the awarded contract shall be two (2) years from the date of contract execution, as deemed appropriate in the representation of DCHA; based upon the availability of funds.

Contractor will be expected to complete the website redesign within three (3) months from the date of contract award unless an alternate due date is negotiated between contractor(s) and agency.

TYPE OF CONTRACT

DCHA intends to award a fixed price contract for services as outlined in the Scope of Services and at the fees in the accepted Price Proposal. The Offeror shall provide all specified items and services required by DCHA.

OPTION TO EXTEND THE TERM OF THE CONTRACT- [RESERVED]

MANNER OF AWARD

DCHA may award a contract upon the basis of the initial Proposal received, without discussion. Therefore, each initial Proposal should contain the Offerors best and final terms from a cost and technical standpoint. Proposals shall represent the best efforts of the Offerors and will be evaluated as such. Proposal should set forth full, accurate, and complete information as required by this Letter of Solicitation.

INSURANCE

The successful Offeror, upon contract award shall at its own expense obtain the minimum insurance coverage set forth below and keep such insurance in force throughout the contract period. All insurance provided by Contractor in this section shall set forth DCHA as an additional insured.

Contractor's insurance is primary over DCHA insurance policy.

Contractor shall carry and pay for:

MINIMUM INSURANCE REQUIREMENTS
BASIC COVERAGE
Commercial General Liability (GL):
<i>Per Occurrence: \$1,000,000</i>
<i>Aggregate: \$2,000,000</i>
Products and Completed Operations: \$2,000,000
Personal/Advertising Injury: \$2,000,000
Automobile Liability: \$1,000,000 per occurrence
Workers' Compensation:
Statutory Limit.
Employer's Liability:
This coverage is not available to employees if Worker's Compensation applies (see 32 DC Official Code § 1504). If and when Employer's Liability insurance applies, however, the minimum requirements are as follows:
<i>Each Accident: \$500,000</i>
<i>Employee Disease: \$500,000</i>
<i>Disease-Policy Limit: \$500,000</i>
Employee Dishonesty
\$250,000
Professional Liability (Errors and Omissions)
Per Occurrence: \$1,000,000
Aggregate: \$2,000,000

With respect to the policies described above, these policies must:

- (a) Be in place before the execution of any contract awarded, as in-force insurance is a condition precedent;
- (b) Contractor shall provide DCHA annual Certificate of Insurance as evidence of the limits of coverage described above;
- (c) In the event the Contractor's insurance expires during the execution of or term of the contract, Contractor must provide DCHA with renewal certificates 30 days prior to the expiration date of the expiring coverage;
- (d) Insurance contracts shall require the insurance company to notify DCHA in the event of a substantial change in coverage during the policy term;
- (e) Be insured by A.M. Best Companies with a rating of A-VIII or higher; companies authorized to do business and in good standing in the District of Columbia, on such companies and on such conditions, and with such beneficial interest appearing thereon as shall be acceptable to the DCHA.

In the event a claim arises under the contract, the Contractor will promptly notify the DCHA Contracting Officer's Technical Assistance Representative (COTR) in the DCHA Office of Risk Management (ORM) at 202-535-1800 or by email to ORM@dchousing.org with copy to business@dchousing.org. In addition, the Contractor will investigate and furnish the DCHA COTR and ORM with reports of all accidents, claims and potential claims for damage or injury and will cooperate with its insurers and those of DCHA.

INDEMNIFICATION

The Contractor shall indemnify, defend and hold harmless HUD, DCHA and its respective employees, agents, contractors, Board of Directors, Board of Commissioners, members, managers and other representatives (the "Indemnified Parties"), from any loss, cost damage, claim, demand, suit, liability, judgment and expense (including any attorney fees and other costs of litigation) arising out of or resulting from or in connection with any work called for or performed under this contract, any breach by the Contractor, its agents, and employees of any provision of this contract, or any negligent or bad faith act(s) or omission (s) or the negligent performance of this contract by the Contractor, its agents, employees or any other person or entity for which the Contractor may be responsible. Any provisions or limits of insurance set forth in this contract shall not limit the Respondent's liability. At its own expense, the Respondent shall obtain the necessary insurance coverage acceptable to DCHA to comply with this indemnification requirement; provide evidence of such coverage to DCHA,

and such coverage shall be in place before the execution of the contract awarded and as a condition to it. This insurance is primary to, and will not seek contribution from, any other insurance available to an additional insured under your policy.

EMPLOYEE DISHONESTY INSURANCE

Upon contract award, Respondent shall provide evidence of employee dishonesty insurance for an amount not less than \$250,000, obtained at its own expense, for the purpose of protecting DCHA against dishonest acts of the Respondent and its employees. DCHA must be named as the loss payee. The insurance company, form, limits and content of such coverage will be subject to the approval of DCHA.

TASK ORDERS- [RESERVED]

PAYMENT/INVOICES

The Contractor must submit invoices to DCHA at following addresses after services have been provided on a monthly basis.

DCHA shall pay for services on a monthly basis (Net 30).

Submission of Payment Requests

- a. All payment requests must be addressed as follows and forwarded to:

District of Columbia Housing Authority

Attn: Office of Financial Management

1133 North Capitol Street, NE, Suite 329

Washington, D.C. 20002-7599

Invoices may be emailed to: DCHApayments@dchousing.org

- b. Proper invoices shall contain the following information:

- Contract Number
- Purchase Order Number
- Identification of matters/services performed consistent with the contract requirement and supporting documentation

- c. **Failure to provide all documentation as outlined in item “b” above may delay payment of invoices.**

- d. DCHA’s Accounts Payable Division processes checks for payment every Thursday; except for when that date falls on a legal holiday. In the event

the processing day falls on a legal holiday, checks will be processed on the next business day.

PROPOSAL FORMAT

Offerors are encouraged to visit the Housing and Urban Development (HUD) Website, a sampling of various Housing Authority Websites and District of Columbia government websites to develop a creative and competitive proposal that meets the Scope of Work.

Proposals shall be submitted in two parts: Technical and Cost. **Please note the proposal shall not exceed twenty (20) pages excluding the Cost Proposal, supporting materials, and exhibits.** Offerors shall submit one (1) original and four (4) copies of both the technical and price proposals, prepared in such format and in such detail as to enable DCHA to make a thorough evaluation thereof and to arrive at a sound determination as to whether or not the offer Offeror can meet the requirements set forth in this solicitation.

All proposals submitted for consideration will be reviewed by the DCHA, with the Offeror receiving the highest rating based on the criteria outlined in this section to be selected as the most capable of providing the services in a manner that is most advantageous to DCHA, cost and other factors considered.

DCHA may reject any or all proposals that are determined not to be in DCHA's best interest. In addition, DCHA reserves the right to waive any formalities or minor irregularities, if it serves DCHA's best interests in doing so.

The technical proposal shall not contain any cost information.

At a minimum, Proposals shall be organized as follows with the content below:

PART I: Technical Proposal

1. Table of Contents

2. Letter of Interest

Provide an executive summary/introduction to include profile regarding the history and attributes of the Offeror, name of entity, address, website and telephone number; name of contact individual, telephone number, email address, and a brief description of the understanding of the Scope of Work and entities ability to perform work. If Offeror is a joint venture, or another entity formed solely for responding to this solicitation, provide evidence of prior successful collaborations.

3. Documentation to Substantiate Past Experience

Provide four (4) similar or related works performed that has been completed to date, or is currently active contracted to the Offeror or where the Offeror was a major participant in the proposal and work product. For each project identified provide:

- a. Project name and address
- b. Client
- c. Point of Contact name, title, phone number, email address, and business address
- d. Detailed description of Scope of Services
- e. Size of the project(s)
- f. Services performed by Offeror in terms of content, timeliness, responsiveness and costs. State if the project was completed on time for contracted amount. Provide supporting detail if to indicate if there changes to schedule or project cost.
- g. Indicate if Offeror performed services solely, as a joint venture, or as another entity for the project.
- h. Schedule: Start and Completion dates, Actual Completion Date, or if still active indicate "Ongoing".

4. Web Design Skills, Technical Expertise and Customer Service

Provide four (4) samplings of previous projects that demonstrate Offerors Web Design Skills and Technical Expertise. Include narrative to provide insight on the process to include the process, expediting work and the Customer Service to achieve project deliverables.

5. Identification of Team Members, Staffing Plan

Provide the Names, Position Title, Education, Experience, Qualifications, Licensure and Certifications and Resume for Key Project Staff and Management that will be assigned to work on the DCHA contract. Provide a Staffing Plan based upon the Scope of Work and proposed Implementation Plan that demonstrates the Offeror's ability to successfully redesign the DCHA website. Include an Organization Chart.

6. Transition and Implementation Plan

Provide an overview of the intend approach to complete the Scope of Services. Offerors are encouraged to be as specific in their submission as possible to demonstrate an understanding of the objectives of the DCHA. Offeror shall include the time required to complete Scope of Work and provide:

- A detailed narrative that demonstrates the approach intended

- An outline of the anticipated approach for each element of work identified in the Scope of Services. The approach outlined should be consistent with the objectives and requirements set forth in the solicitation and should address how services will be immediately provided upon execution of a contract.
- Provide a listing and timeline for deliverables and milestones to complete the Scope of Services with a Gantt style schedule indicating on how the work will proceed upon contract execution.

7. References

Not less than three (3) recent professional references from clients, which the Offeror has performed similar work as, described in the Scope of Services within the past five (5) years. Include name and address of the project; name, email and telephone number of the point of contact; a description of the work performed, dates of service, contract value and status (active or closed).

References may be contacted to verify project award, project performance and quality of work.

8. Experience with HUD Section 3 & Section 3 Plan

Describe the Offerors experience with compliance with HUD Section 3 requirements and the results achieved in hiring and training Section 3 residents and/or subcontracting to Section 3 business concerns. Review Section 3 requirements outlined in this solicitation and complete the “Action Plan for Section 3 Commitment” and an “Estimated Project Workforce Breakdown” as outlined in that section. Minimally address the following: (1) Indicate whether the Company has a valid Section 3 Certificate (issued by the Department of Housing and Community Development); (2) Provide a detailed description of the hiring plan for DCHA program participants. Include the number, the type of jobs to be provided and the number and type of training opportunities to be provided; (3) Provide a detailed description of the training plan for DCHA program participants, whether interns will be contracted or, if funding will be provided for training; (4) Outline the Company’s proposal, if any, to subcontract to Section 3 businesses. Describe in detail, the type of service to be provided.

9. Minority/Woman/Certified Business Enterprise (M/WBE/CBE) Equity Plan

Offeror should submit narrative information about its policies, plans, activities and accomplishments in creating a diverse workforce, both in its legal and administrative support staffs. The narrative should also indicate any experience utilizing Minority and Women-owned business enterprises

and to what extent minorities and women are included in the team that will advise DCHA.

Describe the diversity profile of the Company's shareholders or partners, of counsel and associates. Please include a description of how women and minorities hold positions of leadership in the Offeror's Company, including any history of such participation.

10. Certifications & Affidavits

Complete and return the following certification and affidavit forms:

Attachment A-	HUD 5370 General Conditions for Non-Construction Contracts Section I
Attachment B-	Tax Certification Affidavit
Attachment C-	Non-Collusive Affidavit
Attachment D-	Certificate of Eligibility
Attachment E-	Contract Compliance Requirements
Attachment F-	Payments to Subcontractors and Suppliers Certificate
Attachment G-	Representations, Certifications of Offerors (Non-Construction)
Attachment H-	Statements of Bidders Qualifications
Attachment I-	Section 3 Contract Compliance Agreements
Attachment J-	Conflict of Interest Certification
Attachment K-	[RESERVED]
Attachment L-	Benchmark Standards and Menu of Expanded Options for Compliance with DCHA's Section 3 Program
Attachment M-	HUD 5369 –B Instructions to Offerors Non-Construction
Attachment N-	Wage Determination
Exhibit 1-	Cost Proposal

Proposals submitted with incomplete or missing certifications may be determined unresponsive and removed from consideration.

PART II: Price Proposal

1. Price Proposal- Exhibit 1

Price Proposals that are not submitted within the solicitation Exhibit or outside of the exhibit format will not be accepted.

Allowable Costs

The Respondent is fully responsible for controlling its cost of performing this contract and for properly pricing each project task. No price increases will be permitted for any alleged miscalculations of the basic project-task

dollar amounts. These amounts shall include all allowable costs related to the performance of this contract, such as labor, overhead, profit, travel, materials, all equipment, facilities, telephone services, etc.

Travel

Travel in the metropolitan area shall not be reimbursed. The metropolitan area includes the District of Columbia; and the counties of Montgomery and Prince Georges in Maryland; the cities of Alexandria, Falls Church and Fairfax in Virginia, and the counties of Arlington, Fairfax, Prince William and Loudon in Virginia.

Complete Exhibit 1. Price Proposal to provide pricing that is consistent with the Scope of Services for each year of proposed services, years one and two. Prices are required to be proposed in fixed rates in terms of hourly costs for each type of participant, and travel costs. Compliance with Section 3 of the U.S. Housing Act as defined in 24 CFR Part 135 should be included.

Part I. Hourly Rates

Propose with a breakdown showing fully burdened hourly rates for the personnel to be used in performance of the contract shall be identified and their rates shall be supported by supplying the following:

- 1) Direct salary rates;
- 2) Overhead rates;
- 3) General and Administrative rates, if any;
- 4) Profit or fee

Part II. Milestones/Deliverables

Propose a detailed itemized breakdown of project costs that clearly identifies primary elements of the cost to include: concept design, home page, page design programming, training etc. per task, year and total cost. Proposed costs shall be priced as all-inclusive and include all tasks required to complete the Scope of Services.

Part III. Payment Schedule

Propose Payment Schedule in terms of project deliverables.

Part IV. Fair Price Statement

Offeror shall provide a statement that it warrants the prices quoted are not in excess of those charged non-governmental clients for the same services performed by the same individuals.

ALL PROPOSALS SUBMITTED FOR CONSIDERATION WILL BE REVIEWED BY DCHA, AND THE OFFEROR RECEIVING THE HIGHEST RATING, BASED ON THE CRITERIA PRESENTED BELOW, WILL BE SELECTED AS BEING THE MOST CAPABLE OF PROVIDING SERVICES IN A MANNER THAT IS MOST ADVANTAGEOUS TO DCHA, TECHNICAL AND COST FACTORS CONSIDERED. DCHA MAY REJECT ANY OR ALL PROPOSALS THAT ARE DETERMINED NOT TO BE IN DCHA BEST INTEREST. IN ADDITION, DCHA RESERVES THE RIGHT TO WAIVE ANY INFORMALITIES OR MINOR IRREGULARITIES IF IT SERVES THE DCHA'S BEST INTEREST IN DOING SO.

EVALUATION & SELECTION CRITERIA

Proposals will be evaluated with points assigned as detailed in this section to determine the extent to which the Offerors capabilities and approach meet the needs of the DCHA. Offerors shall respond thoroughly to each of the following evaluation factors, with focus on providing answers that are both clear and concise. If any requirement listed cannot be met, full disclosure must be given, along with an explanation and proposed alternative, if appropriate.

The evaluation factors will be used in determining the competitive range, with a total possible score of **177.5** points.

DCHA will add additional points for Business Enterprise Designations after the technical evaluations have been completed and the competitive range has been established by the Contracting Officer.

The following point value will be used for evaluation purposes with the points shown being the maximum number that can be awarded for each criterion.

TECHNICAL AND COST

CRITERIA	MAXIMUM POINTS
<p>Organizational Capacity Assessment of the Offeror’s Past Experience as evidence of the Offerors ability to perform the Scope of Services to include work performed in a timely manner will be evaluated through a review of previous performance on similar projects, as well as current and projected capacity and workload.</p>	20

<p>Maximum consideration will be given to Offerors having staff with the greatest amount of experience in performing work as required herein, and who can demonstrate sufficient capacity to perform the work timely given current and projected workload.</p>	
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<p>Demonstrated Web Design Skills, Technical Expertise and Customer Service</p> <p>Assessment of Offerors Web Designs, Technical Expertise and Customer Services for similar projects completed to date. Additional consideration will be given to Offerors who exhibit a successful record of performing similar services for public housing authorities.</p> <p>Maximum consideration will be given to Offerors, who demonstrate through their submittal, a documented record of successfully completing projects of the same type required by this solicitation.</p>	20
<p>Staffing Plan and Service Approach</p> <p>Assessment of proposed staff, specialists and consultants experience and qualifications.</p>	15
<p>Transition and Implementation Plan</p> <p>Quality and Reasonableness of the intended approach for each element of work identified to complete the Scope of Services. Offerors are encouraged to be as specific in their submission as possible to demonstrate an understanding of the objectives of the DCHA. Offeror shall include the time required to complete Scope of Work.</p> <p>Maximum consideration will be given to Offerors that demonstrate a clear and prudent plan for performing the required work within the established timeframe.</p>	20
<p>References</p> <p>Not less than three (3) recent professional references from clients, which the Respondent has performed similar work as, described in the Scope of Services within the past five (5) years. Include name and address of the project; name, email and telephone number of the point of contact; a description of the work performed, dates of service, contract value and status (active or closed). References may be contacted to verify project award, project performance and quality of work.</p>	15

<p>Section 3</p> <ol style="list-style-type: none"> 1. <i>*For non-construction contracts:</i> Proposes to have DCHA residents or program participants as interns. <i>For construction contracts:</i> Proposes to have DCHA residents or program participants as apprentices (2 pts.) 2. Demonstrated evidence of successful past performance with the fulfillment of Section 3 Commitments. (3 pts.) 3. Will hire DCHA residents or program participants for appropriate employment opportunities within the firm or any of its affiliated subcontractors. (4 pts.) 4. Proposes to provide funding for training for a DCHA resident or program participant. (3 pts.) 5. Will provide pro bono services to resident-controlled companies or residents desiring to start a company either as a for-profit or non-profit entity. (2 pts.) 6. **Proposes to subcontract supportive services to Section 3 businesses. (2 pts.) 7. ***Vendor submits a unique proposal that supports the requirement of Section 3 “to provide DCHA residents and program participants with training and/employment opportunities.” Includes sponsoring program participants. (4pts.) 	20
COST	
<p>Proposed fee and breakdown</p> <p>Complete Exhibit 1. Price Proposal to provide pricing that is consistent with the Scope of Services for each year of proposed services, years one and two.</p>	35
Technical & Cost Points Competitive Range	
<p>Presentation</p> <p>Offerors determined to be Responsive and within the Competitive Range for award will be scheduled and required to present design simulation.</p>	20
TOTAL MAXIMUM POINTS TECHNICAL & COST	
165	

SECTION 3 Section 3 Experience & Plan

*Approved apprenticeship and trainee programs include: an apprenticeship program approved by the Bureau of Apprenticeship and Training of the Department of Labor, or a State Apprenticeship Agency, or an on-the-job training program approved by the Bureau of Apprenticeship and Training, in accordance with the regulation at 29 CFR part 5; or a training program approved by HUD in accordance with HUD policies and guidelines, as applicable. Participation in an approved apprenticeship program does not, in and of itself, demonstrate compliance with the regulations of this part.

****A Section 3 Business is defined as a business that is 51% or more owned by low-income individuals OR, a business whose full time workforce includes, at minimum, 30% low income individuals OR, a business who subcontracts in excess of 25% of the total amount of its contract to section 3 businesses.**

*****Sponsoring DCHA program participant(s) involves:**

- providing the financial means necessary for the program participant(s) to receive training in a specific trade or other method of higher learning;
- provide mentoring to the program participant(s) sponsored; and
- committing to hire the respective program participant(s) after successful completion of their specialized training.

BONUS POINTS

Business Enterprise Designation Points for Local Small Minority/Woman-Owned Business (Maximum 10 Bonus Points)

The DCHA will add additional points for Business Enterprise Designations after the technical evaluations have been completed and the competitive range has been established by the Contracting Officer.

Upon the determination of the competitive range, each Offeror who has been deemed technically qualified and is within the competitive range can receive additional points if the Offeror is determined to be a Local, Small, Minority or Woman-Owned Business Enterprise (LSM/WBE).

The following definitions apply for the DCHA Business Enterprise Designation Points:

“Local” means within the Metropolitan Business Area;

“Small” means a firm with 500 employees or less;

“Minority” means 51% ownership; and

“Woman-Owned” means 51% ownership.

The points shall be awarded to the Offeror based on a review of the Offeror, either party of a joint-venture, or an Offeror’s subcontractors.

The points will be awarded in the following manner:

Local	= 2.5 points
Small	= 2.5 points
Minority	= 2.5 points
Woman-Owned	= 2.5 points

A maximum of 10 points can be added to the score of a technically qualified Offeror who is in the competitive range.

CBE Participation

(Maximum 2.5 Bonus Points)

DCHA will recognize the District of Columbia certification as meeting the certification requirements of its Certified Business Enterprise (“CBE”) program. Reliable certification from other CBE programs will be considered and Contractors may utilize any other CBE firms that qualify under the definitions set forth herein. In recognition of the District’s CBE certification, DCHA will use the following CBE point system below to determine the number of preference points awarded to contractors with CBE certification. Please be advised that if one or more development team members is a CBE, DCHA will only award points for one CBE team member. The point award will be based on the CBE with the highest number of preference points awarded by the District.

District of Columbia	D.C. Housing Authority
10-12 Preference Points	2.5 Preference Points
6-9 Preference Points	2.0 Preference Points
2-5 Preference Points	1.0 Preference Points

TOTAL MAXIMUM POINTS (to include Bonus Points)

177.5

Each response will be ranked using the above criteria based upon the information presented in the statements, the references provided by the Contractor, DCHA’s knowledge from prior engagements, if applicable, independent background checks and other factual information available to the DCHA. Contractors are advised to provide sufficient information and references to demonstrate their approach, experience and capabilities.

RELATIVE IMPORTANCE OF TECHNICAL VERSUS COST/PRICE FACTORS

DCHA will make an award to the responsible Offeror, whose offer conforms to the solicitation and is most advantageous to the DCHA (i.e., that which represents the best value to the DCHA), cost or price and other factors considered. The proposed cost must be considered reasonable and must reflect the proposed technical approach.

DCHA may award a contract to other than the lowest priced offer. In the event that two or more offers are considered technically equivalent, the evaluated cost or price will be of primary importance in determining the proposal most responsive.

DCHA may make multiple awards to ensure availability of a wide range of products or services.

The combined relative merit of the technical evaluation factors listed below will be more significant than cost or price in the selection of the Contractor.

PROTEST

Any party involved in a dispute with DCHA related to any procurement decision that has unfavorably affected the aggrieved party is entitled to a resolution of the dispute in a timely manner and in accordance with applicable local or Federal law. The Protester, as defined below, in all instances, must pursue a remedy through the established administrative procedures of DCHA prior to pursuing a protest with the Federal agency, defined below. Guidelines and procedures that must be followed are presented herein.

DEFINITIONS

Contracting Officer. The person within DCHA or DCHA duly authorized by the governing body thereof to administer contracts for, and in the name of, DCHA as applicable.

Executive Director. The Executive Director of DCHA.

Federal Agency. Unless otherwise defined, the United States Department of Housing and Urban Development (HUD).

Protester. Any Respondent to a solicitation made by DCHA who has submitted a bid, quotation, or proposal that contains all the material requirements of the solicitation and has received an unfavorable decision concerning the results thereof; and has a valid basis to challenge the award decision, or any Respondent who files a complaint based on the content of the solicitation, prior to the proposal due date based on specific facts giving rise to any such complaint.

PROCEDURES

1. Any protest against a solicitation must be received before the due date for receipt of bids or proposals, and any protest against the award of a contract must be received within ten (10) calendar days of contract award by the Contracting Officer on behalf of DCHA, or the protest will not be considered, unless a different time period has been established, if applicable. In such cases, the time-period set forth in the solicitation and/or contract prevails. The complaint must be in writing, and at a minimum must identify the name, address and phone number of the Protestor; Solicitation number and project title; a detailed statement of the basis for the protest; supporting evidence or documents to substantiate any arguments; form of relief requested.
2. The Contracting Officer may suspend the procurement pending resolution of the protest, if warranted by the facts presented.

3. The Contracting Officer shall issue a written decision to the Protestor within ninety (90) days of its receipt by certified mail with return receipt requested. The written decision shall state a description of the claim; a reference to the pertinent clause; a statement of the factual areas of agreement or disagreement; a statement of the Contracting Officer's decision with supporting rationale; and a statement referencing appeal rights.
4. The Contracting Officer's Final Decision may be appealed to the DCHA Executive Director through the Office of the General Counsel. Such request must be in writing and made within ten (10) calendar days of receipt of the Contracting Officer's decision.
5. The DCHA Executive Director's decision may be appealed to the District of Columbia Board of Contract Appeals (CAB) or other court of competent jurisdiction as determined and agreed to by the Parties. The appeal must be filed within thirty (30) days of receipt of the decision rendered by the DCHA Executive Director, or other time period required by the selected court of competent jurisdiction, as applicable.
6. The DCHA Board or Commissioners has no jurisdiction over Bid Protests.
7. All protests, except those directed to CAB, shall be addressed to the administrative offices of DCHA. The address of the administrative offices of DCHA is as follows:

District of Columbia Housing Authority
Office of Administrative Services
Contracts and Procurement
1133 North Capitol Street, N.E. Suite 300
Washington, D.C. 20002-7599
Attn: Contracting Officer

INQUIRIES/QUESTIONS

Inquiries or questions concerning this solicitation **shall be submitted in writing to the Issuing Office no later than Wednesday, August 29, 2018 by 11:00 a.m.** Inquiries/questions shall be emailed to Kimberly Allen, Procurement Manager to kallen@dchousing.org with copy to business@dchousing.org.

OFFERORS ARE INSTRUCTED SPECIFICALLY TO CONTACT ONLY THE SOLICITATION ISSUING OFFICE IN CONNECTION WITH ANY ASPECT OF THIS SOLICITATION PRIOR TO CONTRACT AWARD. PROPOSALS AND ALL CORRESPONDENCE RELATING TO THE SOLICITATION DOCUMENT MUST BE SUBMITTED TO THE ISSUING OFFICE.

PROPOSAL SUBMISSION

Respond as outlined and submit ONE (1) original and FOUR (4) copies of the Proposal, typed and prepared on standard 8.5 x 11 letter size paper with material printed on one side only. **All Proposals in response to this Letter of Solicitation must be RECEIVED no later than Monday, September 10, 2018 by 11:00 a.m. at the address listed below.**

District of Columbia Housing Authority
Office of Administrative Services- Contracts and Procurement
1133 North Capitol Street, NE, Suite 300
Washington, D.C. 20002-7599
Attn: Cheryl Moore, Contracting Officer
Letter Solicitation Number: 0039- 2018
"DCHA dchousing.org Website Redesign"

DCHA will not accept electronic submission of proposals in response to this solicitation.

PROPOSALS RECEIVED AFTER THE DEADLINE MAY NOT BE CONSIDERED.

Sincerely,



Cheryl Moore

Contracting Officer