

WEBSITE DESIGN, HOSTING AND MANAGEMENT REQUEST FOR PROPOSAL (RFP)

**City of Houston Tax Increment Reinvestment Zone No. 9
South Post Oak Redevelopment Authority
Houston, Texas**

CLOSING DATE: Friday, November 15, 2024 12:00 Noon CST

CONTACT: Don Huml
713.882.3360
dhuml@haweshill.com

SUBMITTAL: Please send your qualifications and proposal by email to dhuml@haweshill.com with “**TIRZ No. 9 Website**” in the subject line or deliver in a sealed envelope marked “**TIRZ No. 9 Website,**” **ATTN: Don Huml** to the offices of Hawes Hill & Associates, **9600 Long Point Road, Suite 200, Houston, TX 77055** no later than **12:00 Noon on November 15, 2024.**

All proposals must be received by the date and time noted above. All proposals received after the date and time noted above or in a manner different than noted above will be rejected. The Zone will not accept submissions by e-mail or fax. Proposers are solely responsible for ensuring timely delivery.

Proposals are considered valid, and may not be withdrawn, cancelled or modified, for one hundred twenty (120) days after the opening date, to give the Zone sufficient time to review the proposals, investigate the proposers' qualifications, secure required approvals, and execute a binding contract with the successful proposer.

Submission of a proposal will constitute acknowledgement and acceptance of all the terms and conditions contained in this RFP. Proposers, their authorized representatives, and their agents are responsible for obtaining, and will be deemed to have, full knowledge of the conditions, requirements, and specifications of this RFP at the time a proposal is submitted to **Tax Increment Reinvestment Zone No. 9.**

ADDITIONAL INFORMATION AND SPECIFICATIONS

Requests for additional information or questions should be sent to **Don Huml** no later than **November 6, 2024, at 5:00 PM CST.**

INTERPRETING SPECIFICATIONS

The specifications and product references contained herein are intended to be descriptive rather than restrictive. **TIRZ No. 9** is soliciting proposals to provide a complete service package which meets its overall requirements. Specifications in this RFP are not intended to preclude proposers from recommending alternative solutions that offer comparable or better performance or value.

TIRZ No. 9 has sole discretion and reserves the right to cancel this RFP or to reject any or all proposals received prior to the contract award. **TIRZ No. 9** reserves the right to waive any and all formalities concerning this RFP, or to reject any or all proposals or any part thereof.

OBJECTIVE

TIRZ No. 9 is seeking to design and regularly update/maintain a visually appealing and user-friendly website to provide a central place for individuals and entities with an interest in TIRZ No.9 community to learn the mission of the TIRZ, stay informed on current improvements efforts and activities of the Zone, as well as gain access to critical information related to the Zone.

More specifically, the website is intended to be:

- A source of transparent access to critical information and documents, including Board of Directors documentation, legal documents, financial reports, information on completed and on-going projects, news and announcements, and contact information.
- A place for individuals and entities with an interest in TIRZ No. 9 to connect with Zone administrators, consultants involved with TIRZ projects and activities, and also share their thoughts and ideas.
- A site that provides access to important information about the Zone including reports, studies, maps, tables/statistics, images, and more.
- A place for the Zone to showcase and celebrate the identity and culture of the community and promote the Zone's mission.

The intention of TIRZ No. 9 is to seek the assistance of an experienced vendor that can design and regularly update the website, including (but not limited to) needs identified in this RFP. The selected vendor is expected to provide hosting services for the website in a secure data center, customer service support that allows easy updates and content management and implement search engine optimization (SEO) strategies.

BACKGROUND

Tax Increment Reinvestment Zone No. 9 (TIRZ) was created to act on behalf of the City of Houston to develop affordable housing and to assist with the design and construction of public infrastructure projects within the TIRZ boundaries such as roadways, sidewalks, parks and greenspace, water and sewer utilities, stormwater drainage improvements, and civic art. The TIRZ encompasses approximately 1,775 acres situated in Southwest Houston within the 5 Corners District and is generally bound by Airport Blvd to the north, Beaumont West Fuqua to the south, Fort Bend Tollway to the west, and Buffalo Speedway to the east. The TIRZ is governed by a board of directors appointed by the City of Houston.

PROJECT

Required Features

The information below represents required functional capabilities of the website. It is not all inclusive, other functionality may be recommended or added.

The selected vendor must be able to provide at a minimum, the components shown.

- A home page with capabilities to show rotating images, Zone highlights, project highlights, news highlights, pop up banners about upcoming events, and other features as needed and on a variety of platforms from desktop computers to digital tablets and phones
- A section with information on the history of the Zone and its mission
- A section with information on the Board of Directors and relevant member disclosure forms

- An archive center to allow access to current and previous agendas, minutes, board meeting books, financial reports (budgets and audits), legal documents, and more
- A document center that includes all other documents, such as project plans, maps, completed studies, plans and design documents
- A section that includes information about the community served by the Zone including plans, studies, maps, tables/statistics and more as appropriate
- A project hub that includes information on completed/past projects as well as current/on-going projects. This section needs to be user friendly. All projects should have a unique page that includes descriptions, photos, documents, current status. Some projects may require the capability to connect to other platforms or engagement websites.
- A News and Announcements section that includes all newsletters and published articles about the TIRZ. This section would also include the ability to sign up for notifications to be sent via email when a new announcement or article is published.
- An Online Forms section that allows for the community to request Public Information or to Contact the TIRZ administrators.
- A section of RFP/RFQ Posting for contractors, consultants, community to access posted Requests for Proposals or Requests for Qualifications
- Capability to connect to other websites or platforms, such as social media or specific project engagement platforms/websites.
- An Internal site search engine and log of search term
- Availability of full service, 24/7/365 support and site maintenance

Additional Features

The selected vendor could propose additional features that would be beneficial for the TIRZ No. 9 website.

SCHEDULED TIME FRAME

Work on the project is scheduled to begin on or about **January 1, 2025**, and to be completed within **(6) six months** of the start date. **TIRZ No. 9** reserves the right to extend and/or expand the scope of this contract, subject to approval and funding availability by the **TIRZ Board of Directors**.

PROPOSAL CONTENTS AND SPECIFICATIONS

Proposals should, at a minimum, include the information described below:

A. Company/Vendor Introduction

The introduction should include:

- Vendor Overview: name and location of the company, including the office location that will be serving the Zone
- A brief description of the company including the number of years the company has been in business and the primary lines of business of the company
- The number of personnel employed by the company, particularly staff dedicated to provide the requested services
- Introduction to specific staff anticipated to lead design and development of the website and points of contact for each phase of requested services
- Primary client base

- Indication of the unique qualifications, approach or other features that make the company/vendor stand apart from the competition
- Commitments by the proposer regarding timely and cost effective delivery of products, that the individuals presented in the proposal will be the individuals involved in the project as described, and provision of an outstanding product as presented in the proposal.

B. Project Understanding and Work Program

The proposing company/vendor should provide a concise and complete description of the work to be performed, including:

- An explanation of the company’s understanding of the project, the need for the website, the impact of the website, the key issues to resolve and potential resolution(s).
- An explanation of the company’s work program and time schedule for creating the product, including milestones for periodic review of deliverables as well as the process utilized for the maintenance and management of the website

C. Relevant Experience

The proposing company should provide examples of experience with previous projects that are relevant to the creation of a website for **TIRZ No. 9**. Relevant experience includes building, designing or managing websites or engagement platforms for Reinvestment Zones, public sector entities or similar clients for which transparency and provision of information is paramount. The proposal should include:

- Five examples of relevant experience completed and implemented in the last (5) five years, including:
 - At least three examples related to the design of a website;
 - At least three examples related to experience with Reinvestment Zones, public sector entity or client with similar needs;
 - At least one example in which the proposed project manager served as project manager.
- References for each example, including name of individual, organization, brief description of the project and date it was started and completed, email address and phone number.

D. Project Cost

The proposing vendor should submit a budget describing categorical costs necessary to complete the proposal and indicate the approximate percentage of the available funding estimated to be required for each task, including design, hosting and ongoing management. Respondents should be prepared to provide a detailed budget in a timely fashion should they be selected. Unless determined otherwise, the proposing vendor should assume a lump sum fee for website design. Cost associated with hosting the website and management should be estimated with the expectation to provide an invoice and be paid monthly on an ongoing basis. All production and other costs associated with initial design of the website are expected to be included in the proposed budget as part of the lump sum fee or as a separate not-to-exceed figure. Please include all system costs, inclusive of all software costs, warranty support from date of system acceptance, and any other costs necessary for operation of system (e.g. third party licensing).

E. Additional Samples of Similar/Applicable Work and Other Relevant Materials

The Proposing Team may wish to provide additional materials to further describe the capabilities or accomplishments of the team such as samples of similar or otherwise relevant work. If so, such information should be included in this section.

EVALUATION PROCEDURES

A Selection Committee will review complete responses received by the closing date utilizing a scoring process to rank the accepted proposals. The Selection Committee reserves the right to select a preferred Vendor without interview. In the event that the Selection Committee opts to conduct interviews, then the Committee shall determine the number of vendors to interview based upon ranking. Proposing vendors selected for interview will be notified by email or phone call to the vendor contact designated in the proposal. Interviews, if needed, will be virtual.

TIRZ No. 9 reserves the right to contact Proposing Teams for clarification of information submitted and to contact references to obtain information regarding past performance, reliability and integrity. Requests for a debriefing are requested to be made within one week of notification of non-selection.

EVALUATION CRITERIA

The evaluation criteria for the Selection Committee will include the following broad categories as described in greater detail in the Proposal Contents section of this RFP:

- Demonstrated capabilities and qualifications in relationship to the specific needs of the Zone
- Soundness and stability of company
- Quality of team including personnel to be responsible for leading website design and ongoing management
- Understanding of the unique needs of the Zone
- Appropriateness and quality of past experience, including references
- Project approach and schedule, including milestones
- Overall project cost
- Clarity, organization and quality of proposal
- Value added of services offered

CONTRACT AWARD

TIRZ No. 9 will provide short-listed respondents with instructions as to how the final Consultant Team ranking will be selected. The process may include, but not necessarily be limited to, questions about elements of the proposal submitted, specific scope of work questions and/or interviews. A recommendation will be presented to **TIRZ No. 9** for approval to negotiate, and execute, a contract with the selected consultant team. **TIRZ No. 9 reserves the right to reject any and all proposals or to discontinue pursuit of the project as deemed in its interest.**

TIRZ RESPONSIBILITIES

TIRZ No. 9 is responsible for project administration and final decisions on all contractual matters. All responses to inquiries about the RFP and attachments should be directed to **Don Huml** as the individual that will serve as project manager for the client.