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IN REPLY PLEASE REFER TO:  
15:CPO/196

June 23, 2015

TO: Interested Parties

FROM: Rick T. Sogawa   
Procurement Officer

SUBJECT: Request for Information No. ITO-2015-15  
Website Redesign Services

The Hawaii Public Housing Authority (HPHA) is seeking written comments to issue a planned solicitation for website development services to redesign the current HPHA website with advanced features meeting Federal ADA requirements. The resulting solicitation will be open to all business entities furnishing website development services.

Written comments, suggestions, feedback on the elements of the planned solicitation is appreciated by Tuesday, July 7, 2015 via email or facsimile, and may be directed to:

Ms. Tammie Wong  
Contract and Procurement Office  
Hawaii Public Housing Authority  
1002 N. School Street  
Honolulu, Hawaii 96817  
Phone: (808) 832-6090  
Fax: (808) 832-6039  
Email: Tammie.Y.Wong@hawaii.gov

Attached is the Request for Information (RFI) for Website Redesign Services. Responses received will assist the HPHA in issuing a solicitation with appropriate specification requirements conforming to common industry practices so as to maximize and promote competition. The HPHA reserves the right to incorporate or not incorporate into the planned solicitation any recommendations made in response to this RFI considering the best interest of the agency.

Participation in this RFI is optional and is not required in order to respond to any subsequent procurement solicitations issued by the HPHA. Neither the HPHA nor the interested parties responding has any obligation under this RFI.

Thank you for your attention to this request.

# Hawaii Public Housing Authority

## Request for Information

RFI No. ITO-2015-15

### Website Redesign Services

The Hawaii Public Housing Authority (HPHA) is the sole public housing agency for the State of Hawaii, providing safe, sanitary and temporary housing to low-income families. The HPHA administers and manages over than 6,000 federal and state low-income public housing units on the Islands of Oahu, Kauai, Maui, Hawaii, and Molokai. The HPHA also administers and manages just below 2,000 rental assistance vouchers on the Island of Oahu.

The HPHA plans to issue a Request for Proposal (RFP) for website development services to redesign the current HPHA website with advanced features meeting Federal ADA requirements. This Request for Information (RFI) is to gather information from the public to assist the HPHA in developing the planned solicitation.

#### **INSTRUCTIONS:**

Please review the information below and provide comments/suggestions to any or all of the elements of the planned solicitation. Please provide your comments/feedback at the end of each section or you may submit your comments/feedback on a separate piece of paper.

#### **I. Scope of Work**

The Successful Offerors shall provide all equipment, software, and labor necessary to redesign the HPHA website with advanced features to assist the public in the navigation and application of public housing services. The elements of the website shall include, without limitation:

##### **A. Website Theme**

1. The website must reflect Hawaii, service, and housing.
2. The overall design should be simple, stunning in a dramatic and eye-catching way.
3. Navigation icons should be large and user friendly.
4. While navigating through the website, the top and bottom of the webpage should remain the same, no matter which "link" or "button" the user clicks on.
5. Webpages shall be designed in a printer friendly format should users require printing of the webpages.

B. Required Website Contents include, without limitation:

1. Information About HPHA,
2. Housing Assistance Programs (i.e. Federal and State Low Income Public Housing, Section 8 Voucher Program),
3. Applying for Public Housing,
4. Doing Business with the HPHA,
5. Reports and Studies,
6. Employment Opportunities,
7. Contact Information,
8. Frequently Asked Questions, and
9. Board of Director Information.

Sample documents can be made available on a CD upon request. Please email RFI/RFP Coordinator at Tammie.Y.Wong@hawaii.gov.

C. Required Features

1. Translation Capability

- a) Website shall include translation capability to translate the webpages from English into other written languages, including, without limitation:
  - i. Traditional Chinese,
  - ii. Simplified Chinese,
  - iii. Korean,
  - iv. Samoan,
  - v. Vietnamese,
  - vi. Chuukese, and
  - vii. Marshallese.
- b) All translations must be accurate, NOT solely translated using Google Translator.
- c) Translations shall not be graphic images.
- d) Correct fonts shall be included for each language and fonts shall be adjustable on screen for the visually impaired.

2. Video and Audio Capability

- a) The home page shall include a welcome video clip and provide information on how to navigate through the website.

- b) Website shall include instructional video and audio clips to provide guidance on housing services. Such instructional video and audio clips may include without limitation “how to fill out forms.”
  - c) All video and audio clips on the website shall be translated and recorded to address the diverse ethnicities and made available on the website. The translated recordings shall include translated subtitles for the hearing impaired.
  - d) All video and audio clips shall be made available in the following spoken languages, including, without limitation:
    - i. Cantonese,
    - ii. Mandarin,
    - iii. Korean,
    - iv. Samoan,
    - v. Vietnamese,
    - vi. Chuukese, and
    - vii. Marshallese.
  - e) All video and audio content shall be playable without requiring the installation of special plugins, other software, or special settings requiring administrative rights as users may have home computers with basic DSL connections or may be accessing the website through a public facility (i.e. library, school, etc.).
3. Search engine capability for contents on the website.
  4. Data collection capability to capture public comments/feedback through the use of online forms.
  5. Log on security capability for selected webpages as dedicated by the HPHA.
  6. Compatible with major browsers on all internet accessible platforms (Internet Explorer, Firefox, Chrome, Safari, etc.).

D. Other Requirements

1. The website shall:
  - a. Meet all Federal requirements for ADA compliance.
  - b. Use of flexible and easily modifiable templates so that web pages can be created quickly, incorporating latest technology, including without limitation flash, dynamic and static content, videos, and audios.

- c. Ability for staff to upload photos/videos in common file formats for immediate viewing.
  - d. Designed to be updatable by HPHA staff without requiring any further intervention from the Successful Offeror upon completion of the project.
2. The Successful Offeror shall:
- a. Be available to start the project upon the HPHA's issuance of a Notice to Proceed.
  - b. Attend at minimum one (1) onsite meeting with the HPHA at the HPHA's request. Travel expenses shall be at the Successful Offeror's expense.
  - c. Declare that all content used in designing the HPHA website is original, or legally licensed, and does not infringe upon any known copyrights.
  - d. Transfer the finished product website files to the HPHA for hosting on its own web server under the domain "hpha.hawaii.gov" upon completion of the website.
3. All work done for hire under the resulting contract shall become the property of the HPHA. This includes, without limitation, all graphics, coding, documents, photos, and software licensing.

E. Time of Performance

The initial contract shall be for a 12 month period with the website published by the end of the sixth month and technical support services start on the 7<sup>th</sup> month of the contract term. There are options of 12 months to extend the contract. The option to extend the contract shall be exercised at the sole discretion of the HPHA, without the necessity of re-procuring, at the same rates as the accepted price proposal.

The estimated timeline and potential deliverables for this project shall include, without limitation:

1. Website Design and Development (Phase I), not to exceed a four (4) month period, and shall include, without limitation:
  - a. Meetings, phone, and email correspondences with the HPHA for development of the draft website (i.e. what the expectations are on the website).

- b. Completion of the draft website and conduct demo session as deemed necessary by the HPHA.
- 2. Website Revisions (Phase II), not to exceed a four (4) week period, and shall include, without limitation:
  - a. Meeting(s), phone, and email correspondences with the HPHA for revisions of the draft website.
  - b. Completion of the revised draft website and conduct demo session as deemed necessary by the HPHA.
  - c. Make additional changes to the revised website as deemed necessary by the HPHA and present revised demo(s) to the HPHA.
- 3. Website Implementation (Phase III), not to exceed a four (4) week period, and shall include, without limitation:
  - a. The finished website production files shall be transferred to the HPHA for hosting on its own web server under the domain "hpha.hawaii.gov".
  - b. Meet with the HPHA staff for a knowledge transfer session to get the new website up and running.
  - c. Answer any questions that the HPHA staff may have regarding the website.
- 4. Technical Support (Phase IV), for a six (6) month period following the completion of Phase III, to provide additional website modification services on an as needed basis, and shall include, without limitation:
  - a. Modification of the website and or webpage templates, and
  - b. Modification of video and audio clips.

**Comments/Suggestions for Section I – Scope of Work** (please use additional sheets of paper as necessary):

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### **III. Submission Requirements**

#### **A. Background and Summary**

This section shall clearly and concisely summarize and highlight the contents of the proposal to provide the HPHA with a broad understanding of the entire proposal. Include a brief description of the offeror's organization and how the proposed service is designed to meet the goals and objectives of the RFP.

#### **B. Potential Statement of Work Requirements**

Provide a Statement of Work delineating the concept and approach in the website design and provide estimated timeline required for Phases I, II, and III.

#### **C. Experience and Capabilities**

Offeror shall include the following in the proposal:

1. A complete, relevant, and current client listing.
2. A portfolio showcasing websites developed.
3. The number of years Offeror has been in business and the number of years Offeror has performed services specified in this solicitation.
4. Names, titles, and qualifications of key personnel.
5. Names, titles, organizations, telephone numbers, email addresses, and mailing addresses of at least three references from the Offeror's client listing that may be contacted by HPHA related to the Offeror's past and current performance.
6. Submit at minimum two (2) samples of work that demonstrate the technical capability to deliver the advance website features required by the solicitation. The sample websites may be hosted on any webserver under any existing domain.







**V. Other Information Requested**

A. Related to the production of video clips, what is the rate schedule for the following spoken languages:

Language	Spoken		Subtitle	
	Rate	Unit of Measure	Rate	Unit of Measure
English				
Cantonese				
Mandarin				
Samoan				
Vietnamese				
Chuukese				
Marshallese				

B. Related to the production of audio clips, what is the rate schedule for the following spoken languages:

Language	Spoken		Subtitle	
	Rate	Unit of Measure	Rate	Unit of Measure
English				
Cantonese				
Mandarin				
Samoan				
Vietnamese				
Chuukese				
Marshallese				

C. Related to translation service, what is the rate schedule for the following languages:

Language	Rate	Unit of Measure
English		
Cantonese		
Mandarin		
Samoan		
Vietnamese		
Chuukese		
Marshallese		

D. What is a reasonable hourly rate for a website developer meeting the minimum qualifications specified in this RFI?

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Thank you for responses to this RFI.