



Request for Proposals
for

WEBSITE DESIGN AND DEVELOPMENT SERVICES

RFP #25-011

Issued by:

Housing Authority of Salt Lake City

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Housing Authority of Salt Lake City | www.haslcutah.org

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1. PROPOSAL TIMELINE

Proposal Publication Date		October 17, 2025
Questions Due		October 24, 2025, by 5:00 pm MDT
Question Responses		October 29, 2025, by 5:00 pm MDT
Issue Addendum <i>(if necessary)</i>		November 5, 2025, by 5:00 pm MDT
Proposal Submission Due Date		November 14, 2025, by 5:00 pm MDT

2. INTRODUCTION

The Housing Authority of Salt Lake City (HASLC) is soliciting proposals from qualified vendors to design and develop a new website. This will be a concept-to-completion project, encompassing all phases from planning and design through implementation and launch. The purpose of this Request for Proposals (RFP) document is to outline HASLC's objectives for the new website, ensure a fair and transparent evaluation process, and provide vendors with the criteria that will be used in the selection process.

3. BACKGROUND AND PURPOSE

The Housing Authority of Salt Lake City (HASLC) is a public housing authority (PHA) and one of Utah's largest providers of affordable housing. As a governmental entity, HASLC receives primary funding from the U.S. Department of Housing and Urban Development (HUD), supplemented by state, local, and philanthropic sources.

HASLC's core services include administration of Housing Choice Vouchers (Section 8), project-based rental assistance, and public housing programs. In addition, HASLC provides resident services such as employment support and life-skills development.

Through its affiliate Housing Assistance Management Enterprise (HAME), HASLC is also an active developer and owner of affordable housing communities. Together, HASLC and HAME currently own and operate more than thirty-five properties across Salt Lake City, serving over 12,000 individuals, many of whom are seniors, individuals with disabilities, veterans, and children.

Given the scale of its operations and the diverse populations it serves, HASLC requires a modern, accessible, and user-friendly website to improve communication, streamline services, and strengthen engagement with applicants, residents, partners, and the broader community.

4. PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process. Proposals received after **Friday, November 14, 2025, by 5:00 pm MDT** will not be considered. The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal. The price your firm quotes should be inclusive. If the price excludes specific fees or charges, the proposal must provide a detailed list of excluded costs with a complete explanation of the nature of those fees.

HASLC will conduct this procurement using the Competitive Proposals method under 2 CFR 200.320(b)(2). Award will be given to the firm whose proposal is most advantageous to HASLC, price and other factors considered.

5. SCOPE OF SERVICES

A. Current Website

HASLC's current website, www.haslcutah.org, was last redesigned in 2019. It is hosted and maintained by a third-party vendor with only limited internal capacity for updates. More detailed information about the technology environment will be provided to the selected vendor upon execution of an agreement or contract.

Through internal review and user feedback, HASLC has identified several challenges with its current website:

- Outdated appearance, content structure, and functionality
- Difficulty locating documents; too many clicks to access key information
- Lack of visuals and opportunities for storytelling
- Inefficient and unsustainable update process
- Unappealing overall design and layout
- Text- and link-heavy format, including numerous broken links

To address these challenges, HASLC seeks to implement a new modern website that prioritizes usability, accessibility, and effective communication.

B. New Website Requirements

HASLC's new website will be custom designed to meet the needs of its diverse audiences and incorporate key features that enhance functionality, accessibility, and user experience. Specifically, the website should address the following audiences and include the following characteristics:

1. Overview of New Website Audiences and Sections

a. Applicants

- Applicants may be interested in a voucher (tenant-based or project-based), public housing, an affordable or market-rate unit owned by HASLC, or emergency housing assistance.
- Common reasons applicants access HASLC's website:
 - Information regarding HASLC's housing programs
 - Eligibility criteria
 - Waiting list information (open waiting lists, waiting list status, etc.)
 - Instructions on how to apply for emergency rental assistance
 - Link to HASLC's online portal (waiting lists, changing information, checking status, etc.)

b. Residents

- Residents include people who are voucher holders (tenant-based or project-based), reside in HASLC-owned public housing, or reside in an affordable or market-rate unit owned by HASLC.

- Common reasons residents access the HASLC website:
 - Request a move packet
 - Recertification requirements
 - Reasonable accommodation request submission
 - How to report a change (income or household composition)
 - Case worker contact information/how to make an appointment
 - Confirm HASLC rent has been paid to landlord
 - Link to online resident portal (most of the above can be done through the online portal)

c. Landlords

- Landlords may have tenants in the Housing Choice Voucher program or Emergency Rental Assistance program
- Common reasons landlords access the HASLC website
 - Information on why/how to become a landlord with HASLC
 - Forms, including the rent increase request form
 - How to advertise a unit
 - Information on Landlord Incentives
 - Information regarding inspections
 - Request a copy of a HASLC payment ledger
 - Linking to our HASLC's online landlord portal (most of the above can be done through the online portal)

d. Properties

- HASLC owns thirty-five (35+) properties with a variety of housing units. The Properties section of the website will have a page for each property that includes a photo, key information (type of housing, qualifications, unit sizes, etc.), and contact information for how to apply at the property.
- Key audiences for the Properties section include applicants who are interested in living at the property and existing residents looking for the property management contact information or how to submit a maintenance request (should include a link to the resident portal as well).

e. Resident Services

- The Resident Services section of the website will provide information about our resident services team, including the HIVE self-sufficiency program and a filterable resource for community partners.
- The audience for this section includes applicants, residents, staff, and the SLC community.

f. Doing Business with HASLC

- This section will contain information related to HASLC's procurement and

contracts policies. The key audience is business owners looking for opportunities to work with HASLC.

- Common reasons to access this webpage:
 - Open bid opportunities
 - Registering as a vendor
 - HASLC policies related to procurement, Section 3, etc.

g. Property Development

The Development team is responsible for overseeing the construction, acquisition, and/or rehabilitation of affordable rental units. It manages projects from financing, including Low-income Housing Tax Credit (LIHTC) applications, through construction and city inspections. This section will highlight past, current, and future HASLC development projects.

2. New Website Vision, Goals, and Strategies

a. Usability and Accessibility

- Make key information easily accessible to applicants, residents, landlords, community partners, and staff
- Ensure the site is responsive across devices (desktop, tablet, mobile) with intuitive navigation and graphical icons
- Include a robust search function with auto-complete that is limited to HASLC site content
- Provide an easy-to-update community events calendar
- Comply with ADA, Language, and Web Content Accessibility Guidelines (WCAG)

b. Design and Branding

- Provide a visually pleasing, modern design with attractive images and engaging layouts
- Offer predefined templates that establish layout and color schemes for consistency
- Reinforce HASLC's mission and priorities as part of agency branding
- Showcase HASLC programs and contributions to the housing market with concise, impactful messaging

c. Content Management and Flexibility

- Enable key HASLC personnel to easily update content without accessing source code
- Provide a scalable and maintainable solution that accommodates future growth
- Deliver templates and tools that streamline updates for non-technical staff

d. Community Engagement and Customer Service

- Improve customer service and overall user experience
- Strengthen relationships with community partners
- Enhance storytelling opportunities to better connect with applicants, residents, landlords, and the broader community

e. Technical Performance and Security

- Ensure the site is safe, secure, and quick to load and operate
- Balance text and graphics to optimize usability and load times
- Provide a flexible, intuitive platform that remains reliable over time

6. PROPOSAL REQUIREMENTS - Proposals must address the following:

A. Company Information

- **Company Overview** – Describe your company, its background, experience in web design and production, and relevant projects. Include specific experience. Provide links to your agency website, online portfolio, and social media.
- **Team** – Identify the project team members, including name, title/role, and brief background/experience. Note any subcontractors and their roles.

B. Experience and Reputation

- **References** – Provide three references who can speak to the services requested in this RFP. Include client contact information and a brief description of work performed.
- **Examples of Prior Work** – Provide web addresses to examples of your prior work

C. Scope of Services - Understanding of Needs and Proposed Solutions

- Describe your understanding of HASLC's current website challenges.
- Summarize your proposed solution(s) and explain how it will resolve the identified challenges.
- Provide a summary of proposed services and products.

D. Solutions Menu with Pricing

- Based on the elements included in the Scope of Services section (Section 6 above), provide a detailed description of your proposed solution. Include creative design strategy, methodology, and project plan. Proposals must include all project phases and tasks, along with a line-item breakdown of options and costs.

E. In Addition, Proposals Should Address the Following:

- **Project Management Tools** – Describe your process for tracking and documenting project status.
- **Deliverables** – Outline the products and/or services to be delivered.
- **Schedule** – Provide a proposed project schedule detailing the time required for each major phase or milestone.

- **User Training and Support** – Describe the training and support available for HASLC staff, including format (e.g., onsite, virtual, live web sessions, chat, email, phone, written guides, or other documentation).
- **Hosting** – Identify any proposed hosting provider(s) and recommended configurations for a robust, reliable environment. Include redundancy and disaster recovery recommendations.
- **Payment** – Describe requirements or preferences for invoicing and payment.
- **Additional Information** – Provide any other relevant details you believe are important to this project.
- **Terms and Conditions** – Include all applicable terms and conditions.
- **Required Documents** – The following must be included in your submission. The forms are available at the end of this RFP Documents
 - ATTACHMENT A – VENDOR/CONTRACTOR INFORMATION
 - ATTACHMENT B - CERTIFICATION REGARDING DEBARMENT OR SUSPENSION
 - ATTACHMENT C - NON-COLLUSION AFFIDAVIT OF CONTRACTOR

7. EVALUATION CRITERIA

Proposals meeting mandatory requirements will be evaluated based on the following:

A. Company Information, Qualifications, and Staffing (30 points)

1. Company background
2. Qualifications and experience of proposed project team.
3. Adequate staffing and expertise to develop the website in a timely manner, as demonstrated by the resources available to the firm, including personnel, and annual billings.

B. Experience and Reputation (20 points)

1. Relevant experience (similar projects). Successful completion of similar projects and qualifications are necessary to undertake this project.
2. Prior work that demonstrates artistic, innovative, and user-friendly interfaces that engage viewers.
3. Quality and relevance of references.

C. Scope of Services - Understanding of Needs and Proposed Solution (35 points)

1. Demonstrated understanding of HASLC's current website challenges.
2. Clarity of your firm's proposed solutions.
3. Proposed solutions meet the needs and criteria set forth in the RFP.

D. Cost - Solutions Menu and Pricing (15 points)

1. The proposal is presented in a clear, logical manner, is well organized and has the appropriate information as described in the RFP.

2. Expertise in recommending and communicating appropriate technical and aesthetic solutions, as evidenced by the proposal and references.
3. Pricing is appropriate for the value offered.

EVALUATION CRITERIA – BY CATEGORY	Points
Company Information, Qualifications, and Staffing	30
Experience and Reputation	20
Scope of Services - Understanding of Needs and Proposed Solution	35
Cost - Solutions Menu and Pricing	15

8. PROPRIETARY INFORMATION

The proposal of the selected Proposer will become public information. Proprietary information can be protected under limited circumstances, such as for client lists and non-public financial statements. Pricing and service elements, however, are not considered proprietary. An entire proposal may not be marked as proprietary. Contractors must clearly identify proprietary information they request to be protected in the Executive Summary of their proposal and the body of their proposal.

9. INSURANCE REQUIREMENTS

The successful Proposal will be required to secure and maintain the following insurance coverage:

Professional Liability:

\$500,000, which includes coverage for negligent professional acts, errors, and omissions with HASLC listed as an additionally insured; *and*

Workers' Compensation: As required by law.

Failure to maintain and/or failure to provide proof of insurance as required in this RFP, or by law, is grounds for immediate termination of the contract. In addition, the successful Proposer shall be liable for all re-procurement costs and any other remedies under the law.

10. ANTI-HARASSMENT/DISCRIMINATION

HASLC does not tolerate any form of harassment of its employees or residents. Harassment is defined as any unwelcome verbal, non-verbal, or physical conduct based on race, color, religion, sex (including pregnancy and gender identity), national origin, age (40 or older), disability (mental or physical), genetic information, sexual orientation, or familial status. If harassment is reported and confirmed, it may serve as grounds for immediate termination of a contract, regardless of any other termination provisions within the contract.

11. LICENSES, PERMITS, AND TAXES

The successful Proposer shall secure and pay for all federal, state, and local licenses and permits required for the performance of the work and/or services provided for herein. HASLC will cooperate with the successful firm in obtaining all licenses and permits and will execute such documents as shall be necessary or appropriate for such purposes. A successful firm shall pay for all taxes and assessments attributable to the performance of the contract work and/or services provided herein, including but not limited to sales taxes, excise taxes, payroll taxes, and federal, state, and local income taxes.

12. TAX EXEMPTION

HASLC is exempt from Utah sales, use, tourism, and motor vehicle rental tax for direct purchases of materials and supplies. A copy of the Utah State Tax Exemption Certificate will be issued upon request. HASLC's federal identification number is **87-0453171**.

13. DISPUTES

In the event of any doubt or differences of opinion as to the participation sought hereunder or the interpretation of the provisions of the RFP, a dispute process shall apply as outlined in the adopted HASLC Procurement Policy.

14. RESPONSIBILITIES OF PROPOSERS

The firm awarded the RFP shall comply with all applicable federal, state, and local laws and regulations. Each Proposer is solely responsible for all costs borne and associated with the preparation and submission of this RFP and shall not be reimbursed by HASLC. Said costs may include (but are not limited to) labor, travel, materials, licenses, administrative expenses, and personal charges. It is the responsibility of each firm, before submitting a proposal to:

- a. Examine, study, and be familiar with the complete RFP and referenced documents;
- b. Visit the HASLC sites and become familiar with local and site conditions, as necessary.
- c. Promptly give HASLC written notice of all conflicts, errors, ambiguities, or discrepancies that the proposer discovers in the Proposal or its related documents.

15. ADDITIONAL TERMS

HASLC may, at its convenience and in its discretion of the best interests of the agency, proceed to:

- A. Select for contract or for negotiations a proposal other than that with lowest costs.
- B. Reject any and all proposals or portions of proposals received in response to this RFP or to make no award or issue a new RFP.
- C. Waive or modify any information, irregularity, or inconsistency in proposals received.

- D. Request modification to proposals from any or all respondents during the contract review and negotiation.
- E. Negotiate with one firm without terminating negotiations with another firm and may negotiate with one or more firms during the same period. At any point in the negotiation process, the agency may, at its discretion, terminate negotiations with any or all firms.
- F. Select more than one respondent.
- G. Select in the discretion of HASLC to be in the best interests of the Agency.

16. QUESTIONS CONCERNING PROPOSAL

Please email all questions and proposals to Paul Edwards at pedwards@haslcutah.org, or alternatively, you may submit them through the State of Utah Procurement Portal (U3P) at <https://utah.bonfirehub.com/portal/?tab=openOpportunities>. Queries and proposals received after the deadlines above will be late and ineligible for consideration. Answers to all significant questions will be provided via email and the U3P website.

PLEASE ORGANIZE YOUR PROPOSAL RESPONSE ADDRESSING THESE CRITERIA IN THE ORDER SHOWN ABOVE WHEN POSSIBLE.

ATTACHMENT A – VENDOR/CONTRACTOR INFORMATION

PLEASE COMPLETE THIS FORM AND INCLUDE IT WITH YOUR PROPOSAL

(Form can be typed or handwritten and must have current W9 and business license attached.)

NAME of VENDOR: _____

DBA (if applicable): _____

PHYSICAL ADDRESS: _____

CONTACT PERSON for BILLING: _____

EMAIL of BILLING CONTACT: _____

PHONE NUMBER of BILLING CONTACT: _____

BILLING ADDRESS: _____

TAX IDENTIFICATION NUMBER (TIN): _____

CONTACT PERSON for ONSITE WORK: _____

ONSITE CONTACT PHONE NUMBER: _____

NOTES/COMMENTS: _____

ATTACHMENT B - CERTIFICATION REGARDING DEBARMENT OR SUSPENSION

In compliance with contracts and grants agreements applicable under the U.S. Federal Awards Program, the following certification is required by all Proposers submitting a response to this RFP:

1. The Proposer certifies, to the best of its knowledge and belief, that neither the Proposer nor its principals are suspended, debarred, proposed for debarment, or declared ineligible for the award of contracts from the United States federal government procurement or non-procurement programs, or are listed in the *List of Parties Excluded from Federal Procurement and Non-procurement Programs* issued by the General Services Administration.
2. "Principals," for the purposes of this certification, means officers, directors, owners, partners, and persons having primary management or supervisory responsibilities within a business entity (e.g., general manager, plant manager, head of a subsidiary, division, or business segment, and similar positions).
3. The Proposer shall provide immediate written notice to the HASLC Chief Finance Officer (CFO) if, at any time prior to award, the Proposer learns that this certification was erroneous when submitted or has become erroneous because of changes in circumstances.
4. This certification is a material representation of fact upon which reliance will be placed when making the award. If it is later determined that the Proposer rendered an erroneous certification, in addition to other remedies available to the HASLC, the HASLC Chief Finance Officer (CFO) may terminate the contract resulting from this solicitation for default.
5. Proposer affirms that it has no record of recent unsatisfactory performance with HASLC during the past twenty-four (24) months at a minimum.

(Signature)

(Date)

(Typed Name)

(Title)

ATTACHMENT C - NON-COLLUSION AFFIDAVIT OF CONTRACTOR

_____ does hereby state:
(Name)

(1) She/He is the _____ of
(Owner, partner, officer, or representative)

_____, hereinafter referred to as Contractor.
(Business name)

(2) She/He is fully knowledgeable of the preparation and contents of contractor's proposal which was

submitted for specific work required in connection with a HASCL project titled: _____

_____ and located at _____.

(3) Said Contractor's proposal is genuine and is not a collusive or sham proposal.

(4) Neither the Contractor nor any of its officers, partners, owners, agents, representatives, employees, or parties in interest, including myself, has in any way colluded, conspired, connived, or agreed, directly or indirectly, with any other proposer, firm, or person to submit a collusive or sham proposal in connection with such contract or to refrain from submitting a proposal in connection with such contract, or has in any manner, directly or indirectly, sought by unlawful agreement or connivance with any other proposer, firm, or person to fix the price or prices in said Contractor's Proposal, or to fix any overhead, profit, or cost element of the price or prices in said Contractor's Proposal, or to secure through collusion, conspiracy, connivance, or unlawful agreement any advantage against Housing Authority of Salt Lake City (HASLC), Housing Assistance Management Enterprise (HAME), or any person interested in the Proposed Contract; and

(5) The price or prices quoted in the Contractor's Proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the Proposer or any of its agents, representatives, owners, employees, or parties in interest, including myself.

(Signature)

(Date)

(Typed Name)

(Title)