



Website Developer

RFQ 10.8.2025: Website Developer

Publication of Request: October 8, 2025, at 8:00am

Submission of Response Deadline: November 7, 2025, at 12:00pm

Overview

The Housing Authority of the City of Fort Wayne, Indiana, and its affiliated entities, doing business as the Fort Wayne Housing Authority (FWHA), seeks proposals from qualified website developers to review FWHA's existing company website and provide ideas and recommendations for improvement. As part of the proposal, respondents are asked to conduct a brief preliminary review of FWHA's current website and include suggested design concepts, functional improvements, and modernization ideas. Following the selection process, the successful proposer will enter into a contract with FWHA to perform a comprehensive, detailed review of the website and finalize the redesign plan, which will guide the development of a new FWHA website.

Project Objectives

- Evaluate the existing FWHA website's usability, accessibility, and overall effectiveness.
- Identify and recommend improvements in design, navigation, and functionality.
- Ensure compliance with ADA/WCAG accessibility standards.
- Modernize the visual design and layout to reflect FWHA's brand and values.
- Provide a written redesign plan and implementation schedule.
- Deliver a fully developed and tested website ready for public launch.

Scope of Services

Phase 1: Preliminary Review and Proposal Submission (RFQ Stage)

- Perform a brief review of the current FWHA website
- Report observations about current design, functionality, and accessibility.
- Suggested ideas or design concepts for improvement.
- Relevant examples of similar work or comparable projects.
- A cost proposal outlining the estimated fee for the full detailed review, redesign planning phase, and potential implementation.
- Optional pricing for ongoing maintenance or future website updates.

Phase 2: Detailed Website Review and Redesign Plan (Post-Selection)

- Conduct an in-depth evaluation of the current website's structure, content organization, functionality, and accessibility.
- Prepare a Detailed Website Review and Redesign Plan that includes final design recommendations and sitemap; proposed layout, navigation, and UI updates; implementation timeline and milestones; and cost verification and schedule adjustments as necessary.
- Present the finalized plan to FWHA for approval prior to development.

Phase 3: Website Design, Testing, and Launch

- Create and test a working prototype or test site for FWHA review.
- Finalize design elements, content integration, and accessibility compliance.
- Conduct QA testing and launch the new website; assist with transition to production.

Deliverables

Proposal

- Preliminary Website Review and Concept Ideas
- Ongoing Maintenance Options (if applicable)

Post Reward

- Detailed Website Review and Redesign Plan
- Website Wireframes and Test Site
- Final Website Design and Implementation
- Ongoing Maintenance (if applicable)

Project Timeline

Phase 1: RFQ Submission and Review

- **Proposal Submission:** Respondents shall submit all materials by the stated deadline, including their brief website review, preliminary redesign ideas, and proposed costs.
- **Initial Review:** FWHA will review all proposals based on responsiveness, creativity, and alignment with FWHA’s goals for this project.
- **Consultations with Top Respondents:** FWHA will meet with up to three (3) top respondents to discuss proposed concepts and capabilities.
- **Selection and Kickoff:** FWHA will select the successful proposer based on “Best Value” and hold a kickoff meeting to initiate the contract.

Phase 2: Project Execution (Estimated 4–6 Weeks)

Week	Milestone / Deliverable	Description
Week 1	Finalize Redesign Plan and Approvals	Complete detailed review, finalize design concepts, and confirm scope and schedule.
Week 2	Wireframe Submission	Present website wireframes and navigation layout for FWHA review and approval.
Weeks 3–5	Test Site Development	Develop and deploy a functional test site incorporating approved structure and design elements.
Week 6	Final Review and Go-Live	Conduct QA, finalize updates, and launch the new website.

Estimated Duration: Approximately 4–6 weeks following kickoff. If adjustments are necessary, FWHA and the selected firm will mutually agree upon a revised schedule during the project kickoff.

Proposal Submission Requirements

Evaluation and Selection

The FWHA intends to retain the successful proposer pursuant to a “Best Value” basis, not a “Low Proposal” basis. Best Value means that FWHA will consider factors other than just cost, such as experience, capacity, and the quality of proposed methodology, in making the award decision.

Contract Type

FWHA anticipates entering into a fixed-price contract with the selected firm following negotiation of the final scope of work and cost proposal. The final contract terms will be based on mutual agreement between FWHA and the selected proposer in accordance with HUD procurement requirements under 2 CFR 200.317–200.327 and HUD Handbook 7460.8 REV 2.

Best and Final Offer (BAFO)

FWHA reserves the right to request a Best and Final Offer (BAFO) from one or more of the highest-ranked respondents following initial evaluations. The BAFO process may include clarification of proposals, cost revisions, or refinement of deliverables. FWHA will then make a final selection based on the BAFO submissions that best represent overall value and alignment with project goals.

Submission Instructions

All proposal materials must be submitted electronically via email to:

Jessica Matuska – Executive Assistant

Fort Wayne Housing Authority

Email: jmatuska@fwha.org

Email Subject line: "RFQ: 10.8.2025 – Website Developer"

Proposal must be received by November 7, 2025, at 12:00pm ET

All documents should be combined into one complete, clearly organized PDF file. Proposers are encouraged to use bookmarks or labeled sections for easy navigation.

Proposal Format

A. Letter of Transmittal

- Include a letter of transmittal bearing the signature of an authorized representative of the respondent.
- Provide the name, title, phone number, and email address of the individual authorized to negotiate services and costs with FWHA.

B. Tab 1 — Preliminary Review & Concept Ideas

- Summarize the respondent's preliminary review of FWHA's website and present suggested design concepts and functional improvements.
- Describe how the ideas will enhance accessibility, usability, and organizational impact.

C. Tab 2 — Proposed Timeline and Execution of Project

- Provide a proposed timeline to complete the detailed review and redesign planning process, and through launch.
- Outline expectations of FWHA during the project (e.g., access to materials, credentials, points of contact, review cycles).

D. Tab 3 — Proposed Cost of Project

- Provide the total cost for the detailed review and redesign planning phase; include a cost estimate for ongoing maintenance or future updates, if applicable.
- All proposed costs shall be inclusive of all necessary expenses (personnel, overhead, materials, administrative).

E. Tab 4 — Organizational Information and Capacity

- Provide organizational information, relevant experience, staff qualifications, and capacity to complete the work within the proposed timeframe.
- Include examples of similar projects (public sector or housing authority experience preferred).

F. Tab 5 — Available Preference Points

- Identify Section 3, MBE, and/or WBE status (include certifications).
- If Section 3 is applicable, include an Employee Listing demonstrating eligibility.

Budget

A specific budget for this project has not yet been determined. FWHA is seeking the most comprehensive and cost-effective proposal that demonstrates value, creativity, and a clear understanding of the Authority's goals. Pricing should reflect all anticipated costs associated with the proposed work, including personnel, materials, and any related expenses.

Response Evaluation

Evaluation Factors: The following factors will be utilized by FWHA to evaluate each Response submittal; award of points will be based upon documentation submitted within the Response.

Factor Description	Factor Type	Max Point Value
Quality and insight of the Preliminary Website Review & Concept Ideas included in the proposal.	Objective	35 Points
Respondent's capacity, experience, and resources to complete the project within the proposed timeline.	Objective	25 Points
Proposed cost to complete the detailed review and redesign plan, including pricing for ongoing maintenance/updates if provided.	Objective	20 Points
Proposed project timeline and approach to achieving deliverables.	Objective	15 Points
Overall clarity, quality, and professionalism of the submission package.	Subjective	5 Points

100 POINTS – TOTAL POINTS (other than preference points)

Factor Description	Factor Type	Max Point Value
SECTION 3 BUSINESS PREFERENCE PARTICIPATION: A firm must qualify for Section 3 status.	Objective	5 Points
MBE PREFERENCE PARTICIPATION: A firm must qualify for MBE status.	Objective	5 Points
WBE PREFERENCE PARTICIPATION: A firm must qualify for WBE status.	Objective	5 Points

15 POINTS – MAXIMUM PREFERENCE POINTS (additional)

TOTAL POSSIBLE POINTS: 115

FWHA's RESERVATION OF RIGHTS:

Definitions:

Respondent – Company or individual responding to the RFQ

Contractor – Company or individual who is awarded the contract

FWHA reserves the right to:

- FWHA reserves the right to reject any or all Responses, to waive any informality in the RFQ process, or to terminate the RFQ process at any time, if deemed by the FWHA to be in its best interests.
- FWHA reserves the right not to award a contract pursuant to this RFQ.
- FWHA reserves the right to terminate a contract awarded pursuant to this RFQ, at any time for its convenience upon fourteen (14) days written notice to the successful Respondent(s).
- FWHA reserves the right to determine the days, hours and locations that the successful Respondent(s) shall provide the services called for in this RFQ.
- FWHA reserves the right to retain all Responses submitted and not permit withdrawal for a period of sixty (60) days subsequent to the deadline for receiving Responses without the written consent of the FWHA Contract Administrator (CA).
- FWHA reserves the right to negotiate the fees proposed by the Respondent entity. If such negotiations are not, in the opinion of FWHA's CA, successfully concluded within a reasonable timeframe as determined by FWHA, FWHA shall retain the right to end such negotiations.
- FWHA reserves the right to reject and not consider any Response that does not meet the requirements of this RFQ, including but not necessarily limited to incomplete Responses and/or Responses offering alternate or non-requested services.
- FWHA shall have no obligation to compensate any Respondent for any costs incurred in responding to this RFQ.
- FWHA shall reserve the right to at any time during the RFQ or contract process to prohibit any further participation by a respondent or reject any Response submitted that does not conform to any of the requirements detailed herein. Each prospective respondent further agrees that he/she will inform FWHA's CA in writing within five (5) days of the discovery of any item that is issued thereafter by FWHA that he/she feels needs to be addressed. Failure to abide by this timeframe shall relieve FWHA, but not the prospective respondent, of any responsibility pertaining to such issue.
- FWHA reserves the right, prior to award, to revise, change, alter or amend any of the instructions, terms, conditions, and/or specifications identified within the RFQ documents issued, within any attachment or drawing, or within any addenda issued. All addenda will be posted on FWHA's website

www.fwha.org under Procurement Portal. Such changes that are issued before the Response submission deadline shall be binding upon all prospective respondents.

- In the case of rejection of all Responses, FWHA reserves the right to advertise for new Responses or to proceed to do the work otherwise, if in the judgment of FWHA, the best interest of FWHA will be promoted.
- FWHA reserves the right to, without any liability; cancel the award of any Response(s) at any time before the execution of the contract documents by all parties.
- FWHA reserves the right to reduce or increase estimated or actual quantities in whatever amount necessary without prejudice or liability to FWHA, if:
- Funding is not available,
- Legal restrictions are placed upon the expenditure of monies for this category of service or supplies; or,
- FWHA's requirements in good faith change after award of the contract.
- FWHA reserves the right to make an award to more than one respondent based on ratings and to award with or without negotiations or a "Best and Final Offer" (BAFO).
- FWHA reserves the right to require additional information from all respondents to determine level of responsibility. Such information shall be submitted in the form required by FWHA within two (2) days of written request.
- FWHA reserves the right to amend the contract any time prior to contract execution.
- FWHA reserves the right to require the Contractor to keep accurate timesheets for all employees assigned to perform any project, task, or assignment resulting from this RFQ and any resulting contract.
- FWHA reserves the right to contact any individuals, entities, or organizations that have had a business relationship with the respondent regardless of their inclusion in the reference section of the Response submittal.
- In the event any resulting contract is breached, prematurely terminated or cancelled due to non- performance and/or withdrawal by the Contractor, FWHA reserves the right to seek monetary restitution (to include but not limited to withholding of monies owed) from the Contractor to cover costs for interim services and/or cover the difference of a higher cost (difference between existing Contracted rate and new Contract rate) beginning the date of Contractor's termination, breach and/or cancellation through the contract expiration date.
- FWHA reserves the right to require the Contractor to replace any employee, subcontractor, or other individuals and/or entities, found to be unacceptable, performing work under any contract resulting from this RFQ. Replacement shall occur within two (2) days of notification by FWHA.