



Request for Quote (RFQ-0415)

**Website Development and Hosting for Housing
Navigator Massachusetts**

Date Issued: April 1, 2025

Date Due: April 18, 2025

IMPORTANT NOTICE:

Late proposals cannot be accepted. Bidders are prohibited from contact related to this procurement with any Housing Navigator MA employee other than the designated contacts listed below.

Designated Contacts for this RFQ:

Primary Contact: Grace Mitchell, Product Manager

Secondary Contact: April Ognibene, Chief Operating Officer

Introduction

Housing Navigator Massachusetts, Inc. (HNMI) is a 501(c)(3) nonprofit organization dedicated to creating high-quality, actionable listings for affordable (income-restricted) rental properties throughout the state of Massachusetts. Our mission is to connect people to a place to call home. As the primary gateway to affordable housing in Massachusetts, we prioritize fairness, accessibility, and equity in both housing and technology. We are the #1 affordable housing search engine in Massachusetts, serving over 35,000 monthly users and generating more than 400,000 unique users annually, and we collaborate with public sector entities, housing owners and managers, and housing advocates to achieve our goals. We have developed a renter-centered housing search tool, tailored specifically for the income-restricted market, similar to platforms like Zillow or Apartments.com.

Overview

Housing Navigator Massachusetts is seeking proposals from qualified web development companies for the design, development, and implementation of a new website that will be a “front door” to our search tool. The new website will serve as a central platform for Massachusetts residents seeking affordable housing options, providing an easy-to-navigate, user-friendly experience for both the public and service providers. It will also include key organizational information for the general public.

We invite your agency to submit a comprehensive proposal detailing your qualifications, approach, timeline, and cost estimate for the development of this website.

Project Overview

The goal of the project is to create a modern, responsive website that is accessible, user-centric, and aligned with the mission of Housing Navigator Massachusetts. The website should feature a renters assessment and match tool for available properties, a user-friendly content management system (CMS), and integration with our local affordable housing search database.

Key features of the website will include:

- Renters assessment and property match tool using our searchable housing database
- Responsive design optimized for mobile devices
- Easy-to-navigate, intuitive interface
- Content management system for easy updates
- Integration with internal housing search engine
- Accessibility compliance with latest WCAG standards
- SEO optimization

Scope of Work

The selected company will be responsible for:

- **Project Discovery & Planning:** Working with Housing Navigator Massachusetts to finalize the site.
- **Innovative functionality:** Define requirements and project timeline.
- **Mobile-Friendly Design:** Creating design mockups and wireframes for approval prior to development.
- **Development:** Developing the website using industry best practices, including responsive design, security protocols, multiple language translation, and accessibility compliance.
- **Testing:** Conducting thorough testing for functionality, usability, and performance across devices and browsers.
- **Launch:** Deploying the site to a production environment, including domain setup and server configurations.
- **Training & Support:** Providing training for our staff on how to manage the site, as well as offering post-launch support and maintenance.

Timeline

We are looking to launch the new website by August 1, 2025. Please include an estimated timeline for the completion of each phase of the project (design, development, testing, etc.).

Budget

Please include a detailed cost estimate for the entire project, breaking down expenses for design, development, testing, and hosting, or any other relevant costs.

Proposal Requirements

To be considered, proposals must include the following:

1. **Company Overview:** Brief history of your company, including relevant experience in web development and consumer education, particularly in the public sector or similar non-profit projects. If citing any reference projects, please include no more than three examples.
2. **Team & Expertise:** Key team members and their qualifications. Please highlight any relevant certifications, especially in accessibility and CMS platforms.
3. **Portfolio:** Examples of past projects, including websites for similar organizations or with similar features (please provide links).
4. **Approach & Methodology:** A detailed explanation of your approach to website development, including timelines, deliverables, and communication processes.
5. **Cost Breakdown:** A detailed cost proposal, including project phases, hourly rates, hosting and any ongoing maintenance costs.
6. **References:** At least two client references with contact information who can speak to your agency's ability to deliver on time and within budget.

Submission Guidelines

Please submit your quote to this RFQ by **Tuesday, April 15th, 2025, by 2:00 p.m.** via email to procurement@housingnavigatoroma.org. Responses should be in PDF format and include all required information outlined above. Late submissions will not be considered.

Evaluation Criteria

Proposals will be evaluated based on the following factors:

- Relevant experience and expertise
- Quality and creativity of proposed design
- Approach to project execution and timeline
- Cost-effectiveness and transparency of pricing
- References and past client feedback

Deadline for Questions

The deadline to submit questions is **April 8th, 2025, by 12:00 p.m.** If you have any questions regarding this RFQ, please send questions to procurement@housingnavigatoroma.org. Answers will be circulated by EOD Friday, April 11th, 2025.