Request for Quote (RFQ-0509-25)

Website Accessibility Audit and Monitoring

Housing Navigator Massachusetts

Date Issued: April 14, 2025

Date Due: May 9, 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 companies to do a full accessibility audit of our search site, as well as implement automated tools for ongoing accessibility monitoring. It is essential that our site be accessible to as wide a range of abilities as possible, and we expect to meet all current WCAG guidelines and State of Massachusetts accessibility standards.

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

Project Overview

In early 2025, Housing Navigator Massachusetts did an update of the user interface of our search site. This work was done with accessibility in mind, but a full audit has not been completed for several years. This project will begin with a complete manual audit of the site. Then, as we plan to do more work in the upcoming months/years, we are interested in implementing an automatic tool to monitor accessibility concerns in our development. This tool should be easy to use, provide reporting, and work seamlessly with our current tech stack.

Scope of Work

We expect this project to include the following elements:
- A manual, human-based full site audit and providing recommendations for improvement of all identified issues, ending in the search site meeting all current WCAG standards.
- An automated tool to continually monitor the site for accessibility considerations. This tool should be easily installed by our development team and should run on our site without impacting anything on the front end. It should ensure all future development continues to meet current WCAG standards and should update when new standards are released.
- Training on use of the tool and written instructions for using the tool and digesting its output.
- Ongoing support and/or troubleshooting as necessary.

Timeline

We are looking to complete the initial audit by July 1, 2025 and implement the tool immediately after. Please include an estimated timeline for the completion of each phase of the project.

Budget

Please include a detailed cost estimate for the entire project, breaking down expenses as necessary and clearly indicating which expenses are one-time and which, if any, are ongoing/subscription.

Proposal Requirements

To be considered, proposals must include the following:

1. **Company Overview:** Brief history of your company, including relevant experience in accessibility auditing and automated accessibility testing tool creation and implementation. If citing any reference projects, please include no more than three examples.
2. **Team & Expertise:** Key team members who would be assigned to this project and their qualifications. Please highlight any relevant certifications.
3. **Approach & Methodology:** A detailed explanation of your approach to accessibility testing, including timelines, deliverables, and communication processes. Include also a description of your automated tool proposal and plan for deployment.
4. **Cost Breakdown:** A detailed cost proposal, including project phases, hourly rates, hosting and any ongoing maintenance costs.
5. **References:** At least two client references with contact information who can speak to your agency's ability to deliver quality work on time and within budget.

Submission Guidelines

Please submit your quote to this RFQ by **Friday, May 9, 2025, by 2:00 p.m.** via email to procurement@housingnavigatorma.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, proof of quality work
- 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 28, 2025, by 12:00 p.m.** If you have any questions regarding this RFQ, please send questions to procurement@housingnavigatorma.org. Answers will be circulated by EOD Friday, May 2, 2025.