Department of Procurement and Contracts (DPC)
Pre-Proposal Conference

Request for Proposal (RFP)
CHA Website Redesign & Development
(Event No. 3238)

AUGUST 18, 2023

Note: This presentation is a reference and is not a replacement for the comprehensive RFP
1. If you signed in as a guest, please put the company name and your name in the chat box
2. Copies of this RFP are available through the CHA Supplier Portal
   • Must be registered to download the RFP
3. A copy of this presentation will be posted on the CHA Supplier Portal

**Agenda**

1. Kathryn Nelson, Website Manager – Communications & Marketing: Project Background, Scope of Work
2. Frederica Juste, Procurement Specialist- Dept. of Procurement and Contracts: Proposal Requirements, Key Dates, and Submission Information
3. Franchelle White, Contract Compliance Specialist- Dept. of Procurement and Contracts: Diversity Commitments
4. James Matheny, Program Specialist/Training & Technical Assistance - Workforce Opportunity Resource Center (WORC): Section 3 Opportunities

**Note:** This presentation is a reference and is not a replacement for the comprehensive RFP
Project Background/Scope of Work

CHA reaches over 163,000 CHA residents, 500 CHA staff, potential investors, community partners, media, and interested parties on- and off-line through its website, events, email, social media, digital signage, call-centers, print materials, and third-party applications and portals.

Ultimately, the website stands to be a central hub of CHA’s digital strategy focused on Customer Service that prioritizes meeting the needs of potential users seeking housing assistance from CHA, current residents and Housing Choice Voucher participants, and other relevant stakeholders, including elected officials. The website stands as flagship digital property bolstering the brand identity and supporting cross-channel communications for property owners, partners, advocates, and the community at-large.

During the User-Experience (UX) design phase, the partner(s) should consider designing for all end-users, and both external (public) and internal CHA users (content creators and publishers), taking into consideration business processes, in-house custom developed portals, and third-party software, like Yardi and RentCafe.

Note: This presentation is a reference and is not a replacement for the comprehensive RFP
Project Background/Scope of Work

External: Customer Service
The public-facing website should follow the most current Web Content Accessibility Guidelines (WCAG) to reach and be accessible to the widest possible audience with emphasis on mobile-first and user-centered design principles. Information and user interface elements necessary to complete a task should be simple, clear, and intuitive for the target audience(s). A well-executed platform should focus on increasing success rates by providing:

- Task-oriented user-pathways
- Clear Call-to-Actions (CTAs)
- Faceted search capabilities

Internal: Governance and Editorial Workflow
The CMS should also be designed with accessibility to content creators for the authoring tool itself following the most current Authoring Tool Accessibility Guidelines (ATAG). User Roles and workflows should also be defined and implemented to support content creation across multiple divisions and departments that adheres to the Editorial and Accessibility guidelines.

Note: This presentation is a reference and is not a replacement for the comprehensive RFP
These are subject to change during discovery, and we look to the partner(s) to design achievable solutions that align Level of Effort (LOE) with project priorities.

### Features and Functionality

- Global Components
- Header & Footer
- Menu/Navigation
- Faceted Search & Tool Bars
- Reusable Blocks
- Alerts/Banners

### Templates and Content Types

- Homepage
- Landing page
- Basic page
- News & Events
- Programs & Services
- Bios/Contact(s)
- Profiles
- Locations/Properties

**Note:** This presentation is a reference and is not a replacement for the comprehensive RFP.
These are subject to change during discovery, and we look to the partner(s) to design achievable solutions that align Level of Effort (LOE) with project priorities.

**Governance and Management**

- User Roles and Content Groups
- Editorial Workflows and Tooltips
- Image Optimization and Auto-Resizing
- Custom Reports – Audience Analysis, Benchmarking, Comparative Analysis, KPIs, Lean Content Audit
- Link Management
- Redirect Rules

**Extensions and Integrations**

- Form Builder
- Interactive media (flipbooks, etc)
- Social Feeds
- Maps/ArcGIS
- Multilingual Translation

**Note:** This presentation is a reference and is not a replacement for the comprehensive RFP
Key Dates

- Question Due Date: **08/24/2023 at 10:00 AM CT**
- Letter of Intent Due Date: **08/25/2023 at 11:00 AM CT**
- Proposals Due*: **09/08/2023 at 3:00 PM CT**

*Late proposals will be rejected without being read. To avoid any possible issues we encourage you to submit your proposals 2-3 days prior to the Proposal due date.*

Submittal Requirements (RFP Pages 15-20)

- All proposals must be in accordance with Article V – Submittal Requirements*
- Respondents must submit/upload their response online at: [CHA Supplier Portal](#)
- Manual submissions will not be accepted

*Non-compliance with Article V requirements may deem a proposal non-responsive

Note: This presentation is a reference and is not a replacement for the comprehensive RFP
Letter of Intent: Please complete and upload Letter of Intent in the CHA Supplier Portal by **Friday, August 25, 2023 by 11:00 AM (CT)** if your firm intends to submit a proposal.

**Important:**

Once uploaded you **do not** have to hit submit. You may keep your submission in “draft” until you are ready to submit your complete and final proposal.
Required Forms - Vendor Submission Checklist

• Notice the Vendor Submission Checklist to the right of this slide: Please be sure you include all items in your proposal – if applicable.

• If forms are not included with the RFP, please download from the CHA Website. www.thecha.org: Home Page → Doing Business → Documents and Forms

• Proposals not containing all the submittal requirements may be deemed non responsive. Each form must be individually uploaded & identified.

The Financial Information required for this RFP are:

• Accountant’s Report
• Balance Sheet (last 2 years)
• Income Statement (last 2 years)
• Cash Flow Statement (last 2 years)
• Financial Statement Footnotes (if applicable)

i. For proposals or contracts awards valued at less than $500,000, the Respondent must provide the IRS Tax transcript.

ii. For proposals or contracts awards valued at less than $1,000,000, the Respondent must provide compiled financial statements.

iii. For proposals or contracts awards valued at less than $2,500,000, the Respondent must provide reviewed financial statements.

iv. For proposals or contracts awards valued in excess of $2,500,000, the Respondent must provide audited financial statements.
Evaluation Criteria

- Technical/ Compliance/ Proposed Fees: 100 Points
  - Specialized Experience and Past Performance (Technical -30 points)
  - Approach and Work Plan (Technical- 30 points)
  - Organization Structure and Key Personnel (Technical – 10 Points)
  - Diversity and Inclusion Goals (Compliance - 10 points)
  - Proposed Fees (20 points)

- Oral Presentation (Optional): 30 Points
  - Vendors with an evaluation score that falls within the highly and/or qualified range will be invited for oral presentations.

Note: This presentation is a reference and is not a replacement for the comprehensive RFP
Diversity & Inclusion Requirements
CHA is committed to:

Diversity, Equity, and Inclusion using our resources to further advance minority, women, disadvantaged businesses (including Section 3 Businesses) and residents.

• We achieve this by:
  • Contracting with and hiring MWD/BE and S3 Businesses
  • Upholding HUD’s Section 3 rule
  • Facilitating business relationships between vendors and contractors
In accordance with the Chicago Housing Authority Diversity policy, the following are required:

### M/W/DBE utilization requirement is:

<table>
<thead>
<tr>
<th>Type of Contract</th>
<th>Contract Amount</th>
<th>MBE/WBE/DBE Participation</th>
<th>Section 3 Business Subcontracting (&gt; $250,000)</th>
<th>Section 3 Labor Hours (25% of which 5% is through CHA resident hires)**</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction</td>
<td>$50,001+</td>
<td>30%</td>
<td>10%</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Supply &amp; Delivery</td>
<td>$50,001+</td>
<td>20%</td>
<td>3%*</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Professional Services</td>
<td>$50,001+</td>
<td>20%</td>
<td>3%**</td>
<td>25%</td>
<td></td>
</tr>
</tbody>
</table>

*Or indirect  **excludes direct support service providers  *** Required regardless of contract amount
The CHA will require vendors to document all labor hours using the B2GNow or LCP Tracker platform.

HUD requires CHA’s compliance under the new Section 3 rule:

- 25% or more of the total labor hours worked are completed by **Section 3 Workers**

- 5% or more of the total labor hours worked are completed by **Targeted Section 3 Workers** (this 5% is part of the overall 25% requirement)

*Further regulation details can be found at the provided link: [https://www.hud.gov/program_offices/field_policy_mgt/section3](https://www.hud.gov/program_offices/field_policy_mgt/section3)*
Documents needed to capture compliance with CHA’s contract requirements are:

- Diversity Goals Utilization Plan
- Letter of Intent
- Contract Compliance Certification
- Waiver Request-M/W/DBE (if applicable)

*Each requires a signature from the Authorized Principal of the firm.*
In order to ensure the validity of the work, the Prime Contractor must complete the Diversity Utilization Plan, listing the M/W/DBE and Section 3 firms they will contract work with, along with other pertinent contract information.

The Prime Contractors are required to subcontract 30% of the total contract value for construction contracts and 20% of the total contract value for professional contracts that total over $50,001 to an M/W/DBE certified business.

The Prime Contractors are required to subcontract 10% of the total contract value for construction contracts and 3% of the total contract value for professional contracts that total over $250,000 to Section 3 Business Concerns.

A Prime Contractor who has demonstrated its attempts, to the maximum extent feasible, to meet its CHA Section 3 contracting goals may satisfy Section 3 obligations by proposing Mentorship Program Participation, and/or Other Results-Oriented Economic Opportunities as alternative means to achieving Section 3 goals.
The Letter of Intent is completed by the M/W/DBE and/or the Section 3 Business Concern.

The CHA does not certify M/W/DBE businesses but will accept certifications from the following agencies or reciprocal agencies: City of Chicago, Cook County, Pace, Metra, Chicago Transit Authority, State of Illinois Central Management Services, Small Business Administration, WBENC and the National Minority Supplier Development Council and affiliates.

Workforce Opportunity Resource Center (WORC) within Resident Services at CHA streamlines employment opportunities for residents and low-income individuals and builds capacity for resident-owned businesses to develop and grow.

The purpose is to serve Section 3-eligible residents and participants and Section 3 Businesses by providing the resources and tools needed for economic development and individual economic independence. The team also assists CHA vendors to comply with CHA's Section 3 goals.
The **Contract Compliance Certification** is completed by the Prime Contractor. This form certifies that the Prime Contractor adheres to meeting the M/W/DBE and Section 3 Contract requirements under CHA’s policy as well as HUD’s Section 3 Rule 24.CFR.Part 75.
If a Prime Contractor cannot meet the required M/W/DBE participation requirements in whole or part, they may submit an M/W/DBE waiver request for consideration.

*The waiver submission option is only applicable to M/W/DBE utilization goal requirement and NOT for Section 3 contracting goals.*
The Workforce Opportunity Resource Center (WORC)
The Workforce Opportunity Resource Center (WORC) provides technical assistance to CHA contractors by:

- Assistance in posting open positions
- Hiring Section 3 individuals
- Finding Section 3 businesses for subcontracting
For more information visit:

4859 S Wabash Ave. Chicago, IL 60615
Phone: 773-342-WORC (9672)
Email: worc@thecha.org
www.thecha.org/residents/worc
Questions/Answers

NOW OPEN TO ATTENDEES

*REMINDERS*

• Question Due Date: 08/24/2023 at 10:00 AM CT

• Letter of Intent to Submit a Proposal Due Date: 08/25/2023 at 11:00 AM CT

• Proposals Due Date: 09/08/2023 at 3:00 PM CT

Late Proposals Will Not Be Accepted

Note: This presentation is a reference and is not a replacement for the comprehensive RFP