



Berkeley Housing Authority

BHA RFP 26-04

REQUEST FOR PROPOSAL

WEB DESIGN & DEVELOPMENT SERVICES

The Berkeley Housing Authority (BHA) is seeking proposals from qualified vendors to design, develop, and launch a modern, accessible, and user-friendly website to serve BHA's clients, partners, and broader community.

The selected vendor will support BHA in transitioning from its current web environment and establishing a sustainable, independently managed website platform.

SCOPE OF WORK

1. Discovery & Planning

- Review current website: <https://bha.berkeleyca.gov/> (*for reference only; subject to change due to ongoing migration*)
- Conduct stakeholder consultation and needs assessment
- Recommend site architecture, navigation, and user experience

2. Design

- Develop a modern, responsive, and accessible website design
- Ensure ADA/accessibility compliance (WCAG best practices recommended)
- Align with BHA branding (branding assets will be provided if available; branding services may be included but are not required)

3. Development

- Build website using a scalable and maintainable CMS platform
 - Provide hosting as part of the proposed solution
 - Integrate:
 - Updated and improved forms
 - Contact and service request functionality
 - A secure portal compatible with Emphasys Elite (or a clearly defined integration approach)
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4. Content Migration

- Migrate existing content (as applicable)
 - Support organization and formatting of content
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5. Testing & Launch

- Conduct QA testing across browsers and devices
 - Support launch and post-launch issue resolution
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6. Training & Optional Support

- Provide staff training on CMS usage
 - Offer optional ongoing maintenance and support
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DELIVERABLES

- Fully functional, hosted website
 - CMS access and documentation
 - Training materials
 - Post-launch support options
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EVALUATION CRITERIA (100 POINTS)

1. Cost Proposal – 25 Points

- Cost competitiveness
 - Clarity and transparency of pricing
 - Alignment of cost with proposed scope
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2. Relevant Experience – 25 Points

- Experience with similar web design/development projects
 - Demonstrated success with comparable clients
 - Experience with public sector or nonprofit organizations
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3. Approach & Timeline – 20 Points

- Understanding of project scope and goals
 - Quality of technical and design approach
 - Feasibility of timeline, including migration and launch
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4. Schedule Availability – 15 Points

- Ability to meet required deadlines
 - Team availability and capacity
 - Responsiveness to project needs
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5. Compliance & Qualifications – 10 Points

- Required licenses and certifications
 - Insurance coverage
 - Ability to meet City of Berkeley business requirements
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6. Completion of Proposal Submission – 5 Points

- Completeness of submission
 - Adherence to instructions
 - Organization and professionalism
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MINIMUM REQUIREMENTS

- Proof of General Liability Insurance
 - Workers' Compensation Insurance (if applicable)
 - Proof of valid business license
 - Proof of current City of [Berkeley business license](#) or ability to obtain one prior to commencement of work
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SUBMISSION INSTRUCTIONS

- Submit proposals via email to: rawillis@willconsult.org
 - Include all required documentation
 - Provide three (3) sealed hard copies delivered to BHA office
 - Digital and physical submissions must be identical in content
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PROCUREMENT TIMELINE

- RFP Posted: April 1, 2026, 7:00 PM
- Questions Submission Deadline: April 16, 2026, 10:00 AM
- Questions Response Issued: April 21, 2026
- Proposal Due: April 30, 2026, 10:00 AM
- Evaluation Period: Early May
- Interviews (if applicable): Following initial review
- Notice of Intent to Award: Mid-May 2026
- Estimated Project Start Date: To be determined based on operational needs

PROCUREMENT PROCESS & RIGHTS

- BHA reserves the right to reject any or all proposals, waive informalities, and accept the proposal deemed in the best interest of the agency
- Incomplete or non-responsive proposals may be rejected
- BHA may request clarification or additional information from any proposer
- BHA reserves the right to negotiate scope, pricing, and contract terms with one or more selected proposer(s) at any point during the procurement process, in a manner consistent with applicable procurement policies. Any adjustments to pricing will be reasonably aligned with changes in scope, level of effort, or project requirements.

EVALUATION & SELECTION PROCESS

- Proposals will be reviewed by an evaluation committee
- Top-ranked proposers may be invited to participate in an interview and/or presentation process with BHA leadership, including the Executive Director (or designee)
- Final selection will be based on overall best value to BHA