Lancaster County Housing and Redevelopment Authorities

Branding and Website Development and Design
Request for Proposal

Contents

This RFP is for branding and website design and development services for the Lancaster County Housing and Redevelopment Authorities.

RFP Issued: March 4, 2022
Responses Due: April 8, 2022 - by end of day

Send any questions on the RFP to: Jocelynn Ritchey, Manager – Planning and Resource Development, jritchey@lchra.com, 717.394.0793 Ext. 210

Send proposals to: Jocelynn Ritchey, Manager – Planning and Resource Development jritchey@lchra.com – Proposals should be submitted as a .pdf

Goal for new branding and website launch: End of December 2022

Overview

LCHRA is a Quasi-Governmental Organization, a hybrid model that encompasses characteristics of both a traditional government entity and a nonprofit organization, that serves Lancaster County. Combined the staff of LCHRA totals around 30 people. The Housing and Redevelopment Authorities were established by the county government in 1972 as the body to oversee the administration of federal funding received by the county for community development and affordable housing activities.

The Housing Authority administers the federal Housing Choice Voucher Program, more commonly known as Section 8, as well as the ongoing Emergency Rental Assistance Program (ERAP) in response to the COVID-19 pandemic. The Redevelopment Authority focuses on programs that provide housing and community development benefits throughout the County. These programs are funded using Federal, State, and Private funds.

The Redevelopment Authority houses several umbrella organizations including the Lancaster County Continuum of Care (Lancaster County Homelessness Coalition), the Lancaster County Land Bank Authority, the Lancaster County Property Reinvestment Board, and the Lancaster Redevelopment Fund. Most of the activities undertaken by the Redevelopment Authority are federally funded, with additional state, local, or private funding supplementing some activities. Each of these entities is required to be identified by the legal name somewhere within the organization, currently this occurs using signage at our office.

LCHRA has expanded rapidly in scope and presence in the past 5 years and are seeking website and branding services which more accurately convey the mission of the organization and allow for ease of access to information that should be readily accessible to the audiences we serve. The mission statement for the organization is "Strengthening communities through safe, accessible, thriving places *to live."* The vision statement for is "To be the premier catalyst for creating empowering communities, *through capacity building, collaboration and thoughtful development and planning."* We are continuing to work with a consultant to finalize values statements and a strategic plan for the organization.

Our Audience

Our audience is diverse and spans many types of people because of the wide variety of services and programming our organization provides. Some of the audience groups include:

- Low- and Moderate-Income residents of Lancaster County
- County municipal governments and utility providers
- Non-profit organizations and service providers housing and homeless service providers
- Non-profit and for-profit housing developers and landlords
- Public and private foundations who provide grants
- Other similar authorities and agencies

Objectives

- Our primary objective is to improve accessibility to information related to our organization and programming.
- The second objective is to inform people about the variety of work that we do.
- An additional objective is to inform and educate, engage our client base and position our brand as a leader in the county for community and economic development and planning.

Current Website and Branding

Our current website, www.lchra.com , is about 12 years old and does not serve us well anymore. The design in not cohesive and navigation is clunky and not intuitive. Even staff have a hard time finding things on the website. Overall, it lacks a clear path for our visitors to follow to find what they want and contact us. There are 125 posts and 43 pages on the current website. Content is not streamlined, not all pages are active, and most of the content that is currently a "post" on the website would be more functional if incorporated into the related program page or archive. Our current website information is maintained and updated by staff who are familiar with the Wordpress content management system (CMS).

The current branding for LCHRA is virtually nonexistent consisting only of logos for the two main authorities and three umbrella organizations. The logos were last updated to coincide with an office move in 2017. The logos do not assist in conveying the values or mission of the organizations, and do not work together cohesively. Additionally, the current separation of entities makes navigation of the organization, and our website, difficult for our audience and clients when they don't know which entity is responsible for specific programming, the current branding and website organization makes that knowledge a prerequisite to find information, because there is no clear distinction conveyed visually.

Branding Requirements and Deliverables

Our new branding should provide:

- A unified and humanized view of LCHRA
- Enable audiences to connect and interact with the desired organization
- Brand messaging strategy which identifies current brand strengths and weaknesses with strategies for improvement and measuring success over multiple years of implementation. The messaging strategy should include:
  - Position statement
  - Description of target audiences
  - What LCHRA stands for and our intended impact
  - Taglines and slogans
  - Our unique story
  - Assistance with developing tone of voice for copywriting

- Logo design package in various formats for multiple applications:
    - 2-3 color logo
    - Grayscale logo
    - Transparent background logo
- Detailed brand style guidelines including:
    - Fonts and Typography
    - Color Scheme
    - Brand standards governing proper usage
- Templates for printed and digital materials including:
    - Signage
    - Business cards
    - Social media content templates
    - Envelopes
    - Email signature
    - Slideshow deck
    - Report cover page
    - Letterhead
    - Project fact sheets
    - Newsletter
    - Education Materials

Graphics designed to be used for placement in the defined templates and other marketing materials shall be in a native electronic format commonly used by most computer software and shall not require the purchase of Adobe Photoshop or other specialized software to enable use.

Website Requirements and Deliverable

Our new website will need:
- ADA Compliance and functionality for language selection
- An easy-to-use content management system (CMS) which allows for internal updates – Wordpress preferred
    - If a CMS other than Wordpress is used training for staff by the selected consultant will be expected
- Intuitive navigation and search functionality
- Clean and focused design for both desktop and mobile web browser
- System for posting and management of new and historic board agendas, meeting minutes, and plans
- Between 30 - 40 pages
    - Approximately 5 – 10 interactive
    - Approximately 25 – 30 static
- Specific identified content imported from current site
- Optimized with SEO best practices
- A calendar with downloadable/importable meetings
- Social media integration (share buttons, follow buttons, etc.)
- News and notices board
- Dynamic blog feeds throughout website
- Job posting board
- Email newsletter sign-up form
- Contact Form with program selection

Wish List

We would also be interested in having the following elements incorporated into the project package, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements in a line-by-line estimate if included and note if work would be provided by a sub-contractor.

- Headshots for each member of staff as well as site imagery (project pictures)

Budget and Selection Criteria

We have determined a budget for the project internally, and would prefer the most cost-effective solution, all proposals received will be considered with this budget in mind and weighed based on their merits. Proposals that offer flexibility in billing for optional elements added to the website after initial launch will also be considered, as we may be able to budget for additional funding for these additional elements or ongoing efforts.

Proposals will be evaluated related to the proposed project timeline and ability to deliver the required elements. Our team will be looking for a proposal that shows a concerted effort to understand our complex organization and needs from the lens of prospective audiences, that is memorable and is appropriate for the programs and services we provide.

An evaluation team composed of members of the Authorities staff, boards, and others as needed will evaluate the RFP responses received from each vendor. Prior to the award of the contract to the apparent successful vendor the Authorities reserves the right to conduct meetings with each of the vendors in-person or virtually that may include a presentation on the submitted response.

The evaluation team will include the following members:

Jocelynn Ritchey, Manager - Planning and Resource Development	Michael Brightbill, Director – Administration and Finance
Justin Eby, Executive Director	Deb Jones, Director – Human Services
Michaela Allwine, Director – Housing and Community Development	Jim Eby – Board Member
Audrey Steinmetz, Manager – Housing Services	Ross Polvara, Unthinkable Group – Strategic Planning Consultant

Proposal Requirements

Please include the following in your proposal response:

- Cover letter
- Statement of qualifications
- Staff biographies and qualifications of individuals who will lead the project
- Description of the approach to deliver on the scope of work
    - Overview of branding process and strategy
    - Explanation of your proposed CMS
    - Outline of your website design & development strategy
- Project schedule and timeline
- Estimated time commitment from members of project evaluation team
    - What information will be needed from staff?
    - How will the evaluation team be engaged with during the process?
- Recent work examples
    - Summary of branding experience with nonprofit clients, if applicable, and include examples that illustrate your process
- References from three previous clients
- Key differentiators
- Detailed pricing, with alternate line-item pricing for "wish list" elements
- Contract terms & conditions
    - Note: Once final payment is issued LCHRA should have full ownership of the website

RFP & Project Timeline Details

RFP Published: March 4, 2022
Responses Due: April 8, 2022 – End of day
Finalists Selected & Contacted: End of April 2022
Contract Awarded & Contacted: By End of May 2022
Project Kick-off: By June 1, 2022
New Website Launch Target Date: December 2022

Thank you for your interest in responding to this RFP with a proposal for our branding and website. We look forward to your response.

Please direct all questions and proposals to –

Jocelynn Ritchey, Manager – Planning and Resource Development
jritchey@lchra.com
717.394.0793 Ext. 210

Proposals should be submitted as a .pdf document. Received questions will be compiled into an FAQ and distributed publicly to all agencies who notify with intent to respond.

Appendix

Draft sitemap

1) Home
2) About Us
   a. Mission + Vision + Values
   b. Impact
   c. Team
      i. Individual team bios (Organized by Department)
   d. Board of directors
      i. Individual board bios (Organized by department/committee)
   e. Public Notices/Meeting Agendas and Minutes
   f. Partners/Stakeholders
   g. Careers
3) Our Services
   a. Redevelopment Authority
      i. Land Bank Authority & VPRB
      ii. Public and Homeless Services
      iii. Homeowner Programs
      iv. Rental Housing Programs
      v. Public Improvements
      vi. Etc.
   b. Housing Authority
      i. Housing Choice Vouchers (Section 8)
      ii. Emergency Rental Assistance Program
   c. Homelessness Coalition
      i. Currently Homeless
      ii. At risk of homelessness or eviction
      iii. Food assistance
4) Get Help
   a. Contact Us (fillable form) (with program selection field to direct to correct contact)
5) Get Involved
   a. Support our work (Donate)
      i. Redevelopment Fund
      ii. Land Bank Authority
      iii. Homelessness Coalition
   b. Public Meeting Calendar
   c. Public Documents - Meeting Minutes, Agendas, Etc.
   d. Newsletter/Blog
6) Footer
   a. Social Media Links
      i. Facebook
      ii. Instagram
      iii. Linkedin