RFP for NAHMA Website Redesign

The National Affordable Housing Management Association (NAHMA) seeks a comprehensive redesign of its website, www.nahma.org. To do so requires identifying and retaining the services of a contractor specializing in state-of-the-art website design and architecture to improve all design and performance aspects of the NAHMA website.

Project Goals

This project aims to update NAHMA's website to be visually appealing and user-friendly and improve functionality for staff and members. We want to keep what works on the site and update what doesn't. We are not looking for what is "trendy" because trends change. We want a website that will maintain its functionality and usefulness for years to come. We are more concerned with enhancing the member experience while maintaining the ease of site management for staff.

Our current site uses WordPress and WooCommerce, which we want to keep. We'd also like the redesign to include future integration with our Impexium database.

The current site includes Members-Only locked pages requiring a universal login. The locked pages feature would carry over to the redesign.

We are also open to pricing for web hosting and ongoing support services for the redesigned site.

About NAHMA

Founded in 1990, the National Affordable Housing Management Association (NAHMA) is the leading voice for the affordable housing management industry, promoting developing, managing and preserving quality affordable multifamily housing. NAHMA advocates for legislative and regulatory policy and provides affordable housing professionals with the knowledge to advance excellence in the communities they serve. NAHMA's membership represents 75% of the affordable housing industry and includes its most distinguished multifamily owners and management companies.

NAHMA's mission is to promote the development, management and preservation of quality affordable multifamily housing by advocating legislative and regulatory policy, as well as providing affordable housing professionals with the knowledge to advance excellence in the communities they serve.

NAHMA serves as a vital resource for technical education and information, fosters strategic relations between government and industry, and recognizes those who exemplify the best in affordable housing. NAHMA is the voice in Washington for regional, state and local affordable housing management associations (AHMAs) nationwide. NAHMA advocates a supply adequate to meet the growing need for multifamily, residential affordable housing by bringing nationwide attention to the necessity of preserving decent and safe housing.

Project Scope

The primary purpose of the redesigned NAHMA website is to provide information to its members. That information includes Membership, portal entrance for Trends online community forum, Affordable 100 list, Advocacy, Government Updates, Meetings, Educational opportunities, Awards and Contests, and a Members-Only section. The information needs to be able to be provided through different mediums (i.e., webpages, press releases, PDF links, video, etc.). The site must also allow members to complete financial transactions through WooCommerce. The site uses WordPress and Google Analytics, which we will continue to use.

Our current website does not integrate with our database (Impexium); however, we would like the redesign to include the necessary codes, etc., to allow integration in the future.

The Members-Only section uses a universal login. We are open to exploring other log in options.

The ads on the site are maintained by a third party that provides code, which allows them to control the placement of the banners along the top and side of most pages. There are a handful of pages that have their own unique sidebars instead.

NAHMA uses social media platforms such as Facebook, LinkedIn, X, and YouTube. It also uses Outlook, Constant Contact, and MailChimp to communicate with members. These all work independently under the current website configuration. Integration with these platforms is not a priority, but we are open to discussing recommendations for streamlining staff's ability to push information out to our members using these platforms.

Search Engine Optimization should be included.

Budget & Timeline

The budget for this project is $50,000. NAHMA wants the redesigned website to be launched by the end of 2025/early 2026.

Date	Activity
April 1, 2025	RFP published and announced
May 5, 2025	RFP responses due
May 6, 2025	NAHMA review of responses begins
June 6, 2025	Review/follow up with contractors on proposals (if necessary)
July 1, 2025	Final selection of contractor
By July 15, 2025	Execution of contract with NAHMA
Aug. 29, 2025	Detailed proposal for redesign with three visual/design comps due from the contractor
Sept. 30, 2025	NAHMA comments due to contractor
Jan. 15, 2026	Completely redesigned website ready to go live
Jan. 30, 2026	Contractor makes any fixes required to redesign the website

Point of Contact

Staff contact for this project is Jennifer Jones, jjones@nahma.org, 703-683-8630, ext. 4. Other NAHMA staff will be available as needed.

Other potential contacts include third-party advertising agency Naylor. Current site host, SiteCare.

Technical Requirements

WordPress, WooCommerce, SEO, all required security standards and compliance requirements, mobile responsiveness, and companion app.

Any recommendations for ease of future upgrades due to changing technology.

Proposal Structure

- Submission of a detailed proposal, along with a set of three proposed visual/design comps, for the comprehensive redesign of the NAHMA website within 45 days of executing a contract with NAHMA. NAHMA will provide feedback to the contractor within 30 days of receipt of the proposal and visual/design comps. (Wireframe designs are welcome as part of the design development process.)
- The contractor will incorporate NAHMA's feedback and complete the comprehensive redesign and development of the NAHMA website within 90 days of receiving NAHMA's feedback. During this process, the contractor will stay in touch with NAHMA and seek ongoing feedback whenever the contractor has a question or concern about the redesign project.
- Once the website goes live, the contractor will commit to fixing any design or functionality problems identified within the first year of operation.

- The contractor will provide complete website documentation using an appropriate tool or software, so other developers can understand how the site functions.
- The contractor will release all intellectual property rights to NAHMA upon full payment.
- The proposal should be all-inclusive, covering any stock art or other third-party consultants.
- The contractor will take great care with existing inbound links to ensure that search traffic is not lost to broken links.

Evaluation Criteria

RFP responses should address the following criteria, which will be carefully assessed during the review process:

- Contractor's credentials and experience in comprehensive redesign of websites
- Ability to meet specific deadlines outlined in the RFP and the contract executed between NAHMA and the contractor (please note, financial penalties may apply for missed deadlines)
- A proposed "not to exceed" cost for providing all required deliverables in the timeframe outlined in this RFP, as well as an itemized breakdown of proposed costs

Examples of Past Work

The vendor should provide references applicable to expertise, case studies, or examples of similar work they have completed, including, but not limited to, the ability to meet deadlines and to work within the specified budget.

Communications Expectations

Please e-mail responses to (or questions regarding) this RFP to jjones@nahma.org, and please also mail a hard copy of responses to Jennifer Jones, National Affordable Housing Management Association, 400 N. Columbus St., Suite 203, Alexandria, VA 22314.

When responding to this RFP, please include the following:

GENERAL COMPANY INFORMATION
1. Provide a brief history of your company, including the years your firm has been in business and the years of experience in the association website design field.
2. Describe your company's mission.
3. Provide a summary of your company's operations.
4. How many employees work for your company, and how many would be dedicated to this project?
5. Provide a partial list of your company's customers and the type of services that you provide them.

EXPERIENCE
1. Describe your company's experience with similar programs/projects.
2. What distinguishes your company and your products from your competition?

PROJECT-SPECIFIC INFORMATION
1. Provide a detailed description of the work plan for the comprehensive redesign of NAHMA's website.
2. Describe your process for responding to information requests and updates from NAHMA.
3. Please provide your proposed total fee for executing the redesign of NAHMA's website as outlined in the RFP. Please present as a total proposed "not to exceed" cost for providing all required deliverables in the timeframe outlined in this RFP and an itemized breakdown of fees.

REFERENCES
1. Please list the organization name, contact person and telephone number of three (3) references for similar projects, as well as a brief description of each project.

OTHER
2. Provide any other information you believe is pertinent to this Request for Proposal.

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