



**REQUEST FOR QUALIFICATIONS & QUOTE (RFQ)**  
**ISSUE DATE: NOVEMBER 15, 2018**

**Summary**

The Pittsburgh Land Bank is seeking quotes from qualified web designers to create a new organizational website. The current site, located at: [www.pghlandbank.org](http://www.pghlandbank.org), was created in April 2016 and is maintained via Kirby. The site receives approximately 50 hits per month on the homepage. Staff edit the site and make basic content changes solely, as necessary.

**Background**

The Pittsburgh Land Bank (PLB) was established via [local ordinance](#) in 2014. The mission of the PLB is to return unproductive Real Property to beneficial reuse, through an equitable, transparent, and public process, revitalize neighborhoods to strengthen the City's tax base, and support socially and economically diverse communities. The PLB serves the entire City of Pittsburgh, and its nearly 30,000 distressed properties. The PLB recognizes residents, property owners, small businesses, and government officials are likely the primary users of our website. Development should be geared towards best meeting their needs. Recently, the PLB has begun to focus on branding and user experience as its next stage in operations. The PLB wants users to have a consistently positive and effective experience when interacting with the PLB in-person. Equally important are interactions with the PLB via electronic communications and online.

**Project Scope**

The Board and staff have formed a communications committee, supported by the City of Pittsburgh Department of Innovation and Performance, which has outlined an overall site map and needed functionality, and will guide additional visual changes. Certain visual elements will be developed and provided in-house. The plan is to completely redesign the PLB's website, including platform and UI/UX; including new navigation issues, consistent page layout and design, and accessibility of critical digital information. The committee will continue to meet once a consultant is hired and they will work as a team, led by the PLB Administrator. Staff will continue to develop new initiatives for the website, even after this process is complete. It is important for the designer to be willing to return to the PLB and work with staff / website on an as-needed basis over the 1<sup>st</sup> year after its launch. We will also look for the consultant to make recommendations on any other website related issues that we have not identified.

**Priorities**

1. Easy Navigation: People should be able to find what they need quickly;
2. Client Driven: The most popular pages should be developed and given priority when re-designing;
3. Simple and Streamlined: A less is more approach should be taken in terms of the level of text and relevant content.
4. Informative: We are looking for myriad ways to connect with our users online. We want our website to be an informative, easy-to-navigate and interact with space that reflects the goals of the PLB's mission.

**Project Requirements & Deliverables**

- The site must be responsive on both PC and for maximum mobile accessibility;

- The site should be aesthetically pleasing and easy to navigate;
- The site should work equally well across a variety of browsers (Chrome, Explorer, Edge, Safari, etc.);
- New CMS should be maintained;
- Current style of graphics, logo, color scheme, etc. should be retained (and, enhanced, as able);
- Staff should be trained in editing and maintaining the site; and
- The site will not include any consultant or third-party logo or advertisement.

#### **Timeline**

- RFQ Issued: November 15, 2018
- Deadline for Submission: Rolling
- Recommendation to the Board: January 11, 2019 (target)
- Work Begins: January 15, 2019
- Targeted Launch: April 1, 2019 (or earlier)

#### **Proposal Requirements**

Provide the following information:

1. Summary of your experience and team (if applicable);
2. Which elements are included in the work you propose to do: creation of backend platform, visual design, etc.;
3. Details of any element(s) you may outsource;
4. Fee proposal including your pricing mechanism (e.g. fixed bid, estimate, bill by hour) and billing intervals;
5. Work sample portfolio, including websites you/your firm has designed and/or developed that are most relevant to this project. Include the client company name, phone number, contact name, type of work you performed, date of project completion, and the client website URL;
6. Availability and cost of additional design, user training, site modification, and custom programming post- rollout of the redesign.

#### **Similar Website References:**

- <https://tricoglandbank.org/>
- <http://www.philadelphialandbank.org/>
- <https://buildingdetroit.org/>
- <http://syracuselandbank.org/>

#### **Evaluation Criteria**

Selection of a website development service provider will be based on which is most aligned with the goals of the PLB. Important factors will include:

- Demonstrated experience and qualifications in web design/development;
- Experience working with the public sector or nonprofits;
- The proposed cost for the services;
- The availability and capacity of the consultant to perform the services in a timely manner;
- The availability of the consultant to meet with the communications team staff during the development phase;
- The ability of the consultant to provide documentation and training to our technical staff.

The PLB may request additional data, discussions, or presentations in support of the responses to the received RFQ in addition to or in further clarification of the submittals. The PLB may contact any proposer under consideration to confirm or clarify any information provided or to collect more evidence of skills and abilities as needed to evaluate responses.

**Submission Instructions**

Please send your proposal via email as a to: Bethany Davidson at [bdavidson@ura.org](mailto:bdavidson@ura.org). Please direct any questions, in writing, to Bethany Davidson at [bdavidson.org](http://bdavidson.org). All questions will be responded to via email and posted on the PLB’s website.

**Insurance Requirements**

The selected Respondent shall maintain the following insurance coverage and minimum limits during the contract period. With the exception of Workers Compensation Insurance, the Pittsburgh Land Bank must be named as "additional insured" and “certificate holder” on the Respondent's policy. A certificate of insurance specifying these coverages must be provided at the time of award.

| <u>Insurance</u>                                  | <u>Amount</u>                                   |
|---------------------------------------------------|-------------------------------------------------|
| Workers' Compensation Insurance.....              | As required by law                              |
| Comprehensive General Liability.....              | \$1,000,000 aggregate<br>\$500,000/occurrence   |
| Comprehensive Automobile Liability Insurance..... | \$500,000 for bodily injury and property damage |

**Legal Information**

Responses to the RFQ will be evaluated by a selection committee. The selected respondent(s) will be chosen based on the selection criteria listed above. The PLB reserves the right to verify the accuracy of all information submitted.

The PLB shall be the sole judge as to which respondent(s) meet the selection criteria. The PLB reserves the right, in its sole discretion, to reject any or all responses received, to waive any submission requirements contained within this RFQ, and to waive any irregularities in any submitted response.

By responding to this RFQ, proposers acknowledge that the PLB has no liability to any individual or entity related to this RFQ or any proposal and/or the PLB’s use or nonuse of any such proposal.