



Housing Alliance
of Pennsylvania

Request for Proposal – Website Consultant

Housing Alliance of Pennsylvania
2 South Easton Road
Glenside, PA 19038

I. Project Scope

a. About Us

The mission of The Housing Alliance of Pennsylvania is to provide statewide leadership and a common voice for policies, practices and resources to ensure that all Pennsylvanians, especially those with low incomes, have access to safe, decent and affordable homes.

Our Values

- ⇒ If you work hard and play by the rules, you should be able to afford a decent place to live.
- ⇒ Thriving communities should provide people with a variety of choices in places to live;
- ⇒ No child should be homeless.
- ⇒ Parents should be able to spend time with their children and community, rather than in long commutes to and from work.
- ⇒ Seniors and people with disabilities should be able to live safely and with dignity.
- ⇒ Businesses that invest in our communities deserve the support of housing policies that help them find and keep qualified workers.
- ⇒ Government leaders have an obligation to plan ahead and look at the big picture, to enact policies that allow the housing market to meet the needs of our economy.
- ⇒ Strong communities depend on people from different backgrounds and points of view to work together.

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History of Housing Alliance Website				
Date	Total Page Views	Total Visits	Total Hits	
Nov. - Dec. 2006	26,724	21,443	95,101	
Nov. - Dec. 2007	98,663	28,831	152,753	
Nov. - Dec. 2008	89,553	38,818	165,52	
Nov. - Dec. 2009	100,367	51,585	176,906	
Jan - Feb. 2010	105,738	51,311	170,734	

Scope of Activity – Description of the project

Development of a new website for the Housing Alliance, using an open-source Content Management System – presumably Drupal. (Existing website is based on a proprietary CM.) A significant amount of the content from our existing website will need to be migrated to the new site, as a primary function of the site is to serve as a clearinghouse for news items, resource documents, etc.

A critical component of the new site will be its ability to integrate smoothly with the Housing Alliance's centralized web-based database software system, provided by Databank (thedatabank.com) that tracks information on all of our contacts. Key functions of the website, such as our Membership Registration, Contributions and Advocacy functions, are driven by Databank web modules. The content and functions of these Databank web pages must interact as seamlessly as possible with the rest of the website.

c. Timeframe

Planning/Design Meetings – September
Initial Design Complete – October 15th
Website Preview – November 8 -10 HWR Conference
Website Launch – January 1, 2011

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II. Target Audience

The main users of the Housing Alliance website include but are not limited to not-for profit and for profit developers, service providers, housing coalitions, public officials and consumers of housing programs/services (those with low-incomes). Also included are: Housing Alliance staff, our Board, funders, Legislators and their staff, as well as media.

Comfort levels with technology vary among users; some are very sophisticated while others are novices. It needs to be easily accessible to a lay person.

III. Design Requirements

In terms of the look and feel of the website; the message communicated by the style and graphics:

- It should feel welcoming, hopeful, maybe even a little homey, but also authoritative.
- It should communicate that we are an issues driven advocacy organization.
- It should have more photos and other visuals than the current site.
- What important housing issues are
- What our values are
- Feelings of hope, power, connection, and trust
- This is a place where you can have a voice

We envision the use of:

- Images that communicate our vision
- Images that communicate our values
- Use of statements and big evocate words like partnership, advocacy and community to communicate what we are all about.

We need the new Website to do a better job of accomplishing the following:

- Inform about important housing issues
- Motivate and provide opportunities for people to become members
- Help everyday housing practitioners, developers, service providers, etc to do their jobs (provide resources, data, training and technical assistance info)
- Promote Housing Alliance agenda, including legislative action alerts, Annual Conference and events.

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Below are examples of site we like:

www.aeon-mn.org

www.pennfuture.org lots of images and information and a point of view.

www.nhtinc.org - not visually, but for its organization

IV. Technical and Infrastructure Requirements

Our website is hosted by Hosting.com. We have administrative access to our account with Hosting.com. The Plan Details are:

Description: Linux Builder Yearly

Type: Retail

Disk Space: 20480 MB

Transfer: 500 GB

V. Functionality/Programming Requirements

New site must be based on an open source CMS, presumably Drupal.

Registration, contribution and action/advocacy forms will be handled by existing Databank web forms. (The existing Databank “sleeves” can be updated after the fact to reflect the new website design.)

Site needs to handle a great deal of content, we will transferring a large amount of data from the existing site. The website should have an advanced search engine. The site needs an efficient, detailed search function to manage multiple types of content. The search functions on the existing site don't work well and this is a big issue.

The website should have the capability to limit access to certain contact and pages for registered users in the future.

VI. Misc. Requests

Below are the three primary things that these stakeholders need to find immediately on the site.

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- 1) Resources for Practitioners – what the important housing issues are (i.e. lack of affordable homes), information about funding opportunities
- 2) Housing Alliance Agenda – Legislative Campaign updates/action alerts, latest housing news, most prominent Technical Assistance opportunities/Events (Annual Conference, Webinars, etc)
- 3) Membership Info and how to get engaged and/or support our work

Below are the primary things we think need to be improved:

Easy organization so people can find things more intuitively, more photos, more parallel tracks simultaneously so that we can have events, and news from around the state, news from DC, etc all at once on the homepage.

Potential Items for the Home Page

Narrative Space:

- **Legislative Update**
Latest Resources: Learn about funding opportunities, HAPA Publications, research and data
- **Latest regarding our signature programs** (the things that brand us/people recognize): Housing Trust Fund Campaign, Conservatorship, Homes within Reach (Annual Conference) for example.
- **Info you shouldn't miss:** We want a function that allows us to highlight whatever we want on the front page.

Links to Click

- **Need Housing?:** Resource for consumers seeking housing, counseling, legal, etc.
- **Support Us/Join Us:** Become a member or donate a contribution
- **Take Action:** Legislative Center – where you can take action on key policy issue.
- **Our signature pieces/programs,** things that brand us need to be on the home page: Housing Trust Fund Campaign, Conservatorship, Homes within Reach (Annual Conference) for example.

Other:

- Calendar – Housing Alliance Events separate from member events
- Contact information

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Possible Menu Tabs:

TAB	About Us	Take Action	Events	Resource Center	Contribute
DROP DOWN OPTIONS	Message from ED	Legislative Actions of the Week	Housing Alliance	Housing Issues	Membership
	History	Legislative Update - PLS	Partner Organizations	Funding Resources	Donations
	Mission/Vision	Housing Trust Fund Campaign	Homes within Reach Conference	Publications/Data	Join a Committee
	Legislative Agenda			Housing News	Volunteer
	What we do			Conservatorship Clearinghouse	
	Contact Us				