



Adult Family Home Council Request for Proposal Website Support and API Communications February 12, 2024

Purpose

As the Adult Family Home Council begins the process of internally redesigning its WordPress website, we are seeking competitive proposals from qualified vendors to provide technical website support as well as develop and maintain API communications with our contracted partner.

All interested parties are encouraged to thoroughly read the items outlined in this request for proposal (RFP) and submit an appropriate response by **8am on March 11, 2024, Pacific Time**.

About the Adult Family Home Council

Since 1993, the Adult Family Home Council has been a mission-driven member organization with a goal to improve the lives and well-being of vulnerable adults through the support of adult family homes. We support providers in their efforts to deliver high-quality, individualized, personal care with educational opportunities, targeted advocacy, direct one-on-one support, and increased public awareness.

The Council's membership is currently made up of more than 2,200 adult family homes. The Council also supports more than 4,500 homes across Washington State as the exclusively recognized representative of adult family homes for purposes of collective bargaining.

The Council's website is primarily used to register for membership, provide access to member-only content, supply regular updates to the adult family home community, and educate and inform the public about adult family homes. A major benefit of the site is the display of all member homes in our [Find A Home](#) tool, which allows providers to promote their home and creates a public platform for site visitors to find a suitable home for themselves or their loved ones.

Learn more about the Council's work at <https://adultfamilyhomecouncil.org>.

Deliverables

Proposals must be written to address the following deliverables:

1. Find A Home API

- Improved API communications between our contracted partner and the Council's website to display information on all member homes to the public
- Maintenance of API communications
- Enhancements to API visual display and search functionality
- Timely resolution of critical API errors

2. SEO

- Regular integration of modern SEO strategies to the Council's website content
- Monthly and annual SEO performance reports

3. Support

- Timely resolution of critical website errors
- Improvements to website performance for front-end users
- Evaluation and removal of unnecessary website plugins
- Monthly website performance reports

4. Membership Registration

- Development of streamlined membership registration process, including payment and creation of website account

5. Commerce

- Development of streamlined process to reduce the number of membership payment failures
- Development of streamlined process for event registration and ticket purchases

6. Communications

- Bi-weekly meetings between the vendor and the Adult Family Home Council to provide progress updates and address concerns
- Regular communication with the Council's contracted partner regarding API functionality
- Timely responses to requests and inquiries from the Adult Family Home Council

Proposal Guidelines

Responses to this request for proposal must include the following:

- Organization summary
- Primary contact information
- Relevant experience and references
- Project implementation and management approach
- Proposed timeline
- Detailed pricing/rate information

Submission Guidelines

- This RFP will remain active until an appropriate vendor is selected, but all submissions are encouraged to be sent by **8am on March 11, 2024, Pacific Time**, when the Adult Family Home Council will begin to review submitted proposals.
- All proposals must be submitted via email to Maya Anderson at maya@adulthoodfamilyhomecouncil.org in a PDF or Word document format.
- All bidders are required to clearly state their intention to subcontract any portion of the work outlined.
- All questions about this RFP must be sent to Maya Anderson via email at maya@adulthoodfamilyhomecouncil.org.

Evaluation of Proposals

Upon receipt of a proposal, the Adult Family Home Council will evaluate and rank them based on:

- Responses to the outlined proposal guidelines
- Technical certifications and experience
- Demonstrated ability to provide the requested deliverables
- Initial cost, including rates and recurring fees

Acceptance or rejection of submitted proposals will be communicated to the primary contact(s) beginning **8am on March 18, 2024, Pacific Time**. Accepted vendors will be sent a request to formally present their proposal to the Council via an online or in-person meeting by this date.

The Adult Family Home Council reserves the right to request additional information from the primary contact(s) on submitted proposals. Failure to respond to this request may result in the proposal's rejection.