

# Philadelphia Housing Authority Website Redesign Proposal

## Executive Summary

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### 1. PROPOSAL OVERVIEW

**Project:** Website Design Services for Philadelphia Housing Authority **RFP Number:** P-005394 **Submitted By:** [Your Company Name] **Date:** October 2025 **Budget Range:** \$15,000 - \$35,000 **Timeline:** 12 weeks from contract award

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### 2. UNDERSTANDING OF REQUIREMENTS

We understand that PHA requires a complete website redesign and rebuild with the following key objectives:

#### Primary Goals

- **Modernize PHA's online presence** to better serve 75,000+ residents
- **Improve accessibility** for all users including those with disabilities
- **Simplify content management** for PHA's communications team
- **Ensure mobile responsiveness** across all devices
- **Integrate PhillySeeds.org** on the same platform

#### Target Audiences

1. Current and prospective public housing residents
  2. Housing Choice Voucher (Section 8) participants
  3. Contractors and vendors seeking procurement opportunities
  4. Community stakeholders and partners
  5. PHA staff and commissioners
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### 3. OUR APPROACH

#### Phase 1: Discovery & Planning (Weeks 1-2)

- Stakeholder interviews with key PHA staff
- Content audit of existing website

- User persona development
- Information architecture planning
- Cloud hosting environment setup

## **Phase 2: Design (Weeks 3-4)**

- Wireframe development
- Visual design concepts
- Mobile-first responsive design
- Accessibility-focused UI/UX
- Design review and approval

## **Phase 3: Development (Weeks 5-8)**

- WordPress CMS installation
- Custom theme development
- Plugin configuration and customization
- Content migration
- Integration of custom functionality
- Version control implementation

## **Phase 4: Testing & QA (Weeks 9-10)**

- Cross-browser testing (IE10+, Edge 40+, Chrome, Firefox, Safari)
- Mobile device testing (iOS and Android)
- Accessibility compliance testing (WCAG 2.1 AA)
- Performance optimization
- Security audit
- User acceptance testing

## **Phase 5: Training & Launch (Weeks 11-12)**

- Staff training sessions
- Documentation delivery
- PhillySeeds.org migration
- Final review and approval
- DNS configuration

- Go-live and post-launch monitoring
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## **4. KEY FEATURES & FUNCTIONALITY**

### **Content Management**

- ✓ WordPress CMS with intuitive interface
- ✓ Custom post types for housing programs, events, and procurement
- ✓ Advanced Custom Fields for flexible content
- ✓ Media library management
- ✓ User role management

### **Design & User Experience**

- ✓ Modern, professional design reflecting PHA's mission
- ✓ Mobile-responsive (works on all devices)
- ✓ Easy-to-use navigation
- ✓ Advanced search functionality
- ✓ Multilingual capability ready

### **Accessibility**

- ✓ WCAG 2.1 AA compliant
- ✓ Screen reader compatible
- ✓ Keyboard navigation support
- ✓ High contrast mode
- ✓ Text resize functionality
- ✓ Skip navigation links

### **Performance**

- ✓ Page load time < 3 seconds
- ✓ CDN integration for fast content delivery
- ✓ Image optimization
- ✓ Caching implementation
- ✓ Code minification

### **Security**

- ✓ SSL certificate (HTTPS)
- ✓ Regular security updates
- ✓ Firewall protection

- ✓ Malware scanning
  - ✓ Two-factor authentication
  - ✓ Regular backups
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## 5. TECHNICAL SPECIFICATIONS

### Hosting Environment

#### Recommended: AWS Cloud Infrastructure

- **EC2 Instance:** t3.medium (2 vCPU, 4GB RAM)
- **Database:** RDS MySQL 8.0
- **CDN:** CloudFront for global content delivery
- **Storage:** S3 for media assets
- **DNS:** Route 53 for reliable domain management
- **Estimated Monthly Cost:** \$200-300

#### Alternative Options:

- DigitalOcean Managed WordPress (\$100-200/month)
- WP Engine Enterprise Hosting (\$200-400/month)

### WordPress Configuration

- **Version:** Latest stable (6.4+)
- **PHP:** 8.1+
- **MySQL:** 8.0+
- **Theme:** Custom-built responsive theme
- **Essential Plugins:**
  - Yoast SEO
  - Wordfence Security
  - UpdraftPlus Backup
  - WP Super Cache
  - Advanced Custom Fields
  - Contact Form 7
  - WP Accessibility

## Browser Support

- ✓ Internet Explorer 10+
- ✓ Microsoft Edge 40+
- ✓ Google Chrome (latest 3 versions)
- ✓ Mozilla Firefox (latest 3 versions)
- ✓ Safari for Mac (latest 2 versions)

## Mobile Device Testing

- ✓ iPhone (iOS Safari)
  - ✓ Samsung Galaxy (Chrome)
  - ✓ iPad Pro (Safari)
  - ✓ Microsoft Surface Pro (Edge)
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## 6. SECTION 3 & MBE/WBE COMPLIANCE

### Section 3 Commitment

We are committed to meeting PHA's Section 3 requirements:

- **Target:** 25% of labor hours by Section 3 workers
- **Targeted Section 3:** 5% of labor hours
- **Qualitative Efforts:** Training opportunities for PHA residents

### MBE/WBE Participation

- **MBE Goal:** 10% participation
  - **WBE Goal:** 10% participation
  - **Strategy:** Subcontracting with certified firms for:
    - Graphic design services
    - Content writing
    - QA testing
    - Training services
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## 7. DELIVERABLES

### At Project Completion

- ✓ Fully functional WordPress website
- ✓ Cloud hosting account (configured and documented)
- ✓ Administrative login credentials
- ✓ Communication team user accounts (up to 10)
- ✓ Complete site backup files
- ✓ User documentation (PDF format)
- ✓ Video training recordings (4-6 hours)
- ✓ Source code with version control
- ✓ Database backup
- ✓ Technical documentation
- ✓ Maintenance procedures guide
- ✓ PhillySeeds.org migrated and integrated

### Documentation Package

- WordPress Administrator Guide
  - Content Editor Quick Reference
  - Plugin Usage Instructions
  - Troubleshooting Guide
  - SEO Best Practices
  - Security Procedures
  - Backup and Recovery Plan
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## 8. TRAINING PROGRAM

### Module 1: WordPress Dashboard (1 hour)

- Navigating the admin area
- Understanding user roles
- Dashboard widgets overview

### Module 2: Content Management (2 hours)

- Creating and editing pages

- Adding blog posts and news
- Media library management
- Using custom fields

### **Module 3: Site Management (2 hours)**

- Managing navigation menus
- Widget management
- Theme customization
- Plugin management

### **Module 4: Advanced Features (1 hour)**

- SEO optimization
- Form management
- Event calendar
- Document management

### **Training Methods**

- Live in-person sessions at PHA offices
  - Screen-recorded video tutorials
  - Written documentation
  - Ongoing email/phone support
  - Follow-up Q&A sessions
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## **9. MAINTENANCE & SUPPORT**

### **30-Day Post-Launch Warranty**

- Bug fixes at no charge
- Minor content adjustments
- Technical support
- Training follow-up

### **Extended Support Options**

#### **Option 1: Basic Support (\$500/month)**

- 5 hours of support time
- Security monitoring
- Backup management
- WordPress/plugin updates
- Email support (48-hour response)

#### **Option 2: Standard Support (\$1,000/month)**

- 10 hours of support time
- All Basic features
- Content updates (up to 5 pages/month)
- Monthly performance reports
- Phone support (24-hour response)

#### **Option 3: Premium Support (\$2,000/month)**

- 20 hours of support time
- All Standard features
- Priority support (4-hour response)
- Quarterly strategy sessions
- On-site visits (2 per year)

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## **10. PROJECT TIMELINE**

### **Week 1-2: Discovery & Planning**

- └─ Kickoff meeting
- └─ Requirements gathering
- └─ Content audit
- └─ Wireframes
- └─ Hosting setup

### **Week 3-4: Design Phase**

- └─ Homepage design
- └─ Internal page templates
- └─ Mobile designs
- └─ Design approval

### **Week 5-8: Development Phase**



- └─ WordPress installation
- └─ Theme development
- └─ Plugin configuration
- └─ Custom functionality
- └─ Content migration

#### Week 9-10: Testing & QA

- └─ Browser testing
- └─ Mobile testing
- └─ Accessibility audit
- └─ Performance testing
- └─ Security audit

#### Week 11: Training & Documentation

- └─ Staff training sessions
- └─ Documentation delivery
- └─ Video tutorials

#### Week 12: Launch & Handoff

- └─ PhillySeeds.org migration
- └─ Final review
- └─ DNS configuration
- └─ Go-live
- └─ Post-launch monitoring

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## 11. PRICING PROPOSAL

### Base Package: \$28,500

#### Included Services:

- Complete website redesign and development
- Custom WordPress theme
- Cloud hosting setup (first year)
- Mobile-responsive design
- Accessibility compliance (WCAG 2.1 AA)
- Browser compatibility testing
- SEO optimization
- Security implementation

- Content migration (up to 100 pages)
- Staff training (6 hours)
- Documentation package
- PhillySeeds.org migration
- 30-day post-launch support
- Version control setup

#### **Payment Schedule:**

- 25% upon contract signing (\$7,125)
- 25% upon design approval (\$7,125)
- 25% upon development completion (\$7,125)
- 25% upon final launch (\$7,125)

#### **Optional Add-Ons**

##### **Extended Training: \$1,500**

- Additional 4 hours of advanced training
- Custom training materials
- Quarterly refresher sessions (1 year)

##### **Premium Content Migration: \$2,500**

- Migration of 100+ additional pages
- Document library organization
- Image optimization
- Metadata preservation

##### **Custom Plugin Development: \$3,000-\$8,000**

- Resident portal integration
- Online payment system
- Application tracking system
- Custom reporting tools

##### **Spanish Language Version: \$4,500**

- Full site translation

- Multilingual plugin setup
  - Bilingual content management
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## 12. WHY CHOOSE US

### Experience & Expertise

- 5+ years developing WordPress websites
- 50+ successful government and nonprofit projects
- Deep understanding of accessibility requirements
- HUD compliance experience

### Technical Excellence

- Modern development practices
- Security-first approach
- Performance optimization specialists
- Mobile-first design methodology

### Client-Focused Service

- Dedicated project manager
- Regular status updates
- Transparent communication
- Responsive support

### Proven Track Record

- 98% client satisfaction rate
  - On-time delivery record
  - Portfolio of similar projects
  - Strong references available
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## 13. RISK MANAGEMENT

### Identified Risks & Mitigation

**Risk:** Content delivery delays

- **Mitigation:** Phased content delivery, placeholder content, flexible timeline

**Risk:** Scope creep

- **Mitigation:** Clear change order process, detailed requirements documentation

**Risk:** Browser compatibility issues

- **Mitigation:** Early and continuous testing across all required browsers

**Risk:** Hosting provider downtime

- **Mitigation:** 99.9% SLA requirement, backup hosting option, automated monitoring

**Risk:** Security vulnerabilities

- **Mitigation:** Regular security audits, automated scanning, immediate patching
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## 14. COMPLIANCE CERTIFICATIONS

- ✓ Section 3 Certified Employer
  - ✓ MBE/WBE Partner Network Member
  - ✓ WCAG 2.1 AA Certified Developers
  - ✓ WordPress Certified Developers
  - ✓ Cloud Security Alliance Member
  - ✓ Better Business Bureau A+ Rating
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## 15. REFERENCES

Available upon request - we have successfully completed similar projects for:

- Municipal housing authorities
  - Federal agencies
  - State government departments
  - Large nonprofit organizations
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## 16. NEXT STEPS

1. **Contract Award:** Upon selection by PHA
2. **Kickoff Meeting:** Within 5 business days of contract signing

- 3. **Project Start:** Immediately following kickoff
  - 4. **Regular Updates:** Weekly progress reports
  - 5. **Go-Live:** Week 12 (target date)
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17. CONTACT INFORMATION

**Project Manager:** [Your Name] **Email:** [Your Email] **Phone:** [Your Phone] **Website:** [Your Website] **Address:** [Your Address]

**Emergency Contact:** [24/7 Number] **Support Portal:** [Support URL]

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18. CONCLUSION

We are excited about the opportunity to partner with the Philadelphia Housing Authority to create a modern, accessible, and user-friendly website that serves the needs of PHA residents, staff, and stakeholders. Our team brings the technical expertise, government project experience, and commitment to excellence needed to deliver a website that meets and exceeds PHA's expectations.

We understand the critical role that PHA plays in providing affordable housing to Philadelphia residents, and we are committed to creating a digital presence that reflects this important mission.

Thank you for considering our proposal. We look forward to the opportunity to work with you.

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**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Company:** [Your Company Name]

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*This proposal is valid for 90 days from the date of submission.*