HAC
Housing Assistance Council

We build homes and communities in rural America

Request for Proposal (RFP) for Website Redesign: Ruralhome.org

Purpose of the RFP

The Housing Assistance Council (HAC) seeks a qualified vendor to redesign its website, ruralhome.org. HAC is a national nonprofit that supports affordable housing efforts throughout rural America. Since 1971, HAC has provided below-market financing for affordable housing and community development, technical assistance and training, research and information, and policy formulation to enable solutions for rural communities.

Our website is the main public channel for sharing research, training opportunities, funding and loan information, policy updates, and news.

Goals for the Website

The current site has the following known issues:

- Content is hard to find, and navigation reflects internal structure rather than user needs.
- The site does not meet current accessibility standards.
- Mobile experience and page load speed are below current expectations.
- Large volumes of research and resources are stored as PDFs with limited search and filtering.

Goal	Measure
Help visitors find resources quickly	Task success in usability testing; site search use and exit rates
Meet accessibility requirements	WCAG 2.2 Level AA conformance verified by automated and manual testing
Perform well on all devices	Core Web Vitals in the "good" range on mobile and desktop
Allow staff to publish without developer help	Trained staff can create and update standard pages unassisted
Strengthen credibility with funders and partners	Updated visual design aligned with brand standards; stakeholder feedback
Grow engagement	Newsletter signups, training registrations, resource downloads versus baseline
Reduce long-term cost and risk	Supported, regularly patched platform with documented hosting and maintenance

Audience

Audience	Primary Needs
Local housing organizations and developers	Loan and grant information, technical assistance, consulting, how to apply
Training participants	Event listings, registration, recordings and materials
Researchers, journalists, and policymakers	Reports, data, policy analysis, media contacts; Rural Data Central site; Veterans Data Central site; Heirs Central site
Funders and partners	Mission, impact, financials, partnership opportunities
Individuals seeking housing help	Clear explanation of what the organization does and referrals to appropriate local resources
Staff and board	Easy publishing, accurate information, shared brand presentation

Deliverables

- Fully designed and functional website.
- User manual and training for staff.
- Analytics dashboard setup and configuration.
- Documentation of the website's architecture and features.

Project Timeline

- **Proposal Submission Deadline:** December 15, 2026
- **Project Kick-Off:** February 1, 2027
- **Website Launch:** September 30, 2027

Scope of Work

Design and Development Requirements

The vendor will:

- **Design** an intuitive, visually engaging, and user-friendly website.
- Develop a clear **information architecture** with a focus on:
    - Adaptability: To reorganize information as new funding and projects develop.
    - Accessibility: To easily find research, publications, funding opportunities, and toolkits.
- Multimedia Integration: Videos, infographics, and interactive content.
    - Integrate **new features** such as:

    - Central hub for consulting products
- Ensure **responsive design** for optimal performance across devices.
- Follow **accessibility standards** (WCAG 2.2 compliance).

Content Management System (CMS)

- Select a CMS that allows HAC staff to easily update content.
- Provide training and documentation for ongoing updates.

Analytics and Monitoring

- Implement analytics tools to monitor traffic, engagement, and audience behavior.

SEO Optimization

- Optimize search engines to improve visibility.

Submission Process

Submit proposals electronically no later than December 15, 2026 to:
LT Martin, Communications Specialist
lt@ruralhome.org

Subject Line: RFP Submission: Ruralhome.org Website Redesign

For questions, contact:
LT Martin, Communications Specialist
lt@ruralhome.org

Proposals must include:

1. **Company Information:** Name, background, and relevant experience.
2. **Portfolio:** Examples of similar projects, particularly for nonprofits or housing organizations.
3. **Approach and Methodology:** Describe how your team will execute the project.
4. **Recommended technology**: CMS, hosting, and integrations, with reasons and long-term cost of ownership.
5. **Timeline:** Include key milestones and deliverables.
6. **Budget:** Detailed cost breakdown.
7. **References:** Provide at least two references from similar projects.

Evaluation Criteria

Proposals will be evaluated on:

- Relevant experience and portfolio quality.
- Alignment with HAC's mission and project goals.
- Proposed approach and timeline.
- Cost-effectiveness and value.
- Compliance with accessibility standards.

Terms and Conditions

- HAC reserves the right to reject any or all proposals.
- All deliverables will be the property of HAC.
- Proposals must remain valid for 90 days from the submission deadline.
- Proposals will be used only for evaluation. Mark any proprietary information.
- The organization must disclose any use of AI tools in design, content, or development, and must not enter HAC confidential data into third-party tools without written approval.

We look forward to receiving your proposal and collaborating to create a website that supports our affordable housing efforts throughout rural America.