



## REQUEST FOR PROPOSAL FOR RESPONSIVE CMS WEBSITE DEVELOPMENT

Downtown Hayward Improvement Association (DHIA) is a management association that oversees the central business district in Hayward known as Downtown Hayward. The DHIA represents the businesses & property owners of the district and uses a portion of the revenues from the assessments to promote Downtown Hayward and its stakeholders. DHIA is seeking a professional services contractor to develop and implement a new content management system website that is mobile responsive and ADA compliant to promote the Association's businesses, initiatives, activities, and events.

The contract period shall commence upon the contract being awarded with the project being completed on a predetermined timeline agreed upon by both parties. The budget for the project budget for is \$7,000-\$10,000. Additional budget for website hosting is available.

The selected vendor shall be responsible for collaborating with DHIA staff on a sitemap, look and feel of overall site and 3-to-4-page templates for events, business listing, filesharing, etc.

Proposals should include past and existing work with business districts, assessment districts and/or large multi-tenant shopping/dining centers; please include at least 3 references. They must be submitted to the Association via email by 5:00pm on Friday, April 12, 2024.

Please address proposal to:  
Resti Zaballos, President  
c/o Downtown Hayward Improvement Association  
22654 Main Street,  
Hayward, CA. 94541

Email completed proposals to Dominic Li Mandri, District Manager: [downtownhayward@gmail.com](mailto:downtownhayward@gmail.com)

For more information, please contact Dominic LiMandri at (510) 556-1278.

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**DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION**

**22654 Main Street • Hayward, CA 94541**



## REQUEST FOR PROPOSAL FOR A RESPONSIVE CMS WEBSITE DESIGN

Released on March 22, 2024

Downtown Hayward Improvement Association (DHIA) is a non-profit 501(c)(3) Community Benefit District (CBD) that is requesting proposals for a newly designed, mobile responsive, ADA compliant, public-facing CMS website.

### DESCRIPTION

- a. The selected vendor must schedule an initial planning and development meeting with DHIA staff and Task Force members to discuss wants and needs from the new website.
- b. The selected vendor will prepare a timeline for the project and present it to DHIA staff before the project can commence.
- c. The selected vendor will then develop a new site and give periodic updates on progress.
- d. The selected vendor will issue access to Beta website, before the site is published for public access, so the staff and Task Force can review, make final edits, and give authorization to go live.
- e. The website must contain 3-to-4-page styles: home page, events page, business listing page and a generic page design to be used as needed.
- f. The website needs to be responsive to various mobile devices.
- g. The website must be designed as a user-friendly platform for staff to be able to update easily.
- h. The website needs to have the ability to expand.
- i. The website must be created to maximize SEO.
- j. The website must meet all current ADA and accessibility requirements.

### BUDGET

- a. The budget range is \$7,000-\$10,000.
  1. The DHIA DISI Committee has given staff the ability to negotiate on contract price based on the experience and scope of work proposed by the firm selected.
  2. Hosting fees are not included in this budget range but are requested as a part of your overall proposal.
- b. The DHIA DISI Committee has given staff and the Task Force authorization to move forward with this project immediately after the selected vendor has been selected (Projected date: Friday, May 1, 2024).

### TERMS AND CONDITIONS

- a. DHIA must own, have full administrative access and rights to website, and have the right to customize HTML coding.
- b. Terms of proposal:
  1. Proposals must be submitted in a PDF to Dominic Li Mandri at [downtownhayward@gmail.com](mailto:downtownhayward@gmail.com) by 5:00pm on Friday, April 12, 2024. RFP responders must contact Dominic at 510-556-1278 to confirm receipt.

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2. Proposals should be addressed to:  
Resti Zaballos, President  
Downtown Hayward Improvement Association  
22654 Main Street  
Hayward, CA. 94541

3. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

#### PROPOSAL TO INCLUDE

The proposal should focus on addressing the vendor's ability to provide the services outlined in the Overview. Please provide the following:

- a. Cover Letter: A letter signed by an officer of the firm/company/corporation, binding the firm/company/corporation to all comments made in the proposal. Include a primary contact person for the proposal.
- b. Qualifications and Experience: Provide a description of the history, experience, and qualifications of your firm/company/corporation and any proposed subcontractors\* to perform work. Please include:
  1. Resumes and biographies of all principals assigned to the project;
  2. List of capabilities corresponding to the Overview;
  3. Samples of projects your firm/company/corporation has undertaken; and
  4. References from similar projects your firm/company/corporation has undertaken.
- c. Project timeline.
- d. Break-down of cost by production hours, tools, functionalities and potential additional fees.

*\* If any element of the work is subcontracted, please provide the same information for the subcontracting firm.*

#### PROVISIONS

DHIA assumes no responsibility and no liability for costs incurred relevant to the preparation and submission of the RFP by prospective vendors, or any other costs prior to issuance of a contract.

DHIA also retains the right to reject any and all of the proposals submitted, and to make any award deemed to be in the best interest of Downtown Hayward.

A contract between DHIA and the selected vendor will be subject to and be in accordance with all Federal, State, and local laws as may be applicable.

DHIA is an Equal Opportunity Employer. Minority and women-owned business enterprises are encouraged to submit proposals.