



Metro Housing
BOSTON

REQUEST FOR PROPOSALS

Website Strategy and Design

ISSUED AUGUST 24, 2026

PROPOSALS DUE SEPTEMBER 21, 2026 | 5:00 PM ET

SECTION 01

Invitation and Project Overview

Metro Housing|Boston is seeking a qualified partner to create a modern, accessible, mobile-first website that better serves clients and strengthens the organization's public presence.

Metro Housing|Boston invites qualified website strategy, design, and development firms to submit proposals to redesign metrohousingboston.org. The selected partner will help create a clearer, more intuitive digital front door for individuals and families seeking housing assistance, while also supporting fundraising, impact storytelling, media visibility, and staff efficiency.

PROJECT Website strategy, design, development, migration, training, and launch support.	CURRENT SITE WordPress; approximately 150-180 pages; content and navigation have grown difficult to manage.
PRIMARY AUDIENCE Clients and program participants seeking information, forms, next steps, and program access.	SECONDARY AUDIENCES Funders, donors, corporate partners, government agencies, media, and job seekers.
BUDGET Metro Housing has not established a fixed public budget. Respondents should propose an appropriate scope and cost.	TARGET KICKOFF October 2026 - subject to final selection, contracting, and approval.

Why We Are Redesigning

- The current website is outdated in style and function.
- Years of incremental changes have made the site difficult to navigate.
- Clients who are not tech savvy struggle to find critical information.
- Staff spend time answering routine questions that the website should resolve.
- The site does not fully support fundraising, brand visibility, or impact storytelling.

Prioritized Goals

#	GOAL
1	Better serve clients
2	Improve accessibility
3	Showcase impact
4	Increase donations
5	Increase program participation
6	Educate the public
7	Increase media visibility
8	Recruit employees
9	Increase newsletter signups
10	Support housing policy awareness

SECTION 02

Scope of Work

The selected consultant will provide a complete website redesign process, from discovery through launch, with Metro Housing staff serving as subject matter experts and approvers.

1. DISCOVERY AND ALIGNMENT

Kickoff, stakeholder workshops, analytics review, current site assessment, user journey mapping, governance, and decision-making process.

2. CONTENT AUDIT AND STRATEGY

Inventory approximately 150-180 existing pages, identify redundant or outdated content, recommend consolidation, and create a migration plan.

3. INFORMATION ARCHITECTURE

Develop a new sitemap, navigation model, search approach, content hierarchy, user flows, and key calls to action.

4. VISUAL DESIGN AND UX

Refresh the existing visual identity for digital use; design a modern, trustworthy, community-centered, minimalist website; create wireframes and high-fidelity mockups.

5. DEVELOPMENT AND LAUNCH

Build a responsive WordPress website, configure integrations, migrate approved content, complete QA and accessibility testing, and support launch.

6. TRAINING AND SUPPORT

Train staff to update the site, provide documentation, deliver a post-launch warranty, and propose optional ongoing maintenance.

Current Website Functions

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|--|---|--|---|
| <ul style="list-style-type: none">• News and announcements• Program sign-up or application pathways• Client stories• Major donor recognition• Employee stories | <ul style="list-style-type: none">• Events• Appointment scheduling• Forms and downloadable resources• Annual reports• Contact information | <ul style="list-style-type: none">• Program pages• Resource library• Campaign landing pages• Senior staff and Board directories• Multilingual capability | <ul style="list-style-type: none">• Program finder• Housing search links• Corporate sponsorship pages• Job postings• Social media integration |
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SECTION 03

Technical, Accessibility, and Content Requirements

Accessibility, mobile usability, SEO migration, and staff-friendly content management are mandatory project priorities.

Technical Requirements

- WordPress CMS, unless a respondent presents a clearly superior alternative.
- Mobile-first responsive design and fast page performance.
- Secure implementation, backup recommendations, and plugin best practices.
- Google Analytics 4, Google Tag Manager, and Google Search Console configuration.
- SEO migration, redirect strategy, metadata preservation, and technical SEO setup.
- Blackbaud and Constant Contact integration.
- Future compatibility with Salesforce and Classy.
- Hosting recommendation and optional maintenance approach.

Accessibility Requirements

- Meet WCAG 2.2 AA standards.
- Meet ADA accessibility requirements.
- Support screen readers and assistive technology.
- Provide full keyboard navigation.
- Include translation capability.
- Use plain-language content patterns and visible next steps.
- Test accessibility before launch and address identified issues.

CLIENT-CENTERED DESIGN REQUIREMENT

Respondents must explain how the website will serve users with varying levels of digital literacy, users accessing the site primarily on mobile devices, users with limited English proficiency, and users seeking housing assistance during stressful or urgent circumstances.

Content Strategy and Migration

Metro Housing will provide subject matter expertise and existing content. The selected firm will conduct a full content audit and should not assume that all 150-180 pages will be migrated. The consultant will recommend which pages should be retained, rewritten, combined, archived, redirected, or removed; improve readability and organization; migrate approved content; and provide guidance for future content governance.

Required Deliverables

- Discovery summary
- Wireframes
- Content migration
- Accessibility testing
- Launch support
- Content audit
- Visual design system
- SEO migration
- Staff training
- Optional maintenance proposal
- Information architecture
- Fully developed website
- Analytics setup
- Documentation

SECTION 04

Proposal Requirements, Evaluation, and Submission

Proposal Requirements

- Executive summary and firm overview.
- Relevant nonprofit, housing, human services, or public-sector experience.
- Project team and roles.
- Approach, methodology, timeline, and assumptions.
- Detailed cost proposal with phases and optional services.
- Three comparable websites and at least three references.
- Optional annual maintenance and support proposal.

Evaluation Criteria

CRITERIA	WEIGHT
Project approach	25%
Relevant experience	20%
Design quality	20%
Technical approach	15%
Qualifications	10%
Cost	10%

Anticipated Procurement Schedule

MILESTONE	DATE
RFP issued	Monday, August 24, 2026
Questions due	Monday, August 31, 2026 at 5:00 PM ET
Responses distributed	Thursday, September 3, 2026
Proposals due	Monday, September 21, 2026 at 5:00 PM ET
Finalist interviews	September 28-October 2, 2026, if required
Selection	Friday, October 9, 2026
Contracting and kickoff	October 2026

Submission Instructions

Submit one searchable PDF proposal by email with the subject line "Website Strategy and Design RFP - [Firm Name]."

RFP contact
Michael Aschkenasy
Director of Fundraising & Communications
michael.aschkenasy@metrohousingboston.org

Terms and M/WBE Encouragement

- Metro Housing|Boston may amend, suspend, or cancel this RFP; reject any or all proposals; request clarifications; conduct interviews; and negotiate scope, schedule, and price.
- This RFP does not commit Metro Housing to award a contract or reimburse proposal costs.
- Proposals should remain valid for at least 90 days after the submission deadline.
- Metro Housing|Boston encourages participation by minority- and women-owned business enterprises and welcomes proposals from SOMWBA-certified M/WBEs.

Massachusetts Executive Order 390 which established a policy to promote the award of state contracts in a manner that develops and strengthens business enterprises owned or operated by minorities and women (M/WBEs). As a result SOMWBA-certified M/WBEs are strongly encouraged to submit bid responses to this RFP.