

Response date has been extended to 4:00 p.m. on September 15, 2026. Firms that have already applied do not have to reapply.



Dear Interested Party:

Date: August 6, 2026

REQUEST FOR PROPOSALS FOR WEBSITE DESIGN AND DEVELOPMENT

The Connecticut Housing Finance Authority (“CHFA”) requests written proposals for website design and development from qualified firms. CHFA will not reimburse for any expenses incurred in connection with this Request for Proposals (“RFP”) including, but not limited to, the cost of preparing the initial response and any additional information requested or travel expenses relating to any oral presentation. Please be advised that responses will be considered property of CHFA, are matters of public record, and may be disclosed by CHFA after the awarding of a contract.

OVERVIEW

CHFA, a body politic and corporate constituting a public instrumentality and political subdivision of the State of Connecticut, was created in 1969 and operates pursuant to Chapter 134 of the Connecticut General Statutes, as amended. CHFA’s purpose is to help alleviate the shortage of affordable housing for low-income and moderate-income families and persons in Connecticut by providing single family mortgages, financing for rental housing, and mortgages for the purchase, development and construction of housing.

For additional information about CHFA, please reference CHFA’s website at www.chfa.org.

SCOPE OF SERVICES

Project Overview

CHFA's current website (www.chfa.org) serves a wide range of stakeholders, including homebuyers and homeowners, renters, lenders, real estate professionals, housing counselors, developers, owners and property managers, investors, public officials, and partners, and the general public.

CHFA intends to redesign and replace its current public-facing website with a modern, secure, accessible, responsive, and user-centered digital platform that better serves its diverse audiences

and supports CHFA's business, communications, and customer service objectives. The project includes website strategy, user experience (UX) design, information architecture, graphic design, website development, content migration, systems integration, hosting, implementation, staff training, and ongoing support.

The selected firm will partner with CHFA throughout the project to design and deliver a website that reflects CHFA's mission and brand, improves access to information and services, strengthens engagement with its diverse audiences, and provides an intuitive, accessible, and consistent user experience across desktop, tablet, and mobile devices. The website shall be designed to support CHFA's current and future business needs through a secure, scalable, and easily managed digital platform.

Scope of Work

1. Discovery and Strategic Planning

- Conduct discovery sessions with CHFA stakeholders to understand business objectives, user needs, content priorities, and technical requirements.
- Evaluate the existing website and identify opportunities to improve usability, navigation, accessibility, content organization, and overall user experience.
- Recommend best practices for information architecture, content governance, and long-term website management.
- Develop a comprehensive project plan, timeline, and communication strategy.

2. User Experience and Website Design

Design a visually engaging, modern website that:

- Reflects CHFA's brand and mission.
- Provides an intuitive user experience with clear navigation and minimal clicks to reach frequently accessed information.
- Is fully responsive across desktops, tablets, and mobile devices.
- Serves multiple audiences, including homebuyers, homeowners, renters, lenders, real estate professionals, developers, property owners and managers, investors, housing counselors, and other stakeholders.
- Includes user-focused navigation tools such as audience-based pathways (e.g., "I am a Homebuyer," "I am a Lender," "I am a Developer") to help visitors quickly locate relevant information.

CHFA will provide existing branding assets and photography. The selected firm may recommend additional photography, illustrations, or licensed stock imagery as appropriate.

3. Website Development

Develop and implement a website that includes, at a minimum:

- A modern Content Management System ("CMS") that allows multiple content contributors with configurable user roles and approval workflows.

- Flexible architecture that is scalable, extensible, and easy for CHFA staff to maintain.
- Robust enterprise search functionality.
- Dynamic content capabilities.
- Document libraries organized by audience, topic, and document type.
- Archive functionality organized by date, year, and audience.
- Public notices and emergency alerts are displayed prominently on the homepage.
- Blog functionality.
- Public calendars that allow authorized staff to manage events and training schedules.
- Dedicated sections for Research, Data & Reports, Investor Relations, Housing Counselor resources, and other CHFA programs.
- Integration of online forms and applications that securely collect and route data.
- Support for hosting embedded or streamed video content, including long-form training videos.
- Compatibility with mortgage calculators, affordability calculators, rent-versus-own calculators, and other interactive tools. The firm should identify whether existing tools can be integrated or whether new tools should be developed.
- Test and development environments throughout the project lifecycle.

4. Systems Integration

Integrate the website with existing CHFA systems and third-party applications, as applicable, including but not limited to:

- Google Analytics
- Existing production systems
- Online forms and application platforms
- Other third-party services identified during project discovery

Firms should describe their approach to integrating with external systems while maintaining security, reliability, and performance.

5. Content Strategy and Migration

Work collaboratively with CHFA staff to:

- Develop the website information architecture and sitemap.
- Provide recommendations for improving website content organization and readability.
- Assist with content migration from the existing website.
- Recommend content governance practices.
- Provide guidance and training on writing and maintaining effective web content.

CHFA anticipates providing the majority of website content, with the selected firm assisting in migration, formatting, and implementation.

6. Accessibility, Compliance, and Search Optimization

The selected firm shall design, develop, and implement the website in full compliance with the Title II Web and Mobile Application Accessibility Rule under the Americans with Disabilities Act

(“ADA”) on or before the compliance deadline of April 26, 2027, including all applicable requirements for state and local government entities.

At a minimum, the website shall:

- Conform to the Web Content Accessibility Guidelines (“WCAG”) Version 2.1, Level AA, as required by the Title II Web and Mobile Application Accessibility Rule.
- Comply with all applicable requirements of the ADA, Title II, Section 508 of the Rehabilitation Act, and other applicable federal and state accessibility requirements.
- Be fully accessible across desktop, tablet, and mobile devices.
- Ensure that all public-facing web pages, documents, forms, multimedia content, and other digital content delivered as part of this project meet applicable accessibility standards.
- Undergo comprehensive automated and manual accessibility testing throughout the design and development process and prior to launch.
- Provide CHFA with a detailed accessibility testing report documenting compliance, identified issues, remediation efforts, and final conformance with WCAG Version 2.1, Level AA.
- Correct any accessibility deficiencies identified during testing prior to final acceptance by CHFA.
- Undergo comprehensive accessibility testing prior to launch, with documentation of testing results and remediation provided to CHFA.
- Include recommendations and implementation options for language translation.
- Follow SEO best practices and maintain or improve existing search engine rankings.

7. Quality Assurance, Testing, and Launch

The selected firm shall:

- Conduct comprehensive functional, usability, accessibility, browser compatibility, responsive design, performance, and security testing.
- Coordinate user acceptance testing with CHFA.
- Correct identified issues prior to launch.
- Support the final production deployment and launch.

8. Training, Documentation, and Knowledge Transfer

The selected firm shall provide:

- Administrator and content editor training.
- CMS documentation and user guides.
- Technical documentation describing system architecture, integrations, and maintenance procedures.
- Recommendations for ongoing governance and content management.

9. Post-Launch Support and Maintenance

Following launch, the selected firm shall provide:

- Technical support.
- Warranty services.

- Optional ongoing maintenance and enhancement services.
- Service Level Agreement (“SLA”) options for support, response times, issue resolution, and future enhancements.

10. Website Hosting Services

The selected firm shall include a fully managed website hosting solution as part of its proposal. The proposal shall describe the firm's hosting environment and managed hosting services, including its security architecture, monitoring capabilities, backup and recovery procedures, disaster recovery and business continuity processes, system maintenance, software updates, and ongoing technical support. The firm shall also describe its approach to ensuring the website's availability, performance, scalability, and security throughout the term of the contract.

At a minimum, the hosting environment shall:

- Be hosted in a secure, professionally managed cloud environment with high availability and redundancy.
- Provide a minimum uptime service level of 99.9%, excluding scheduled maintenance.
- Include continuous security monitoring, threat detection, and vulnerability management.
- Encrypt data in transit using current TLS standards and encrypt data at rest using industry-standard encryption methods.
- Include regular operating system, application, and security patch management.
- Provide routine backups, with documented backup retention policies and disaster recovery procedures.
- Include disaster recovery capabilities with documented Recovery Time Objectives.
- Support secure development, testing, staging, and production environments.
- Provide protection against common web threats, including distributed denial-of-service (“DDoS”) attacks, malware, and unauthorized access.
- Support secure integration with CHFA's internal and third-party systems.
- Include ongoing monitoring, incident response, and technical support.

The firm shall describe its security governance program and identify the standards and frameworks under which its hosting environment operates.

As part of its proposal, the firm shall provide:

- A current SOC 2 Type II report (or bridge letter if the report is between audit periods) covering the hosting environment and managed services, or equivalent independent third-party audit documentation if applicable.
- Documentation describing its information security policies and controls.
- Procedures for security incident notification, including notification timeframes and escalation procedures.
- A description of data ownership, data portability, and the process for returning all CHFA data upon contract termination.
- Any additional security certifications or compliance attestations applicable to the proposed hosting environment (e.g., ISO/IEC 27001, FedRAMP authorization, if applicable).

CHFA reserves the right to review the security documentation and to request updated SOC 2 Type II reports or other compliance documentation throughout the term of the contract.

Project Deliverables

At a minimum, the selected firm shall provide the following deliverables throughout the course of the project:

1. Project Management

- A comprehensive project management plan that includes the project scope, methodology and quality assurance process.
- A detailed implementation plan identifying project phases, milestones, key deliverables, dependencies, and anticipated completion dates.
- Regular project status meetings with CHFA's project team.
- Written monthly progress reports summarizing completed work, work in progress, upcoming activities, project schedule, risks, issues requiring CHFA input, and status.
- Presentations to CHFA executive leadership and/or project steering committee, as requested, to review project status, design recommendations, budget, timeline, and major project decisions.

2. Research, Design, and Development

- Discovery findings and recommendations.
- Information architecture, sitemap, and navigation structure.
- Website design concepts and page templates for CHFA's review and approval.
- Functional prototype(s) or wireframes, as appropriate.
- A fully configured CMS.
- Development, configuration, and integration of all approved website functionality.

3. Testing and Quality Assurance

- Comprehensive testing, including functional, usability, browser compatibility, responsive design, accessibility, security, and performance testing.
- Documentation of accessibility testing demonstrating compliance with WCAG 2.2 Level AA, Section 508, and applicable ADA Title II requirements.
- User Acceptance Testing ("UAT") support, including issue tracking and resolution.
- A production-ready website that has successfully completed all testing and received CHFA approval.

4. Launch and Transition

- Successful deployment and launch of the new website.
- Administrator and content editor training sessions.

- Technical documentation, user documentation, and CMS administration guides.
- Transfer of all source code, design files, documentation, administrative credentials, and other project deliverables to CHFA.
- Post-launch support during the warranty period and optional ongoing maintenance services, including Service Level Agreement (SLA) options.

5. Financial Reporting

The selected firm shall submit detailed monthly invoices that include:

- A summary of work completed during the billing period.
- Hours worked by each project team member.
- Hourly billing rates, where applicable.
- Total project expenditures to date compared to the approved budget.

6. Content Inventory and Migration Plan

The selected firm shall work collaboratively with CHFA to develop a comprehensive content inventory of the existing website and conduct a content audit to assess the quality, relevance, accuracy, accessibility, and usability of existing content. CHFA anticipates providing subject matter expertise and final approval of content decisions, while the selected firm will provide guidance, best practices, and implementation support throughout the content migration process.

EVALUATION CRITERIA

Firms will be evaluated on the basis of their written responses to this RFP, additional written information as requested by CHFA, in person and/or virtual interviews, if any, including, but not limited to, the following criteria:

- Reputation and experience of the respondent
- Organization and approach of the respondent to complete the project
- Costs
- Qualifications of personnel
- Functionality
- Tentative timeline for accomplishing the project
- Support and Training
- Data Conversion/Ease of Transition
- Turnkey Operation

OWNERSHIP

CHFA shall own the entire rights (including copyrights), title, and interests in and to the website code, content and the “look and feel” of the site developed, documentation and any other intellectual properties. CHFA will have ownership over all graphical elements including but not limited to stock photography rights, original photos and other images used for the website. Any customizations, integrations, or enhancements developed as part of this project shall be fully

supported by the selected firm during the term of the agreement and shall not impair or limit the functionality, maintainability, or vendor supportability of the website or its underlying platform. CHFA shall retain sole ownership of all website content, data, domain names, analytics data, user accounts, and digital assets associated with the website. Any type of source files, which would be necessary for the CHFA to update or change the design of the site, shall be delivered at the end of the project.

CHFA may select multiple firms for the services described herein. No selected firm is guaranteed or ensured of any number of contracts or proportion of business.

REQUESTED INFORMATION

All firms must address the following issues and questions:

1. Provide a brief description of your firm, its history and main areas of business. Indicate the total number of staff and the team available to CHFA.
2. Provide a summary of the key strengths and qualifications of your firm to perform these services for CHFA. *(Your response to this question should not exceed one page).*
3. Identify the project manager who will be responsible for this project. Provide a brief summary of the proposed project manager's relevant experience, similar work, and references.
4. Identify the project team members, their qualifications and other resources relevant to the scope of the work. Please indicate their probable areas of responsibility and the percentage of their time which would be available to service CHFA's account. There should be no subcontracting of services, without prior notification and approval from CHFA.
5. Describe the tasks that must be accomplished to complete the project, and a narrative description of how the firm proposes to execute the tasks. Include a detailed timeline for the project, from the date of signed contract to launching the website.
6. Provide examples of current websites, especially for government entities, your company has designed and/or built.
7. Provide the total cost of designing, developing and launching a new CHFA website, as well as the cost of support services and options for SLAs to support the site after launch. Please indicate any specific price reductions or discounts made available to government agencies.
8. Provide a detailed schedule of all recurring costs associated with the website following its launch. The proposal shall identify all annual or recurring fees, including, but not limited to, website hosting, managed hosting services, software licensing, CMS, licensing, maintenance and support services, security monitoring, software updates, backups, technical support, and any other ongoing operational costs. Please clearly distinguish

between required and optional services and identify any anticipated cost increases during the term of the agreement.

9. Provide the rate or range of rates at which services would be billed. You may quote a yearly flat fee for all services or indicate a yearly charge for each individual service.
10. Provide the rate or range of rates at which any ancillary services would be billed and describe what is considered an ancillary service.
11. The SLA included in the proposal must include the following parameters:
 - performance (response time to problem notification)
 - availability (meantime between failures, meantime to repair)
 - configuration: (add/remove/modify)
 - support: help desk availability/location or locations
 - emergency response process
 - infrastructure needs (server, memory, storage, database, backup devices, etc.), including any brochures or other collateral information.
12. Each respondent shall provide details of its warranty period and ongoing (post-warranty) product maintenance/support costs, policies, procedures and other options. The description shall include, but not be limited to, frequency of regularly scheduled upgrades and/or policies on implementation of routine or emergency fixes. The respondent's and CHFA's responsibilities shall be clearly listed. If warranty period support provides different service levels or requires different procedures, then the services and procedures for both warranty support and ongoing maintenance shall be separately listed and identified.
13. Each respondent shall clarify if support terms and pricing only applies to maintenance/support services after expiration of the initial system warranty period. If warranty period support is not included in the initial purchase/implementation cost, then it must be separately listed and identified. Annual support plan renewal shall be offered and pricing metrics shall be identified, including known or estimated annual increases.
14. Describe your presence in Connecticut, if any, including corporate existence in Connecticut, whether formed in Connecticut or authorized to do business in the state. This may include, but not be limited to, information on the number of offices your firm maintains in Connecticut, the location of such offices, the number of Connecticut residents employed in those offices, and payroll and corporate taxes paid in Connecticut. If your firm currently is not registered with the Connecticut Secretary of State, please indicate whether your firm will register if your firm is awarded this contract.
15. Include any participation by your firm in any civic or other non-profit activities, including any charitable contributions that your firm made in Connecticut.
16. Provide a brief summary of the professional background of any individual who would be assigned to work with CHFA. Please indicate their probable areas of responsibility and the percentage of their time which would be available to service CHFA's account.

17. Provide, in tabular form, information on the employee composition of your firm indicating the total number of employees and the total number and percentages of minorities and women employed and their titles.
18. Describe any and all material lawsuits, legal or administrative proceedings or governmental investigations, criminal actions or law enforcement activities (including those by federal, state or local authorities, or self-regulatory organizations) or non-routine inquiries or investigations relating to you, your firm, or any of your affiliates, including any proceedings to which you, your firm, your affiliates or any of their respective officers, directors or employees are a named party or of which any of such has been the focus, that have occurred in the last three (3) years or that are currently threatened, including whether you, your firm, or any of your affiliates, or their respective officers, directors or employees have been censured by any regulatory body. Describe any such circumstances and advise whether these investigations or proceedings will affect you or your firm's ability to complete the proposed transaction and perform the services in this RFP.
19. Describe whether you foresee any potential conflicts of interest arising from performing these services. If so, describe how your firm would address potential conflicts of interest.
20. Has your firm ever been the target of a technology or IT security breach? If so, please explain.
21. Has your firm ever been removed from an account prior to the expiration of its contract (i.e., been fired)? If so, please explain. If you wish, list the name of a third party with whom the CHFA could discuss this termination.
22. Describe your firm's knowledge of and past experience with CHFA.
23. Please provide as references, with a minimum of three clients for whom your firm has performed similar and substantial services. Please include the name of the person to contact, his or her phone number and email address. Please include as references any other State of Connecticut agencies or departments that have engaged your firm to perform services.
24. Selected people or firms must comply with CHFA and State Ethics requirements, laws and regulations. Persons or firms seeking to do business with CHFA are required to comply with the ethics statement, attached hereto on **Exhibit C**, and the applicable provisions of the Code of Ethics and Code of Ethics for Lobbyists incorporated therein by reference.
25. An authorized signatory of any firm submitting qualifications or proposals is required to execute and submit with the proposals, qualifications and with any agreement or contract awarded in accordance herewith all applicable representations and certifications set forth on **Exhibit A**, attached hereto and made a part hereof, regarding:

- Gift and Campaign Contributions; Connecticut General Statutes §4-252
- Entities Making Investments in Iran; Connecticut General Statutes §4-252a
- Nondiscrimination; Connecticut General Statutes §4a-60 & Connecticut General Statutes §4a-60a
- Consulting Agreements; Connecticut General Statutes §4a-81
- Campaign Financing Contributions; Connecticut General Statutes §9-612

All of the above are attached and incorporated herein on **Exhibit C**.

26. What is the most important question that we haven't asked you? Why should CHFA hire your firm instead of another firm?

FREEDOM OF INFORMATION ACT

Please be advised that all information submitted in a proposal or in response to a request for additional information is subject to disclosure under the Connecticut Freedom of Information Act, as amended and judicially interpreted. If a firm believes that its response contains financial, trade secrets or other data that it claims should not be public ("Confidential Information"), the firm must identify specifically the pages and portions of its proposal or additional information that contain the claimed Confidential Information by visibly marking all such pages and portions. An entire response marked Confidential Information will not be accepted. If CHFA receives a request for an applicant's Confidential Information, it will use its best efforts to notify the firm of such request and provide the applicant with a copy of any written disclosure request, *provided*, CHFA will not be liable to the firm or any other party for any failure to act as described herein. The firm may provide written consent to the disclosure or may object to the disclosure by notifying CHFA in writing, identifying in the notice the basis for its objection, including the appropriate statutory exemption(s) from disclosure. The firm shall be responsible for defending any complaint brought in connection with the nondisclosure, including, but not limited to, appearing before the Freedom of Information Commission, providing witnesses and documents as appropriate, and for payment of CHFA's costs and expenses, including attorney fees.

SUBMISSION OF RESPONSES

The following requirements must be observed in the preparation and submission of a proposal:

1. All inquiries should be directed to Shelly Mondo at RFP.RFQ@chfa.org no later than **August 20, 2026**. Firms submitting a proposal should not contact members of the CHFA's Board of Directors or CHFA staff, which may be grounds for elimination from consideration.
2. Submissions must be sent electronically (not to exceed 25 MB) to RFP.RFQ@chfa.org no later than 4:00 p.m. on **Tuesday, September 15, 2026**. *Faxed responses will not be considered.*

3. Responses must include a cover letter signed by an individual authorized to enter into an agreement with CHFA on behalf of the firm which shall specify that the firm is responding to the RFP for website design and development. Please also remember to include completed **Exhibit A (Representations and Certifications)**, and **Exhibit B (OPM Form 1 and SEEC Form 10)**.
4. Selected firms must comply with all state and federal laws applicable to CHFA including, but not limited to, ethics requirements, laws, procedures and regulations and must execute CHFA statutory provisions, certifications and affidavits attached hereto.

CHFA reserves the right to:

- a. Reject any and all proposals received in response to this request;
- b. Modify the proposed Scope of Services at its discretion;
- c. Negotiate the fees contained in any proposal;
- d. Waive or modify any irregularities in proposals received;
- e. Award contracts in any manner necessary to serve the best interest of CHFA and the State of Connecticut, without obligation to accept a proposal based upon the lowest fee schedule; and
- f. Request additional information as determined necessary or request some or all firms responding to make oral presentations.

Each approved firm will execute a contract satisfactory to CHFA and will agree that it will comply with the provisions of Connecticut General Statutes applicable to contracts with CHFA including, but not limited to, nondiscrimination and affirmative action provisions. Selected firms firm will also be required to provide evidence of the firm's general liability, auto, workers' compensation, umbrella, professional, and cyber liability in the amounts listed on **Exhibit C**. Failure to comply with the requirements of this RFP may result in CHFA's rejection of a proposal.

Thank you for your interest in the Connecticut Housing Finance CHFA.

*The Connecticut Housing Finance CHFA is
an Affirmative Action/Equal Opportunity Employer.*

Examples of Key Pages (Integration)

- Homebuyer Mortgage Interest Rates
<https://www.chfa.org/homebuyer-mortgage-interest-rates/>
- Compliance Reporting and Property Look-up
<https://www.chfa.org/compliance-reporting-and-property-look-up/>
- Multifamily Housing Interest Rates
<https://www.chfa.org/developers/multifamily-interest-rates/>
- Loan Status Information for Realtors
<https://www.chfa.org/realtors/loan-status/>

Examples of Key Pages (Most updated)

- Homebuyer / Rental Education
<https://www.chfa.org/homebuyers/homebuyer-education/>
- CHFA- Participating Lenders
<https://www.chfa.org/realestateagents/chfa-approved-lenders/>
- Lender Training & Events
<https://www.chfa.org/lenders/training-and-events-/>
- Lender Forms
<https://www.chfa.org/lenders/loan-form-index/>
- Board Agendas and Minutes
<https://www.chfa.org/about-us/board-agendas-and-minutes-/>
- CHFA Audio & Video Publications
<https://www.chfa.org/about-us/chfa-audio-video-publications/>
- Requests for Proposals
<https://www.chfa.org/about-us/requests-for-proposals-/>
- Research, Data, & Reports
<https://www.chfa.org/about-us/planning-research-evaluation-publications/>
- Staff Directory
<https://www.chfa.org/directory/>
- Press Room
<https://www.chfa.org/about-us/press-room/>