

## Request for Proposals for a Regional Housing Information & Housing Locator Service

The Thomas Jefferson Planning District Commission and the Central Virginia Regional Housing Partnership are requesting proposals for establishing a dedicated housing locator service that will serve the City of Charlottesville and five counties in Central Virginia. The TJPDC is a regional government located in the City of Charlottesville, VA. The TJPDC has been serving its surrounding jurisdictions for 48 years in the areas of housing, transportation planning and services, land planning, environmental and water quality services. The Regional Housing Partnership is an advisory committee of the TJPDC providing regional housing programs.

Proposals including qualifications, scope of work, timeline and cost proposal, are due by August 10 via electronic submission to Susan Stimart, email, [sstimart@tjpd.org](mailto:sstimart@tjpd.org). Below are the list specifications to which the consultant should address his or her proposal.

The service will incorporate an embedded housing locator design based on the Thomas Jefferson Planning District Commission (TJPDC) website. Service will offer both For-Rent and For-Sale search and listing functionality for the City of Charlottesville and the following counties served by the TJPDC: Albemarle, Fluvanna, Greene, Louisa and Nelson. There may be additional nearby localities to add.

### Skinned Website and Homepage Design

- Design and implementation of embedded housing locator website. Service will utilize elements to list, search and identify both For-Rent and For-Sale units.
- Embedded design will be based on the TJPDC.org website design (currently undergoing redesign).
- Website will allow listing and searching of For-Rent and For-Sale units across the 5-county region served by TJPDC.
- City of Charlottesville, Albemarle, Fluvanna, Greene, Louisa and Nelson County rentals listed on VirginiaHousingSearch.com will automatically be searchable on the embedded site for Central Virginia. This will help build and increase listings on the service regardless of whether providers find the service through VirginiaHousingSearch.com or the embedded site for Central Virginia.
- Similar to VirginiaHousingSearch.com, embedded site will be Title II ADA compliant, mobile responsive, quickly translate from English to Spanish and utilize the Google Translate widget for easy translation of other languages.

### Call Center Support and Tracking Access

Call Center support for the regions served in this agreement – the City of Charlottesville and the five counties of Albemarle, Fluvanna, Greene, Louisa and Nelson. Users will have access to standard call center support including listing and search support for property representatives and potential tenants. Tollfree, bilingual Call Center available 55 hours a week, Monday-Friday from 9 a.m. to 8 p.m. Eastern.

Listings will be supported by IT team. Listing availabilities are managed through a series of automated queues, email reminders and direct calls as needed. Property managers will have 24/7 access to list and update their unit availability online.

TJPDC will have access to tracking and analytics tools. Listing and search data should be accessible for query and viewed through an interface or exported to CSV file format. This tool is only accessible to TJPDC users that have been granted access and assigned login credentials to access this information

A report of For-Sale listings can be setup and automatically distributed to TJPDC recipients on a monthly basis. Other custom reports priced as needed.

#### Create For-Sale and For-Lease Listings Databases

- Listings will display unit-level descriptions, including basic property qualities, amenities, photos, price and income eligibility
- Consultant to set property affordability limits to ensure only appropriate “for Sale listings are promoted through the site.
- Listing and search support available through toll-free, bilingual call center
- Setup user logins to access tracking and analytics tool
- Setup automated report to capture and track “for sale” inventory
- Set up automated report to capture and track “for lease” inventory

#### Create Custom For-sale, For-Lease landing pages

- Create “for-lease” landing page with links for both property providers and consumers (page content to be provided by TJPDC)
- Create “for-sale” landing page with links for both property providers and consumers (page content to be provided by TJPDC)

Electronic proposals in word or pdf format are due no later than Noon eastern standard time, August 10, 2020. Any proposals received after this deadline may be returned to the offerer unopened. The TJPDC reserves the right to reject any and all proposals. The Thomas Jefferson Planning District Commission is an equal opportunity/affirmative action entity. This public body does not discriminate against faith-based organizations. Small, minority and women owned businesses are encouraged to apply. Proposals must be provided via email to [sstimart@tjpd.org](mailto:sstimart@tjpd.org). All questions and inquiries may be made to [sstimart@tjpd.org](mailto:sstimart@tjpd.org).

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