

NORTHEAST PUBLIC DEVELOPMENT AUTHORITY

northeastpda.com · 509.795.0290

REQUEST FOR
QUALIFICATIONS

Website Design & Development Services — (2026 – 2027)

Submission Deadline: September 20, 2026 · 5:00 PM · kelly@northeastpda.com

Introduction

The Northeast Public Development Authority (NEPDA) invites qualified website design & development firms to submit statements of qualifications (SOQ) in response to this Request for Qualifications.

The NEPDA is seeking a qualified firm to redesign and develop its existing website into a modern, easy-to-manage platform that better serves businesses, developers, residents, and community partners. The selected firm will work with the NEPDA to refine the site's information architecture, recommend the appropriate CMS and supporting tools, design the user experience, and develop a website that is scalable, accessible, and simple for staff to maintain. The NEPDA will provide the website copy, brand assets, photography, video, and other supporting content.

This engagement is structured as a one-time website redesign and development project, including strategy, design, development, testing, and launch. Respondents should also include optional pricing for ongoing hosting, maintenance, security updates, and technical support following project completion, which the NEPDA may choose to contract separately.

Contract Start	October, 2026
Submission Deadline	Sept 20, 2026 by 5:00 PM PST
Submission Format	PDF via email
Contact	Kelly McGinley Ashe, Administrative Manager — kelly@northeastpda.com

Organization Overview

The NEPDA is a municipal corporation formed under RCW 35.21.730–.757, created to provide focused economic development services to a 3,500-acre portion of northeast Spokane centered on the historic Hillyard neighborhood. The NEPDA is not a chamber of commerce, a business improvement district, or a neighborhood association — it is a public development authority with the legal authority, funding mechanisms, and mission focus to catalyze meaningful, lasting change.

The NEPDA is funded through incremental tax revenues generated by economic activity within the district, meaning local growth directly supports our ability to reinvest in the community. A strong website is an important part of that cycle, helping businesses and property owners find resources, attracting new investment, and clearly communicating the opportunities and impact of the NEPDA's work.

Project Context

We are looking for a firm to redesign and rebuild the NEPDA's existing website into a practical, accessible resource that clearly explains who the NEPDA is, how we support Northeast Spokane, how people can connect with and work with us, and what's happening across our projects and district. While the current website contains valuable information, its design, information architecture, and technical foundation make it difficult to update, expand, and maintain. As a result, it functions more like a static brochure than an active resource for the community.

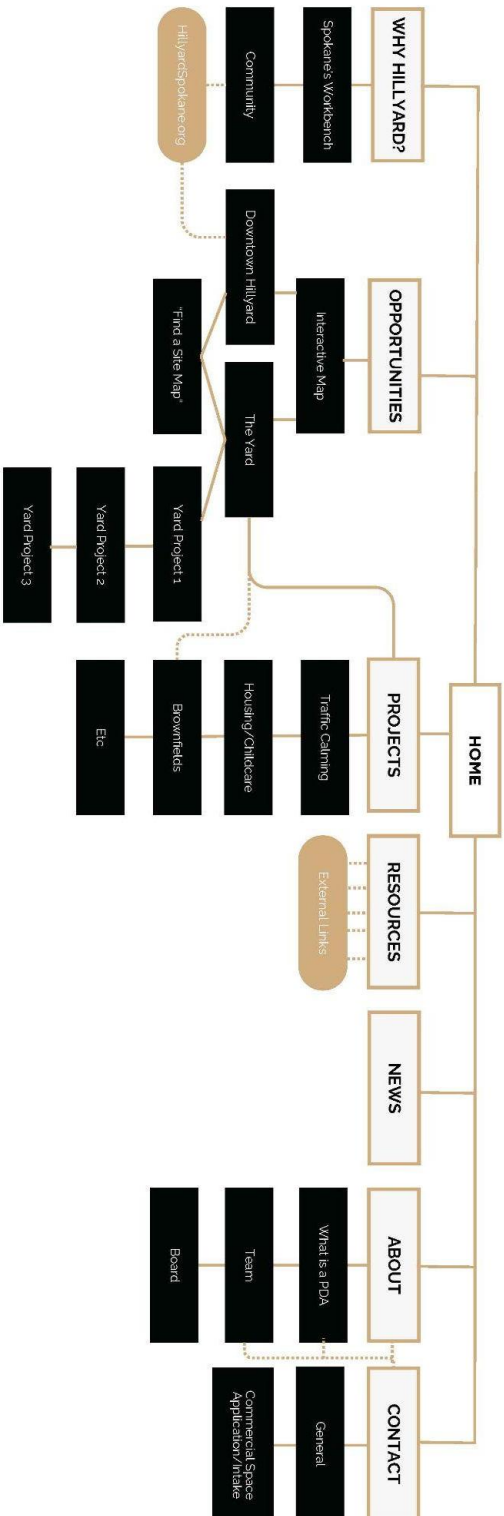
The redesigned website should help businesses, developers, residents, and community partners discover opportunities, follow projects, access resources, and connect with the NEPDA. It should support key areas such as opportunities, projects, news, resources, and community stories while remaining flexible enough to grow with the organization.

The website should be built with a small team in mind. We need an easy-to-manage CMS with reusable templates for projects, announcements, blogs, and other recurring content so staff can quickly publish updates without technical expertise. The overall solution should balance functionality with the effective use of the NEPDA's resources, keeping long-term maintenance and operating costs manageable.

As part of the proposal, we are looking for recommendations on the best CMS, plugins, and information architecture to support these goals. We welcome recommendations that simplify content management, improve navigation, strengthen SEO, support interactive maps and forms, and create a website that can evolve without requiring significant redevelopment.

Ultimately, we want a website that acts as an extension of our team by telling the story of Northeast Spokane, showcasing progress, answering common questions, and making it easier for people to invest in, engage with, and understand the district.

NEPDA WEBSITE REDESIGN DRAFT SITE MAP



Expected Deliverables & Scope of Work

The selected contractor will serve as the NEPDA’s website design and development partner, working closely with staff to plan, design, build, test, and launch the redesigned website.

The scope below is intended as a guide. Firms are encouraged to recommend approaches or solutions that strengthen the project and support the NEPDA’s long-term website needs. Final deliverables and process will be refined collaboratively during onboarding.

Discovery & Strategy

- Review the existing website and identify opportunities to improve usability, content organization, design, accessibility, and long-term maintenance.
- Refine the proposed sitemap, information architecture, and navigation to align with the NEPDA’s goals and audiences.
- Recommend the best CMS, plugins, integrations, and hosting solution, with consideration for ease of use and long-term sustainability.
- Provide recommendations for SEO, accessibility, performance, and ongoing content management.
- Develop a technical approach and implementation plan for the website.

KEY DELIVERABLES:

- Website strategy and implementation approach
- Sitemap and information architecture recommendations based on the provided sitemap
- CMS recommendation and rationale
- Plugin and integration recommendations
- Technical approach and implementation plan
(this includes ongoing maintenance and security, not just launch)

Design

- Design a modern, accessible website that reflects NEPDA’s brand and supports its audiences.
- Create responsive designs for desktop, tablet, and mobile.
- Develop reusable page templates for projects, news, resources, opportunities, and other recurring content.
- Present mockups of key pages for review and approval before development, including:
 - Homepage

- Projects
- Opportunities
- Why Hillyard?
- About
- Provide a staging site where NEPDA staff can review, test, and enter content throughout the development process and prior to launch.

KEY DELIVERABLES:

- Approved designs for key pages
- Responsive design system and reusable page templates
- Staging site for review, testing, and content entry

Development

- Build the full website using the approved CMS and designs.
- Configure reusable templates, forms, maps, plugins, and integrations.
- Implement SEO, accessibility, performance, and responsive design best practices.
- Populate and configure all approved pages and functionality for final review.

KEY DELIVERABLES:

- Fully developed website on the approved CMS
- Configured forms, maps, plugins, integrations, and reusable content templates
- Complete staging site with all website pages and functionality ready for final review

Launch & Training

- Complete final testing and quality assurance across devices and major browsers.
- Address identified issues prior to launch.
- Launch the completed website.
- Provide NEPDA staff with training and documentation for ongoing content management and basic website maintenance.

KEY DELIVERABLES:

- Final quality assurance and launch
- Staff CMS training
- Documentation for ongoing website management

Project Coordination & Availability

The selected firm may work remotely but should be available for regular communication throughout the project and provide timely responses to questions and feedback. Respondents should identify a primary point of contact who will coordinate the project with NEPDA staff.

Remote firm proposals should include a travel allowance for at least one in-person site visit to Spokane and identify any additional anticipated travel requirements. If requested, the selected firm should also be available to present project updates or design concepts to the NEPDA Board.

Statement of Qualifications Requirements

Statements of qualifications should be clear and direct. No more than 5-7 pages. We are looking for evidence that you understand this work and have the experience and approach to execute it well. Please include the following:

Firm or Individual Overview

- Company background and relevant experience
- Primary point of contact
- Team members assigned to the project and their roles

Minimum Qualifications

Respondents must demonstrate:

- Experience designing and developing websites using a modern CMS.
- Experience creating websites that can be easily maintained by non-technical staff.
- Experience with responsive, accessible, and SEO-friendly website development.

- Experience implementing third-party integrations, forms, interactive maps, and other standard website functionality.
- Ability to provide ongoing website hosting, maintenance, and technical support, or recommendations for these services.

Proposed Approach

- Your understanding of the project goals
- Your recommended approach to the redesign
- Recommended CMS, plugins, hosting, and technical solution
- Your approach to information architecture and user experience
- How you would create a website that is easy for a small team to maintain
- Project timeline, milestones, and communication process
- Any recommendations that would improve the project

Experience

- At least three completed website projects of similar size or complexity, with active website links
- At least three professional references with specific knowledge of work performed.

Fee Proposal

- Total project cost
- Cost breakdown by project phase
- Annual hosting costs
- Annual website maintenance and support costs
- Any assumptions, exclusions, or optional services

Evaluation & Selection Process

All statements of qualifications received will be evaluated for responsiveness to this RFQ and ranked by the NEPDA staff. Qualified firms may be invited for formal interviews with the NEPDA Board representatives. The NEPDA reserves the right to select the most qualified firm or team directly following written statement of qualifications review, without conducting interviews.

One firm will be selected for contract negotiation. The NEPDA reserves the right to reject any and all statements of qualifications, waive irregularities, and accept the statement of qualifications deemed most advantageous to the organization's interests.

Evaluation Steps

- **Step 1:** Statements of qualifications reviewed for compliance with RFQ requirements
- **Step 2:** Compliant statements of qualifications evaluated and scored by the NEPDA staff and board representatives.
- **Step 3:** Highest-scoring respondents interviewed by the NEPDA staff and board representatives.

- **Step 4:** Reference checks conducted for finalists; the Executive Director notifies the winning respondent
- **Step 5:** Contract negotiations commence with the selected firm
- **Step 6:** If negotiations with the initially selected firm fail, NEPDA reserves the right to negotiate with other respondents.
- **Step 7:** The NEPDA finalizes the contract for the selected firm to complete.

Submission Details & Requirements

Deadline	Sept 20, 2026 by 5:00 PM PST
Format	PDF via email
Subject Line	2026 NEPDA Website Design & Development RFQ Response — <i>[Your Firm Name]</i>
Submit To	Kelly McGinley Ashe, Administrative Manager — kelly@northeastpda.com
Validity	Proposals must remain valid for a minimum of 60 calendar days from the due date.

Clarifications: Any requests for clarification must be submitted at least five business days prior to the deadline. Clarifications and modifications will be distributed electronically to all responding firms. All communications must be directed to Jesse Bank at the contact information above.

Late submittals may be deemed nonresponsive and rejected.

Certification: By submitting a statement of qualifications, the individual or firm certifies that (1) it has examined, read, and understands this RFQ; (2) it has taken steps reasonably necessary to ascertain the nature and location of the work and has satisfied itself as to general and local conditions that may affect the work; and (3) it meets all required business and licensing criteria, including active registration with the Washington Secretary of State, an active business license issued by the Washington State Department of Revenue, and an active Worker's Compensation account with the Washington State Department of Labor and Industries.

Contract Terms

The NEPDA anticipates an initial contract period, with the opportunity to extend the engagement based on project needs. A sample contract form is available upon request.

Note: The NEPDA expects all submitting firms or sole practitioners to consent to the NEPDA contract terms and conditions. The NEPDA reserves the right to revise the stated contract terms and conditions prior to contract signature.

Public Records & Disclosure

Statements of qualifications submitted to the NEPDA become the property of the NEPDA and will not be returned. Pursuant to Chapter 42.56 RCW, submitted statements of qualifications are considered public records and may be available for public inspection and copying following the award of an agreement, except to the extent protected by state or federal law.

If a disclosure request is received, the NEPDA will notify the submitting firm and allow five (5) business days to take protective action pursuant to RCW 42.56.540. To the extent the NEPDA withholds materials at a firm's request, that firm agrees to fully indemnify, defend, and hold harmless the NEPDA, the City and County of Spokane, their elected officials, agents, and employees from all damages, penalties, attorneys' fees, and costs related to withholding information from public disclosure.

The NEPDA reserves the right, at its sole discretion, to reject any or all statements of qualifications, waive informalities, modify or cancel the RFQ, extend the submission deadline, request additional information, or award the contract in the best overall interest of the NEPDA. By submitting a statement of qualifications, the firm consents to this process and shall have no claim against the NEPDA because of any action or inaction taken. If negotiations fail, the NEPDA reserves the right to negotiate with other respondents at its sole discretion.

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Questions & Answers

The following questions were submitted by prospective respondents, along with NEPDA's responses.

Q1. Is there a broader marketing strategy that NEPDA has developed or intends to develop that the website fits within?

A. Yes! We have broader communications and engagement efforts underway across social, email, PR, events, community outreach, and business/developer engagement. A big goal for the new website is to give all of those efforts a stronger home base and an easy place to point people for more information. We'd absolutely welcome your recommendations for how the site can best support that bigger picture, especially as we get closer to launch.

Q2. Is there a project budget you have in mind?

A. We don't have a hard budget ceiling at this stage, as we'd like to assess proposals based on the approach and best use of our resources. That said, we'd ideally like to stay within \$20,000 and welcome recommendations on how to make the most of that investment.