

Organizational Overview

Founded in 1990, 30 years ago, the Fair Housing Council of Oregon (FHCO) is a statewide civil rights organization whose mission is to eliminate housing discrimination through access to enforcement and education. We are a nonprofit corporation, not a governmental agency.

We promote equal access to housing by providing education, outreach, technical assistance, and enforcement opportunities specifically related to federal, state, and local fair housing laws. FHCO is primarily funded by federal Housing and Urban Development Department (HUD) through the Fair Housing Initiatives Partnership.

fhco.org is our website address, which is managed in Joomla and hosted by CloudAccess.

Here are some examples of other fair housing organization websites:

<https://fairhousing.net/>

<https://www.housingrightscenter.org/>

<https://www.ctfairhousing.org/>

<https://www.highplainsfhc.org/fact-sheets.html>

Target Audience and Desired Action

Our website is a first and foremost, a place where housing consumers who believe they have a fair housing complaint can report alleged discrimination to us. We are contractually obligated to make this process as easy as possible to all, including people who don't speak English as a first language, have cultural barriers to coming forward with a complaint, and/or have are living with a disability that affects how they interact online, or digitally.

We also are an information repository with a vast library of materials, many translated, which people can download to learn more and for reference. Also, our agency is a resource for housing policy and planning, and how those policies have fair housing implications.

Finally, the Fair Housing Council of Oregon has a broad reach and positive partnership with many housing providers (landlords, property managers), jurisdictions (local governments), and other agencies (social service, advocacy). These relationships have allowed FHCO to develop a vigorous education program that includes print collateral, videos, and custom trainings.

Objectives

We are looking to update our web platform to provide a more accessible design and improved functionality based on current trends and technology.

- A better design for mobile phones
- A clearer process for how to file a complaint for people who speak limited English, or have other barriers to technology
- A re-organization of menus and better search functionality to make it easier to find content (a site map is available on request)
- A way to monetize, and control access to, our training videos and materials
- A fresh look and feel that conveys our mission

Our plan, which is contracted by our funding, is to re-launch fhco.org by late summer 2021. Our budget is \$8,000-10,000, depending on what other fiscal resources we can leverage for a successful project.

Features and Functionality

Content

- A review of the website content for clarity and also a consistent voice that connects with our statewide service recipients.

Software Integration

- We are currently using GiveLively for our fundraising platform. We would like to explore our options for it to integrate with the fhco.org site.

Social Media Integration

- Facebook
- Twitter
- Instagram
- Pre-made links for content

Additional Requirements

- Maintain or improve search engine ranking
- Better ADA/W3C compliance
- A Spanish-language version

Our ideal vendor will have at least several of these – please respond with how you fit the following relevant characteristics:

- Experience conveying diversity, equity, inclusion, and justice ideas and concepts online
- Experience w/ translation, sites in other languages
- Experience in developing website for organizations that serve statewide audiences
- Experience deploying user-friendly site administration for an organization
- A physical presence in Oregon
- A strategy to include diversity, equity and inclusion alongside your company's growth goals
- Provide summary of your relevant previous projects, and how you see them serving our project

We are very open to supplying any further information, including meeting, to assist in specifying the proposed scope of work. The deadline for proposals is April 23rd, 2021

Please send your questions to: information@fhco.org