



**REQUEST FOR PROPOSALS
TO DEVELOP A DATA DASHBOARD
FOR NEW HAMPSHIRE HOUSING**

Issued: May 3, 2024
Response Deadline: June 7, 2024

I. Overview

New Hampshire Housing is seeking a consultant to develop an interactive data dashboard for its website that utilizes Power BI software. The dashboard's purpose is to present housing and related economic data in a user-friendly manner for an external audience. This Request for Proposals (RFP) seeks a vendor to perform the following:

1. Review the [current dashboard](#), and interview research staff to develop a scope of work to create a new data dashboard.
2. Focus on data to be disseminated, navigation and usability, design, and create a new data dashboard that is user friendly and which can be readily updated by New Hampshire Housing staff.
3. Create user guides and provide training to research staff on use of dashboard by website visitors as well as on making updates to the dashboard.

The project is anticipated to conclude by October 2024. Cost estimates are not to exceed \$20,000. Any variances in either the timeline or the cost must be agreed to by both NH Housing and the vendor.

Proposals are due by **Friday, June 7, 2024 at 4:30 PM ET**.

II. Purpose and Background

New Hampshire Housing is a self-supporting public corporation. Its mission is to promote, finance, and support housing solutions for the people of New Hampshire.

Established by statute in 1981, NH Housing receives no operating funds from state government. Its nine-member Board of Directors is appointed by the Governor and Executive Council. The organization has approximately 140 employees. Additional information about NH Housing can be found at [NHHousing.org](https://www.nhhousing.org).

Many stakeholders from the community seek to utilize a comprehensive data dashboard serving as a centralized hub for monitoring the status of housing and affordability data within New Hampshire. This dashboard will provide access to both current and historical data, sourced from publicly available data sources (e.g., Census, ACS, HUD, HMDA, etc.) as well as our own prepared datasets (New Hampshire Rental Cost Survey, Multiple List Service (MLS)). This data dashboard would support local planning and decision-making with a public-facing data dashboard to provide transparent and accessible data related to statewide housing information to include, but not be limited to vacancies, new production, permits, and homelessness. Our data dashboard aims to offer the public the most recent data updates in a convenient and accessible format.

III. Eligibility and Contract Terms

New Hampshire Housing will select and fund one award through this RFP. This will be a fixed-price, deliverables-based consultant contract. This consultant should work with other consultants and subject matter experts (SMEs) as necessary to complete the work. However, New Hampshire Housing Authority will only contract with and provide funds to one (1) consultant/consultant team.

IV. Technical Requirements

The data dashboard will serve as a public reporting interactive tool that displays housing and affordability data in New Hampshire. New Hampshire Housing will provide the list of all data sources and key metrics to be used but are open to gathering additional data sources from our consultant if recommended. New Hampshire Housing's goals in revamping the data dashboard include:

1. Ensure maintenance and updates can be completed by New Hampshire Housing staff efficiently with minimal copy and pasting into master file;
2. Better target dashboard functions and design for public use to increase its utilization;
3. Integrate the dashboard into New Hampshire Housing's website platform to improve its accessibility;
4. The data dashboard shall be able to display on a variety of devices including desktop computers, laptops, tablets, Chromebooks, and other devices. It needs to be able to display in a variety of operating environments (Windows, iOS, Android, etc.)
5. Structure the dashboard such that any sub-geography (county or RPC) can be selected and compared to the state overall. Where data are available, the dashboard will also provide data at the municipal and/or county subdivision level and;
6. Present data visualizations in an organized manner using the provided data sources and key metrics around the following topics;
 - a. Demographics
 - b. Employment and Income
 - c. Housing Market Trends and Cost
 - d. Housing Affordability
 - e. Housing Equity

New Hampshire Housing is seeking a consultant(s) to develop the dashboard. The applicant should have the following skills and expertise:

1. Recent experience developing dashboards using publicly available datasets, such as Census, American Community Survey (ACS), HMDA, HUD, BLS etc. Must have experience in using API keys for data calling.
2. Experience developing dashboards using PowerBI and organizing the sourced data that feeds PowerBI that is easy for the New Hampshire Housing staff to update easily and efficiently for future updates using automated methods.
3. Experience with training staff on how to update the data dashboard for future updates.
4. Experience in designing a framework for automated data retrieval and testing to ensure seamless data updates.
5. Experience in creating user-guides, data dictionaries, and technical documentation for the end-users.

V. Scope of Work

Task 1: Evaluating the Current Data Dashboard and Data Collection

The primary objective is to thoroughly explore and assess our current data dashboard and identify areas for improvement regarding design, user-friendliness, navigation, and mode of data update retrieval. A secondary goal is to investigate the provided data sources, evaluating their relevance and potential usage in updating, calibrating, and validating the integrated model. Additionally, the project seeks to establish a framework for the automated retrieval of identified data to facilitate seamless updates and calibrations.

1.1 Evaluating the Current Data Dashboard

- Review the current state of the data dashboard
- Identify discrepancies and areas for improvement
- Develop a plan for creating an improved data dashboard

1.2 Data Source Investigation

- Review the provided data sources and identify other data sources that may be relevant to housing and affordability data
- Evaluate the quality, accuracy, and timeliness of the data.
- Assess the compatibility of data sources with the integrated model.

1.3 Framework development for Automated Data Retrieval

- Design a framework for automated data retrieval.
- Integrate the framework that would be used to feed the data dashboard.
- Conduct testing to ensure seamless data updates.

Task 2: Dashboard Development, Documentation, and Training

The proposed data dashboard needs to include (1) demographic data, such as population, median household incomes, poverty rate, etc.; (2) Housing market trends, such as homeownership rate, rental vacancy rate, median home value, etc.; (3) Housing affordability, such as housing cost burden, subsidized housing units, share of households that can afford rents and sale prices, etc.; (4) Housing equity, such as mortgage denial rates, households by race and ethnicity, etc. We are open to receiving feedback from the selected consulted on other data sources and key metrics to included once finalized from Task 1.

2.1 Dashboard Design and Development

- Design the dashboard layout, visualizations, and interactive components to effectively communicate insights.
- Each domain should have its own set of visualizations, such as maps, graphs, and charts.

2.2 Real-time Data Integration (if applicable)

- If real-time data is available, implement mechanisms to update the dashboard with the latest information periodically.

2.3 User Interface and Interactivity

- Focus on user experience by making the dashboard intuitive and user-friendly.
- Users should be able to interact with the dashboard, selecting regions (select municipalities, counties, regional planning commissions, or a specific area using selection tools like polygons, rectangles, and similar options), time frames, and specific metrics of interest.

2.4 Testing and Quality Assurance

- Thoroughly test the dashboard to ensure its functionality, accuracy, and responsiveness.
- Identify and fix any bugs or issues.

2.5 Documentation

- **User Guide:** Create a comprehensive user guide that explains how to use the dashboard. Include step-by-step instructions on accessing the dashboard, navigating through its various sections, and making the most of its features.
- **Data Dictionary:** Provide a data dictionary that defines each variable, metric, or dataset used in the dashboard. Include descriptions, data sources, units of measurement, and any transformations performed on the data.
- **FAQs:** Anticipate common questions and issues users might encounter and create a frequently asked questions (FAQ) section in the documentation.

- **Technical Documentation:** For users who want to delve deeper into the technical aspects, provide documentation on the architecture, data sources, and any APIs or data pipelines involved.
- **Updates and Versioning:** Specify how updates and version changes to the dashboard will be communicated to users. This ensures that users are aware of improvements or changes that might affect their use of the dashboard.
- **Troubleshooting:** Include a section on troubleshooting common problems or errors users might encounter while using the dashboard.

2.6 Training

- Conduct training sessions for staff and potential users, especially for the first dashboard launch. These sessions can be in-person or virtual, depending on the audience's location.

2.7 Deployment and Maintenance

- Establish a plan for ongoing maintenance, updates, and data refreshes.

The table below outlines the proposed project activities expected of the selected consultant, as well as an estimated timeframe for completing the project. The timeline for deliverables by the consultant will be agreed to by both NH Housing and the consultant prior to signing the agreement for services.

Project Activities	Estimated Timeline
Contract Execution	June – July 2024
Host project kick-off meeting with New Hampshire Housing	July 2024
Evaluate the Current Data Dashboard and Data Collection (Task 1)	July to August 2024
Prepare the plan to create the new data dashboard and gather and incorporate NNHFA feedback (Task 1)	August 2024
Develop the dashboard and gather and incorporate NHHFA feedback (Task 2)	August to October 2024
Develop documentation and training materials (Task 2)	September 2024
Publish the new data dashboard on the NHHFA website	October 2024

VI. RFP Submission Guidelines and Requirements

Submit your company's proposal as a PDF (printable on 8.5 by 11- inch paper). The cover page should include the title of the RFP, as well as contact information for your company. The length of the proposal should not exceed eight pages and should include the following:

Project Narrative (scored)

- a. **Cover Letter** (5%, not included in the page limit): Include the name and contact information of the main point of contact and fiscal point of contact for contract execution and payment purposes, if selected.
- b. **Organization Background** (10%): Describe your organization's mission and structure.
- c. **Qualifications & Experience** (30%): Describe your organizational and staff qualifications and experience providing similar goods or services related to developing dashboards, as required in this RFP. Identify key staff responsible for completing proposed work and provide sufficient detail to demonstrate knowledge, skills, and abilities to perform the functions outlined in the RFP. While not a requirement, preference is for organizations with experience building data dashboards for housing authorities. Include three references for which you have performed similar work to the requirements of this RFP, and include (as an attachment, which is not counted towards the 8-page count) and at least two examples of previous work that demonstrates the organization's capability to produce the work outlined in the Scope of Work.
- d. **Methodology, Project Deliverables, & Timeline** (45%): Describe, in detail, your proposed methodology for meeting all project requirements and provide a realistic work plan including intermediate steps for achieving project requirements, expected product deliverables, and timeline for completion, based upon this RFP's Scope of Work.

NOTE: Proposals are due by **Friday, June 7, 2024 at 4:30 p.m. ET**. New Hampshire Housing reserves the right in its sole discretion to accept or reject late proposals. New Hampshire Housing also reserves the right to issue amendments or changes to this RFP, and to make changes in the proposal submission and selection schedule.

The final scope of work is subject to negotiation between New Hampshire Housing and the chosen consultant.

Send submissions to:

Alexsandra Galanis
Manager, Research and Data Analytics
New Hampshire Housing
agalanis@nhhfa.org

VII. Selection Criteria

The following criteria will be used to assess proposals:

- Quality of written proposal
- Completeness of proposal and responsiveness to RFP requirements
- Project description and approach
- Consultant's prior experience in building data dashboards and assessments
- Consultant's training, expertise, and professional credentials
- Quality of references
- Reasonableness of cost proposal

Incomplete applications will not be reviewed.

Proposals are due by **Friday June 7, 2024 at 4:30 pm EST**. Vendors will be notified of their selection status by e-mail on or around June 21, 2024. Selected vendor will be required to confirm participation and agreement with the contract scope of work after receiving a notification. The designated point of contact for selection must be available to receive and respond to the notification and any necessary budget revisions within five business days.

VIII. Contact Information

Any questions regarding the RFP should be emailed to (no phone calls, please):

Alexsandra Galanis
Manager, Research and Data Analytics
New Hampshire Housing
agalanis@nhhfa.org