



## Regional Housing Authority

### **Request for Proposal for Graphic Design and Website Maintenance RFP 2022-10-02**

**Enclosed you will find a request for proposal for:** Tlingit Haida Regional Housing Authority (THRHA) is requesting proposals from interested, qualified firms/individuals to provide graphic design and website design and maintenance.

#### **SECTION 1.0**

#### **GENERAL INFORMATION ON BID PROCESS**

##### **1.1 General**

- Proposals may be submitted in written format or via email. See Section 1.2 Submission Instructions.
- Proposals submitted in non-electronic format must contain at least one (1) original.
- A complete proposal consists of all documents listed in Section 4 and all related appendices. Proposals will be considered non-compliant and will be rejected if all required documents are not present.
- A complete proposal must also include a cover letter signed by an official authorized to bind the proposer contractually and contain a statement that the proposal is firm for ninety (90) days. **An unsigned letter or one signed by an individual not authorized to bind the Offeror will be disqualified.**
- THRHA reserves the right to reject any or all proposals, waive minor informalities, and accept the proposal deemed to be in the best interest of THRHA.
- Indian/Native owned firms and minority and women owned firms (MBE/WBE) are encouraged to participate. Preference points will be given to Indian owned organizations and economic enterprises as described in Section 3 Evaluation Procedure and Selection Criteria.
- The successful Offeror must be an Equal Opportunity Employer.
- All information in the Offeror's response should be organized and presented in a clear/concise format. Accuracy and completeness are essential. The successful response will be incorporated into a contract as an exhibit; therefore, Offerors should not make claims to which they are not prepared to commit themselves contractually.
- Additional copies of the solicitation may be obtained from THRHA on our website at [www.thrha.org](http://www.thrha.org) under the Opportunities/Solicitations tab or by calling Ken Southerland at 907-780-3126.
- Pricing must remain firm for the entire contract period.

##### **1.2 Submission Instructions**

- If submitting electronically:  
Email proposals to [rfp@thrha.org](mailto:rfp@thrha.org) with the subject as "THRHA Graphic Design and Website Maintenance Services RFP 2022-10-02".

- If submitting via U.S. Postal Service:  
Identify the solicitation title and number clearly on the submitted envelope. All responses must be sealed and delivered to:

Tlingit Haida Regional Housing Authority  
RFP 2022-10-02 Graphic Design and Website Maintenance  
5446 Jenkins Dr  
Juneau, Alaska 99801

- If submitting in person or by carrier:  
Identify the solicitation title and number clearly on the submitted envelope. All responses must be sealed and delivered to:

Tlingit Haida Regional Housing Authority  
5446 Jenkins Dr  
Juneau, AK 99801

### 1.3 Questions

Questions concerning this solicitation must be submitted in writing or email to: Kenneth Southerland at the addresses in Section 1.2 before January 6, 2023 @ 4:30pm AKSDT. Questions may be delivered, mailed or emailed. Answers will be sent via an addendum to all registered proposal document holders via email. Offerors are encouraged to contact the Director of Administrative Services to register as a bid document holder to automatically receive addenda as they are issued.

### 1.4 Proposal Schedule

|  |            |
|--|------------|
| RFP Issued                               | 12/19/2022 |
| Deadline for Submitting Questions to RFP | 01/13/2023 |
| Proposals Due and Opened                 | 01/20/2023 |
| Anticipated Contract Award Date          | 01/27/2023 |

**Responses must be delivered by 01/20/2023 at 04:30 p.m.**

## SECTION 2.0 SPECIFICATIONS/SCOPE OF SERVICES

### 2.1 Background

Tlingit Haida Regional Housing Authority (THRHA) is a 501(c)(3) nonprofit corporation and is Southeast Alaska's largest provider of affordable housing since 1973. THRHA also has a subsidiary company, Haa Yakaawu Financial Corporation (HYFC). Our mission is to connect Southeast Alaskans with sustainable housing opportunities and innovative financial solutions. THRHA is requesting proposals from qualified, professional graphic designers and website maintenance vendors. The qualified vendor would provide necessary graphical services, which would enable the THRHA to:

- Present professional publications.
- Provide professional quality information through electronic communications and social media.
- Provide quality professional website.

THRHA represents 12 tribal partners as a Tribally Designated Housing Entity. Our communications provide information on available programs to our tribal partners and tribal members throughout Southeast Alaska.

### 2.2 Scope of Work

THRHA and HYFC are seeking a qualified firm / individual to provide comprehensive graphic design and publication services for printed material, newsletters, social media, and various programs. Preference will be given to those submittals demonstrating extensive experience with graphic development and design. Offerors must meet the minimum qualifications and possess sufficient resources to ensure streamlined deliverables and schedules are met.

THRHA and HYFC is looking for an experienced graphic designer to help promote our mission, vision, and objectives to our current clients, partner tribes, tenants, general public, staff, and anyone seeking information about our programs, policies and functions of the Regional Housing Authority.

Our current websites are located at [www.regionalhousingauthority.org](http://www.regionalhousingauthority.org) and [hyfc.lending.com](http://hyfc.lending.com). We are seeking a qualified website developer to maintain and create a more streamlined and user-friendly site aimed at providing up-to-date information in an accessible format to help minimize staff time answering general questions from people trying to learn more about our programs.

We anticipate the new graphic design contractor will begin work immediately after the contract is executed, designing, developing and producing our THRHA 50<sup>th</sup> Anniversary branding and design; a newsletter; annual calendar; FinancialCents brochure and flyer; and overall programs brochure.

The requirements and deliverables listed in the RFP are THRHA's best understanding of the services needed for a graphic designer. This is an inclusive but not exhaustive list. Those services and deliverables that are customary to graphic design, development and implementation that are not accounted for in the RFP, are a requirement and must be provided

by the successful Offeror. THRHA reserves the right to add additional items to the resulting contract, based on the needs of THRHA, at the pricing submitted by the Contractor.

### *Contract Goals and Objectives*

Our principal goals for the contract include:

- Developing creative graphic concepts and brand identities for various THRHA programs
- Creating unique flyers / posters / direct mail pieces / banners / brochures / templates / advertisements / signage / video slates / interactive PDFs (with hyperlinks) / logos and website/social media graphics (either as stand-alone pieces or templates)
- Educating our client base (prospective applicants and current program participants) by providing tools and elements that easily explain our programs,
- Making important program requirements, forms, policies and other information readily and accessibly available and easy to use,
- Making creative and useful recommendations for content / outreach improvement, including potential redesign to align with THRHA's updated website, and
- Assist THRHA in properly "packaging" electronic materials for professional printers

### *Content and Technical Requirements*

Through multiple mediums (e.g. social media, calendars, newsletters and advertisements) THRHA is looking to enhance its outreach with exceptional graphic design and presentation to promote its mission and programs for those it serves.

The graphic design work will include text, downloadable documents (Microsoft suite and PDF), fillable forms, photos, and video.

### *Technical Requirements*

THRHA would like to see the following technical requirements met under the resulting contract:

- Full service graphic design capabilities
- Professional graphic design (including custom images, charts, and other themes)
- Editorial services (proofing, editing and writing)
- Imaging
- Provide final art product to THRHA (e.g. brochure) electronically, in a format determined by THRHA; w/ copyright release. The final product must include a documented description of all design elements used, including but not limited to; font type, colors, image stock, sizing and paper stock
- Provide printing instructions including color composition, paper type, and bindery (if/when applicable)

### *Deliverables*

The successful Offeror will be required to provide the following deliverables throughout the term(s) of the contract:

- 50<sup>th</sup> Anniversary branding and materials highlighting 50 years.
- (1) Annual calendar
- (4) Quarterly newsletters
- Advertising (approx. 6 ads per year to be used for print, Facebook (“FB”), THRHA website, and other social media))
- Program flyers (approx. 24 annually to be used for print, FB, THRHA website, and other social media)
- Program Guide / Booklet (every other year), and
- Other graphic needs as needed throughout the year
- Maintain and update websites

Examples of the calendar, newsletter, and program flyers is provided and attached to this solicitation.

The Contractor may be required to meet - as needed - in person, videoconference, phone or email to assist with the development of the graphics / projects; including their format and schedule of production (release).

All rights for any and all materials produced under the contract become the sole property of THRHA.

All images, stock and artwork will be used for advertising and brand awareness through print, online and social media platforms.

THRHA would like the Contractor to develop and produce all products authorized and created under the contract in an electronic format that can be easily modified by THRHA if/when necessary. The design(s) must be adaptable for use in the production of print and online ads, web and social media content, posters, flyers and merchandise (if THRHA chooses to include that medium).

### *Additional Graphic Design & Assignment Services*

In addition to development and design, THRHA is seeking the opportunity to request additional services to ensure that its outreach continues to meet the needs of the Authority and its clients, such as:

- Advertising Procurement (and placement) on; print, social media and other platforms as requested

- Public Relations; Preparation and distribution of press releases and other PR functions, and
- Campaign Drives; Healthy Homes; Financial Cents; Haa Yakaawuu Financial Corporation lending; Energy Assistance; Indian Housing Programs outreach / awareness and others as requested

THRHA may also have additional projects throughout the year outside of the deliverables mentioned above. In these instances, THRHA will notify the Contractor with the specifications and proposed schedule. As appropriate, THRHA may provide specific materials to the Contractor, such as text, charts and photographs in formats that include Microsoft Word, Excel, Illustrator, Adobe, and JPEG file.

For each Additional Project, the Contractor will:

- Forward a written project plan based on the information provided by THRHA, with a cost estimate for the project, including the anticipated number of hours for completion
- Provide a proof via email and if requested, hard copy (print example) for THRHA to review and approve
- Provide final work electronically in a format determined by THRHA; to include a documented description of all design elements used, including: font type, colors, and paper stock, and
- Coordinate print production with printing vendors, as directed by THRHA

Any additional assignments and project work must be approved by THRHA prior to the Contractor beginning work.

### *Schedule*

Once the contract begins, THRHA anticipates the first project will be the THRHA 50<sup>th</sup> Anniversary branding and a Newsletter. The Contractor will work closely with THRHA staff to ensure the branding and a newsletter are finalized and ready for distribution late spring 2023.

### *Copyright and Confidentiality*

The successful Offeror must maintain strict privacy of THRHA records, data and files (regardless of media); including any copyrighted material received from THRHA.

### *Website Goals and Objectives*

Our principal goals for the websites (<https://www.regionalhousingauthority.org/> and <https://hyfclending.com/>) include:

- Educating our client base (prospective applicants and current program participants) by providing tools and elements that easily explain our programs,
- Making important program requirements, forms, policies and other information readily and accessibly available and easy to use,

- Providing accommodating access portals for Tribes, Participants, Tenants, Vendors and Employees,
- Providing clients an online option for submitting commonly requested information to THRHA (can be part of a Participant Portal),
- Ensure smooth integration of a Salesforce CRM (<https://thrha.my.site.com/SiteLogin> and currently under further development) into the website
- To be the principal source for marketing THRHA programs, and
- Minimizing phone and walk-in traffic to the Regional Housing Authority's front desk.

### *Content and Technical Requirements*

THRHA is seeking a seamless migration from our existing contractor. Our current website is administered through WordPress.

The website will include text, downloadable documents (Microsoft suite and PDF), fillable forms, photos, and video. The website should be searchable, with easy navigation, and include a document library.

### *Technical Requirements*

THRHA would like to see the following technical requirements met under the resulting contract:

- Website hosting, maintenance, and a user-friendly new content management system must be included in the proposal
- The site must be compatible with Internet Explorer, Microsoft Edge; Firefox, Chrome, and Safari and any other mainstream internet browsers
- The site must be functional on mobile devices, including tablets and smartphones
- The website design and content management system must allow non-technical THRHA staff to make content changes
- Text should be scalable into larger fonts to accommodate the visually impaired to the greatest extent possible, and
- The site must be able to auto correct for platform – e.g. desktop, tablet or phone

### *Website Maintenance*

In addition to website design, THRHA is seeking ongoing maintenance services to ensure that its website continues to meet the needs of the Authority and its clients.

Maintenance needs will include, but not be limited to:

- Complete regular repairs to scripting languages, basic HTML, broken links, broken images, corrupt widgets and all other malfunctioning code or components
- Complete regular software and plug-in updates for all programs in use on THRHA's website (schedule to be established prior to contract award)
- On a quarterly basis, the successful Offeror will check for broken links, broken images, corrupt widgets, template distortion, and test all contact forms and other interactive elements and provide a findings report. This report should also include site traffic statistics, search engine analysis reports, and recommendations for resolve of the issues found
- Edit, revise, update or create new textual content and graphics on existing pages based on THRHA request. THRHA anticipates minor content updates monthly and other content (new images and pages) intermittently

- Maintain site search engine by ensuring any content updates and new pages are searchable, and
- Integrate any new third-party applications, plugins and software extensions into website, when applicable

#### Copyright and Confidentiality

Any publications and website development will be the property of THRHA. The successful Offeror must maintain strict privacy of THRHA records, data and files (regardless of media); including any copyrighted material created or received from THRHA.

### **2.3 Period of Performance**

The THRHA is requesting that the vendor submit a FIXED FEE service contract for a twelve month period, with an option to renew annually for three consecutive years. Each twelve month period must be shown separately. Payment schedule should also be included (i.e. monthly)

Vendors must list, specifically, any services which would not be covered in the proposal price.

Identify the following for those services not under the fixed fee:

- A. A fee schedule containing the vendor hourly rates
- B. A description of how services will be billed
- C. A description of additional charges, as in out-of-pocket expenses, etc.

### **2.4 Vendor Conduct**

While on site, the vendor's employees shall comply with all THRHA regulations, policies and procedures. THRHA may remove any vendor employee from THRHA facilities for misconduct or safety reasons. THRHA will provide the vendor with immediate written rationale notice for the removal of the employee. This action does not relieve the Vendor of their responsibility to provide sufficient and timely service.

### **2.5 Confidentiality**

- The Vendor agrees that it will ensure that its employees and others performing services under this contract will not use or disclose any non-public information unless authorized by THRHA. This includes confidential reports, information, discussions, procedures, and any other data collected or generated.
- All documents, photocopies, computer data and any other information of any kind collected or received by the Vendor in connection with the contract work shall be provided to the Director of Administrative Services upon request at the termination of the contract (i.e., the date on which final payment is made on the contract or at such other time as may be requested by the Director of Administrative Services or as otherwise agreed by the Director of Administrative Services and the Vendor).
- The Contractor may not discuss the contract work in progress with any outside party, including responding to media and press inquiries, without prior written permission of the THRHA. In addition, the Vendor may not issue news releases or similar items regarding contract award, any subsequent contract modifications, or any other contract-related matter without the prior written approval of THRHA.



**SECTION 3.0**  
**EVALUATION PROCEDURE AND SELECTION CRITERIA**

- THRHA’s Vice President; Director of Administrative Services; Operations and Policy Analyst; and Director of Tribal Services will form the committee to review and score proposals. This committee may request a meeting with some qualified offerors prior to final selection. The contract shall be awarded to the responsible and responsive proposer submitting the most advantageous proposal response, taking into consideration all evaluation criteria as well as price. Proposals will be reviewed and evaluated in accordance with the following:

| EVALUATION CRITERIA   | RATING POINTS |
|---|---------------|
| Approach and Methodology – Vendor has thoughtfully described the process for providing graphic design and website maintenance.                                  | 0 to 20       |
| Experience of the Firm<br>– Vendor has qualifications, personnel and availability to provide graphic design and website maintenance. Review of sample projects. | 0 to 20       |
| Project Staffing and Experience – Vendor has in-house skill set and knowledge base for all aspects of graphic design and website maintenance.                   | 0 to 20       |
| Cost  | 0 to 20       |
| Satisfaction of Client/End Users – verified through reference inquiries.  | 0 to 10       |
| Training and employment opportunities for Indians.  | 0 to 10       |
| No Preference   | 0             |
| MBE/WBE Certification Preference <sup>1</sup>   | 15            |
| Native Preference to Native Owned Business <sup>2</sup>   | 15            |

Total possible points (not included preference points): 100

<sup>1</sup> Points for MBE/WBE cannot be combined with Native Preference points (maximum 15 preference points.)

<sup>2</sup> To be eligible for Native Preference points, bidders must submit evidence showing Indian Ownership to the Housing Authority’s satisfaction.

## SECTION 4.0 PROPOSAL CONTENTS

### **All proposals shall contain the following:**

1. Cover letter – include your company name, address, website, and contact information.
2. Description of the approach the firm will use in providing the services requested. Description of how the firm is positioned to provide the services requested, with a history of experience on providing similar services.
3. Name, title, address and telephone number of three references for clients, whom similar services have been provided, including information of the actual services performed and length of tenure.
4. At least three samples of your graphic design work and websites developed and maintained.
5. Naming of staff resources with identification of principals and key personnel,
  - i. Who will be assigned to provide the services
  - ii. Experience and expertise of staff
  - iii. Role and responsibilities that each staff member will have with the contract
6. Support services questions to be addressed
  - i. Graphic Design
  - ii. Website Development
  - iii. Support availability (days of week and time)
  - iv. Structure of charges for support
  - v. Steps for resolving problem escalation
  - vi. Final authority regarding conflicts
  - vii. Response time and goal for resolving problems
7. Explanation of any contract termination for default or other incident in the past five years. Termination for default is defined as notice to stop services for non-performance or poor performance and issue was either litigated or not litigated. If default occurred, list name, address, and telephone number of the party. If NO such termination occurred for default, declare it. THRHA will evaluate the facts and may at its sole discretion, reject the vendor's proposal.
8. Scope of services beyond the RFP that the firm provides which may be of interest to the THRHA.
9. Terms & Conditions – describe the way you invoice clients.
10. Insurance Specifications
11. Certification Regarding Debarment Suspension – see Appendix A.

**APPENDIX A**

**Certification Regarding  
Debarment, Suspension, and Other  
Responsibility Matters**

The prospective primary participant certifies to the best of its knowledge and belief, that it and its principals:

- a) Are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded by any Federal, State, Local, Tribal department or agency;
- b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, Tribal or local) transaction or contract under a public transaction; violation of Federal or State anti-trust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- c) Are not presently indicted for or otherwise criminally or civilly charged a governmental entity (Federal, State, Tribe or local) with commission of any of the offenses enumerated in paragraph (1) (b) of this certification; and
- d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, Tribal or local) terminated for cause or default.

I understand that a false statement on this certification may be grounds for rejection of this proposal or termination of the award. In addition, under 13 USC Sec. 1601, a false statement may result in a fine of up to \$10,000 or imprisonment for up to 5 years or both.

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Name & Title of Authorized Representative      Date

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Signature of Authorized Representative      Date

I am unable to certify to the above statements. My explanation is attached.