



## Regional Housing Authority

### REQUEST FOR PROPOSAL #17-06

**PROPOSAL DUE DATE:** August 31, 2017 @ 4:30 PM

**DESCRIPTION:** Redesign <http://regionalthousingauthority.org>

**CONTACT:** Tlingit Haida Regional Housing Authority  
Melanie Rodriguez (907) 780-3105

**PHYSICAL ADDRESS:** Tlingit Haida Regional Housing Authority  
Attention: Melanie Rodriguez  
5446 Jenkins Dr  
Juneau AK 99801

**MAILING ADDRESS:** Tlingit Haida Regional Housing Authority  
Attention: Melanie Rodriguez  
PO Box 32237  
Juneau AK 99803-2237

THRHA reserves the right to reject any or all proposals and to waive any informality in the proposals received whenever such rejection or waiver is in the best interest of THRHA.

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**SECTION I: General Information**

Tlingit Haida Regional Housing Authority (THRHA) is Southeast Alaska’s largest provider of affordable housing. Since 1973, we have been connecting Southeast families with many sustainable housing opportunities and innovative financial solutions.

THRHA is a public housing provider and serves all Southeast residents. Our programs are funded by a variety of sources; each program has its own set of rules and criteria for eligibility. While some of our programs give preference to Alaska Native and American Indian applicants, some do not. As always, with the exception of Native- only funded programs, THRHA is an equal opportunity housing provider.

**Mission:**

Tlingit Haida Regional Housing Authority’s mission is to connect Southeast Alaskans with sustainable housing opportunities and innovative financial solutions.

**Core Values:**

- *Accountability:* We take responsibility for those decisions or actions whether they turn out to be right or wrong.
- *Care:* We approach our work and how we treat others with care.
- *Creativity:* We encourage creativity to engage and build upon our shared knowledge and ideas.
- *Customer Service:* We promptly take care of customer needs with patience and professionalism.
- *Excellence:* We are committed to excellence, as the quality of our work matters.
- *Integrity:* We are ethical, fair and honest in our actions.
- *Initiative:* We are willing to take action to get things done.
- *Teamwork:* We work together to accomplish more than we could separately.
- *Respect:* We value the dignity and diversity of others.

A. Type of Service: THRHA is seeking proposals to help THRHA redesign its website <http://regionalhousingauthority.org>

B. RFP Packet: Instructions on proposal preparation, required documents, eligibility requirements and evaluation are provided herein.

C. Schedule of Activities:

| <u>Activities:</u>              | <u>Due Dates:</u>      |
|---------------------------------|------------------------|
| 1. Advertise Period             | July 25, 2107          |
| 2. <b>Proposals due on RFP</b>  | <b>August 31, 2017</b> |
| 3. Evaluation of Proposals      | September 7, 2017      |
| 4. Execution of Contract (est.) | September 14, 2017     |

THRHA will issue written notices if there are deviations from the due dates.

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- D. Inquiries: If there are any technical questions on the RFP, contact Melanie Rodriguez (907) 780-3105 or email [mrodriguez@thrha.org](mailto:mrodriguez@thrha.org).
- E. Proposal Standards: Proposals may be emailed to [mrodriguez@thrha.org](mailto:mrodriguez@thrha.org) with subject line “**DO NOT OPEN – RE-ADVERTISEMENT RFP**” or provided via U.S. Postal Service. If providing via Postal Service include one (1) original and three (3) copies of the proposal in a sealed envelope clearly marked “**DO NOT OPEN – RE-ADVERTISEMENT RFP by August 31, 2017 at 4:30 PM AKST** and addressed to THRHA, Attention: Melanie Rodriguez, PO Box 32237, Juneau AK 99803-2237 or deliver to Tlingit Haida Regional Housing Authority, 5446 Jenkins Dr, Juneau, AK 99801. **In addition, it is requested that hard copy proposals include an electronic copy or be presented in flat bound form to facilitate filing.** No proposals will be accepted after the due date. Faxed proposals will not be accepted.
- F. Addendum to the RFP: In the event it becomes necessary to revise any part of the RFP, THRHA shall issue a written addendum on the specifics of the change and inform all concerned and post on THRHA’s website.
- G. Rejection of Proposals: THRHA reserves the right to reject any or all proposals and to waive informalities in the proposal received whenever such rejection or waiver is in the best interest of THRHA.
- H. Proprietary Information: Any restrictions on the use of data contained within any proposal must be clearly stated in the proposal. Each and every page that contains proprietary information must be marked “Proprietary”.
- I. Ownership of Proposals: All materials submitted with the RFP accepted for rating shall become the property of THRHA and not returned. THRHA has the right to use any or all information presented in the RFP subject to limitations outlined in paragraph I above. Disqualification or non-selection of a Vendor or proposal does not eliminate this right.
- J. Cost Incurred: THRHA is not liable for any cost incurred by the Vendor prior to issuance of contract award; an agreement, contract and/or purchase order for professional services.
- K. Contractual Obligation: The contents of the proposal will become a part of contractual obligations of the contract award. Failure of the Vendor to accept these obligations may result in cancellation of the award. The Vendor may be removed from future solicitations as well. THRHA reserves the right to pursue appropriate legal action in the set of circumstances in the State of Alaska Courts.
- L. Term: The term of the contract will conclude February 28, 2018. THRHA reserves the right to consider the contract for renewal upon expiration or extend the contract as needed.
- M. Standard Contract: THRHA reserves the right to incorporate standard contract provisions into any contract negotiations as a result of a proposal submitted in response to this RFP; the State of Alaska laws govern the contract and shall have sole and exclusive jurisdiction over any

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disputes that may arise. THRHA reserves the right to accept and reject any and all proposals and to waive any and all formalities if deemed in the best interest of THRHA.

N. Award of Contract: Upon selection, notice of intent to award a contract will be sent to the selected Vendor.

O. Evaluation Procedures and Criteria:

1. Proposals will not be publicly opened at or on the specified due date.
2. Review: A review team will evaluate the proposals received in accordance with the general criteria used herein and according to THRHA procurement policy and procedures. Vendors should be prepared to provide additional information the team feels necessary to the fair evaluation of proposals.
3. Endorsement: Failure of a Vendor to provide any information requested in this RFP may result in disqualification of the proposal. All proposals must be endorsed with the signature of a responsible official having the authority to bind the offer to the execution of the proposal.
4. Indian Preference: This RFP is not restricted to Indian Organizations and Indian owned economic enterprises; however, Indian Preference will apply in the selection and evaluation of the contract award. Persons or businesses seeking qualification under the Indian Preference shall submit sufficient evidence to establish their qualifications as an Indian-owned enterprise or organization by submitting an “Indian Enterprise Qualifications Statement”
5. Alaska Native Preference in Employment: The Vendor may include a statement detailing the Vendor’s employment and training opportunities and any plans to provide preference to Alaska Natives in implementing the contract and in the award of a subcontract; and the number of percentage of Alaska Natives anticipated for employment and training pursuant to 24 CFR 1000.48 (a) (2) of NAHASDA.

P. Standard Contract: THRHA reserves the right to incorporate standard contract provisions into any contract negotiations as a result of a proposal submitted in response to this RFP. State of Alaska laws govern the contract and shall have sole and exclusive jurisdiction over any disputes that may arise. THRHA reserves the right to accept and reject any and all proposals to waive any and all formalities if deemed in the best interest of THRHA.

Q. Selection of Vendor: A Standard Professional Services Agreement may be negotiated with a Vendor whose proposal is determined to be most advantageous to THRHA, in consideration of cost, qualifications, and web design vision. Interviews may be scheduled if determined necessary, however, selection may be made without discussion after proposals are received. Proposals therefore should be submitted on the most favorable terms, and technical standpoints. THRHA reserves the right to reject any or all proposals.

**SECTION II: Scope of Work**

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THRHA seeks proposals from qualified firms or individuals to redesign the THRHA website <http://regionalthousingauthority.org>

1. Provide a contract timeline.
2. Work with THRHA leadership for guidance of content, design, and view of website.
3. Work with the Community Outreach Coordinator throughout the implementation, construction and finalization of the website redesign with the understanding that THRHA will maintain and update the website after the redesign is complete.

**SECTION III: Proposal Content**

**A. Proposal Format**

It is intended that each Respondent furnish all information requested in this document. Each Respondent shall be required to include the following items in their proposal. These items should be used as the format around which the proposal is organized. THRHA is open to proposals that identify options to the specifications that are a more efficient or a more cost-effective method of preparing grant funding applications.

1. Transmittal Letter. A letter of transmittal, not to exceed two pages in length, which bears the signature of an authorized representative of the Respondent and designates by name not more than two individuals authorized to negotiate and sign an agreement with THRHA on behalf of the Respondent.
2. Organizational Description. A description of your organization, including Vendor history, business data, and general qualifications addressing your capability to provide the services requested. Also include a description of your understanding of THRHA's needs in the proposed project and your staffing commitments to assure your ability to meet THRHA's time frame. Please describe any subcontractors and associations with other Vendors you wish to utilize in the performance of the proposed tasks, including the intended working relationships and responsibilities of each.
3. Project Approach. Describe how you will implement the work requested in this RFP. Provide a list of items to be provided by THRHA/Tribe in order to assist you in completing the requested work. Please also describe a strategy for project management indicating how the Vendor intends to coordinate the proposed work with THRHA/Tribe. Estimate hours in completing a web redesign.
4. References and Project History. Provide the name, address and phone number of five (5) individuals from organizations that have procured similar services to act as references for the Respondent. The individuals identified must at least hold a position of project management or other contract authority. Please describe past Vendor projects which have been completed that are similar in nature to the services proposed in this document including website addresses THRHA can use as samples of the Vendor's work.

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5. Project Management and Staff Resumes. Provide information regarding project management and detailed resumes indicating specific qualifications for pertinent staff that will be involved in the proposed project. Provide an example of a web design that the Vendor recently completed, this will help THRHA evaluate technical abilities.
6. Detailed Cost Proposal. Please detail the cost for each of the items identified in the Scope of Work section of this proposal.

**a. Direct Labor Cost and Professional Service Fee**

- The professional service fee must be determined for each technical requirement and task required in this RFP. This fee is considered a flat rate and includes direct labor, fringe benefits, equipment, supplies, and incidental costs such as telephone, photocopying, and fax (these costs are not reimbursable expenses and must be part of the flat fee).
- The fee must be submitted with the proposal and failure to do so will result in a non-responsive submittal.
- Include a statement of how the proposed fee has been determined.

**b. Travel and Transportation**

Travel and transportation expenses are negotiable and must be reasonable at no more than the rates permitted in U.S. government travel regulations and according to OMB Circular 200.

Provide an estimate of travel and per diem costs to complete the project. An estimate of these costs should be provided separate from the base flat fee. THRHA will require Vendor to adhere to THRHA's Travel Policy and OMB requirements for reimburse out-of-pocket costs for airline travel, parking, taxi, and car rental at the receipted rate. Per Diem will be reimbursed at the applicable Federal per diem rate. THRHA reserves the right to negotiate with selected respondent to reduce the amount of travel.

**d. Taxes** Provide taxes at applicable rates in the cost proposal.

**e. Total Cost Proposal** The total cost proposal is a compilation of items herein.

8. Financial Capability. A copy of an audit report from the previous fiscal year may be submitted with the RFP. If the Vendor is a sole proprietorship, the Vendor may provide alternative and relevant supporting documents to show its financial capacity.

**SECTION IV Proposal Evaluation Criteria**

- A. Evaluation Criteria: Responsive Proposals shall be evaluated based on the following point system where 100 points is possible to select the proposal that is most advantageous to THRHA and its Tribal Partners.

Possible Points

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|   |            |
|---|------------|
| 1. Indian Preference.....   | 5          |
| a) Indian Ownership & Management Documentation  |            |
| 2. Team Qualifications  |            |
| a) A narrative statement of the Respondents experiences<br>as it relates to the scope of work in the request for proposal.....  | 5          |
| b) Qualifications of individuals and vendors on project team.   |            |
| Building or redesigning websites .....  | 15         |
| Qualifications of individual(s) to perform the work.....  | 20         |
| 3. Approach/Work Plan   |            |
| a) Provide a statement of proposed work, roles, and responsibilities.<br>Include a description of the work for which the offer would<br>deliver the required services in this request for proposal..... | 15         |
| b) State ability to perform the work in an efficient and timely<br>manner, meeting the urgencies related to completing the redesign<br>by November 1, 2017 .....  | 5          |
| 4. References.....  | 5          |
| 5. Proposed Fee .....   | 25         |
| 6. Overall evaluation of the proposal.....  | 5          |
| <b>Total Possible Points .....</b>  | <b>100</b> |

- B. Late Receipt of Proposals: Late proposals shall not be accepted. It is the responsibility of the Vendor to ensure the proposal arrives at THRHA prior to the due date and time specified.
- C. Selection of Vendor: A professional Vendor agreement may be negotiated with a Vendor whose proposal is determined to be most advantageous to THRHA, in consideration of cost, qualifications, knowledge of Tribal and Federal Standards relevant to financial risks, insurance issues and other factors. Interviews may be scheduled if determined necessary, however, selection may be made without discussion after proposals are received. Proposals therefore should be submitted on the most favorable terms, from both price and successful past self-monitor reviews that have been completed within recent 3-5 years. THRHA reserves the right to reject any or all proposals.
- D. Indian Preference: If applicable, Indian Ownership & Management Documentation must be submitted with the proposal if Indian Preference is to be considered.
- E. Web design experience: Qualified person(s) or Vendor(s) must demonstrate knowledge of and ability to create and design websites.
- F. References: Provide professional reference(s) with names, addresses, and telephone number.

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- G. Detailed Cost Proposal: Provide a detailed and reasonable cost proposal as prescribed in this RFP. The proposal may provide the cost breakdown of a web redesign project. Services above and beyond the scope of this RFP for additive work that may be requested by THRHA.

**SECTION V Additional Requirements**

**Additional information may be required and executed prior to an award of contract.**

1. Non Collusive Affidavit
2. Employment and Training Statement
3. Indian Preference Requirements
4. HUD Form 2530, Previous Participation Certification
5. Debarment Form
6. Vendor Form
7. Business License. The successful vendor and all subcontractors must hold valid business and professional licenses and registrations that may be required by the State of Alaska or the State in which their business is legally registered.
8. Copyright and Confidentiality Agreement. Selected vendor shall maintain strict privacy of all THRHA records, data and files (regardless of media), including any copyrighted material received from THRHA.
9. Terms for Payment – THRHA will pay invoices submitted by the selected vendor as progress is made on the project and agreed upon service stipulated in the final agreement. Prior to payment, invoices will be reviewed to determine if billing is reflective of actual agreed upon project progression and performance. Upon acceptance of the billing by THRHA the payment will be processed and submitted to the vendor.
10. Required Insurance.
  - i. *Insurance Schedule.* Vendor must carry policies of insurance in amounts specified in this Insurance Schedule.
  - ii. *Insurance Coverage.* The Vendor shall, at the Vendor's sole expense, procure, maintain and keep in force for the duration of the Contract the following insurance conforming to the minimum requirements specified below. Unless specifically specified herein or otherwise agreed to by the Client, the required insurance shall be in effect prior to the commencement of work by the Vendor and shall continue in force as appropriate until the project is complete.
  - iii. *Workers' Compensation and Employer's Liability Insurance*  
Vendor shall provide worker's compensation insurance as required of Alaska Administrative Code Title 8.  
Employer's Liability insurance with a minimum limit of \$1,000,000 each employee per accident for bodily injury by accident or disease.