



RurAL CAP
Rural Alaska Community Action Program, Inc.

731 E. 8th Avenue
Anchorage, AK 99501
907.279.2511
www.ruralcap.org

REQUEST FOR PROPOSAL (RFP)

RurAL CAP-HQ-25-R-011

WEBSITE RESTRUCTURE

Prepared By: Darrel Behymer, CPP
Date: 06/30/25

Website Restructure RFP
RurAL CAP-HQ-25-R-011

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE: July 25, 2025 at 4PM
QUESTION SUBMISSION DEADLINE: July 18, 2025 at 4PM

BID LOCATION: 731 E 8th Ave., Anchorage, AK 99501

Questions may be emailed to:

RFP Contact Name: Mariah Olney, Communications & Digital Content Supervisor

Telephone Number: 907.865.7313

Email Address: communications@ruralcap.org

INTRODUCTION

Rural Alaska Community Action Program, Inc. (RurAL CAP) is requesting proposals from qualified web designer who is licensed to do business in Alaska. Enclosed is pertinent information for use in preparing your bid. This information will be used as a guide in preparing any subsequent contract. Bids must be received via email to dbehymmer@ruralcap.org by 4:00 PM on July 25, 2025. All bids must include the reference on email subject, "RurAL CAP Website Restructure RFP," and addressed to: Darrel Behymer, CPP. Bids received after the deadline specified above will not be accepted. All questions regarding this bid request must be emailed prior to July 18, 2025 at 4 pm (Alaska Standard Time). Responses to questions will be sent to all parties who have received bid packages, proposals and who have registered their email address. To register your email, email Darrel Behymer, CPP.

One (1) copy of your proposal is required for submission to RurAL CAP.

RurAL CAP reserves the right to reject any and all bids and waive informalities in procedures.

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SECTION 1: GENERAL INFORMATION

The Rural Alaska Community Action Program, Inc. (RurAL CAP) is soliciting proposals from qualified web designers to restructure RurAL CAP's website.

The following proposal request will outline the project goals and detail the format you should submit your proposal. Please read the timeline carefully. In order for your proposal to be considered, your proposal must be submitted by our deadline at 4PM.

Preparation Costs & Fees

RurAL CAP shall not be responsible for bid preparation costs, nor for costs including attorney's fees associated with any (administrative, judicial, or otherwise) challenge to the determination of the highest ranked bidder and/or award of a contract and/or rejection of bids. By submitting a bid each bidder agrees to be bound in this respect and waives all claims to such costs and fees.

SECTION 2: RULES GOVERNING COMPETITION

2.1 Examination of Bids

Bidders are encouraged to thoroughly review the complete RFP package prior to preparing and submitting a response.

2.2 Confidentiality Information

The content of all bids will be kept confidential. A letter will be released to each vendor who submitted their bid if it has been accepted or not after the review committee has completed.

2.3 Proposal Format

Bids are expected to be brief and specifically address the criteria listed under the scope of work.

2.4 Signature Requirements All bids must be signed.

2.5 Bid Submission

Bids shall be emailed to dbehymmer@ruralcap.org

2.6 News Releases

News releases pertaining to any award that may result from the RFP shall not be made without prior written approval of the RurAL CAP CEO.

2.7 Disposition of Bids

All materials submitted in response to this RFP shall become the property of RurAL CAP. The original shall be retained for the official file and will become public record after the award of the Contract or Contracts.

2.8 Modifications/Withdrawal of Proposals

A respondent may withdraw a bid at any time prior to the final submission date by sending written notification of its withdrawal and signed by an agent authorized to represent the respondent. The respondent may then submit a new or modified bid before the final submission date. Modifications offered in any other matter, oral or written, will not be considered. A final bid cannot be changed or withdrawn after the time designated for receipt except for modifications requested by RurAL CAP after the date of receipt.

2.9 Oral Change/ Interpretation

No oral change or interpretation of any provision contained in this RFP is valid.

2.10 Late Submissions

Bids received after the RFP deadline will not be considered.

2.11 Rejection of Proposals

RurAL CAP reserves the right to reject any or all bids if determined to be in the best interest of RurAL CAP.

2.12 Equal Employment Opportunity Reporting Requirements

The successful bidder may be required to execute and return EEO reporting forms if required.

2.13 License and Insurance Requirements

The successful bidder is required to provide, with the bid, a current Business License (or permit), Proof of Liability Insurance, Workers Compensation Insurance and other required federal, state, or local licenses. Please review attached Schedule A, this covers RurAL CAP's insurance requirements to consider while submitting your bid.

SECTION 3.0: SCOPE OF WORK

1. Website Restructure
 - a. Services and materials to include:
 - Project management
 - Provide recommendations and best practices to optimize and implement provided site map
 - Edit and upload provided content and collect and organize provided imagery
 - Add landing pages following agency guidelines
 - Template program pages with additional options
 - Set up redirects for page accessibility
 - Provide tiered editing permissions for program leads
 - Train RurAL CAP staff on site updates and ongoing site management, and provide recordings of those trainings for future agency reference
 - b. Types of content for program pages:
 - i. Description of program, logos, etc.
 - ii. Story maps
 - iii. Calendar for upcoming events
 - iv. Links for interest or intake forms
 - v. Schedule an appointment feature
2. Resource Library
 - a. Filter by/search by:
 - i. Program
 - ii. Topic
3. Upcoming Events Calendar by program
 - i. Ticker found on program page
4. Provisions
 - i. RurAL CAP will provide starting content and imagery related to programs.
 - ii. RurAL CAP branding
5. Existing Logo editing
 - i. Re-create as an editable document in Illustrator

SECTION 4.0: TIMELINE

All services must be billed for payment in full by September 30, 2025.

Question Submission Deadline	July 18, 2025
Submission Deadline	July 25, 2025
Services billed for payment in full	September 30, 2025

SECTION 4.0: PROPOSAL AND SUBMISSION REQUIREMENTS

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To achieve a uniform and expedited review process and ensure the maximum degree of comparability, it is required that the bids be organized in the manner specified. Bids shall not exceed 12 pages in length. Information in excess of those allowed will not be evaluated or scored. One page shall be interpreted as one side of single lined, typed, 8 1/2" x 11" paper.

4.1 Title Page

Show the bid name (RFP), bidders name, company name if applicable, address, telephone number and date.

4.2 Background and Experience

Provide your company's background and experience with similar types of projects. Also include 3 references.

4.3 Proposed Fee Schedule/Costs/Budget Limits

Bids must be submitted on your own bid sheet and reflect the services described under this scope of work. The email must clearly state the RFP name and company name.

4.4 Provide a copy of your Certificate of Insurance and Business License

SECTION 5.0: EVALUATION & SELECTION PROCESS

5.1 Criteria

The criteria that will be considered during evaluations, and the associated point values, are as follows:

Fees / costs	55 points
Background, Experience and website links examples	35 points
References	5 points
Meeting the requirements of the RFP*	5 points
Total:	100 Points
*By providing all requested documents	

5.2 Evaluation Process

A committee of RurAL CAP staff will evaluate and rank all bids received prior to the deadline.

Oral interviews are not expected to be used in the selection of the successful bidder however, RurAL CAP reserves the right to interview the highest ranked bidder if deemed necessary.

5.3 Selection Process

The highest ranked bidder may be invited to enter final contract negotiations with RurAL CAP for the purposes of contract award. If an agreement cannot be reached, the second highest bidder may be contacted for negotiations. RurAL CAP reserves the right to terminate negotiations with any bidder should it be in RurAL CAP's. RurAL CAP reserves the right to reject any and all bids submitted.

Appendix A

Schedule A INSURANCE & INDEMNIFICATION

CONTRACTOR shall comply with the provisions herein entitled, Schedule A Insurance & Indemnification. CONTRACTOR, at its sole cost, shall purchase and maintain the required insurance with coverages, endorsements, waivers, and limits as described therein.

All insurance shall be maintained continuously during the life of the Contract. CONTRACTOR shall furnish to Rural Alaska Community Action Program (RurAL CAP), certificates showing the type, amount, class of operation, effective dates, and dates of expiration of policies. Such evidence is to be provided by CONTRACTOR to RurAL CAP no less than ten (10) days prior to CONTRACTOR commencing work. It is understood and agreed that RurAL CAP shall be entitled to notification at least 30 days prior to the expiration of such policies. Failure by CONTRACTOR to maintain insurance coverage as agreed shall be a material breach of this Contract and will result in termination of this Contract. Certificates shall be addressed to: Rural Alaska Community Action Program (RurAL CAP).

RurAL CAP shall not be required to confirm that CONTRACTOR has provided evidence of coverage and/or renewals and no waiver by RurAL CAP of any of CONTRACTOR's obligations pursuant to this or any other provision of this Contract shall occur or be inferred or implied by any failure of RurAL CAP to insist upon strict performance of this or any other section of this Contract.

All insurance required to be maintained by CONTRACTOR shall be primary to any and all insurance (including self-insurance) obtained or maintained by, or otherwise available to RurAL CAP and all policies shall be endorsed accordingly. RurAL CAP's insurance shall not be called upon to contribute or participate with the CONTRACTOR's insurance on any basis.

Except for Worker's Compensation and Professional Liability, each and every insurance policy required of CONTRACTOR shall include an insurer's waiver of subrogation rights in favor of RurAL CAP. Each and every insurance policy required of CONTRACTOR shall be endorsed to name RurAL CAP as Additional Insured with respect to liability arising out of CONTRACTOR's operations and/or its services hereunder.

In the event the terms of the current Contract and this Schedule A conflict, the terms of the contract shall control.

Insurance Type and Limit Requirements:

- Workers Compensation for not less than \$ 500,000.00 per occurrence
- Commercial General Liability not less than \$ 1,000,000.00 per occurrence
- Automobile Liability Insurance not less than \$ 1,000,000.00 per occurrence for bodily injury and property damage