

# ALASKA INSTITUTE FOR JUSTICE

Protecting the Human Rights of Alaskans

## REQUEST FOR PROPOSAL (RFP)

**ISSUE DATE:** August 27, 2021

**DUE DATE:** September 24, 2021

**TOTAL BID AMOUNT:** Not to exceed \$25,000. Proposals priced at more than this amount will be considered non-responsive.

### PRIMARY CONTACT:

**Indra Arriaga, Grants and Operational Director**  
Alaska Institute for Justice  
431 West 7th Avenue, Suite 208  
Anchorage, AK 99501  
Indra.arriaga@akijp.org  
907.952.1959

## WEB DEVELOPMENT, CLIENT INTERFACE, AND CONTENT MANAGEMENT SYSTEM REQUEST FOR PROPOSAL

### OFFEROR CERTIFICATIONS

In signing this proposal, offerors certify that they have read and fully understand and agree to comply with all terms, conditions and specifications set forth in this RFP. Offerors certify they will comply with the following:

1. the laws of the State of Alaska;
2. the applicable portion of the Federal Civil Rights Act of 1964;
3. the Equal Employment Opportunity Act and the regulations issued thereunder by the federal government;
4. the Americans with Disabilities Act of 1990 and the regulations issued thereunder by the federal government;
5. that the proposal submitted was independently arrived at, without collusion, under penalty of perjury; and
6. that the offer will remain open and valid for at least 30 days.

Submission of this proposal does not constitute a contract with AIJ.

By submitting a proposal, the offeror certifies that no relationship exists between the offeror and Alaska Institute for Justice that interferes with fair competition or is a Conflict of Interest, and no relationship exists between such offeror and another person or firm that constitutes a Conflict of Interest.

The offeror certifies by submission of the proposal that neither it, nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency.

COMPANY NAME:	
COMPANY STREET ADDRESS:	
COMPANY CITY, STATE & ZIP:	
SIGNATURE:	DATE :
TYPE OR PRINT NAME:	
TITLE:	
TELEPHONE NUMBER:	FAX NUMBER: ( )
EMAIL ADDRESS:	
FEDERAL TAX ID NUMBER:	

### **General Information**

#### **Purpose**

The Alaska Institute for Justice, hereinafter referred to as “AIJ”, is requesting proposals for the purchase of Web, Client Interface, and Content Management System Development services.

The Alaska Institute for Justice is a nonprofit organization dedicated to protecting the human rights of all Alaskans. Founded in 2005, AIJ is the only agency in Alaska dedicated to protecting the human rights of immigrants and refugees. Based in Anchorage and Juneau, our staff provides statewide comprehensive immigration legal services, as well as language interpretation and translation services throughout Alaska. AIJ Board and Staff collectively have more than 25 years of legal experience serving Alaska’s immigrants and refugees. AIJ is also dedicated to environmental and social justice issues and works with Alaskan communities through its Climate Justice Research and Policy Institute.

The Alaska Institute for Justice is requesting proposals to redesign its website to make user experience a dynamic, easy, and fully functional experience. In order to present and guide users through its three sections, Immigration Legal Services (Legal Section), Language Interpreter Center (LIC Section), and Climate Justice Program Section, AIJ wants to:

- enhance website user experience and access to resources and information;
- provide functionality for AIJ clients including the ability to download and/or sign user agreements online;
- conduct secure payments from legal and language access clients;
- improve donations page and payment portal; and
- allow users to sign up to receive agency information, news, and updates.

The primary objective of this redesign is to increase AIJ's web presence and meet the needs of clients and visitors. The secondary goal is to make the website a useful tool for conducting business with clients securely. The third goal is for each of AIJ's webpage sections to become a key resource for users, policy makers, and communities.

## Scope

1. **Website Redesign:** The Alaska Institute for Justice needs to redesign its existing website located at: [www.akijp.org](http://www.akijp.org). Your proposal should, at a minimum, include the following deliverables within the new fully functional and tested website:
  - a. Site map development and site planning. Review existing site with AIJ's internal team and develop a site map that includes new and existing content to be included on the new site.
  - b. Wireframe mock ups of the new site.
  - c. Creative design services for the new site.
  - d. Mobile-friendly design allowing for optimal viewing experience on all devices.
  - e. Robust content management system that allows AIJ to make changes to the website without technical ability.
  - f. Database to house news and press releases.
  - g. Multilanguage functionality for (at minimum) 5 languages.
  - h. Robust site search functionality.
  - i. Document management system that allows AIJ to update Language Interpreter Center User Agreements including tracking document revisions and allowing AIJ to share and receive documents with specific authenticated users or the general public based on document security settings.
  - j. Document management system that allows AIJ us to update Climate Justice Reports, presentations, and other resources.
  - k. Secure, Log-In client section for existing LIC clients through which they may access a third-party system, the Language Interpreter Manager, access executed agreements, upload and download documents, view/download and pay invoices, get additional documents and information.
  - l. Secure, Log-In client section for existing Legal clients through which they may access executed agreements, upload and download documents, view/download and pay invoices, get additional documents and information.
  - m. Integration with Donation platform.

- n. Multimedia functionality to allow for trainings, presentations, etc.
- o. Auto-Generated Sitemap.
- p. Integration of social media profiles.
- q. Events/Calendaring function.
- r. Recommendation for texting platform to be used independently of the website.
- s. Proposal must include a migration plan and timeline with details on how your Company plans to make the migration from the old site to the new site smooth for both new and returning visitors while maintaining existing search rankings.
- t. Maintenance plan and projected costs for on-going support of the site.

### **Proposal Required Responses:**

The Offeror's response to this Section must be in the written proposal and clearly demonstrate their capacity to handle the needs stated in this RFP. AIJ reserves the right to request supplementary information deemed pertinent to assure Offeror's competence and financial resources are adequate to successfully perform the contract for services. Each section of the proposal should be clearly labeled with headings to allow the proposal reviewer to easily identify your responses. Please include the signed offerors certifications page with the required RFP proposal information below.

**General Questions:** Please ensure your proposal addresses in writing all of the items listed below. The response should be organized in the same order as it is requested below:

**Approach to Services Including All Deliverables:** Describe in detail your approach to providing the services as described in the scope section.

**Proposal Length:** Proposal are not to exceed 20 pages; however, staff bios/resumes may be submitted as attachments.

**Samples of Work:** Provide a portfolio of comparable website development projects. The portfolio must only include work completed by your firm and not in collaboration with other partners unless that partnership is clearly defined.

Provide one work sample that you think demonstrates your best work in web development, (it can be one of the samples you submit for your portfolio). Explain how the process worked for that sample, outlining what the client contributed, as well as your own contributions. Include the approximate budget and timeline that the project had as well.

**Evaluating Effectiveness:** Describe how you evaluate effectiveness and provide at least one real-life example of a website redesign and online marketing campaign that achieved client goals.

**Training and Ongoing Support:** Describe how your Company handles website update and maintenance training and ongoing support, including how to contact support and when support is available.

**Company History:** Provide a brief, (less than one page), general history of your firm. Include the size of your firm and location(s).

Describe your previous experience providing services to similar organizations. Include the number of years your firm has worked with/represented other organizations in the nonprofit industry.

**Key Personnel Providing Services:** Identify the types of staff positions that would be made available to work on projects under this contract. Identify the types of subcontractors or partners that will participate in projects and describe their intended role.

Describe how you will work with our internal team to manage the creative process and the relationship, and your method for implementing changes.

**Warranty and Ongoing Maintenance:** Describe how you handle issues like browser updates and CMS version updates after launch, as well as, any ongoing costs associated with this type of maintenance.

**Quality Assurance:** State your firm's ability/capability to warrant your services to the requirements/objectives in the RFP.

Describe your firm's approach to project management, including what safeguards are in place to ensure milestones, deadlines, expectations, etc., are met in the time agreed upon.

**Website Warranty:** Describe any warranties offered with the website as it relates to errors, bugs, updates, or other issues discovered after the website launch.

**Cost Methods:** It is AIJ's desire to get a fixed budget for this project. Please describe your methods for each of the following:

- How you went about estimating the cost of work required for a project and outline what the proposal covers in detail in terms of deliverables.
- How your Company goes about tracking costs and time while working on a project, as well as, how you plan to keep the project on budget.
- Communicating technical and cost status with AIJ during all phases of the project.

**Client Reference List:** Offeror must supply a client list of three (3) firms to which similar items/services have been provided during the past three (3) years to comparably sized institutions or agencies. If contacted, information received from those clients will be used to determine whether Offeror can reasonably meet contract requirements and specifications.

### **Terms and Specifications if Contract Awarded**

**Right to Approve Changes in Staff:** If a contract is awarded, AIJ shall have the absolute right to approve or disapprove a proposed change in the assigned staff. AIJ in each instance, will be provided with a resume of the

proposed substitute and an opportunity to interview that person prior to giving its approval or disapproval. AIJ shall not unreasonably withhold its approval.

**Copyright:** If a contract is awarded, the Contractor affirms that to the best of its knowledge all materials furnished and used are its own original material or material which they have obtained the copyright to use for the purposes of the awarded contract. Written copies of copyright clearances may be required by AIJ.

The Contractor's work if a contract is awarded is a "work for hire" and the owner of such work is Alaska Institute for Justice. If for any reason the work performed by Contractor under an awarded contract is found not to constitute a work for hire, then, in consideration for the payment set forth under the awarded contract, Contractor would hereby assign all rights in the intellectual property created, including the copyright, to Alaska Institute for Justice.

The Contractor agrees that the copyright and all other rights pertaining to the work product furnished under this contract if awarded, including any royalties or fees that may accrue, shall belong to the Alaska Institute for Justice.

**Ownership of Data/Work Product:** AIJ and Contractor understand that all Work Products produced pursuant to an awarded Contract shall be considered work made for hire under the U.S. Copyright Act, 17 U.S.C. §101 et seq, and shall be owned by AIJ. Ownership includes the right to copyright, patent, register, and the ability to transfer these rights and all information used to formulate such Work Product. See most current guidelines here: <https://www.copyright.gov/title17/92chap1.html>

If for any reason the Work Product would not be considered a work made for hire under applicable law, Contractor assigns and transfers to AIJ the right, title, and interest in and to all rights in the Work Product. Contractor shall retain the right to use all source code created as a result of custom software development.

Contractor shall not use, or in any manner disseminate, any Work Product to any third party, or represent in any way Contractor ownership in any Work Product, without the prior written permission of AIJ. Contractor shall take all reasonable steps necessary to ensure that its agents, employees, or Subcontractors shall not copy or disclose, transmit, or perform any Work Product or any portion thereof, in any form, to any third party.

Material that is delivered under an awarded contract,, but that does not originate therefrom ("Preexisting Material"), shall be transferred to AIJ with a nonexclusive, royalty-free, irrevocable license to translate, reproduce, deliver, perform, display, and dispose of such Preexisting Material, and to authorize others to do so except that such license shall be limited to the extent to which Contractor has a right to grant such a license. Contractor agrees to obtain, at its own expense, express written consent of the copyright holder for the inclusion of Preexisting Material. AIJ shall receive prompt written notice of each notice or claim of copyright infringement or infringement of other intellectual property right received by Contractor with respect to any Preexisting Material delivered under this Contract. AIJ shall have the right to modify or remove any restrictive markings placed upon the Preexisting Material by Contractor.

Contractor recognizes and agrees that AIJ's data is, and shall at all times, remain confidential to Organization, (for itself and on behalf of its designated Users), and AIJ shall retain all right, title, and interest in and to the data. Contractor shall acquire no right, title, or interest in or to the data. Contractor further understands that it shall protect the data and keep such data confidential as required by law.

### **Non-Disclosure and Confidentiality**

Contractor agrees that all confidential information shall be used only for purposes of providing the deliverables and performing the services specified herein and shall not disseminate or allow dissemination of confidential

information. The contractor shall hold as confidential and will use reasonable care (including both facility physical security and electronic security) to prevent unauthorized access by storage, disclosure, publication, dissemination to and/or use by third parties of, the confidential information. The contractor must promptly notify AIJ in writing if it becomes aware of any storage, disclosure, loss, unauthorized access to or use of AIJ confidential information. Confidential information includes but it not limited to AIJ client information, payment information, or other information identified by AIJ.

**Cooperation with Other Vendors or Contractors:** In the event that AIJ enters into agreements with other vendors or contractors for additional work, Contractor understands that its personnel will fully cooperate with such other vendors or contractors. Contractor's personnel shall not commit any act which will interfere with the performance of work by any other contractor or by the Organization. Contractor's personnel will cooperate with AIJ personnel, hardware manufacture representatives, system software suppliers, and communications systems suppliers in designing and testing any systems.

**Errors:** If offeror fails to notify AIJ of an error in the RFP document which is known to the offeror, or which must have reasonably been known to the offeror, then if awarded a contract, shall not be entitled to additional compensation or time by reason of the error or its later correction.

**Contract Termination:** AIJ may terminate an awarded Contract at any time, without cause, by providing 10 days written notice to the Contractor. If the awarded Contract is so terminated, AIJ is liable only for payments for products provided or services performed, to the extent that any actual direct costs have been incurred by the Contractor pursuant to fulfilling the contract if awarded. AIJ will be obligated to pay such expenses up to the date of the termination.

Shall either party fail to perform under the terms of this Contract; the aggrieved party may notify the other party in writing of such failure and demand that the same be remedied within 10 calendar days. Should the defaulting party fail to remedy the same within said period, the other party shall then have the right to terminate this Contract immediately. Performance failure can be defined as but not limited to: failure to adhere to mutually accepted timelines, failure to respond promptly communication requests, failure to meet benchmarks or milestones as identified, repeated customer complaints, failure to resolve unsatisfactory artwork issues, breach of copyright or intellectual property, or failure to provide any of the Terms, Conditions or Specifications.

**Payment Terms:** AIJ will pay the Contractor based upon monthly invoices provided by the contractor with a detailed description of the work provided and cost.

**Acceptance/Inspection:** All work performed under an awarded contract shall be subject to inspection by AIJ, to the extent practicable at all times and places, including the period of design or programming, but in any event, prior to acceptance. All inspections by AIJ shall be performed in such a manner as not to unduly delay the work. Unsatisfactory work shall be corrected prior to acceptance.

AIJ shall promptly notify Contractor of the results of any inspection or acceptance. If an acceptance test produces unsatisfactory results, AIJ shall specifically identify what acceptance criteria could not be satisfied and the particular methodology that was used to reach this conclusion.

**Subcontracting:** Any Contract resulting from this proposal shall not be, in whole or in part, subcontracted, assigned, or otherwise transferred to any Subcontractor without prior written approval by AIJ. If use of a subcontractor is allowed by the Organization, upon request Contractor must provide Subcontractor's complete contact information including EIN# (TIN#, SS#) and signed W-9 form.

**Incurring Costs:** AIJ is not liable for any cost incurred by Proposers in replying to this RFP.

**Oral Presentations, Product Demonstrations, and Proposer Location Site Visits (Pre Award):** AIJ at its sole discretion, may require oral presentations, product demonstrations, and/or proposer location site visits to validate information submitted with the proposals. Failure of a proposer to conduct a presentation on the date scheduled or allow an on-site/proposer site visit may result in rejection of the proposal. These events cannot be used as an opportunity to alter proposals submitted.

### **Preparing and Submitting a Proposal**

#### **Applicable Dates**

<b>Date</b>	<b>Event</b>
8/27/2021	Date of Issue of the RFP
9/3/2021	Written questions due via email
9/7/2021	Answers to Questions Sent to Proposers (Estimated)
9/24/2021	RFP Due Date
9/30/2021	Contract Term Begins

**Submittal Instructions: Proposals may be submitted electronically.**

**ELECTRONIC PROPOSAL COPIES MUST BE DELIVERED TO:  
Indra.arriaga@akijp.org**

**Late proposals shall be rejected.** Electronic proposals must be sent via email and date/time stamped prior to 5:00 p.m. Alaska Time on the stated proposal due date of 9/24/2021

**RETAIN A COPY OF YOUR PROPOSAL RESPONSE FOR YOUR FILES.**

The Contract Administrator for the Organization is:

Indra Arriaga, Grants and Operational Director  
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