

VALLEY HOSPITAL ASSOCIATION dba MAT-SU HEALTH FOUNDATION

REQUEST FOR PROPOSALS

Mat-Su Health Foundation Website Redesign

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| 1. Date of Issue: | 07.14.17 |
| 2. Deadline to submit questions | 07.28.17 @ 12:00 pm (AST) |
| 3. Answers to questions posted to website | 08.02.17 |
| 3. Deadline to Submit Proposals | 08.11.17 @ 12:00 pm (AST) |
| 4. Award to Successful Firm/Agency | 08.21.17 |

The Mat-Su Health Foundation (MSHF) is requesting proposals from qualified consultants interested in redesigning the foundation's website. Qualified, interested parties must submit a completed proposal, along with signed cover letter, electronically by 12:00 PM, Alaska Time, 8.11.17 to:

Mat-Su Health Foundation
Attn: Robin Minard
Director of Public Affairs
Rminard@healthymatsu.or8

I. About Mat-Su Health Foundation

The Mat-Su Health Foundation (MSHF) is the official business name of Valley Hospital Association, Inc., which shares ownership in Mat-Su Regional Medical Center (MSRMC). In this capacity, the MSHF board members and representatives actively participate in the governance of Mat-Su's community hospital and protect the community's interest in this important healthcare asset through board oversight. The MSHF invests its share of Mat-Su Regional's profits into charitable works that improve the health and wellness of Alaskans living in Mat-Su.

- Vision:** A community where all persons have the opportunity for a healthy life
Mission: To Improve the Health and Wellness of Alaskans Living in the Mat-Su
Values: Prevention, Access, Wellness, Fairness, Leadership, Collaboration

Definitions

- Health – Complete physical, mental and social well-being and not merely the absence of disease and infirmity
- Wellness – A healthy balance of the mind, body and spirit that results in an overall feeling of well-being
- Wellbeing – A good or satisfying condition of existence; a state characterized by health, happiness and prosperity (Quality of Life)

II. Background

In the last 12 months, the Mat-Su Health Foundation website had 176,818 visits and 248,628 page views. The site was last completely redesigned in 2012. Most updates since then have been done in-house at the foundation, with the exception of the more complex data presentation involved with the Mat-Su Health Stats and Searchable Grants Database sections of the site. Mat-Su Health Stats is updated via Google Docs in partnership with a third-party data contractor. The Searchable Grants Database is updated via an Excel spreadsheet provided quarterly by the foundation to the website contractor. The site also includes an interactive events calendar that allows users to post community events. There is also a place for users to sign up for the MSHF newsletter. Other interaction from website users is accomplished by providing links to separate systems for grant and scholarship applications. The contractor selected for the website redesign will also provide ad hoc service as needed to update the Mat-Su Health Stats and Searchable Grants Database sections of the site as needed, as well as performing other updates occasionally when MSHF staff is not equipped to do so. The contractor will also maintain domain registrations.

III. Scope of Work

The MSHF seeks a professional firm for review, redesign, and maintenance support of its website www.healthymatsu.org. Users of the website include grantees, prospective grantees, government officials, policy makers, news media, members of the health and wellness communities, job seekers, and the general public, with a special emphasis on those residing in the Mat-Su Borough. The site must effectively communicate to all potential audiences. The design should place equal emphasis on community engagement and information delivery. The redesigned website must reflect the mission and values of the organization and serve as the hub for MSHF's internal and external communications. It must be organized in an intuitive, customer-oriented fashion. The redesigned site must be responsive to multiple screen sizes, specifically desktop, tablet and mobile. It must have a high degree of usability reflected in a clean, easy to use interface that enhances the site visitor experience. The design must effectively communicate the MSHF brand identity and necessary content. The site should utilize technologies that meet the high expectations of the community it serves, including options for video, blogging, and newsletter management.

Much of the written content for the redesigned site will come from the current site. The written content that does not come from the current site will be provided by MSHF. The MSHF has an extensive photo library that will be made available to the site designer. Video content will also be supplied by MSHF.

Routine updates to the site will be performed by MSHF personnel; the site must be created in a way that allows those updates to be made by MSHF staff with no code writing experience.

The design must be fully compliant with the requirements of the Americans with Disabilities Act.

IV. Deliverables

- Proactive consulting and recommendations provided throughout the redesign process.
- Design prototypes – a selection of no fewer than three graphic representations of the site that will allow staff to evaluate and select design proposals.
- Recommendations on graphic style and site layout within the bounds of the MSHF branding guidelines.
- Recommendation on site architecture.
- Final site architecture, design and implementation, with the result being a website that offers a high degree of usability, ease of updating for MSHF staff, responsiveness to multiple screen sizes, and full compliance with the requirements of the Americans with Disabilities Act.
- Ongoing site maintenance, including the Searchable Grants database and Mat-Su Health Stats.
- The contractor is expected to keep the Mat-Su Health Foundation actively involved in decisions, strategy and process via standardized reporting throughout the project. At a minimum, this should include weekly email reports with details on progress being made on the redesign. It should also include the opportunity to view pages throughout the design phase so that feedback can be offered by MSHF early and often.

V. Work Schedule

The contract term and work schedule set out herein represent Mat-Su Health Foundation’s best estimate of the schedule that will be followed. If a component of this schedule, such as the opening date, is delayed, the rest of the schedule will likely be shifted by the same number of days.

Tasks	Due Date
RFP Award	8.21.17
Kick-off Meeting	NLT 8.31.17
Design prototypes presented to MSHF	Week of October 2, 2017
Final design complete	November 3, 2017
Site testing complete	December 8, 2017
Site launch	December 15, 2017

VI. Proposal Format and Content

MSHF seeks simplified, cost-effective proposals. However, in order for MSHF to evaluate proposals fairly and completely, offerors must follow the format set out in this RFP and provide all information requested.

Introduction

Proposals must include the complete name and address of offeror’s firm and the name, mailing address, and telephone number of the person MSHF should contact regarding the proposal. Proposals must confirm that the offeror will comply with all provisions in this RFP. Proposals must be signed by a company officer empowered to bind the company. An offeror’s failure to include these items in the proposals may cause the proposal to be determined non-responsive and the proposal may be rejected.

Methodology

Offeror must provide sufficient information and specific recommendations on the following:

- Overall processes to be used to design, develop, and complete the website redesign.
- Overall process to be used for website maintenance/updates after the redesign is complete.

Experience and Qualifications

Offeror must provide the following:

- A narrative description of offeror's organization.
- Contractor information, including
 - Names and titles of key personnel and details regarding their website design experience.
 - Résumés of key personnel.
- At least three samples of relevant work products (links to websites).
- Reference names and phone numbers for similar projects the contractor has completed.

Cost Proposal

Cost proposal must include an itemized list of all direct and indirect costs associated with the performance of the contract, including, but not limited to, total number of hours at various hourly rates, direct expenses and supplies. Costs should be broken out by estimated number of work hours needed, hourly rates, and direct expenses and supplies. An hourly rate for future site maintenance cost must be included.

VII. EVALUATION CRITERIA

The following criteria will be weighed in evaluating the proposals for each response: Suitability of the proposal (20 points): The proposed solution meets the needs and criteria set forth in the RFP.

- Competency and Experience (20 points): The contractor has successfully completed similar projects and has the qualifications necessary to undertake this project. The contractor has appropriate staff to develop the site in the time frame needed.
- Skill/Creativity (30 points): The contractor has demonstrated, through similar projects, that it can create an aesthetically pleasing, easy to navigate, easy to update website.
- Value/Pricing Structure (20 points): The price is commensurate with the value offered by the contractor.

VIII. Additional Instructions

Location of Work

The work is to be performed, completed and managed at the contractor's site and at locations where the stakeholders convene. MSHF will not provide work space for the contractor. The contractor must provide its own work space.

Right of Rejection

Offerors must comply with all the terms of the RFP, and all applicable local, state, and federal laws, codes, and regulations. MSHF may reject any proposal that does not comply with all the material and substantial terms, conditions, and performance requirements of the RFP. Offerors may not qualify the proposal nor restrict the rights of MSHF. If an offeror does, MSHF may find the proposal to be a non-

responsive counter-offer and reject the proposal. Minor informalities that do not affect responsiveness and/or change the meaning/scope of the RFP may be waived by MSHF. MSHF reserves the right to refrain from making an award if it determines that to be in its best interest.

MSHF Not Responsible for Preparation Costs

MSHF will not pay any cost associated with preparation, submittal or presentation of any proposal.

Disclosure of Proposal Contents

All proposals and other material submitted become the property of MSHF and may be returned only at MSHF's option. All proposal information will be held in confidence during the evaluation process and prior to the time a Notice of Intent to Award is issued. Trade secrets and other proprietary data contained in proposals may be held confidential if the offeror requests, in writing and that MSHF agrees, in writing, to do so. Material considered confidential by the offeror must be clearly identified, and the offeror must include a brief statement that sets out the reasons for confidentiality.

Offeror's Certification

By signature on the proposal, offerors certify that they comply with:

- (a) the laws of the State of Alaska:
- (b) the applicable portion of the Federal Civil Rights Act of 1964:
- (c) the Equal Opportunity Act and the regulations issued thereunder by the federal government:
- (d) the Americans with Disabilities Act of 1990 and the regulations issued thereunder by the federal government:
- (e) all terms and conditions set out in this RFP and:
- (f) a condition that the proposal submitted was independently arrived at, without collusion, under penalty of perjury: and
- (g) that the offers will remain open and valid for at least 30 days.

By signature on the proposal, offerors also certify that programs, services, and activities provided to the general public under the resulting contract conform to the Americans with Disabilities Act of 1990, and the regulations issued thereunder by the federal government.

If any offeror fails to comply with (a) through (g) of this paragraph, MSHF reserves the right to disregard the proposal, terminate the contract, or consider the contractor in default.

Conflict of Interest

Each proposal shall include a statement indicating whether or not the firm or any individuals working on the contract has a possible conflict of interest and, if so, the nature of that conflict. MSHF reserves the right to cancel the award if any interest disclosed from any source could either give the appearance of a conflict or cause speculation as to the objectivity of the program to be developed by the offeror. MSHF's determination regarding any questions of conflict of interest shall be final.

Discussions with Offerors

MSHF will answer written questions pertaining to this RFP sent via email to rminard@healthymatsu.org submitted prior to 07.28.17 @ 12:00pm (AST). The answers to these questions will be posted to the foundation's website on 8.2.17. Additionally, the MSHF may conduct discussions with offerors in order

to determine if a proposal is reasonably susceptible for award. Such discussions between the offeror and MSHF staff are permitted to clarify uncertainties or eliminate confusion concerning the contents of a proposal and which do not result in a material or substantive change to the proposal.

MSHF may also conduct discussions with offerors for the purpose of ensuring full understanding of the requirements of the RFP and proposal. Discussions will be limited to specific sections of the RFP or proposal identified by MSHF. Discussions will only be held with offerors who have submitted a proposal deemed reasonably susceptible for award by MSHF. If modifications are made as a result of these discussions, they will be put in writing. Following discussions, MSHF may set a time for best and final proposal submissions from those offerors with whom discussions were held. Proposals may be reevaluated after receipt of best and final proposal submissions.

If an offeror does not submit a best and final proposal or a notice of withdrawal, the offeror's immediate previous proposal is considered the offeror's best and final proposal.

Offerors with a disability needing accommodation may contact MSHF prior to the date set for discussions so that reasonable accommodation can be made. Any oral modification of a proposal should be reduced to writing by the offeror.

Alaska Business License and Other Required Licenses

At the time the proposals are opened, all offerors must hold a valid Alaska business license and any necessary applicable professional licenses required by Alaska Statute. Offerors must submit evidence of a valid Alaska business license with the proposal. An offeror's failure to submit this evidence with the proposal will cause their proposal to be determined non-responsive.

Proposed Payment Procedures

MSHF will make payments based on a negotiated payment schedule. Each billing may not exceed 40% of the contract amount and must consist of an invoice and progress report. No payment will be made until the progress report and invoice have been approved by the Executive Director. MSHF will retain 20% of the contract amount until the contract is successfully completed.