



## **REQUEST FOR PROPOSALS**

### **Website Maintenance**

Proposals are due and must be received at:  
Great Plains Tribal Chairmen's Health Board

Attention: Kristine Watts

1770 Rand Road

Rapid City, South Dakota 57702

By 4:00 p.m. MT on September 16, 2016

**Title:** Website Maintenance Request for Proposals

**Issuing Authority:** Great Plains Tribal Chairmen's Health Board

**Begin Date:** 10/01/2016

**End Date:** 09/30/2017

**Sealed proposals subject to the conditions of this request shall be received by 4:00 p.m. MT on Friday, September 16, 2016.**

All proposals should be sent to:

Great Plains Tribal Chairmen's Health Board  
Attention: Kristine Watts  
1770 Rand Road  
Rapid City, SD 57702

Indicate firm name and the RFP title on the front of each sealed proposal envelope or package. This is a one-step process. Technical and cost proposals shall be submitted in the same package.

Bids submitted via fax, telephone and electronic means in response to this RFP will not be accepted.

Direct all inquiries concerning the RFP to:

Kristine Watts, MPA, SHRM-CP  
Director of Human Resources & Communications  
[kristine.watts@gptchb.org](mailto:kristine.watts@gptchb.org)

**1. Introduction/Purpose of RFP**

It is the intent of the Great Plains Tribal Chairmen’s Health Board (GPTCHB) to solicit proposals for website maintenance in accordance with all requirements stated in the proposal document.

The selected website maintenance provider will have a one-year contract beginning October 1, 2016 through September 30, 2017. All proposals are due by 4:00 p.m. MT on Friday, September 16.

**2. Background**

A key component of the GPTCHB’s marketing and brand strategy is the website. The current site (gptchb.org) was designed in 2014 in WordPress.

The GPTCHB is a non-profit organization representing the 18 tribal communities in the four-state region of South Dakota, North Dakota, Nebraska and Iowa.

Through public health practices and the formation of tribal partnerships, we work to improve the health of the American Indian peoples we serve by providing public health support and health care advocacy.

Our mission is to provide quality public health support and health care advocacy to the tribal nations of the Great Plains by utilizing effective and culturally credible approaches.

Our vision is that all tribal nations and communities in the Great Plains will reach optimum health and wellness through the embrace of culturally traditional values that are empowered by tribal sovereignty.

**3. Who May Respond**

Professional IT/Graphics companies or individual(s) may apply.

**4. Provisions and Limitations**

The purpose of this RFP is to ensure maximum, open, and free competition in the solicitation of and procurement of the goods and services described herein. This RFP is not to be considered as a purchase agreement or contract or as a commitment of any kind; nor does it obligate the GPTCHB to award any contract or pay for costs incurred prior to the execution of a contract unless such costs are specifically authorized in writing by the GPTCHB.

The GPTCHB reserves the right to:

- Accept or reject any or all proposals received, or to cancel or reissue this RFP in part or its entirety;
- Award a contract for any goods and services in any quantity that the GPTCHB determines, at its sole discretion, is in its best interest;

- Award a contract to other than the lowest cost/priced respondent;
- Reject any proposal that fails to confirm the essential requirements of this RFP;
- Contact any individual or entity listed in the proposal or otherwise known to the GPTCHB, who may have knowledge of the respondent's experience, performance, and qualifications;
- Request additional information from any and all respondents; and
- Cancel a contract because of unavailability of federal or other funds.

## **5. Selection Process and Criteria**

Selection will be based as described below:

**Selection Committee:** A Selection Committee comprised of GPTCHB employees will review and evaluate all responsive submittals and other information received in accordance with the requirements of this RFP. In assessing the strengths and weaknesses of each respondent, the Selection Committee may, at its discretion, request clarification of any response to this RFP or other issue that may arise during the selection process.

At any stage, the GPTCHB reserves the right to terminate, suspend, or modify this selection process; reject any or all submittals at any time; and waive any informalities, irregularities or omissions in submittals, all as the best interests of the GPTCHB may appear.

The GPTCHB will not accept any information, in any form whatsoever, from Proposers after the proposal due date. Unsuccessful Proposers will be notified in writing that they were not selected and such notification shall result in no further consideration of these submissions. All determinations of the GPTCHB regarding rejection shall be final.

**General Evaluation Criteria:** A maximum of 100 points will be allowed in the scoring process. Each member of the Selection Committee will examine and score each proposal individually. Then, the committee will meet jointly to discuss their scores and mutually agree on an average score and the rationale for their scoring for each of the following items.

- Qualifications and experience of the Proposer (the person or entity legally responsible for the provision of services) in the professional areas listed in this RFP. Includes the qualifications and experience of the Proposer's team leader and other Key Personnel (including subcontractors, if any) in the professional areas listed in this RFP and in similar projects. **(20 points)**
- Demonstrated ability to establish, maintain, and communicate project consensus, demonstrated ability to complete projects timely and efficiently; demonstrated ability to provide all of the necessary coordination to complete projects. **(20 points)**
- Proposed approach to provision of services. Includes philosophy and understanding of the services and approach to external awareness and issues that might arise. **(15 points)**

- Proposed methodology of management approach of project team and assigned work tasks; including status updates. **(15 points)**
- Experience working for tribes or tribal organizations. **(15 points)**
- Proposed fees and expenses. **(15 points)**

The GPTCHB may require an interview in addition to the evaluation of written proposals.

The award will be to the most qualified company or individual(s) whose proposal is deemed most advantageous to GPTCHB, all factors considered.

**6. Responses to the Request for Proposals (RFP) should include:**

1. The business's/individual's legal name, address, and telephone number.
2. The headquarters where the work will be performed and from which expenses will be charged.
3. The applicant must provide documented proof of ability to obtain professional liability insurance, e.g. copy of insurance finder or letter from carrier promising to provide the required coverage.
4. The principal(s) of the company and their experience and qualifications.
5. The experience and qualifications of the "key" staff to be assigned to the project.
6. A description of the company's prior experience, including any similar projects.
7. A description of the company's current work activities and how these would be coordinated with the project, as well as the firm's anticipated availability during the term of the project.
8. Contact information, including name, email, phone number, and address for three professional references.

Proposers shall submit one copy of their completed RFP response. All proposals must be limited to the following prescribed information and be submitted in 8<sup>1/2</sup>" x 11" format bound on the long side. Pages are to be numbered in sequence and font size must be at least 11 pt. font. Proposals shall not exceed 10 single-sided pages in length. This page limit does not include cover pages, divider sheets, resumes, or disclosures of legal and administrative proceedings. Do not include unnecessarily elaborate art work, glossy paper, or bindings.

**7. Scope of Work**

The contactor shall have extensive knowledge and background in utilizing WordPress content management system to manage web sites and will be expected to complete the responsibilities described below:

- A. Perform regular maintenance of the GPTCHB website; make recommendations to GPTCHB staff on how to improve and optimize the site.

- B. Manage and publish content; ensure content is consistent and in line with GPTCHB's brand, identity and mission.
- C. Proactively monitor site content and ensure information displayed is accurate and current.
- D. Design and update layouts as needed.
- E. Streamline site navigation and increase online presence.
- F. Create a SEO and SEM program that results with an increase in overall visitors.
- G. Update, edit and create various graphics when required for the website. Pages are updated daily, monthly, seasonally and/or as needed.
- H. Assist with the creation and or update of site content as needed.
- I. Maintain the integrity of the site against spam, hackers, viruses and electronic attacks via firewalls, security software and passwords.
- J. Maintain link equity with our partners and stakeholders.
- K. Complete conversion tracking, measure the click through rates and have good crawl depth within the website.
- L. Submit quarterly reports on how the site is being used and effectiveness. Measurements would include traffic sources, top keywords, top pages and referrals, and other topics deemed necessary. Other measurable components could include unique visitors, number of visits, page views, impressions and click through rate.
- M. Update drop down menus as needed to function effortlessly to ensure visitor satisfaction.
- N. Maintain the calendar of events as needed. Events will be submitted and checked for accuracy by GPTCHB staff.
- O. Participate in meetings to be held as needed with GPTCHB staff to discuss issues, needs or special projects.
- P. Integrate GPTCHB's social media platforms throughout the site as appropriate.