

# Alaska Craftsman Home Program (ACHP)

RFP NO. 2013-00

**NOTE:** To declare your intent to respond to this Request for Proposal (RFP), contact Alicia Amberg at [Alicia@achpalaska.com](mailto:Alicia@achpalaska.com). Provide your organization name, address, email address, and telephone number in order for your organization to receive any RFP amendments or bidder questions/agency answers.

**Project Title:** *Northern Comfort: Advanced Cold Climate Home Building Techniques* manual update

**Proposal Due Date:** February 28, 2013, 5:00p.m. Alaska Standard Time

**Estimated Time Period for Contract:** March 15, 2013 - March 14, 2014

**Contents of the Request for Proposals:**

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**Submission Methods:** Email proposal to Alicia Amberg at [Alicia@achpalaska.com](mailto:Alicia@achpalaska.com), fax with cover sheet to 1-888-285-5452 attention Alicia Amberg, or mail to Alaska Craftsman Home Program, 3400 Spenard Rd. Suite 9, Anchorage, AK 99503. Bidder must submit three (3) copies of the proposal if submitting by fax or mail.

**A copy of the current *Northern Comfort* manual is available to interested bidders upon request.**

## **1. Summary and Background**

The Alaska Craftsman Home Program (ACHP) is currently accepting proposals to write, edit, and design an updated *Northern Comfort: Advanced Cold Climate Home Building Techniques* manual. In an effort to further benefit Alaskan home builders, ACHP has determined that an update to the current manual should be more user-friendly, modern in design, and consistent with the Advanced Cold Climate Home Building Techniques class.

The purpose of this Request for Proposal (RFP) is to solicit proposals from various candidate organizations, to conduct a fair and extensive evaluation based on criteria listed herein, and to select the candidate who best represents the envisioned direction of the final product.

ACHP is a non-profit 501(c)(3) corporation formed in 1988 for the charitable and educational purpose of promoting energy-efficient buildings that are cost effective, healthy, and durable. Our vision is to be recognized by end users, industry, and government as the primary educational resource for energy-efficient, affordable, safe, and sustainable buildings in Alaska.

The ACHP Technical Advisory Committee (TAC) will solicit contributors to the manual update, provide input on manual revisions, and act as the jury for all proposed changes to the manual.

ACHP is headquartered in Anchorage, Alaska.

## **2. Proposal Guidelines**

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until 5 p.m., February 28, 2013. Any proposals received after this date and time will not be considered.

If the organization submitting a proposal must outsource or contract any work to the requirements contained herein, this must clearly be stated in the proposal. Additionally, costs included in the proposal must be all-inclusive. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized and include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the ACHP TAC and will include scope, budget, schedule, and other necessary items pertaining to the project.

## **3. Project Objectives, Descriptions, and Expectations**

The objectives of this project are as follows:

- A. Update manual content (both text and figures) to:
  - a. Correct grammar, spelling, and syntax errors
  - b. Incorporate updates for new technologies and information
  - c. Ensure compliance with International Residential Code (IRC)

- d. Modify or remove any recommendations that aren't practical or best practice
- B. Improve hierarchy, structure, and flow of content throughout the manual
- C. Ensure consistency between the manual and the Advanced Cold Climate Home Building Techniques class
- D. Create modern-looking graphics, tables, and cover art
- E. Make the manual accessible in both hard copy and electronic formats
- F. Make the manual more dynamic in its links to additional resources and information formats

The successful bidder is expected to also serve as the project manager to organize and facilitate the manual revision process. The project manager will ensure that the abovementioned project objectives are met within the agreed upon timeline and budget. This includes, but is not limited to: organizing meetings, gathering input from contributors, conducting all manual edits (text, graphics, layout, etc.), and publishing the manual in its final form.

The project manager will report to the ACHP executive director and TAC co-chairs and act upon the TAC's decisions. The TAC co-chairs will keep the ACHP executive director and board of directors updated on the process regularly.

#### **4. Project Scope**

The scope of this project includes an update to the writing, editing, and design of the ACHP *Northern Comfort* manual. All copy and images will be provided to the selected bidder by ACHP's executive director for inclusion in the update.

Upon request, a hardcopy of the current *Northern Comfort* manual will be provided to interested bidders. However, only the winning bidder will receive an electronic copy of the current *Northern Comfort* manual, which includes text and images.

NOTE: The current *Northern Comfort* manual has been formatted in Adobe InDesign. Interested bidders may want to consider using Adobe InDesign as the formatting software of choice in order to avoid conversion time, labor, and associated costs.

Manual ought to be:

- Visually and aesthetically pleasing
- User-friendly and easy to navigate
- Consistent in visual design and tone of writing
- Branded with the prominent display of ACHP logo, company mission, vision, and strategy incorporated throughout

#### **5. Project Timeline**

All proposals in response to this RFP are due no later than 5 p.m., February 28, 2013.

Evaluation of proposals will be conducted from March 4, 2013, to March 11, 2013. If additional information is requested from any bidder(s) during this window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than March 15, 2013.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by April 1, 2013.

Notification to bidders who were not selected will be completed by March 15, 2013.

Project initiation phase must be completed by April 1, 2013. Project planning phase must be completed by June 1, 2013. Project planning phase will determine the timeline/schedule for the remaining phases of the project.

## **6. Budget**

All proposals must include proposed costs to complete the tasks described in the project scope.

NOTE: All costs and fees must be clearly described in each proposal.

## **7. Bidder Qualifications**

Bidders must provide the following items as part of their proposal for consideration:

- Executive summary
- Company background and experience with technical writing, editing, and design services
- Statement of qualification and relevant experience
- Key personnel and subcontractors
- Scope of work
- Schedule of deliverables
- Budget
- Special requirements
- Conflicts of interest
- References
- Samples of work
- Resumes

## **8. Proposal Evaluation Criteria**

ACHP will evaluate all proposals based on the following criteria. To ensure consideration for this RFP, your proposal should be complete and include all of the following criteria:

- **Overall proposal suitability:** Proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- **Organizational experience:** Bidders will be evaluated on their experience as it pertains to the scope of this project
- **Previous work:** Bidders will be evaluated on samples of their work pertaining to technical writing, technical editing, and document design as well as client and colleague references
- **Value and cost:** Bidders will be evaluated on the cost of their solution based on the work to be performed in accordance with the scope of work

- **Technical expertise and experience:** Bidders must provide descriptions and documentation of staff technical expertise and experience