



## Request for Quotes – Graphic Design & Website Design/Maintenance Services

Field	Details
Title	Graphic Design & Website Design/ Maintenance Services
Department	Government & External Affairs
Requestor & Procurement Lead	Hailey Cox, Communications Lead
Issue Date	Friday, May 29, 2026
Quote Due Date & Time	Monday, June 15, 2026 @ 5 PM AKDT
Submission Method	Email – <a href="mailto:communications@alaskapca.org">communications@alaskapca.org</a>

### SUMMARY STATEMENT

The purpose of this procurement is to secure a vendor and/or independent contractors to support the Alaska Primary Care Association’s (APCA) graphic design and website design/maintenance needs. APCA welcomes submissions from full-service firms and individuals with demonstrated expertise in either graphic design or website services.

### BACKGROUND OF APCA

APCA is a non-profit 501(c)(3) organization that provides training and technical assistance and policy analysis to Alaska’s 29 Federally Qualified Health Centers (FQHCs, Community Health Centers, or Look-Alikes). Our mission is: *Advancing Alaska’s Wellness*. Revenues of APCA are comprised of grants and contracts.

### QUOTE SCHEDULE

Milestone	Date
RFQ release	Friday, May 29, 2026
Deadline for vendor questions	Friday, June 5, 2026
APCA responses posted	Wednesday, June 10, 2026
Quotes due	Monday, June 15, 2026 @ 5 PM AKDT
Anticipated award	Wednesday, June 24, 2026

**Quotes are due to APCA by 5:00 PM (AKDT). Quotes must be submitted via email to [communications@alaskapca.org](mailto:communications@alaskapca.org).**

### **SCOPE OF WORK**

APCA seeks graphic design and website design/maintenance services to support organizational communications, website initiatives, event promotion, and branded collateral materials.

APCA may select one full-service contractor or multiple contractors to support different service areas.

Contractors must demonstrate the ability to collaborate effectively with APCA staff in a dynamic, mission-driven environment with evolving priorities and timelines.

### **General Requirements**

Vendors must demonstrate the ability to:

- Support a range of communications, design, and/or web-related projects on an as-needed basis
- Collaborate closely with APCA staff and program teams in a dynamic, mission-driven environment that adapts to emerging client and funder needs
- Maintain consistent branding across print, digital, web, and social media materials, as applicable to the proposed services
- Work within APCA's existing software platforms, including Canva, Adobe Creative Suite, WordPress, and Mailchimp, as applicable to the proposed services
- Utilize Canva as a primary collaboration platform and develop editable templates and assets, as applicable to the proposed services
- Provide organized project management, responsive communication, and revision support
- Provide cross-training and knowledge-sharing support to APCA staff, as needed
- Produce materials aligned with accessibility and usability best practices

### **Graphic Design Services**

Graphic design services may include:

- Design and layout of reports, presentations, educational materials, toolkits, organizational publications, infographics, and related collateral materials
- Development of reusable design assets and editable materials for ongoing organizational use
- Graphics and visual content for social media, websites, newsletters, email communications, and awareness campaigns
- Design support for APCA initiatives, including awareness campaigns, events, and community health center outreach efforts
- Preparation of print-ready and digital-ready files
- Limited copywriting and copyediting support related to designed materials

### **Website Design & Maintenance Services**

Website-related services may include:

- Website design improvements and user experience enhancements
- WordPress website updates, maintenance, troubleshooting, and design support
- Development of landing pages, program-specific web pages, and related website content
- Identification and integration of website tools, plug-ins, and functionality improvements
- Search engine optimization (SEO) support and website analytics tracking and reporting

- Website accessibility support and guidance related to accessibility best practices and compliance standards
- Mobile-responsive and user-centered design support

### **Desired Outcomes**

Through this contract, APCA seeks to:

- Maintain organizational brand consistency across print, digital, and web materials
- Continue to improve website usability, accessibility, and the overall user experience, as applicable to the proposed services
- Support professional and visually cohesive materials for APCA initiatives, events, and Community Health Center outreach efforts
- Expand APCA's internal design capacity through reusable Canva templates and collaborative workflows, as applicable to the proposed services
- Enhance APCA's ability to respond efficiently to evolving organizational and programmatic needs
- Maintain high-quality, audience-centered materials aligned with APCA's mission and strategic priorities

### **TERM OF CONTRACT**

The awarded contract will begin July 1, 2026, and continue through June 30, 2027. APCA may, at its discretion, initiate up to two additional one-year extensions, subject to mutual agreement of both parties.

### **PROPOSAL REQUIREMENTS**

Vendors should include the following in their proposal:

- Brief overview of the individual or organization
- Description of relevant experience and qualifications
- Proposed approach to providing graphic design and/or website services
- At least three portfolio samples demonstrating relevant work and examples of similar completed projects (i.e., social media graphics, flyers, reports, website design, etc.)
- At least three professional references
- Identification of key personnel who would perform the work (if applicable)
- Description of experience working with Canva, WordPress, and other relevant platforms, as applicable to the proposed services
- Proposed pricing structure

### **PRICING PROPOSAL REQUIREMENTS**

Offerors should clearly describe their proposed pricing structure for project-based or task-order work.

Proposals should also describe:

- How project work will be scoped
- Any minimum fees or ongoing service commitments
- Any anticipated or additional costs not included in the proposed pricing

## EVALUATION OF QUOTES & CONTRACTOR SELECTION

An APCA Evaluation Committee will be established, composed of APCA staff.

### Quote Grading Criteria:

#### Understanding the Scope of Work (20%)

Evaluates how clearly the offeror demonstrates:

- Understanding of APCA's design and website support needs
- Understanding of the collaborative and flexible nature of the work
- Awareness of accessibility, usability, and branding considerations
- Understanding of expected deliverables, timelines, and workflows

#### Proposed Approach & Collaboration (20%)

Assesses the quality and feasibility of the offeror's proposed approach, including:

- Methods and processes for completing work efficiently and collaboratively
- Ability to manage multiple projects and evolving priorities
- Responsiveness, collaboration style, and revision process
- Ability to work within APCA's existing platforms and workflows, including Canva and WordPress, as applicable to the proposed services

#### Qualifications & Relevant Experience (35%)

Reviews the offeror's capacity to perform the work successfully, including:

- Relevant graphic design and/or website design and maintenance experience
- Quality of portfolio samples, references, and examples of similar completed work
- Experience supporting nonprofits, healthcare organizations, associations, or mission-driven organizations
- Experience developing accessible, user-friendly, and branded materials
- Experience working within collaborative design and website platforms, including Canva and WordPress, as applicable to the proposed services

#### Cost (25%)

Evaluates whether the pricing is clear, reasonable, and aligned with the scope of work, including:

- Clarity and completeness of pricing
- Itemized costs for deliverables or hourly services
- Any additional necessary costs

## OWNERSHIP OF WORK PRODUCT

All materials, designs, graphics, website content, templates, files, and other work products developed under this contract shall become the property of APCA upon payment. Contractors shall provide APCA with editable source files, access credentials (when applicable), and any other materials necessary for APCA to maintain and utilize the work product.

## PROPOSED PAYMENT PROCEDURES

Contractor will submit invoices to APCA upon completion of deliverables, or by progress payments, not more frequently than monthly. Invoices should detail the work performed and completed.

Invoices must be sent to [AP@alaskapca.org](mailto:AP@alaskapca.org).

### **SUBCONTRACTORS**

Subcontractors may be used to perform work under this contract on the condition that the subcontractor, cost, and services are described in the proposal.

### **INSPECTION OF WORK**

The contractor is responsible for the satisfactory completion of all work and delivery of all goods set out in the contract. All work is subject to inspection, evaluation, and approval by the project director. APCA may employ all reasonable means to ensure that the work is progressing and being performed in compliance with the contract. APCA may reject the goods and require a remedy to accomplish the contract's intent. The contractor will not unreasonably withhold such changes.

Substantial failure of the contractor to perform the contract may cause APCA to terminate the contract. In this event, APCA may require the contractor to reimburse monies paid (based on the identified portion of unacceptable work received) and may seek associated damages.

### **CONFIDENTIALITY**

Contractor agrees that all confidential information shall be used only for the purposes of providing the deliverables and performing the services specified herein and shall not disseminate or allow dissemination of confidential information except as provided by this section.

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. "Reasonable care" means compliance by the contractor with all applicable federal and state law, including the Social Security Act and HIPAA.

### **CONTRACT TERMS (FEDERAL & APCA)**

Contracts awarded under this RFP will include all required APCA and federal clauses (2 CFR Part 200 Appendix II). The contractor must flow down the required clauses to lower-tier subcontracts.

- Termination for cause and for convenience
- Equal Employment Opportunity (41 CFR §60-1.4(b))
- Copeland Anti-Kickback Act (as applicable)
- Clean Air Act & Federal Water Pollution Control Act (as applicable)
- Byrd Anti-Lobbying Amendment (certification applicable over \$100,000)
- Debarment & Suspension (SAM.gov and OIG LEIE checks)
- Rights to Inventions (if applicable)
- Procurement of Recovered Materials (as applicable)
- HIPAA/Confidentiality and data security requirements (as applicable)

### **OFFEROR'S CERTIFICATION ON PROPOSAL**

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

- A. The laws of the State of Alaska;
- B. The applicable portion of the Federal Civil Rights Act of 1964;
- C. The Equal Employment 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 RFQ;

- F. A condition that the proposal submitted was independently arrived at, without collusion, under penalty of perjury;
- G. Programs, services, and activities provided to the general public under the resulting contract conform with 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 the above paragraph, APCA reserves the right to disregard the proposal, terminate the contract, or consider the contractor in default.

#### **FEDERAL FUNDS NOTICE**

This procurement is funded in whole or in part with Federal financial assistance. The Contractor shall comply with the Uniform Guidance (2 CFR Part 200) procurement and contract provisions, including §200.327 and Appendix II, and with all other applicable Federal statutes, regulations, and executive orders referenced herein. The clauses in APCA's Federal Clause Schedule are incorporated by reference as if set forth in full, and the Contractor shall flow them down to all lower-tier subcontracts as required.

#### **1. Administrative, Contractual, or Legal Remedies**

The Contractor shall comply with all administrative, contractual, and legal remedy requirements applicable to federally funded contracts. Contracts must contain provisions for remedies in the event of a contractor's violation or breach, including sanctions and penalties as appropriate.

#### **2. Termination for Cause & Convenience**

APCA may terminate this contract in whole or in part for cause or for convenience. The contract shall specify procedures for termination, including notice requirements, settlement, and payment for work satisfactorily completed prior to termination.

#### **3. Equal Employment Opportunity (EEO)**

The Contractor agrees to comply with Equal Employment Opportunity requirements, prohibiting discrimination and requiring affirmative action in employment practices. The Contractor shall not discriminate based on race, color, religion, sex, sexual orientation, gender identity, or national origin.

#### **4. Copeland Anti-Kickback Act**

The Contractor shall comply with the Anti-Kickback Act, which prohibits inducing employees to give up any part of their compensation. Payroll deductions must comply with federal regulations.

#### **5. Rights to Inventions Made Under a Contract or Agreement**

If this contract involves experimental, developmental, or research work, the Contractor agrees to comply with federal regulations regarding the rights to inventions made under the contract.

#### **6. Clean Air Act & Federal Water Pollution Control Act**

For contracts exceeding \$150,000, the Contractor must comply with the Clean Air Act and the Federal Water Pollution Control Act. The Contractor shall not use any facility listed by EPA as noncompliant and must report any violations to APCA.

#### **7. Debarment & Suspension**

The Contractor certifies that neither it nor its principals nor subcontractors are suspended, debarred, or otherwise excluded from participation in federally funded programs. APCA will verify contractor eligibility through SAM.gov and the HHS OIG LEIE database.

**8. Byrd Anti-Lobbying Amendment**

For contracts exceeding \$100,000, the Contractor shall certify that no federal funds have been used for lobbying activities. Any lobbying with non-federal funds in connection with this contract must be disclosed.

**9. Procurement of Recovered Materials**

The Contractor agrees to comply with federal requirements for the procurement of items containing the highest percentage of recovered materials practicable for EPA-designated product categories.

**10. Domestic Preference for U.S.-Made Materials**

The Contractor shall, to the extent practicable and economically feasible, provide goods, products, and materials produced in the United States. Contractor must identify when domestic preference cannot be met and provide justification.

**11. Prohibition on Geographic Preferences**

The Contractor acknowledges that APCA may not apply geographic preferences in procurement unless mandated or expressly permitted by federal statute.

**12. Small & Disadvantaged Business Utilization**

The Contractor shall take all affirmative steps to use small, minority-owned, women-owned, and labor surplus area businesses when possible, including soliciting such businesses and dividing work into smaller tasks where feasible.

**13. HIPAA Compliance & Confidentiality**

The Contractor shall protect all confidential and personal information, including PHI when applicable. Contractor shall implement reasonable administrative, technical, and physical safeguards and comply with applicable federal and state privacy laws.

**14. Data Security & Confidential Information Handling**

Contractor agrees that confidential information will only be used for contract performance and shall not be disclosed without authorization. Contractor must implement physical and electronic protections to prevent unauthorized access.

**15. Contractor Integrity & Business Ethics**

The Contractor shall avoid conflicts of interest, noncompetitive practices, and unfair business conduct. Contractor shall immediately disclose any potential conflict of interest to APCA.

**16. Flow-Down Requirements**

The Contractor shall flow down all applicable federal requirements included in this Federal Clause Schedule to all subcontractors. Contractor remains responsible for subcontractor compliance.

**17. No Collusion Statement**

The Contractor certifies that its offer was independently developed without collusion, consultation, or agreement with any competitor for the purpose of restricting competition.

**18. ADA, Civil Rights, & Non-Discrimination Requirements**

The Contractor shall comply with the Americans with Disabilities Act (ADA), the Civil Rights Act of 1964, and all applicable federal and state civil rights laws.

**QUESTIONS**

All questions must be emailed in writing to Hailey Cox at [communications@alaskapca.org](mailto:communications@alaskapca.org) and must include the inquirer's name, firm, telephone number, and email address. All questions and answers will be provided to all potential proposers and will be posted on [alaskapca.org](http://alaskapca.org).