



Request for Proposal (RFP)

Deadline – February 7, 2025

I. Introduction

The Alaska Safety Alliance (ASA) is seeking proposals from qualified web design and development firms to redesign and rebuild its website. The new website should reflect ASA’s growth, enhance user experience, and streamline staff operations. This Request for Proposal (RFP) outlines the project scope, deliverables, and submission requirements to help us select the best vendor for this project.

II. Organization Background

ASA has experienced significant growth and transformation, necessitating an expanded web presence to meet the needs of diverse personas and use cases. The redesigned website should provide intuitive navigation, operational efficiency, and an engaging experience for users.

The Alaska Safety Alliance (ASA) operates under two connected brands: ASA and its subsidiary, the Alaska Workforce Alliance (AWA). AWA was established to clarify and enhance the organization’s structure and raise awareness of its two primary focus areas: statewide workforce development (AWA) and safety training and related services (ASA). The website design must cohesively represent both focus areas, clearly illustrate their connection, and provide seamless, intuitive navigation—particularly where services and initiatives overlap between the two brands. In addition, we are looking to change our look to be more inclusive of industries not represented on our website- our new look should be Alaska forward and more inclusive of Alaska’s diverse industry sectors to include oil & gas, construction, maritime, mining, healthcare, STEM, hospitality, and aviation, to name a few.

III. Project Scope

The scope of the project includes but is not limited to the following components:

1. Project Management - Coordinate tasks, provide status updates, and conduct check-in meetings as necessary.
2. UX/Wireframing
 - Develop 5-6 key page sketches in mobile and desktop versions.
 - Incorporate changes based on feedback from ASA/AWA staff.

3. Artistic Design - Create 5-6 web page designs aligned with ASA's brand guidelines, in both mobile and desktop formats.

4. Development

- Implement approved designs, incorporating functionality such as:
 - Forms
 - Newsletter archive/subscribe features
 - Resource library
 - Event calendar
 - Enhanced search capabilities
 - Video gallery
 - Maintain existing website functionality and introduce an enhanced search tool.

5. Content Transfer and Formatting - Transfer and format existing website content to match new styles.

6. Quality Assurance (QA) - Conduct thorough testing to address bugs, broken links, and display issues across devices.

7. Launch and Training - Deploy the new website and provide training documentation for staff.

8. Dashboard Setup - Create a custom dashboard to measure website effectiveness and user engagement.

IV. Deliverables

- Redesigned and fully functional website; WordPress preferred
- User-friendly navigation and enhanced search functionality
- Documentation and training materials
- A dashboard to track website metrics and user engagement

V. Budget

Vendors are encouraged to provide detailed cost breakdowns in their proposals, including all components of the project. Proposals should reflect cost-effective solutions that align with the scope and goals of the project.

VI. Proposal Submission Requirements

Interested vendors must include the following in their submissions:

1. *Company Information* - Overview of the company, including relevant experience and client references.
2. *Approach and Timeline* - Detailed approach to completing the project, including a timeline.
3. *Team Structure* - Profiles of team members assigned to the project.
4. *Cost Breakdown* - Itemized costs for each project component.
5. *Portfolio* - Examples of previous work, preferably similar projects.
6. *Additional Services* - Description of any additional services offered that may enhance the project.

VII. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated experience and expertise
- Quality of proposed approach and design
- Alignment with ASA's goals and objectives
- Cost-effectiveness and value
- References and portfolio quality

Prefer organizations owned and operated in Alaska with an Alaskan workforce.

VIII. Submission Deadline

All proposals must be submitted by February 7, 2025. Submissions should be sent to: info@alaskasafetyalliance.org or delivered to the Alaska Safety Alliance Office at 2600 Cordova Street, Suite 105, Anchorage, Alaska 99503

IX. Contact Information

For questions or clarifications, contact:

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