



Request for Proposals:

**Graphic Design Services for Curriculum Work
Book for Technical Assistance Assignment**

Deadline:

**5 pm Eastern Daylight Time
Friday, April 11, 2025**

National American Indian Housing Council (NAIHC)

Request for Proposals: Graphic Designer for Curriculum Workbook for Technical Assistance Assignment

Issued Thursday, April 3, 2025

INTRODUCTION AND BACKGROUND

Purpose of the Request for Proposals (RFP)

The U.S. Department of Housing and Urban Development authorized this assignment under the Community Compass Technical Assistance (CCTA) program, utilizing funds awarded under the American Rescue Plan Act of 2021 (P.L. 117-02). National American Indian Housing Council (NAIHC).

The objective of this assignment is to offer graphic design services to the Spokane Indian Housing Authority for the development of a curriculum workbook. This workbook will serve as a learning toolkit focused on Housing Assistance. It will consist of 60 to 100 pages and will be enhanced with imagery and a style guide. Further details regarding the process and format of the booklet will be discussed during a planning call.

About NAIHC

The NAIHC was founded in 1974 and, for over four decades, has provided invaluable Training and Technical Assistance (T&TA) to all tribes and tribal housing entities; provided information to Congress regarding the issues and challenges that tribes face in their housing, infrastructure, and community development efforts; and worked with key federal agencies to ensure their effectiveness in Native communities. Overall, NAIHC's primary mission is to support tribal housing entities in providing safe, decent, affordable, and culturally appropriate housing for Native people.

The membership of NAIHC is comprised of 267 members representing 463 tribes and tribal housing organizations. NAIHC's membership includes tribes and groups throughout the United States, including Alaska and Hawaii. There are 567 federally recognized Indian tribes and Alaska Native villages in the United States, all eligible for membership in NAIHC. Other NAIHC members include state-recognized tribes eligible for housing assistance under the 1937 Housing Act, which were grandfathered in under the Native American Housing Assistance and Self-Determination Act of 1996, and the Department of Hawaiian Home Lands. This state agency administers the Native Hawaiian Housing Block Grant program. Our Voting Members are Tribal Housing Authorities, Tribally Designated Housing Entities, and Tribal housing departments.

ADMINISTRATIVE.

Any questions concerning the technical Scope of Work below or contractual terms and conditions or proposal format should be directed to:

Erla Sagg, TTA Program Director
122 C Street NW, Suite 505
Washington DC 20001-2150
esagg@naihc.net

Interested subcontractors should submit their proposal to esagg@naihc.net to be received by 5 pm Eastern Daylight Time on Friday, April 11, 2025

SCHEDULE OF KEY DATES.

RFP Circulated: Thursday, April 3, 2025

Proposal Due Date: Friday, April 11, 2025

Anticipated Decision Date: on or before Monday, April 14, 2025

Expected Start Date of Project Work: Monday, April 14, 2025

Project Performance End Date: Wednesday, May 7, 2025

GUIDELINES FOR PROPOSAL SUBMISSION.

The contract award resulting from this RFP will be based upon the most responsive subcontractor who will be the most advantageous to NAIHC in terms of cost, functionality, and achievement of the project goals.

NAIHC reserves the right and retains complete discretion to reject any or all proposals and discontinue the RFP process without obligation or liability to reject any potential subcontractor and accept other than the lowest-priced proposal.

Subcontractor's proposal shall be submitted as set forth below:

- The proposal shall not exceed 25 pages, single-spaced, 11-point font, and 1-inch margins (excluding the cover page and the appendices).
- The subcontractor must clearly state their ability to complete the project within the aforementioned time frame.
- NAIHC will prefer a subcontractor that can complete the entire scope of work without partners or subcontractors.
- NAIHC will allow proposers to work cooperatively as long as one subcontractor takes full responsibility for all work performance.

Note that the subcontractor's proposal, including the appendices, will be incorporated into the final contract between NAIHC and the selected subcontractor.

DETAILED RESPONSE REQUIREMENTS.

Proposals must address these five areas (which shall not exceed 25 pages) and contain the information required in the Appendices (not subject to page limitations). NAIHC does not mandate any minimum or maximum number of words in any one section.

1. Include a short description of the approach to the Scope of Work.
2. Include a description of the deliverables and a detailed Work Plan and Timetable, showing each step in your proposed process.
3. Briefly describe your approach to managing the entire project, from start to finish.
4. Include a complete line-item budget for each item in the Work Plan and Timetable (including sufficient detail to enable NAIHC to understand the calculation, *e.g.*, 20 hours at \$100 per hour). You must submit a proposed cost estimate based on that budget -and not a range of estimates. Instead of a range of estimates, however, you may but are not required to put in a line item for "Contingency" for unforeseen costs not to exceed 10% of the total proposal.
5. Describe your qualifications to do this work and provide an example of related work.

Appendix I. Provide three (3) references or clients you have performed similar work for and their contact

information.

Appendix II. Include members of the project team assigned to this project and their bios, and include the person authorized to bind your organization contractually, if applicable.

Appendix III. Provide a brief introduction of your company and a link to your website if applicable. e, Provide a brief history of your business or organization.

EVALUATION FACTORS FOR AWARDS

NAIHC will use the following criteria to rate each proposal received:

1. Completion of all the requirements in the RFP.
2. The extent to which the proposal delivers the desired results within the time frame given.
3. Assessment of the subcontractor's ability to deliver the services required to complete the project.
4. Assessment of the subcontractor's competence, stability, experience, and track record.
5. Sensitivity and experience working with Native American populations and/or diverse cultures.
6. Availability of subcontractor personnel to complete the project.
7. Overall cost of the subcontractor's proposal.
8. Experience in managing production.

Awarding of the contract depends on the suitability of proposals received and funds available at NAIHC.

SCOPE OF WORK

Basis for Course Development

The subcontractor will base their proposal on the following materials and criteria:

- The objective of this assignment is to offer graphic design services to the Spokane Indian Housing Authority (SIHA) for the development of a curriculum workbook. This workbook will serve as a learning toolkit focused on Housing Assistance. It will consist of 60 to 100 pages and will be enhanced with imagery and a style guide. Further details regarding the process and format of the booklet will be discussed during a planning call.
- The Graphic Designer will be responsible for assessing the current progress of the curriculum booklet. This includes reviewing the style guide and addressing other requests from the team. The designer will produce graphics, provide style editing services, and make necessary changes throughout the review process.
- Note: NAIHC will pay for their time and expenses, and their costs should not be included in your proposal.

Graphic Designer deliverables:

- Create branding to enhance design concepts and themes of curriculum booklet in various resolutions and document sizes.
- Incorporate SIHA logos
- Color scheme: brown and orange and as seen on the Spokane Indian Housing Authority website or a comparable color palette with SIHA approval
- Font size is up to the designer's discretion
- Header/footer should include the logo from the SIHA website
- Typeface is Book Antiqua
- Backgrounds/patterns can be derived from the Spokane Tribe website