



## REQUESTS FOR PROPOSAL (RFP)

**Professional  
Guidebooks and Other  
Printed Publications**

**February 5, 2024**

**PROPOSALS DUE:  
March 5, 2024**

**SUBMIT TO:**

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## 1. Summary, Purpose & Goals

The Rural Community Assistance Partnership Incorporated (RCAP) is seeking proposals for the publication of its *professional guidebooks* with the opportunity for engagement on other one-off RCAP publications. RCAP is looking for a firm to design the publication and related print materials, including but not limited to: designing layout, light copyediting, providing photographs and illustrations when needed, providing editable files, and publishing the finished print products.

The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified, U.S.-based organizations and select the firm whose response and capacity best aligns with our needs and requirements. Our goals for launching this RFP are to:

1. Publish guidebooks on schedule for the various federal grants that require them as a deliverable.
2. Explore and investigate options for print publication as outlined below.
3. Ensure we are exploring the most resource-efficient design and printing options in light of changing industry standards and practices.

## 2. Background

As a national nonprofit network, RCAP works to improve the quality of life in rural America starting at the tap. Through RCAP's regional partners, more than 350 technical assistance providers (TAPs) support communities in building their own capacity through technical assistance and training focused on access to safe drinking water, sanitary wastewater, solid waste, and economic development. RCAP works across every state, the U.S. territories, and tribal lands. RCAP also brings awareness to issues facing tens of thousands of small, rural, and tribal communities by advocating for policies that will positively affect rural lives, providing data and research on important topics, and shining a light on stories and innovations that highlight the experiences and resourcefulness of rural America.

### 3. Proposed Timeline

This Request for Proposal describes the requirements for an open and competitive process. Proposals will be accepted until **March 5, 2024**. Any proposals received after this date and time will not be considered. The selection will be made, and notification given no later than **April 5, 2024**.

### 4. Desired Components for Professional Guidebooks

The following are existing components of our guidebooks. We are open to creative, cost-effective suggestions that would improve look and feel, usability, and visual storytelling elements.

- Page count: No less than 40 pages but an average page count of between 30-60 pages with 2-page cover wrap. Quantity: Minimum of 350 copies
- Design: The look and feel are designed by the publisher in consultation with RCAP and matching the look/feel of the RCAP brand.
- Size: 8.5" x 11" (Open to recommendations)
- Web placement: We welcome suggestions for a better digital experience that is also easy for us to maintain.
- Rate Setting Guidebook example: [Formulate Great Rates](#)

### 5. Publications Timeline

Currently, we expect to publish a Stormwater Finance, Operation, and Best Practices guidebook no later than March 1, 2025; and a Small, Rural, Tribal Asset Management guidebook by August 1, 2024. We will also look to publish an updated Non-Operators Guide to Wastewater with a Spanish translation by September 2026.

### 6. Services Desired from Publisher

- Design guidebooks and possible related materials articulated above in consultation with RCAP

- Management, coordination and publication of guidebooks in print and digital formats
- Coordination of including print-ready photography and/or artwork (as needed) for the content submitted by RCAP (note: RCAP will share the photos it has in support of the publication).
- Providing RCAP with editable versions of each graphic file used.
- Light copyediting support if needed.
- Digital/online version of the publication accessible by RCAP stakeholders.
- The potential to provide mobile app or tablet versions of the publication.
- Ability to make digital publications accessible to people with disabilities meeting Federal Section 508 requirements. (e.g. proper headings and formatting in a pdf version, etc.)

## 7. Services to be Provided by RCAP

- Content for guidebooks.
- Input and feedback on design of guidebooks based on RCAP branding specifications.
- Input and feedback on artwork and photography included in publications.
- RCAP will hold copyright for the publications and will handle the registration of copyright and sharing of copyright acknowledgements and information with all authors involved in each guidebook.

## 8. Proposal Submissions

Please include the following information for our consideration in your proposal submission:

### Contact Information and Publisher Background:

1. Main contact for the Publisher submitting, including address and contact information.  
***Proposals will be accepted from U.S.-based companies only. We highly encourage small woman and minority-owned businesses to submit!***
2. A detailed description of your organization's experience in producing such publications as described above, including working with other issue-focused non-profit organizations.
3. A detailed, itemized list of any/all publication elements that your organization offers (including additional technological enhancements/features such as an app or Kindle version) that would support the publication RCAP is looking to produce (see #2 above).
4. A projected timeline from content generation to publication and relevant touchpoints with each guidebook.
5. Cost per printed copy.

### OPTIONAL – for additional publications and materials

6. Provide information on additional printing capabilities such as brochures, etc., available through your organization. This description should include examples of work currently produced, and approximate additional costs.

### References, Samples, Working Partners, and Financial Information

7. The names and contact information for references from at least two (2) organizations for which you have produced similar publications.
8. A sample of magazines or guidebooks produced.

9. Acknowledgement of your intention to subcontract any of the responsibilities. If so, provide the services provided by the subcontractor and the name(s) of the subcontractor(s) you are considering in this proposal.

## 9. Proposal Evaluation Criteria and Delivery

Understanding of the project, vendor experience, creativity, and cost will all be considered in awarding this contract. RCAP reserves the right to call those who submit proposals to seek additional information and may follow up with questions and meetings with publishers who best meet the evaluation criteria to determine the most appropriate publishing partner.

Proposals can be delivered electronically to Seth Johnson at [sjohnson@rcap.org](mailto:sjohnson@rcap.org). Questions can be addressed to him at the e-mail above.

**Proposals are due on March 5, 2024.**

## 10. Conflict of Interest

The Bidder must disclose, as an exhibit to the proposal, any possible conflicts of interest that may result from the award of the Contract or the services provided under the Contract. Except as otherwise disclosed in the proposal, the Bidder affirms that to the best of its knowledge there exists no actual or potential conflict between the Bidder, the Bidder's family's business or financial interests ("Interests") and the services provided under the Contract. In the event of any change in either Interests or the services provided under the Contract, the Bidder will inform RCAP regarding possible conflicts of interest, which may arise as a result of such change and agrees that all conflicts shall be resolved to the RCAP's satisfaction or the Bidder may be disqualified from consideration under this RFP. As used in this Section, "conflict of interest" shall include, but not be limited to, the following:

1. Giving or offering a gratuity, kickback, money, gift, or anything of value to a RCAP official, officer, or employee with the intent of receiving a contract from RCAP or favorable treatment under a contract.
  
2. Having or acquiring at any point during the RFP process or during the term of the Contract, any contractual, financial, business or other interest, direct or indirect, that would conflict in any manner or degree with Bidder's performance of its duties and responsibilities to RCAP under the Contract or otherwise create the appearance of impropriety with respect to the award or performance of the Contract; or
  
3. Currently in possession of or accepting during the RFP process or the term of the Contract anything of value based on an understanding that the actions of the Bidder or its affiliates or Interests on behalf of RCAP will be influenced.