

**Request for Proposals:
RFP # 52093
neea.org Website Maintenance and Optimization**



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1 Introduction

About the Northwest Energy Efficiency Alliance

The Northwest Energy Efficiency Alliance (NEEA) is an alliance of more than 140 utilities and energy efficiency organizations working on behalf of more than 13 million energy consumers to increase the adoption of energy-efficient products, services and practices. To do this, the alliance identifies and removes market barriers to energy efficiency to drive permanent change throughout the supply chain. This formalized, lasting approach is known as Market Transformation.

NEEA is dedicated to accelerating both electric and natural gas energy efficiency, leveraging its regional partnerships to advance the adoption of energy-efficient products, services and practices. Since 1997, alliance Market Transformation activities have saved enough electricity to power over half a million homes each year.

www.neea.org

2 Background

NEEA's Corporate Communications team manages and implements internal and external communications efforts with its funders and stakeholders to bring awareness to NEEA's market transformation (MT) efforts, which accelerate the adoption of energy-efficient products, services and practices. As part of these efforts, the team manages the organizations corporate website, neea.org.

In 2018, NEEA launched its newly designed neea.org website to help stakeholders efficiently and effectively find the information and resources that they need to support the alliance's MT goals. Additionally, in early 2019 NEEA launched the password protected neea.org portal section of the site. The portal is intended to be used as a single-entry point to provide funders and stakeholders with funder specific NEEA information and resources.

Today, there is a need for regular maintenance, updates, and adjustments to ensure the site stays in line with current digital best practices and remains a value to not only NEEA's funders but also to other internal and external stakeholders.

3 Objectives

NEEA is soliciting bids from digital agencies to provide ongoing website maintenance, support, and to facilitate improvements to its Craft CMS website for neea.org. Specific needs include: site migration from current vendor, upgrades and maintenance of site security specifically for the neea.org portal, and on-going improvements, maintenance, and optimization adjustments. The awarded contractor will maintain, support, and improve the Craft CMS that includes all neea.org content. This includes ensuring security and website performance are up to industry best practices and adheres to NEEA's website security policies. The awarded contractor will be expected to work closely with both NEEA's Corporate Communications and Information Technology teams.

4 Contractor Qualifications

The awarded contractor should possess deep experience in all aspects of digital marketing and development. Such experience could include but is not limited to:

- a. Digital marketing expertise and knowledge of current trends and best practices. Expertise with the Craft CMS platform a plus.
- b. Creative, versatile, and effective design skills across digital media.
- c. Expertise in analyzing data to develop decision-making tools for website updates and evaluating their impact.
- d. Ability to develop and maintain secure websites safe from cyberattacks.

5 Scope of Work

Through this RFP, NEEA seeks to select a contractor to support the following areas of work. Activities could include but are not limited to:

5.1 Website Maintenance & Optimization Support

The awarded contractor will provide system updates, website reporting, security reporting, and support ad hoc requests throughout the year. This will also include weekly check-in meetings. This may include:

- a. Enhancing and increasing existing website functionality, integration with partner sites, and user experiences;
- b. Developing and deploying minor client- and server-side code changes, including but not limited to HTML, HTML5, Ajax, JavaScript, .NET, Java, PHP;

5.2 Analytics Strategy Support & Implementation

The awarded contractor will review and optimize current analytics on the site, including but not limited to: suggested improvements, general analytics expertise and guidance, creating data mapping documentation to ensure consistency, convenience, and clarity. This may include:

- a. Editing and recommending content and design enhancements for improved UX and SEO/SEM;
- b. Identifying and tracking KPIs, benchmarking, and reporting.

5.3 Maintenance of Site Security

The awarded contractor will conduct a review of site security in accordance with NEEA's website security policy and ensure upkeep of site security functionality of the neea.org portal.

6 Timeline & Budget

6.1 Timeline

Anticipated work to begin January 1, 2022 through December 31, 2022. NEEA may extend the duration of the selected contractor's contract for up to two additional years, at its sole discretion.

6.2 Budget

The estimated budget for this work is \$50,000 - \$85,000.

7 Proposal Submission

Bidder shall submit (1) electronic copy of the proposal by the end of business day listed in the RFP schedule below.

7.1 RFP Schedule

October 4, 2021	RFP Release Date
October 11, 2021	Intent to Respond Form and Bidder Questions due by 5:00 p.m. PST
October 13, 2021	Answers to questions emailed back by 5:00 p.m. PST
November 5, 2021	Proposals due by 5:00 p.m. PST
November 12, 2021	Finalists selected and notified
November 16 – 18, 2021	Finalist presentations scheduled
November 29, 2021	Anticipated award date
January 1, 2022	Project Kickoff

7.2 RFP Point of Contact

All correspondence, included but not limited to, questions and submissions shall be directed to:

Stephanie Lane
Communications Specialist
E-mail: slane@neea.org

7.3 Intent to Respond

All “Intent to Respond” forms (see Appendix A) must be received no later than by the end of business day listed in the RFP Schedule.

Only those parties submitting the “Intent to Respond” form will be provided with updates to the RFP, have questions responded to and have their proposals considered.

7.4 Proposal Format

1. **Executive Summary** – Include the key strategies and approach to completion of the scope of the work; proposed costs; and the reasons NEEA should select your team
2. **Approach to Project (Tasks and Deliverables)** – Provide a detailed description of the specific methodologies and approach to be undertaken to complete the scope. Be sure to include project management activities in proposed implementation strategy as well. Identify all major phases and milestones for the project and the associated deliverables.
3. **Project Timeline & Cost Estimate** - Provide the proposed timeline for all major phases and milestones of the project broken out by proposed task and associated deliverables. Include the cost estimate for each task. A breakout of any direct costs and an hourly rate sheet for the project period may be included here or in the Proposal Appendix section.

7.4.1 Proposal Appendix Items

- Hourly Rate Sheet – Provide the hourly rate and estimated number of hours for each project team member, by task
- Company background & qualifications
- Project Team & Team Bios – Include information about program team members and team structure, past team efforts on similar work, years of experience and other relevant qualifications.
- Examples of relevant past work or related projects.

8 Selection & Preferred Insurance

8.1 Scoring

Bidding firms will be rated among others in terms of the overall responsiveness to the RFP – how well all RFP requests have been addressed including, but not limited to:

1. Responsiveness to the RFP and demonstrated understanding of the issues surrounding the project.
2. The thoughtfulness and appropriateness of the proposed methodology used to accomplish the desired results of the project.
3. The experience and qualifications of the individuals specifically proposed to execute and manage the project.
4. The experience of the firm or team of firms making the proposal.
5. The capability to execute the plan, including past experience and aptitude for collaboration.
6. Overall value for expenditure.

Proposals may be evaluated by the NEEA Project Manager and other NEEA staff that we believe have the perspective needed to make this important decision. NEEA is under no obligation to provide work to any vendors responding to this solicitation, nor is there any obligation or intent implied to reimburse any party for the cost of preparing a proposal in response to this RFP.

8.2 Insurance Requirements

Firms interested in working with NEEA should be aware of the following insurance requirements for all NEEA vendors.

Vendors must maintain adequate and reasonable insurance covering their performance under any offered contract, including, but not limited to: Commercial General Liability insurance of \$1,000,000/occurrence (\$2,000,000 aggregate), Professional Liability of \$1,000,000 (combined single limit), Cyber Liability insurance of \$1,000,000 (combined single limit), and any workers' compensation and unemployment insurance required by law. Business Automobile Liability insurance may also be required. NEEA may request a copy of such insurance policies prior to awarding work.

See sample terms and conditions for additional information about minimum insurance requirements: <https://neea.org/img/documents/sample-neea-contract-terms-and-conditions.pdf>.

Appendix A - Intent to Respond Form

RFP #: 52093

Project Title: neea.org Website Maintenance and Optimization
NEEA Point of Contact: Stephanie Lane (slane@neea.org)

PLEASE PRINT:

Company	
Address	
City, State, Zip	
Contact Name	
Contact Title	
Phone #	
E-mail	

The company named above intends to submit a proposal in response to NEEA’s request for proposal listed above. Deadline for submitting the “Intent to Respond” form is end of business day of date listed in the RFP schedule.

List any Disadvantaged Business Enterprise (DBE) certifications and the state of the certifications below:

Signature of Authorized Representative _____

Print Name _____

Title _____

Date _____