



REQUEST FOR PROPOSAL
for
WEBSITE DESIGN
for
ENERGY OUTWEST
Non-Profit Organization

ISSUED

December 15, 2017

RESPONSES DUE BY

January 31, 2018

OPERATIONAL GOAL DATE BY

April 1, 2018

Send question and proposals to:

Jack Hruska: jackhruska@msn.com

INTRODUCTION:

The Energy OutWest (EOW) organization is initiating this Request for Proposal (RFP) to solicit proposals from entities interested in building a website for Energy OutWest.

EOW BACKGROUND:

In existence since 1990, Energy OutWest is a non-profit organization focused on residential energy efficiency, health and safety and the delivery of low-income weatherization programs in the United States. Energy OutWest promotes residential weatherization peer exchange among industry professionals and organizes a biennial conference that combines workshops, hands-on tutorials, and a forum for communicating new ideas, methods, and technologies to weatherization crews, auditors, inspectors, and program managers. In 2008, Energy OutWest became a legal 501(c) 3 corporation operating out of the State of Washington. The Energy OutWest Board of Directors consists of representatives from states across the country.

OUR AUDIENCE:

Energy OutWest is a collaborative effort, co-sponsored by 15 (AK, WA, OR, CA, AZ, NV, ID, MT, ND, CO, NM, VT, NY, VA, HI,) states, community-based organizations or weatherization service providers the U.S. Department of Energy, and local utilities. We are actively promoting expansion in other states.

The conferences have been attended by industry professionals from all over the U.S.A. and beyond. On average, 600-800 people attend the conference. The Energy Efficiency field is growing, and we anticipate attendance at the conference could reach 900-1000 within the near future. In addition, Energy OutWest is embarking on a membership drive to help expand our reach and provide greater insight and potential to the evolving field of residential energy conservation, healthy homes, occupant safety, and environmental security.

SCOPE OF WORK:

The Energy OutWest Website Planning Committee is seeking a qualified entity to develop the website for EOW and the Energy OutWest Conference. Specifically, we are looking for an entity that can work with the committee to build a website that can optimize our potential for organizational growth. Bidders should have experience in the full range of website development and maintenance. Familiarity with weatherization or energy conservation programs and/or experience working with nonprofit human service providers is not necessary, but may be beneficial.

Any successful bidder must be prepared to have the new website on-line and ready for use in advance of the May 2018 conference. By April 1st launch date.

NEW WEBSITE OBJECTIVES:

Our website's first objective is to inform, provide technical information on energy efficiency, weatherization programs and to engage the energy efficiency network through conference content and topical news and events.

Our second objective is to promote the conference and promote the benefits of EOW membership.

1. Website needs:
 - a. Easy to use content management system (CMS)
Clean design and easy to navigate
All applicable content imported from current site
 - b. Space for:
 - Current pictures and archives
 - Current documents and archives
 - Current videos and archives
 - c. Coordinate with website maintenance and technical support
Provide as needed technical support
 - d. Ability to display vendor ads with or without video content
 - e. Ability to take payments such as:
 - Conference fees
 - Membership fees
 - Donations, such as, a donate button
 - Product sales
 - Vendor ads
 - f. Membership tab:
 - Membership sign up
 - EOW Update sign up: email list
 - Newsletters
 - Conference updates
 - Members Only:
 - User name and password
 - Ability for members with user name and password to upload documents
2. Optional new website applications
 - a. Homepage video(s)
 - b. Prepare analytics
 - c. Possible app development

Ecommerce Details

We currently offer online registration for the conference without ability to pay at time of registration. We anticipate growing our membership and would like our website to have the ability to collect member information and receive membership payments. In addition, EOW would like the ability to take payment for conference registration, membership, vendor ads, and merchandise prior to May 2018.

REQUEST FOR PROPOSAL
ENERGY OUTWEST Website 2017

The website needs to have the ability to accept payments using major credit cards, PayPal, Google Pay,. We would like the option to issue invoices for purchases

CONTRACT PERIOD AND BUDGET:

Budget Details

Our budget for this project is \$5,000. While we prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered, as we may be able to budget for additional funding for these additional website elements or ongoing marketing efforts after the May 2018 date. All invoices for this project must be billed before May 1, 2018.

The period of performance of any contract resulting from this RFP is tentatively scheduled to begin on or about January 31, 2018 through April 30, 2018. The contract cost of this project will not exceed \$5,000. Extraordinary proposals that exceed our projected contract cost can only be considered with EOW Board approval.

This contract is for the complete development of a fully operational website as bid, periodic website maintenance, and consultation support. The contract can be extended for a period of two years to include possible technical assistance on an as needed basis beyond the accepted bid.

INSTRUCTIONS TO BIDDERS:

Response Format

To be eligible for consideration applicants must provide the following:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples including: videos, ads, payment transaction protocols and archive capabilities
- Any key differentiators about you
- Pricing with optional elements line-itemed
- Terms and conditions
- Letters of reference from at least two prior clients for whom have had similar website size and scale designed by you or your company

Failure to comply with any part of the Request for Proposal may result in rejection of the proposal as non-responsive.

Submission of Proposals

Please submit **one** electronic version of the entire proposal. The original must be signed by the President or owner. Proposals and any accompanying materials will become the property of Energy OutWest. Bidders may specifically request that accompanying work samples be returned.

Proposals must arrive at the address on the front page of this RFP by January 15, 2018 **no later than 5:00 p.m. Pacific Standard Time**. Any questions regarding this request for proposals should be directed via e-mail to Jack Hruska at jackhruska@msn.com not later than 2:00 pm Pacific Standard Time, on Friday, January 5, 2018. Responses to all questions will be directed via e-mail to all respondents by 2:00 pm PST on Tuesday, January 9, 2018. Questions related to this proposal may be directed to:

Jack Hruska at jackhruska@msn.com

Late proposals will not be accepted and will be automatically disqualified from further consideration.

Selection of Proposal

Proposals will be reviewed by the Energy OutWest Website Committee consisting of representatives from the EOW board of Directors. Proposals will be evaluated and scored on the following basis, with a point total of 105 points:

• Completeness and quality of information specific to the 'Response Format' criteria	25
• Experience of the applicant organization, particularly with similar projects	20
• Experience of the person assigned to head the project	20
• Reasonableness and completeness of the budget. Detail counts.	25
• References	10
• Bidder preference for Weatherization Service Provider, minority or woman owned business or military veteran services	<u>05</u>
Total	100

Energy OutWest reserves the right at its sole discretion to reject any and all proposals received without penalty. The final selection, if any, will be that proposal which, in the opinion of Energy OutWest after review of all submissions by the evaluation team, best meets the requirements set forth in the RFP and is in the best interest of Energy OutWest. Energy OutWest reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially on the most favorable terms which the Bidder can propose.

Bidders should be prepared to accept this RFP for incorporation into a contract resulting from this RFP. Contract negotiation may provide for the incorporation of the Bidder's proposal. It is understood that the proposal will become a part of the official file on this matter without obligation to Energy OutWest. This RFP does not, however, obligate Energy OutWest to contract for services specified herein.

REQUEST FOR PROPOSAL
ENERGY OUTWEST Website 2017

Bidders whose proposals are not selected for further negotiation or award will be notified in writing (email) at the address given in the proposal after the award is made. That date is expected to be on or before January 31, 2018.

RFP & Project Timeline Details

RFP Official Announcement: December 15, 2017
Responses Dead line: 5:00 PM Pacific time January 15, 2018
Winner Selected & Contacted: January 31, 2018 or earlier
Project Kick-off: February 1, 2018 or earlier
New Website Launch Target Date: April 2, 2018

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Jack Hruska at jackhruska@msn.com 503-318-4093.