



**EFFICIENCY MAINE TRUST
REQUEST FOR QUALIFICATIONS FOR WEB SERVICES
RFQ EM-006-2015**

Date Issued:

December 2, 2014

Closing Date:

December 22, 2014 at 3:00 p.m.

RFQ EM-006-2015 Request for Qualifications for Web Services.

Efficiency Maine Trust is soliciting consultant services from qualified firms or individuals to provide website services including website development, software tools and/or apps, website maintenance, technical support, website security (including implementation and support), compatible design and function on multiple devices (including personal computers, mobile devices, and manufacturers PCs, Apple iPads, iPhones, Android etc.)

1. This RFQ is expected to establish a pool of qualified web developers to be on call to assist the Trust with discrete website projects and on-going web maintenance and technical support.
2. **Contact Person**, Tim Reed, Communications Manager, Efficiency Maine Trust, 168 Capitol Street, Suite 1, Augusta, Maine 04330 Telephone 207 213 4157.
3. **Submission Requirements** Four (4) copies of the qualifications package must be clearly marked: "Qualifications for Web Services" addressed to the contact person above.
4. **Proposal Schedule**

Event	Date/Deadline
RFQ Issued	December 2, 2014
Questions Due	December 8, 2014
Responses to Questions Posted	December 10, 2014
Submissions Due at Efficiency Maine Trust office	December 22, 2014 at 3:00 p.m.
Anticipated Acceptance Date	January 9, 2015
Anticipated Contractor Start	

Submittals delivered after the deadline will not be considered. All questions shall be directed in writing to the above office (email: tim.reed@efficiencymaine.com). All questions will be posted on the Trust's website here <http://www.efficiencymaine.com/opportunities>.

5. **Background**

Efficiency Maine is the independent administrator for energy efficiency programs in Maine. Efficiency Maine's mission is to lower the cost and environmental impacts of energy in Maine by promoting cost-effective energy efficiency and alternative energy systems. Efficiency Maine does this primarily by delivering rebates on the purchase of high-efficiency lights and equipment to help customers save electricity, natural gas and heating fuels throughout the Maine economy. Efficiency Maine is governed by a stakeholder Board of Trustees with oversight from the Maine Public Utilities Commission.

Through its Public Information and Outreach efforts, Efficiency Maine strives to increase consumer awareness of cost-effective options for saving energy by installing energy-efficient equipment, using energy more efficiently, using more alternative or renewable energy, and financing these measures. Public Information and outreach initiatives convey to Maine businesses and homeowners the numerous benefits resulting from energy efficiency. Some of

these benefits include: saving money, time and resources; promoting energy independence; reducing harm to the environment and human health; helping the Maine economy through job creation and job retention; and reducing operating and maintenance costs. In the case of homeowners, the Trust conveys the additional benefit of increasing home comfort.

Through numerous communications channels, Efficiency Maine urges consumers who are planning to purchase new lighting, appliances, heating systems, electronics and other equipment to consider buying the more energy efficient models available. Information is disseminated through the Efficiency Maine web site, printed flyers and brochures, traditional advertising, social media, and other multimedia tools.

Through this RFQ the Trust is seeking to prequalify individuals or firms interested in providing web services to the Trust as it develops public information and outreach tools on its website. This RFQ is expected to establish a pool of qualified web professionals and/or firms to be on call to assist the Trust with discrete web projects and on-going web maintenance and technical support. Consultants may subsequently be asked to assist the Trust on a variety of design projects. The budget for each project will depend upon the nature and duration of the tasks required to complete the project. Each project will be executed through a specific Statement of Work (SOW) on a time and materials basis with a not-to-exceed maximum value for each individual SOW. It is anticipated that individual SOW budgets will range from \$200 to \$10,000.

6. Qualifications

Proposed personnel should have significant experience in website development including HTML 5, CSS 3, PHP, Wordpress, and Javascript. Firms or teams should have sufficient staff and resource capabilities within the firm or team identified in the bid to provide a range of website services necessary to support Efficiency Maine in a timely fashion, without further sub-contracting. Individuals or firms may also be selected through this RFQ on the basis of their unique expertise or capabilities within distinct areas of specialty to provide services to discrete tasks; expertise in all potential service areas is not required. Individuals or firms should have the capability to respond to requests for services from the Trust on limited notice and with quick turnaround times.

7. Potential Services and Assignments

Selected firm(s) may be asked to provide services or complete assignments across the following areas. All bidders shall propose to provide services in one or more of the following areas, and should indicate which services they are offering to provide under this bid. All bidders will be required to provide self-service documentation and technical support as part of the SOW:

7.1 **Website Development** (including website implementation, framework manipulation)

7.2 **Software tools and/or Apps** (including Content Management System, locator tools, customer engagement tools or modules)

7.3 **Website Maintenance**

7.4 **Website Security** (including implementation and support)

7.6 **Compatible design and function on multiple devices** (including personal computers, mobile devices, and manufacturers PCs, Apple iPads, iPhones, etc.)

7.7 **Other**

8. Content Management System (CMS) & Components and Tools

Due to cost and longevity, open source solutions are encouraged over proprietary solutions. Please explain experience and capabilities in web development using:

- A. Wordpress
- B. Drupal
- C. Joomla
- D. Rails
- E. Other

Please complete Attachment B with a full description of web development solutions and experience.

9. Vendor/Organization Contract Performance

(Please provide three development examples, including):

- A. Client name
- B. Contract amount
- C. Contract duration
- D. Project outcome

10. Billing Invoices submitted for work performed shall be sufficiently specific to allow evaluation of charges billed in light of the tasks required by this RFQ, including a breakdown indicating person(s) who performed work, date, nature, and duration of work and rate.

11. Reservation of Rights Efficiency Maine reserves the right to reject any and all submissions.

12. RFQ Response Required Information (page limits are a maximum)

- a. **Proposal Cover Sheet Form:** Provide a completed, signed Proposal Cover Sheet Form, which is provided in Attachment A to this RFQ.
- b. **Letter of Transmittal:** Provide a brief letter summarizing qualifications including area of design expertise. (two pages)
- c. **Company Profile:** Provide an overview of the company including location, number of staff, and describe the services the firm provides. (one page)
- d. **Individual Experience/Qualifications:** Identify the proposed personnel and their qualifications and capabilities to provide services within the key areas identified in section 7 of this RFQ. (one page per person)
- e. **Company Experience/Qualifications:** Provide information regarding the corporate experience and qualifications related to the services required for the proposed services. (two pages)
- f. **Management Approach:** Describe processes to ensure that assigned task orders will be completed on time, on budget, and with high quality and accuracy. (one page)
- g. **Hourly Rates and Expenses:** Provide hourly rates and costs for all personnel, including any subcontractors and other direct costs. All related expenses must be included and itemized.
- h. **References:** Provide names, addresses, email addresses, and telephone numbers of representatives of three current or recent clients for whom the firm has provided services related to those in this RFQ.

- i. **Samples:** Please provide at least three samples of recent work you designed pertinent to the expertise in which you're applying.
- j. **Additional Data:** Provide any additional data you consider essential to the submittal recognizing that the Trust appreciates and prefers succinct proposals.

13. Evaluation The selection team will use the following criteria when reviewing and ranking the consultant submittals:

- a. Qualifications and expertise of the firm and relevant experience of proposed personnel;
- b. Availability of team personnel and ability to respond to task orders and complete assigned work efficiently and on schedule;
- c. Quality of design portfolio and relevant past projects; and
- d. Rates

The Trust may at its discretion interview potential candidates or request additional information from select candidates.

14. Contract Term and Compensation The duration of the contract(s) with one or more Consultants resulting from this RFQ shall be for one (1) year term from the date of its execution. The Trust reserves the right to negotiate an additional one (1) year renewal with the selected Consultant(s). Consultant assignments will be based upon the bid hourly rate of the individual service provider(s) within the firm, plus allowable expenses. All work assignments will be in the form of a Statement of Work (SOW) issued by the Trust. For a given SOW, the Trust shall have the right to request the services of specific individuals within the Consultant's firm and shall have the right to seek services of other Consultants if the requested individual is not available. Selected Consultants have no guarantee of receiving any SOWs during the term of the contract; there is no obligation of the Trust to provide any equitable distribution of work.

15. Contract Form Included with the RFQ is a copy of Efficiency Maine Trust's standard contract form (Attachment C). This contract form will be used to complete the agreement for services between the selected consultant and Efficiency Maine.

16. Consultant Responsibilities

The Consultant will be responsible for adhering to the following requirements:

- a. **Confidentiality.** The selected Consultant will be required to adhere to the confidentiality requirements specified in the Standard Agreement, Rider B, Section 23, Confidentiality. The Consultant and each of its subcontractors, if any, will be required to sign a nondisclosure agreement before any customer data is released to the consultant.
- b. **Project Personnel.** In accordance with Standard Agreement, Rider B, Section 3, Provider Personnel, no re-deployment or replacement of any Key Personnel may be made without prior written consent of the Trust.

17. Indemnification and Insurance The successful contractor selected shall agree to indemnify and hold the Trust harmless from claims, demands, suits, causes of action and judgments arising from the Contractor's performance, including claims of professional malpractice or negligence.

18. Request for Reconsideration An aggrieved person may request reconsideration of a contract award decision by filing a written petition to reconsider to the Executive Director of Efficiency Maine Trust with 14 calendar days of notification of the contract award. Each petition to reconsider must contain the award decision being appealed, the name of the aggrieved person,

the facts that make the petitioner an aggrieved person and the reason that the contract award should be reversed.

Attachment B: Plugin/ Module/Apps capabilities

Plugin/Module/App	Function	Offered by Vendor (Yes or No)	Notes
Events	Update/Publish events		
News	Update/publish news including RSS		
Video	Video Hosting solutions/publishing		
Social Media Interface	Users to share content/signup to receive content		
SEO	To align website with SEO best practices		
Google Analytics	To provide analytics as to website performance		
Site Search	To allow users to search website		
Online Exhibits	Dynamic Content		
Online Indexes	Dynamic Content		
Survey Capability	To survey users		
Web Forms Capability	To accept forms		
FTP Capable	Upload/Download Capability		
Backlink Capabilities	Trackable backlinking		
Other			