

# **REQUEST FOR PROPOSALS:**

## **REDESIGN AND DEVELOPMENT OF THE USEA WEBSITE**

### **OPPORTUNITY OPEN DATES:**

April 19 – May 17, 2019

### **BACKGROUND:**

The United States Energy Association (USEA) is planning to redevelop its external website. To that end, USEA seeks to engage the services of an external web developer (“Developer”). USEA plans to engage the services of the Developer for an immediate project kickoff after the opportunity dates close and a proposal has been selected.

USEA’s team of international energy specialists work with the U.S. Agency for International Development to help increase energy access in developing countries. USEA also works closely with the U.S. Department of Energy to advance technical and policy discussions on global adoption of clean energy technology.

Through its membership, USEA represents more than 100 companies and organizations across the U.S. energy sector, from the largest Fortune 500 companies to small energy consulting firms. We support their message and help support their goals.

### **PROJECT TASKS**

The Developer will carry out the following:

#### **Task 1: Design and Develop**

The Developer will develop a new, start from a blank sheet of paper, website under the direction of USEA.

Key capabilities for the new external website include, but are not limited to:

- User-friendly navigation menus and filtered search of program information and resources;
- Ability to embed/host live, streaming events on the USEA website;
- Built-in e-commerce capabilities;
- Secure, password protected logins for USEA staff and members, including member-only and staff-only sections;
- Individual, branded pages for several different U.S. Government-funded programs;
- Replicable templates for program and informational pages;
- Ability to integrate with common membership management software (MMS) and association management software (AMS);
- Built-in event registration; and

- Enhanced member spotlights and ability to apply for membership online, as well as the ability to pay member dues online.

The Developer will work with USEA staff to complete an aesthetic and organizational redesign of the external website to make menus more user-friendly, intuitive, and simpler than the current website.

USEA's current website is based on the Drupal CMS platform. Applicants are welcome to propose other CMS platforms.

Upon launch of the new website, the existing website will be frozen, with no new material added. It should be available through the new website but will serve as an archive/library/annex.

### **Focus Areas for Task 1:**

#### Program Pages:

USEA manages several programs funded by different U.S. Government agencies. Each program has unique communications and branding requirements. The Developer will work with USEA staff to ensure:

- All U.S. Government-funded programs managed by USEA are represented on the USEA website with individual pages;
- Program pages meet the branding requirements of the funding agency; and
- USEA staff is trained to maintain and update program pages on an ongoing basis.

#### Event Systems:

The event registration system needs to be upgraded to allow a high degree of flexibility and functionality for USEA users and registrants. USEA organizes dozens of events. The ability to convey and collect information about attendance to multiple-day events, events with side meetings or dinners, or any events with breakout sessions is critical for the new website. Under this agreement the consultant will:

- Design a registration system to allow USEA employees to easily customize registration for optional sub-events like lunches, dinners, sessions, and site visits; and
- Design the events webpage and the scrolling headliner on the USEA homepage so USEA employees can showcase the most prioritized events, and high-profile past events.

#### Improved Video Capability:

Videos on the USEA website are displayed as a series of embedded YouTube videos. In its current form, there is no search or filter function for the video content. Recently, USEA installed a new audio and visual system for live-streaming events held in the USEA offices. USEA seeks a solution integrated into its website to broadcast live events and display past videos in a searchable, filterable, and intuitive manner. Under this agreement the consultant will:

- In cooperation with USEA staff, develop a streamlined procedure to produce videos and live-streams of in-house briefings using USEA's film equipment;
- Create a user interface to make video content searchable, tagged by interest area, and capable of being organized by program; and
- Provide training services to staff to teach how videos of briefings can be managed, archived, and posted for the public.

Other Upgrades and Redesign:

The Developer, under the direction of USEA, will:

- Design the publication and report infrastructure to better feature important items;
- Improve mobile/tablet functionality;
- Establish a method of sourcing high-resolution images for USEA content; and
- Strategize on the most effective methods of increasing USEA's digital visibility.

**Task 2: Ongoing site maintenance and training for USEA staff**

Onsite training and continued support will be included to ensure the added features remain functional and fully utilized by USEA staff.

**Focus areas for Task 2:**

The Developer will, on an ongoing basis, provide up to 20 hours per month for site development and support, including but not limited to:

- Streamlining and maintaining connections between the USEA website and other sites and services utilized by USEA (including any AMS, CMS, mailing, email, and web services);
- Meeting, virtually or in person, with USEA staff to strategize on effective digital communication through the USEA website;
- Managing site updates and site maintenance under the direction of USEA, including available emergency support; and
- Producing training manuals or videos to help onboard new USEA staff.

**Task 3: Integrate contemporary association/membership management software (AMS/MMS) into the website**

The Developer will, under the direction of USEA and in cooperation with a third party vendor, integrate a contemporary association and/or membership management software (AMS/MMS) into the USEA website.

### **Focus areas for Task 3**

- Integrate AMS/MMS into new USEA website
- Assist USEA in identifying compatible AMS/MMS platforms

### **EVALUATION CRITERIA AND CONTRACT MANAGEMENT/OVERSIGHT**

Evaluation of proposals will be conducted by a stakeholder review team on a Quality and Cost-Based Selection (QCBS) basis with a Cost weight of 30% and Quality weight of 70%. Contract management, oversight and payment will be carried out by the United States Energy Association (USEA).

### **CONTRACT TYPE**

This contract will be awarded as a full cost-reimbursable contract. The Developer will be reimbursed for all costs associated with this contract, as approved in the final budget.

### **PROPOSAL SUBMISSION**

Proposals should be submitted by email in PDF form to [szaret@usea.org](mailto:szaret@usea.org)

Proposals should be in a single PDF document.

### **DEADLINE FOR SUBMISSION**

Questions should be submitted no later than 8:00 PM EST on April 26, 2019. Questions will be answered and posted publicly on the USEA website no later than 8:00 PM EST on May 1, 2019.

Proposals must be submitted no later than 8:00 PM EST on May 17, 2019.

### **DOCUMENTS TO INCLUDE WHEN SUBMITTING A PROPOSAL**

Applicants must submit the following:

- Letter of Interest explaining the qualifications of the Applicant, including specific staff proposed for the project
- A proposed work plan and methodology, and an estimated timeline for the delivery of services, proposed deliverables, any necessary travel and the location of work carried out
- Professional portfolio highlighting past experience in similar projects and demonstrating a minimum of eight (8) years of professional experience for relevant clients
- Cost proposal detailing anticipated cost of services to complete the consultancy aligned with the work plan in the proposal, including, but not limited to:
  - Labor, fringe and overhead

- Equipment, supplies and communications
- Travel expenses, compliant with all USG travel regulations and the Fly America Act.