

**REQUEST FOR PROPOSAL**

**OPC-OPS-FY21-03**

**For**

**Website Redesign, Build, Programming & Maintenance**

**Sponsored by the**

**Office of the People's Counsel for the District of Columbia**

RFP Issue Date: March 17, 2021

Proposal Due Date: March 31, 2021



## **SECTION 1- SCOPE OF WORK**

### **I. Introduction**

The Office of the People's Counsel ("OPC") is an independent agency of the District of Columbia Government. OPC's mission is to advocate for the provisions of safe and reliable quality utility service and equitable treatment at rates that are just, reasonable, and non-discriminatory; assist individual consumers in disputes with utility providers; provide technical assistance, education and outreach to consumers and ratepayers, community groups, association and the Consumer Utility Board; and provide legislative analysis and information to the Council of the District of Columbia on matters relating to utilities. DC law designates the OPC as a party to all utility-related proceedings before the Public Service Commission. The Office is authorized to investigate the operation and valuation of utility companies independently of any pending proceedings.

### **II. Project Overview**

OPC is seeking to update the appearance, information architecture and strategy for its information-driven public website ([www.opc-dc.gov](http://www.opc-dc.gov)). The updated site must be easy to maintain and update through a user-friendly – robust – open-source content management system. It is critical for the site's updated appearance to support and enhance public usability, allowing quick and intuitive navigation so visitors can find the information they are seeking. The site should also be versatile and expandable to support online consumer complaints forms as well as other potential informational objectives and service functions.

OPC seeks to partner with a vendor that specializes in web development and design to produce a focused, visually compelling and dynamic online vehicle that will support OPC's mission. Qualified respondents shall be able to provide OPC with a well-designed website that better enables OPC to keep District consumers informed.

The immediate project goal is to redesign the current website's existing content into a format that will be easily navigated, easily updated, and easily expanded to handle additional future functions and downloadable materials. This could include integration with social media.

The newly designed website will serve as the OPC's primary portal for informing and interacting with OPC's consumers. The information architecture that is the basis for the immediate upgrade must be able to handle increased content and additional features through the use of content management system templates and add-on components/plugin ins. The new website must be

optimized to meet the dynamic needs of consumers using mobile devices and tablets as well as conventional computers.

### **III. Project Objectives**

Establish content parameters that will achieve each of the following objectives:

- 1) Redesign the agency’s public website with a new look and feel that reflects the OPC’s mission and vision.
- 2) Provide the general public with a website that is visually appealing, interactive, and in step with the latest website-design trends, including mobile device compatibility.
- 3) Improve the website information architecture to provide easy navigation for the general public to access information on the office services, projects, and activities.
- 4) Improve the ability of designated OPC staff to make easy and timely website content updates through a high-quality, dependable content management system (CMS).
- 5) Deliver design architecture that will allow for easy accommodation of new pages, features, links, and future sub-sites or portals.

### **IV. Scope of Work**

The winning proposer ultimately must deliver to the OPC a new fully operational website based on the following scope of work. The winning proposer also will be expected to provide, maintenance, support and consulting services under maintenance contract.

The Scope of Services is as follows:

**1. PLAN OF APPROACH** – Submit a project plan for the entire scope of work with input from OPC staff.

a) Identify realistic deadlines for achieving OPC’s objectives, verifying understanding of OPC’s service needs and the process that will be employed to put a new website in place.

b) Plan must describe the process for transitioning the services from OPC’s current website provider, if applicable, to the new website. The plan should provide for a seamless transition. Migration must occur with minimal – if any – website downtime or service disruption for the viewing public.

c) Allow for OPC modifications and pre-approval of the website design, its various sections and pages.

d) Plan should include provisions for ensuring quality assurance and testing the proposed redesigned website and corresponding recommended CMS software solution

**2. CMS SOFTWARE** - Provide a comprehensive “full function” open-source CMS software solution including, but not limited to, template creation, security and approval levels, WYSIWYG content editor, versioning, content scheduling, etc.

a) Avoid proprietary, limited-release CMS solutions.

b) CMS should be compatible with all common browsers.

c) The proposed CMS software must currently be in use in a wide variety of industries/government entities and shall not be a beta, release candidate or other early adopter technology.

d) The responding vendor must have prior experience with this CMS.

e) The infrastructure will allow for easy maintenance/use/content expansion by designated OPC’s staff.

f) New content information architecture will support easy public navigation to information and services.

g) CMS must have the capability of fulfilling all website design objectives identified in this RFP.

h) CMS functions must allow be must leave OPC capable of ongoing website management without reliance on the services of a consultant webmaster to add documents or make changes to existing pages.

i) CMS should have the capability to allow posting of videos to the redesigned website with proper synching of audio/video content.

j) The vendor shall be responsible for CMS licensing, if applicable.

**3. DESIGN** – The redesign of OPC’s website ([www.opc-dc.gov](http://www.opc-dc.gov)) should include, at a minimum:

a) Consistent look and feel for the website, including color schemes and graphic elements to unify the website based on collaboration with OPC’s branding.

b) Use of the agency’s logo, name and motto in a tasteful fashion on the site’s respective pages. Flash animations on the home page with links to secondary pages.

c) Three different design prototypes of a new home page for OPC to consider. Then, to ensure agreement on the design concept, the vendor will design a minimum of five pages as determined by OPC, based on the selected prototype. OPC will sign-off on the design before the vendor proceeds with the development of the new website.

- d) Vendor will propose a navigational layout for the entire website. *OPC will sign-off on the design navigation before the vendor proceeds.*
- e) Website should hook into Google Analytics, or an equivalent visitor evaluation mechanism.
- f) Website should have a search function; this can be through Google, another widely available search engine, or some other application.
- g) Website must display correctly in all major browsers, minimally including: IE, Firefox and Chrome, Safari and Opera (versions subject to consultant's recommendation and OPC's public-mission needs).
- h) Website will be compatible for use/viewing via smart phones and tablets (e.g. iPhone and Android platforms at a minimum). The new site must provide an optimal viewing experience – easy reading and navigation with a minimum of resizing, panning, and scrolling across a wide range of devices.
- i) Design architecture will allow for easy accommodation of new pages, features, links, and potential future sub-sites.
- j) Consultant will develop and implement a “not what sure app ex. file a complaint ” as part of the website redesign. This app will enable OPC to provide important information to cell phones and other wireless devices. (Inclusion of this feature ultimately will be determined based on costs submitted by the Consultant in response to this RFP.)
- k) Functionality that will allow the public to fill out on line consumer complaints forms.
- l) Website will meet ADA/508 standards compliance.

#### **4. DESIRED SERVICES:**

Website redesign to include the following features:

- a) Robust search engine with advanced / customizable search capabilities.
- b) Feedback and/or request forms which relay information to staff and optionally send email to the customer.
- c) Social Networking tools – such as wikis, blogs, forums, threaded discussions and message boards.
- d) RSS feeds and podcasting.
- e) Streaming and archived video
- f) Printer Friendly option for optimizing web pages for print

g) FTP site for file transfers

h) Able to easily create and manage:

- I. Interactive forms
- II. Calendar
- III. News and press releases
- IV. Surveys
- V. E-Newsletters
- VI. Streaming video

## **5. WEBSITE DOCUMENTATION / MANAGEMENT POLICY**

a) Site policies – privacy, acceptable usage, intellectual property

b) Baseline site inventory

c) Style guide – graphic design standards, fonts/colors, digital image specifications

d) Site management / administration manual

e) Site statistics reporting – customizable

## **6. DEVELOPMENT/IMPLEMENTATION of the revised website using the proposed Content Management System (CMS)**

a) Install and configure the website's CMS software.

b) Develop the website based on the agreed/signed-off design.

c) Develop the website and CMS templates to allow Commission staff to easily update and maintain all website content and documents.

d) Work with designated Commission-designated Information Technologies staff to incorporate CMS permissions and content approval processes.

e) Complete all other work necessary to develop and fully test the website.

f) Ensure that the website is fully operational, without problems or broken links. The Commission will sign off when satisfied.

## **7. PORTING - Conversion of all needed content and documents from the existing website into the new CMS-based website/templates.**

a) Execute transition from OPC's current web services provider.

b) Provide archiving of existing website materials/documents/assets/old pages that won't be needed/included in the new redesigned website

## **SECTION 2- INDEPENDENT CAPACITY: NON-ASSIGNABILITY**

The successful Offeror and any agents and employees thereof shall, in the performance of work under the proposal and this RFP, act in an independent capacity and not as officers or employees of the District of Columbia government. The successful Offeror shall not assign nor transfer any interest under a contract or request for work resulting from this RFP without the prior written consent of OPC.

## **SECTION 3 – INDEMNIFICATION**

The successful Offeror agrees to indemnify, defend, and hold harmless OPC and the District of Columbia government, its officers, employees and agents from any and all claims and/or losses accruing or resulting to persons, firms, or corporations who may be injured or damaged by the successful Offeror in the performance of its duties and responsibilities under the proposal accepted by OPC and also from and against any liability, including costs and expenses, for violation of proprietary rights, copyrights, or rights of privacy or confidentiality arising out of the publication, translation, reproduction, delivery, performance, use or disposition of any data furnished pursuant to this engagement or based on any libelous or otherwise unlawful matter contained in such data.

## **SECTION 4 – ACCESS TO RECORDS**

The successful Offeror agrees that OPC, through its authorized agents and employees, shall have the right to examine and audit such books, records, and other documents in the possession or control of the successful Offeror as necessary to verify the fees, charges and expenses billed to the Office under this engagement.

## **SECTION 5 – CONFIDENTIALITY OF PROPOSALS, WORK PAPERS AND MATERIALS**

The proposal filed in response to this RFP shall be considered a public document and will be available for public inspection upon received by OPC. The successful Offeror agrees that the Office shall own and have unlimited right to all interim and final written testimony, exhibits, or reports, and that the successful Offeror shall not assert any rights or establish any claim under existing copyright, patent, or data law as to such material or processes. The successful Offeror further agrees that upon request it will submit to the Office original or legible copies of all work papers created by the successful Offeror in support of its testimony, exhibits, or reports during the course of this engagement.



## **SECTION 6 – TERMS AND CONDITIONS**

This RFP does not bind or otherwise commit OPC to enter into a contract or to pay any cost incurred in the preparation of a proposal in response to this request. OPC reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel or modify this RFP in whole or in part. OPC reserves the right to request additional written data, information, oral discussion, or presentations in support of any written proposal or portion thereof which is deemed necessary to clarify any aspect of a proposal.

## **SECTION 7 – TERMINATION OF AGREEMENT**

It is understood and agreed that if, through any cause or for any reason, the successful Offeror fails to fulfill in a timely and professional manner the obligations under the successful proposal, or violates any of the terms of this RFP or contract entered into pursuant to this RFP, the Office shall have the right to terminate the contract by giving written notice of termination. In the event of such termination, all finished or unfinished documents, data, studies, testimony, exhibits, or other material prepared or being prepared pursuant to this engagement shall, at the option of the Office, become OPC's property and the successful Offeror shall be entitled to receive just and equitable compensation for any reasonably satisfactory work performed.

## **SECTION 8 – TIMING/DEADLINE FOR SUBMISSION OF PROPOSALS**

The times stated in this document refer to Eastern Standard Time (EST). The closing date for proposals is **no later than 5:00 p.m. EST on Wednesday, March 31, 2021**. Any proposals received after this deadline will not be considered. Please submit **One (1) electronic copy to:**

Name: Eric Scott  
Title: Chief Operating Officer  
Email Address: [escott@opc-dc.gov](mailto:escott@opc-dc.gov)

## **SECTION 10– ELIGIBLE OFFERORS**

To be eligible, the Offeror must demonstrate technical capabilities, competence, and resources to perform the duties as delineated in the Scope of Work in Section 1 of this RFP.

## **SECTION 11 – SOURCE SELECTION**

OPC will award the contract to the Offeror that, in light of all factors, best meets the requirements of this RFP. Each proposal will be evaluated in accordance with the procedures set forth in this RFP. OPC's selection of a successful Offeror will be based on the Evaluation Criteria in Attachment B.

## **SECTION 12– PROPOSAL REQUIREMENTS**

See Attachment A.

**SECTION 13 – ANTICIPATED SCHEDULE OF ACTIVITIES<sup>1</sup>**

Deadline for submission of proposals	<b>March 31, 2021</b>
Selection approved by OPC on or before	<b>April 28, 2021</b>

**SECTION 14-OFFEROR’S UNDERSTANDING OF THE RFP**

In responding to this RFP, the Offeror fully understands the RFP in its entirety and in details. OPC reserves the right to disqualify at its sole discretion any offeror who submits a proposal that is not responsive or that demonstrates less than such understanding. That right extends to cancellation of the contract if a contract has been made. Such disqualification and/or cancellation shall be at no fault, cost, or liability whatsoever to OPC.

**SECTION 15 – INQUIRES**

RFP Process Questions

Name: Eric Scott  
Title: Chief Operating Officer  
Email: [escott@opc-dc.gov](mailto:escott@opc-dc.gov)

Technical Questions

Name: Tony Lee  
Title: Chief Information Officer  
Email: [alee@opc-dc.gov](mailto:alee@opc-dc.gov)

**SECTION 16 – LIST OF ATTACHMENTS**

Attachment A	Proposal Requirements
--------------	-----------------------

---

<sup>1</sup> Dates are subject to change.

## **ATTACHMENT A**

### **SECTION A: PROPOSAL REQUIREMENTS**

#### **A.1. List of Required Documentation**

Offerors will be required to submit the following information with their proposals.

- a. An executive summary that provides an overview of work to be performed.
- b. A general contractor capability statement of the Offeror's experience.
- c. Copy of the District of Columbia Business License, if applicable.
- d. Copy of District of Columbia Certified Business Enterprise Certification, if applicable.
- e. A list of area (s) of expertise.
- f. A list of years of experience.

#### **A.2 Work Plan(s)**

Offerors must briefly describe clearly and specifically their proposals for carrying out the responsibilities associated with the Scope of Work in Section 1 of this RFP. Additionally, Offerors should be prepared to clearly and completely describe in detail their proposals as soon as possible after the contract award, including a timeline for all deliverables. The timeline must identify the key milestones, tasks, activities and events outlined in the Scope of Work.

#### **A.3 Prior Experience and Qualifications**

Offerors must describe their prior experience and qualifications with respect to their knowledge and experience for the tasks outlined in Scope of Work in Section 1 of this RFP.

#### **A.4 Personnel**

Offerors must designate one individual as the project manager and this individual shall be responsible for project management, reporting, coordination, and accountability for the entire project.

#### **A.5 Budget**

Financial resources must be adequately and appropriately allocated among cost categories in a cost-effective and prudent business manner to accomplish the RFP objectives and activities. Services to be purchased from other agencies, subcontractors, consultants, and others must be specified.

Each proposal must contain an itemized cost break down for services to be provided by Offeror to OPC. OPC reserves the right to disallow expenses charged for this engagement if OPC determines such expenses are unreasonable.

## **A.6 Statement Regarding Potential Conflicts of Interest**

Each Offeror must identify any relationships between itself or its employees and the companies under the jurisdiction of the Public Service Commission of the District of Columbia, or any parent, subsidiary, or affiliate of such companies. The extent, nature, and time aspects must be identified. If there are or have been no such relationships, a statement to that effect shall be included in the proposal. Failure to provide the statement on potential conflicts of interest will automatically disqualify the Offeror.

## ATTACHMENT B

### Proposal Evaluation Criteria

Representatives of OPC will evaluate all responses received by the deadline. A 100-point scale will be used to create the final evaluation recommendation.

The factors and points allocated by which proposals will be judged are:

1)	Expressed understanding of the project objectives	30pts
2)	Technical competence of the proposal, work plan, and project approach	35pts
4)	Budget	25pts
5)	District Government Certified Small Business Enterprise Certification	10pts

The successful Offeror will be chosen based on the Proposal Evaluation and Interview Performance.

OPC reserves the right to waive any minor irregularities in the proposal request process. OPC reserves the right to interview any, all, or none of the respondents at its discretion. OPC shall not be liable for any expenses associated with the preparation of the proposal.