

**RFP 3136 Website Development and Sitecore CMS Administration**  
Request for Proposal (RFP) 3136  
**\$775,000**

Proposals Due: **August 3, 2015** by 5:00 PM Eastern Time\*

The New York State Energy Research and Development Authority (NYSERDA) owns and operates an instance of Sitecore CMS to host its public facing websites (nyserda.ny.gov, greenbank.ny.gov, energyplan.ny.gov, nysun.ny.gov). NYSEDA requires consulting services for developing and maintaining websites within the Sitecore CMS 3-tiered, 3-layer development environment. The selected contractor must be qualified in, and experienced with website and database development using Sitecore CMS v6.6 and higher, ASP.NET, C#.NET, Microsoft Visual Studio.NET, and Microsoft SQL Server 2008 and higher.

The selected contractor will be a developer and supplier of Sitecore CMS implementations, applications, and services. The selected contractor will be an organization with significant technical skills and demonstrated Sitecore CMS expertise, as well as being, at a minimum, a Sitecore Certified Gold Partner.

**Proposal Submission:** Electronic submission is preferred, but NYSEDA will also accept proposals by mail or hand-delivery. If submitting electronically, proposals must be submitted in either PDF or MS Word format with a completed and signed Proposal Checklist and Disclosure of Prior Findings of Non-Responsibility (PDF format only). Proposal PDFs should be searchable and should be created by direct conversion from MS Word or other conversion utility, rather than scanning. For ease of identification, all electronic files must be named using the Proposer's entity name. Proposals may be submitted electronically by following the link for electronic submissions found on this RFP's webpage, located in the "Current Opportunities" section of NYSEDA's website (<http://www.nyserda.ny.gov/Funding-Opportunities/Current-Funding-Opportunities.aspx>). Instructions for submitting electronically are available on the website and as Attachment F to this RFP.

If mailing or hand-delivering, Proposers must submit (2) paper copies of their proposal with a completed and signed Proposal Checklist, along with a CD or DVD containing a PDF or MS Word digital copy of the proposal, following the above guidelines. Mailed or hand-delivered proposals must be clearly labeled and submitted to:

**Roseanne Viscusi, RFP 3136**  
**NYS Energy Research and Development Authority**  
**17 Columbia Circle**  
**Albany, NY 12203-6399**

**All proposals must be received by NYSEDA by 5 pm EST on Aug 3, 2015.**

Technical questions concerning this RFP may be submitted to [robert.mckeon@nyserda.ny.gov](mailto:robert.mckeon@nyserda.ny.gov) with the subject line "**RFP 3136 Website Development and Sitecore CMS Administration.**" For contractual questions concerning this RFP, contact Elsyda Ahmed at (518) 862-1090, ext. 3232 or [Elsyda.ahmed@nyserda.ny.gov](mailto:Elsyda.ahmed@nyserda.ny.gov).

No communication intended to influence this procurement is permitted except by contacting Robert McKeon (Designated Contact) at (518) 862-1090, ext. 3538 or [robert.mckeon@nyserda.ny.gov](mailto:robert.mckeon@nyserda.ny.gov). Contacting anyone other than this Designated Contact (either directly by a Proposer or indirectly through a lobbyist or other person acting on a Proposer's behalf) in an attempt to influence the procurement: (1) may result in the Proposer being deemed a non-responsible offerer, and (2) may result in the Proposer not being awarded a contract.

\*Late proposals will be returned. Incomplete proposals may be subject to disqualification. It is the Proposer's responsibility to ensure that all pages have been included in the proposal. Faxed or e-mailed proposals will not be accepted. Proposals will not be accepted at any other NYSEDA location other than the address above. If changes are made to this solicitation, notification will be posted on NYSEDA's web site at [www.nyserda.ny.gov](http://www.nyserda.ny.gov).

# **1. BACKGROUND**

## **1.1 Corporate Background**

NYSERDA is a public benefit corporation committed to identifying opportunities for reducing commercial and residential energy consumption, promoting the use of renewable energy sources, and protecting the environment. NYSERDA provides financial and technical assistance to help consumers, businesses and institutions assess and implement cost-saving energy efficiency measures.

Energy efficiency programs offered at NYSERDA also strive to provide affordable energy and a cleaner environment for all New Yorkers. This is accomplished by increasing public awareness of the multiple benefits of energy efficiency, by providing residential building performance services, and by making energy-efficient products more widely available to consumers.

## **1.2 Website System Background**

NYSERDA uses Sitecore CMS version 6.6, on a 3-tier, 3-layer architecture utilizing Microsoft IIS version 7, ASP .NET 4.0, C# .NET, Microsoft SQL Server 2008. The websites also utilize Javascript, Bootstrap, CSS 2, CSS 3, HTML 5, responsive web design, Google Analytics, Facebook widgets/buttons, Twitter widgets/buttons, and embedded YouTube videos. NYSERDA currently has 5 Sitecore CMS Content Editors, approximately 10-15 approvers, and up to 30 workflows.

# **2. PROJECT SCOPE AND REQUIREMENTS**

## **2.1 Background**

This is a three-year, time and materials contract in which the selected contractor will provide services including but not limited to: .NET development, database programming and administration, software and hardware upgrades, and management and administration of Sitecore CMS and the related 3-tier technology stack. The selected contractor will manage the development of website resources including, but not limited to: templates, renderings, layouts, sub-layouts, CSS, 508-compliant HTML, end-user accounts, workflows, .NET codebase, and SQL codebase. The selected contractor will adhere to software/system development life cycle (SDLC) process while managing website code bases.

The selected contractor will provide at a minimum the following services:

- Expert guidance on future development projects, as well as organization and use of Sitecore CMS to provide maximum efficiencies for CMS end-users.
- Guidance and tutorials as needed for new and existing functionality to CMS end-users.
- Guidance on Sitecore Online Marketing Suite (OMS)/Digital Marketing System (DMS), Sitecore Engagement Platform, Sitecore Analytics, Sitecore Email Campaign Manager, and other related Sitecore technologies.

In addition to back-end web development services, as needed, the selected contractor will also provide front-end web design services, including User Experience Design, Graphic Design, Web Design, Responsive Web Design, Javascript, Bootstrap, cross-browser compatibility, and Multimedia Design.

## **2.2 Objectives**

The objective of this task-based agreement is to establish access to the selected contractor's consulting and programming services for the development, administration, and maintenance of the web applications within the Sitecore CMS environment as set forth in this RFP.

To achieve this objective, NYSERDA expects this agreement to:

- Build a cost effective technology and design partnership to support NYSERDA's website development efforts.

- Leverage the selected contractor's expertise in Sitecore CMS and Web Development best practices.
- Ensure a timely and efficient turnaround schedule for agreed upon projects.

### **2.3 Scope/Statement of Work**

The scope of work to be performed by the selected contractor consists of to-be-determined tasks listed in the following functional areas: Microsoft .NET development, database development, Sitecore CMS administration and maintenance, website design and development within the Sitecore CMS environment.

The selected contractor shall be assigned individual tasks with associated functional and design requirements, provided by the NYSERDA Web Operations Project Manager. Each task will be given a time and cost estimate by the selected contractor before work proceeds. The finished products will be reviewed and approved by the NYSERDA Web Operations Project Manager.

The selected contractor will provide a method of submitting functional and design requirements and a method to prioritize projects in queue. Delivered projects will include documentation and screenshots, including but not limited-to: new template fields, sizing of resources/images/media, steps to complete end-result, steps to manage content/functionality.

As the basis for invoicing, the selected contractor will keep an active and up-to-date "Activity Log" of requests (see Section 3: Budget and Billing).

All deliverables are expected to be:

- Quality work product, free from material defects in workmanship that will perform as designed, created according to best practices at onset of assignment.
- All new and modified code will remain part of the NYSERDA Sitecore CMS code base, owned by NYSERDA.
- Code will be promoted through 3-tier environment on (1) an ongoing weekly schedule, and (2) on an as-needed basis.

### **2.4 Qualifications and Requirements**

**The selected contractor shall:**

- at minimum, be a Sitecore Gold Certified Implementation Partner of two years or more;
- have at least two Sitecore Certified Developers on staff;
- have at least one Microsoft Certified Solutions Expert on staff;
- have the ability to scale up development and design resources as needed for large, high-priority projects on an expedited timeline;
- have the ability to perform hardware and software maintenance/upgrades during non-peak hours in order to avoid website downtime during high traffic hours; and
- have deployed a minimum of five Sitecore web sites, each with a minimum page-count of 500 pages.

Additionally:

- Proposers must demonstrate a proven track record of providing consulting services across numerous technical projects.
- No recruitment or consulting employment services will be considered. Submitted personnel must be employees of the firm or a subcontractor that the firm has used successfully in the past (include project name, role, and length of assignment).
- Experience in engagements with NYSERDA's existing hardware and software will be considered, see **Section 1.2 Website System Background**.
- Any MWBE firms responding to this RFP that are seeking MWBE status must submit proof that the firm is certified as an MWBE with the Department of Economic Development. If not an MWBE, the firm must outline how to achieve the MWBE requirement through subcontracting.
- Upon issuance of a contract from NYSERDA, selected firms will be required to show evidence of General Liability, Disability and Workers Compensation insurances. In some instances, Professional Liability insurance may also be required.
- The willingness to work with the Authority to minimize costs is a requirement. NYSERDA reserves the right to negotiate a lower or different fee structure with the selected firm.
- NYSERDA retains the right to end an engagement at any time with or without cause, in accordance with Article XII of Attachment D, Sample Agreement.

### **3. BUDGET AND BILLING**

This time and materials agreement is for a period of 3 years. The selected contractor and the NYSERDA Web Operations Project Manager will agree on tasks to complete, priority, timeline, and associated budget, as well as any other special conditions required to complete the task. Fees for deliverables will be billed on a monthly basis for tasks completed within the period covered by the invoice. Invoices will be paid in accordance with Exhibit D, Prompt Payment Policy Statement. Exhibit D is a part of Attachment D, Sample Agreement. In addition to the invoice, the Selected contractor will provide an itemized "Activity Log" of tasks and the associated costs for each task. The Activity Log will include:

- Project ID
- Project Name
- Estimated Duration
- Estimated Billable Amount
- Assigned Resource
- Start Date
- End Date
- Action Taken (work performed)
- Duration (hours)
- Rate
- Billable Amount
- Category of Work (Enhancement, Bug, Weekly Status Meeting, Meeting, Build, Admin/Project Management)
- Remaining Budget

## 4. PROPOSAL CONTENT AND FORMAT

A completed and signed Proposal Checklist (Attachment A) must be attached as the front cover of the proposal, and must contain an original signature. Proposals lacking a signed Proposal Checklist will be returned and will not be considered for award.

For the purposes of evaluation, proposals should not be excessively long or submitted in an elaborate format that includes expensive binders or graphics. Unnecessary attachments beyond those sufficient to present a complete, comprehensive, and effective response will not influence the evaluation of the proposal. Each page of the proposal should state the name of the Proposer, the RFP number, and the page number. The proposal must be in the following format:

- Proposal Section I: Executive Summary
- Proposal Section II: Portfolio
- Proposal Section III: Technical Proposal
- Proposal Section IV: Cost Proposal

### 4.1 Proposal Section I: Executive Summary

Limit to 2 pages maximum. Provide a brief description of the firm's:

1. Overall qualifications and areas of expertise,
2. List of previous clients and a minimum of 3 references,
3. Disclose any potential conflicts of interest, and
4. Affirmation of understanding and acceptance of **Section 2.4 Qualifications and Requirements**.

### 4.2 Proposal Section II: Portfolio

Limit to 3 pages maximum. Provide examples of, at a minimum, three recent (within the last three years) Sitecore website projects or implementations. Multiple examples can be grouped onto one page. For each example, include a brief synopsis of:

1. Role in project (Sitecore installation, template creation, information architecture, web design, database design/programming, etc.),
2. Goals accomplished and strategy taken to accomplish,
3. Sitecore features taken advantage of, or custom functionality built, and
4. Web address/domain name/url.

### 4.3 Proposal Section III: Technical Proposal

Following is a listing of the information required to be provided by the proposer. A technical proposal that does not provide all the information requested below may be subject to rejection. Information should be provided in the same order in which it is requested.

1. Outline the approximate number of resources and roles available for contract; include the resumes of key staff and sub-consultants proposed to provide services to NYSERDA, including partners, principals, and associates. Include description/chart of the firm's organizational structure.
2. Please describe your recommended staffing strategy, inclusive of on-site, off-site, near-shore, off-shore, and subcontracting resources. Please be explicit with regard to the management and leadership of any subcontracted resources, how they relate to your resources, and how NYSERDA would fit into the picture.
3. Describe what resources your proposal requires from NYSERDA in order to be successful. Be as specific as possible with regard to roles/skills/staff required (e.g. titles, functional or administrative areas, skill sets, project roles, etc.), time/participation expectations of each NYSERDA resource (e.g. 8 hours a week, quarter-time, half-

time, full-time, 45 hours total, etc.).

4. Describe what preparation (whether on NYSERDA's part or your organization's part or both organizations working together) needs to occur in order for us to hit the ground running on Day 1. Include all types of preparation.
5. Please describe what you consider to be critical success factors for performing this type of work on-time and on-budget.
6. Please describe what you consider to be the three biggest recurring risks that projects of these types encounter and how you plan to mitigate those risks.
7. Provide a description of the firm's experience providing services as outlined in section **2.1 Background**. Provide a description of the firm's approach to providing the scope of services, including the monitoring and management of potential work assignments. Include recent relevant project experience to the public and private sector.
8. The proposer must agree to provide NYSERDA with pre- and post-audit access to documents, personnel and other information necessary to conduct audits upon request both during the term of the Agreement and for six years thereafter.
9. The proposal submitted must contain a representation that the proposer is willing and ready to provide any related services requested or required in a timely manner.
10. Note any special certifications relevant to this RFP that your firm or proposed staff may possess.

#### **4.4 Proposal Section IV - Cost Proposal**

Following is a listing of the information required to be provided by the proposer. A cost proposal that does not provide all the information requested below may be subject to rejection. Information should be provided in the same order in which it is requested.

1. Billing rates should be competitive and economical. Provide billing rates for each of the services on which your firm is proposing. Include rates for the following titles, as applicable, plus any additional titles deemed necessary:
  - a. Project Manger
  - b. Information Architect
  - c. Sitecore Developer
  - d. Database Administrator
  - e. Front End Developer
  - f. Web/UXDesigner
  - g. Graphic Artist
  - h. Account Representative
2. List all disbursements or other services for which the firm would expect reimbursement.
3. Indicate any reductions from normal billing rates charged other issuers or public entities in New York State.
4. Indirect Cost (Overhead) Rate(s) - Attach supporting documentation to support indirect cost (overhead) rate(s) included in your proposal as follows: Describe the basis for the rates proposed (i.e., based on prior period actual results; based on projections; based on federal government or other independently-approved rates).
5. If rate(s) is approved by an independent organization, such as the federal government, provide a copy of such approval.

6. If rate(s) is based on estimated costs or prior period actual results, include calculations to support proposed rate(s). Calculation should provide enough information for NYSERDA to evaluate and confirm that the rate(s) are consistent with generally accepted accounting principles for indirect costs.
7. NYSERDA reserves the right to audit any indirect rate presented in the proposal and to make adjustment for such difference. Requests for financial statements or other needed financial information may be made if deemed necessary.

#### **4.5 Sample Agreement**

NYSERDA will enter into an agreement with successful Proposers using the attached Sample Agreement (**Attachment D**). **If you do not accept the standard terms and conditions, provide alternate terms with justification based on the risk and benefit to New York State. Any negotiation of terms will be at NYSERDA's sole discretion.** NYSERDA will consider only exceptions to terms that are specifically included with the proposal. Attachment D does not need to be completed; it is provided only for review per the discussion above.



## 5. EVALUATION OF PROPOSALS

### 5.1 General Selection Process

The selection process will begin with the review and evaluation of each of the written proposals. The purpose of this evaluation process is twofold: (1) to examine the responses for compliance with this RFP; (2) to identify the complying firms that have the highest probability of satisfactorily performing the scope of services at a reasonable cost to NYSERDA. All written proposals will be reviewed and evaluated by a Technical Evaluation Panel (TEP) selected by NYSERDA. The TEP will score each Proposal according to the criteria and scoring process described herein.

### 5.2 Interviews

NYSERDA reserves the right to determine whether interviews will be necessary and for which firms. The purpose of the interview is to further document the proposer's ability to provide the required services, and to impart to the TEP an understanding of how specific services will be furnished. The proposed lead principal, as well as all other key personnel proposed to provide the services must be present and participate in the interview. The interview will be evaluated on the basis of whether it substantiates the characteristics and attributes claimed by the proposer in its written response to this RFP and any other information requested by the TEP prior to the interview.

### 5.3 Evaluation Process

The TEP will evaluate the extent to which the Proposal meets the requirements as specified in this RFP. TEP members will independently score each Proposal and then meet to discuss the merits and scoring justifications of each Proposer. Evaluators will be allowed to revise scores based on the panel discussions.

The evaluation will be conducted in a comprehensive and impartial manner as set forth herein using the following categories.

Step	Evaluation Criteria
1	Satisfactory completion of requirements of: Section 4.1: Proposal Section I - Executive Summary
2	Satisfactory completion of requirements of: Section 4.2: Proposal Section II – Portfolio
3	Satisfactory completion of requirements of: Section 4.3: Proposal Section III – Technical Proposal
4	Satisfactory completion of requirements of: Section 4.4: Proposal Section IV – Cost Proposal
5	Total Final Scores

#### **Step 1: Executive Summary Score**

The Executive Summary score will be evaluated relative to each proposer based on the completeness, accuracy, and value of content provided as compared to requirements.

#### **Step 2: Portfolio Score**

The Portfolio score will be evaluated relative to each proposer based on use of Sitecore CMS and related platforms and unique features therein, as well as demonstration of custom application development, and use of best-practices based web and software design.

***Step 3: Technical Proposal Score***

The Total Proposal Score will be evaluated relative to each proposer based on completeness, accuracy, and value of content provided as compared to requirements. Consideration is given for demonstrated skill sets needed to fulfill the requirements of this RFP, particularly of the skills needed to perform the tasks listed in **Section 2.1 Background**.

***Step 4: Cost Proposal***

Cost Proposals will be evaluated relative to each other based on common titles and common staffing scenarios (on shore, off shore, subcontracting). In addition, NYSERDA will utilize historical rates paid for consulting services when developing the cost proposal score.

***Step 4: Final Score, Recommendation, and Board Approval***

The TEP will rank the Proposers' final scores in descending order, from highest to lowest score, which will form the basis for the TEP's award recommendation to NYSERDA Management. It is anticipated that there could be multiple selections depending on the number of qualified proposers.

## 6. GENERAL CONDITIONS

**Proprietary Information** - Careful consideration should be given before confidential information is submitted to NYSERDA as part of your proposal. Review should include whether it is critical for evaluating a proposal, and whether general, non-confidential information, may be adequate for review purposes. The NYS Freedom of Information Law, Public Officers law, Article 6, provides for public access to information NYSERDA possesses. Public Officers Law, Section 87(2)(d) provides for exceptions to disclosure for records or portions thereof that "are trade secrets or are submitted to an agency by a commercial enterprise or derived from information obtained from a commercial enterprise and which if disclosed would cause substantial injury to the competitive position of the subject enterprise." Information submitted to NYSERDA that the proposer wishes to have treated as proprietary, and confidential trade secret information, should be identified and labeled "Confidential" or "Proprietary" on each page at the time of disclosure. This information should include a written request to except it from disclosure, including a written statement of the reasons why the information should be excepted. See Public Officers Law, Section 89(5) and the procedures set forth in 21 NYCRR Part 501, located at: <http://www.nyserda.ny.gov/-/media/files/about/contact/nyserda-regulations>. However, NYSERDA cannot guarantee the confidentiality of any information submitted.

**Omnibus Procurement Act of 1992** - It is the policy of New York State to maximize opportunities for the participation of New York State business enterprises, including minority- and women-owned business enterprises, as bidders, subcontractors, and suppliers on its procurement Agreements.

Information on the availability of New York subcontractors and suppliers is available from:

Empire State Development  
Division For Small Business  
625 Broadway  
Albany, NY 12207

A directory of certified minority- and women-owned business enterprises is available from:

Empire State Development  
Minority and Women's Business Development Division  
625 Broadway  
Albany, NY 12207

**New York Executive Law Article 15-A** - NYSERDA is required under the law to promote opportunities for maximum feasible participation of certified minority-and women-owned business enterprises and the employment of minority group members and women in the performance of NYSERDA contracts. The MWBE participation goals and obligations of the selected contractor are set forth in Attachment C.

**State Finance Law sections 139-j and 139-k** - NYSERDA is required to comply with State Finance Law sections 139-j and 139-k. These provisions contain procurement lobbying requirements which can be found at <http://www.ogs.ny.gov/aboutogs/regulations/advisoryCouncil/StatutoryReferences.html>

The attached Proposal Checklist calls for a signature certifying that the proposer will comply with State Finance Law sections 139-j and 139-k and the Disclosure of Prior Findings of Non-responsibility form includes a disclosure statement regarding whether the proposer has been found non-responsible under section 139-j of the State Finance Law within the previous four years.

**Tax Law Section 5-a** - NYSERDA is required to comply with the provisions of Tax Law Section 5-a, which requires a prospective contractor, prior to entering an agreement with NYSERDA having a value in excess of \$100,000, to certify to the Department of Taxation and Finance (the "Department") whether the contractor, its affiliates, its subcontractors and the affiliates of its subcontractors have registered with the Department to collect New York State and local sales and compensating use taxes. The Department has created a form to allow a prospective contractor to readily make such certification. See, ST-220-TD (available at [http://www.tax.ny.gov/pdf/current\\_forms/st/st220td\\_fill\\_in.pdf](http://www.tax.ny.gov/pdf/current_forms/st/st220td_fill_in.pdf)).

Prior to contracting with NYSERDA, the prospective contractor must also certify to NYSERDA whether it has filed such certification with the Department. The Department has created a second form that must be completed by a prospective contractor prior to contacting and filed with NYSERDA. See, ST-220-CA (available at

[http://www.tax.ny.gov/pdf/current\\_forms/st/st220ca\\_fill\\_in.pdf](http://www.tax.ny.gov/pdf/current_forms/st/st220ca_fill_in.pdf)). The Department has developed guidance for contractors which is available at <http://www.tax.ny.gov/pdf/publications/sales/pub223.pdf>.

**Contract Award** - NYSEDA anticipates making more than one award under this solicitation. It may award a contract based on initial applications without discussion, or following limited discussion or negotiations pertaining to the Statement of Work. Each offer should be submitted using the most favorable cost and technical terms. NYSEDA may request additional data or material to support applications. NYSEDA will use the Sample Agreement to contract successful proposals. NYSEDA reserves the right to limit any negotiations to exceptions to standard terms and conditions in the Sample Agreement to those specifically identified in the submitted proposal (see Proposal Checklist). Proposers should keep in mind that acceptance of all standard terms and conditions will generally result in a more expedited contracting process. NYSEDA expects to notify proposers in approximately two weeks from the proposal due date whether your proposal has been selected to receive an award. NYSEDA may decline to contract with awardees that are delinquent with respect to any obligation under any previous or active NYSEDA agreement.

**Limitation** - This solicitation does not commit NYSEDA to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract for services or supplies. NYSEDA reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel in part or in its entirety the solicitation when it is in NYSEDA's best interest. NYSEDA reserves the right to reject proposals based on the nature and number of any exceptions taken to the standard terms and conditions of the Sample Agreement.

**Disclosure Requirement** - The proposer shall disclose any indictment for any alleged felony, or any conviction for a felony within the past five years, under the laws of the United States or any state or territory of the United States, and shall describe circumstances for each. When a proposer is an association, partnership, corporation, or other organization, this disclosure requirement includes the organization and its officers, partners, and directors or members of any similarly governing body. If an indictment or conviction should come to the attention of NYSEDA after the award of a contract, NYSEDA may exercise its stop-work right pending further investigation, or terminate the agreement; the contractor may be subject to penalties for violation of any law which may apply in the particular circumstances. Proposers must also disclose if they have ever been debarred or suspended by any agency of the U.S. Government or the New York State Department of Labor.

## 7. ATTACHMENTS

Attachment A: Proposal Checklist

Attachment B: Disclosure of Prior Findings of Non- Responsibility

Attachment C: Cost Proposal Worksheet

Attachment D: Sample Agreement

Attachment E: Electronic Proposal Submission Instructions

Attachment F: **Article 15-A (MWBE) Provisions for Solicitation Documents (non-construction)**