



REQUEST FOR PROPOSALS  
for website design services for  
PHILADELPHIA ENERGY AUTHORITY ("PEA")

Issued by:

**THE PHILADELPHIA ENERGY AUTHORITY ("PEA")**

All proposals must be submitted electronically through email to Chelsey Lowe, Program Coordinator at [clowe@philaenergy.org](mailto:clowe@philaenergy.org).

Proposals must be received no later than 5:00 PM Philadelphia, PA, local time  
On February 1, 2017.

**RFP Schedule**

RFP Issued: January 4, 2017

Proposals Due: February 1, 2017

Selection of Vendor: February 8, 2017

Project commencement: Upon negotiation of final contract

Project completion: Based on proposal timeline

**I. Project Overview**

**1. Overview**

The Philadelphia Energy Authority (PEA) is seeking proposals from qualified web design and communications companies to provide website design, web content support, and create a new website for the organization. The purpose of the website is to inform stakeholders about PEA's Philadelphia Energy Campaign, encourage stakeholder participation, and release and publicize public bid opportunities.

**2. Background**

The Philadelphia Energy Authority (PEA) is a municipal authority focused on issues of energy affordability and sustainability for Philadelphia's government and its citizens. Established in 2010 by City Council and the Mayor, PEA seeks systemic solutions to our energy challenges,

supporting the work of a robust community of energy experts, advocates, and champions citywide.

In February 2016, PEA and Council President Clarke launched the Philadelphia Energy Campaign, a 10-year initiative to leverage \$1 billion in investment in energy efficiency and clean energy projects across four key sectors: City buildings, the School District of Philadelphia, low- and moderate-income residential housing and small businesses. Our goal is to create 10,000 jobs, reach 25,000 households and support 2,500 small businesses. The Energy Campaign is neighborhood-driven, and strives to strengthen communities, cut energy bills, reduce Philadelphia's carbon footprint and build our local economy equitably.

### 3. Request for Proposals

The Philadelphia Energy Authority is seeking a web design and communications company with previous experience providing branding, web development, and content support for government or nonprofit organizations. The company will develop a new website for the Philadelphia Energy Authority. PEA has a firm budget of \$10,000 for this website upgrade and is seeking a firm who can provide creative ways to optimize that budget. Philadelphia-based firms are encouraged to apply.

## II. Scope of Work

The services to be performed by the company will include the following three tasks:

### **Task 1: Review PEA's current digital branding, website, and communication strategies**

The selected firm will review PEA's current website, promotional materials, presentations, and campaign reports. The purpose of this review is to inform the applicant of current PEA content and identify additional content needed for web redesign.

### **Task 2: Provide consultation for messaging of PEA's digital brand and updated web design**

- Provide multiple web design options that effectively promote PEA's objectives to inform stakeholders on the Philadelphia Energy Campaign, encourage stakeholder participation and release and publicize public bid opportunities. The selected firm must provide opportunities for feedback and a revision loop.
- Provide a recommended timeline, expected milestones, and strategies to reduce design costs, including an itemized cost list and methods to utilize PEA staff in design implementation.

### **Task 3: Build a website that incorporates selected messaging plan**

Deliver a fully-functional new website based on a design plan selected by PEA with content developed in tandem with PEA. The final website must be formatted for PEA to easily update without continued assistance.

## **Deliverables**

PEA requires the following deliverables from the successful applicant:

- Agreed upon project timeline
- Completed milestones
- New website with updated design

The selected firm should target completion of the deliverables by agreed upon timeline.

Questions can be directed to Chelsey Lowe ([clove@philaenergy.org](mailto:clove@philaenergy.org)) until January 26, 2016, and all responses will be posted publicly on the PEA website.

## **III. Requirements**

The proposal must not exceed 5 pages. You may also submit additional information on your firm and project team via links.

The following requirements shall be included in your submission and will be used to evaluate your proposal.

### **1. Applicant Profile**

Provide a description of the Applicant itself, including the following:

- a. Applicant's business identification information, including name, business address, telephone number, website address, and federal taxpayer identification number or federal employer identification number;
- b. A primary contact for the Applicant, including name, job title, address, telephone and fax numbers, and email address;
- c. A description of Applicant's business background, including, if not an individual, Applicant's business organization (corporation, partnership, LLC, for profit or not for profit, etc.), whether registered to do business in Philadelphia and/or Pennsylvania, country and state of business formation, number of years in business, primary mission of business, significant business experience, whether registered as a minority-, woman-, or disabled-owned business or as a disadvantaged business and with which certifying agency, and any other information about Applicant's business organization that Applicant deems pertinent to this RFP.
- d. A description of the Applicant's key personnel for this project.

### **2. Project Understanding**

Provide a statement of the objectives, goals and tasks to demonstrate the Applicant's view of the nature of the project. Applicants must identify known and potential project challenges.

### **3. Work Plan and Timeline**

Applicant must provide a work plan, including a project timetable, that identifies and describes the project tasks to be accomplished, and a description of the proposed project approach and methodology to be utilized and deliverables to be provided by the responder.

4. Fee proposal

As part of the 5 pages, Applicant must provide a fee proposal that indicates the overall fixed fee for the project. The proposed fee must include all costs that will be charged to the PEA for the services and tangible work products the Applicant proposes to perform and deliver to complete the project, and a proposed payment schedule. PEA has a maximum budget of \$10,000 for this project.

5. Statement of Qualifications; Relevant Experience

Provide a brief statement of qualifications and capability to perform the services sought by this RFP, including a description of relevant experience with similar projects. Include links to websites you have designed and at least 2 other websites you did not design that you admire or that represent your design aesthetic.