

**Request for Proposal:**

**Illinois Energy Efficiency Stakeholder Advisory Group Website Re-Design**

[www.ILSAG.info](http://www.ILSAG.info)

**Issue date:**

Friday, August 17, 2018

**Issued by:**

Celia Johnson, SAG Facilitator  
Celia Johnson Consulting LLC

**Response Due Date:**

By 5:00 pm (CST) on Friday, September 7, 2018

**Primary Contact:**

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## I. General Information

### A. Background

Celia Johnson Consulting LLC (SAG Facilitator) is the independent facilitator of a statewide stakeholder group in Illinois, the Illinois Energy Efficiency Stakeholder Advisory Group (SAG). The SAG addresses policy and technical issues related to utility energy efficiency programs. The current SAG website is a repository of information going back to the start of the SAG in 2008. The current website URL is [www.ILSAG.info](http://www.ILSAG.info).

This Request for Proposal (RFP) is for the re-design of the SAG website, including moving the website to a new platform, adding search functionality for specific categories of materials, and making design improvements to enhance the accessibility and organization of materials for ease of use by interested parties. To add search functionality to evaluation documents on the re-designed SAG website, the SAG Facilitator prefers to utilize an advanced or “Boolean” search with key search terms available in drop-down menus.<sup>1</sup>

The SAG Facilitator anticipates working directly with the selected web developer on the re-design. The SAG Facilitator will be responsible for drafting and organizing content. The SAG Facilitator will also engage a small group of interested stakeholders to review and provide feedback on the re-designed website before it is completed.

**Responses to this RFP are due no later than 5:00 pm (CST) on Friday, September 7, 2018. Please send responses electronically to Celia Johnson ([celia@celiajohnsonconsulting.com](mailto:celia@celiajohnsonconsulting.com)).**

### B. Overview of SAG Website

The SAG website was developed in 2008, soon after the launch of the SAG.<sup>2</sup> The website needs to be re-designed to allow for greater functionality for participants, including moving to a more modern platform and adding search functionality.

The website re-design will include adding advanced search functionality for archived and new evaluation documents and for new meeting materials, by creating an advanced or “Boolean” search feature with key search terms in drop-down menus.

There are currently over 500 documents posted on the “Evaluation Documents” page of the current SAG website.<sup>3</sup> This page is updated on a regular basis, typically a minimum of once per week. Meeting materials from 2008 – 2017 will need to be archived on the re-designed SAG website (with materials available for download, but not searchable). Search functionality will need to be added for meeting materials beginning in 2018. See Appendix A for additional information on the SAG website and search functionality.

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<sup>1</sup> An example of a website using an advanced search system that the SAG Facilitator has reviewed is the California Measurement Advisory Council (CALMAC): <http://www.calmac.org/>.

<sup>2</sup> The creation of an energy efficiency stakeholder advisory group was directed by the Illinois Commerce Commission when approving utility energy efficiency portfolio plans.

<sup>3</sup> See IL EE SAG, Evaluation Documents: <http://www.ilsag.info/evaluation-documents.html>

## **C. Audience**

The SAG is an energy efficiency policy stakeholder group in Illinois that is open to all interested participants. SAG currently has close to 300 participants on its distribution list. Participating stakeholders come from a variety of backgrounds, including representatives of utilities, state government, non-profit advocacy organizations, energy consulting firms, and more. Stakeholders visit the SAG website for information on meetings, including agendas, presentations, and meeting notes; draft and final evaluation reports and evaluation plans; utility quarterly and annual reports; links to open and closed energy efficiency dockets; and other information about Illinois energy efficiency policies. The general public also visits the SAG website for more information about energy efficiency in Illinois.

Because there are several different categories of information on the SAG website, this RFP includes additional background and a suggested re-organization of the website content (see Appendix A, SAG Website Overview).

## **II. Information for Bidders**

### **A. Desired Services and Website Goals**

The SAG Facilitator is seeking an experienced and qualified company to re-design the SAG website, including moving to a new website platform, making design improvements for ease of use and access to information, and adding advanced search functionality. The new website will be a functional, aesthetically-pleasing portal where stakeholders can find information about SAG activities and other resources related to Illinois energy efficiency policy and programs.

Companies should clearly describe how their proposal will accomplish the four (4) SAG website re-design goals listed below. Wherever possible, responding companies should outline how their proposed tactics and strategies have been used for other client websites. Responding companies should also provide a brief history of their experience in web development and two (2) client references.

#### **SAG Website Re-Design Goals:**

1. A technology platform that is easy to maintain and update;
2. Ease of use and access to materials, including adding advanced search functionality;
3. Aesthetically-pleasing design, including accommodation for mobile users; and
4. Supporting increased participation and collaboration among stakeholders.

### **B. Budget**

The maximum budget for this project is \$15,000.00.

### **C. Timeline**

Proposal responses must be received by 5:00 pm (CST) on Friday, September 7, 2018.

The SAG Facilitator is required to complete the SAG website re-design by the end of 2018. The SAG Facilitator prefers to launch the website no later than December 1, 2018. Responding companies must address the timeline in their proposals and explain how they would meet this deadline, if awarded this project.

#### D. Schedule

The table below includes key dates for this solicitation.

Event	Date
RFP Release	Friday, August 17, 2018
Bidder questions due to: Celia@CeliaJohnsonConsulting.com	By 5pm (CST) on Monday, August 27, 2018
Responses to questions will be posted to the current SAG website: <a href="http://www.ilsag.info/sag-website-rfp.html">http://www.ilsag.info/sag-website-rfp.html</a>	By 5:00 pm (CST) on Thursday, August 30, 2018
Bidder proposals due	By 5:00 pm (CST) on Friday, September 7, 2018
Notification of Successful Bidder <i>Subject to negotiations</i>	By Monday, October 1, 2018
Contract negotiations	Estimated between October 1 - October 13, 2018
Work begins on website re-design	By Monday, October 15, 2018
Launch new website	By December 1, 2018

#### E. Submittal Information

Proposal responses are due by 5:00 pm (CST) on Friday, September 7, 2018. Proposal responses must be sent electronically to Celia Johnson at [celia@celiajohnsonconsulting.com](mailto:celia@celiajohnsonconsulting.com). No late submissions will be considered.

Questions pertaining to the preparation of proposals and services to be provided must be received via email by 5:00 pm (CST) on Monday, August 27, 2018. Send all questions to Celia Johnson at [celia@celiajohnsonconsulting.com](mailto:celia@celiajohnsonconsulting.com). Responses to questions will be posted to the current SAG website by 5:00 pm (CST) on Thursday, August 30: <http://www.ilsag.info/sag-website-rfp.html>.

Responding companies must include the Submittal Requirements (listed below) in the response, which should be sent in the form of a single PDF, not exceeding ten (10) pages. The page limit does not include appendices.

## **Submittal Requirements**

1. ***Scope of Work:*** A proposed scope of work fitting the needs described in this RFP as well as any recommended additions and/or changes. Please include the number of revisions to the website that are included within the scope of work.
2. ***Pricing:*** Pricing for the scope of work including cost for any maintenance or updates to the website that cannot be handled by internal staff (ala carte or contract).
3. ***Key Staff and Experience:*** Key staff contact information and their experience and qualifications, as well as experience and qualifications of the organization as a whole.
4. ***Example Projects:*** Two (2) website examples of design projects that are similar in scope, including a brief description of key design elements.
5. ***References:*** Two (2) references for similar website design projects.
6. ***Timeline:*** A proposed timeline for completing the re-design no later than December 1, 2018, should the project be awarded.
7. ***Additional Information:*** Any additional terms/clarifications, as needed.

## **F. Selection Criteria**

RFP responses will be reviewed in accordance with the criteria described herein. Any public, private or non-profit entity that demonstrates the ability to provide quality web development services is considered eligible for this RFP.

Proposals will be ranked by an assigned point value based on an average of all individual reviewer scores. The winner will be selected based on responses to the information requested.

Proposals will be evaluated according to the following criteria, with a maximum score of 100:

- **Organization (5 pts)**
  - Thoroughness of applicant in providing required information.
- **Scope of Work (40 pts)**
  - Proposal comprehensively addresses all required services;
  - Demonstrates an effective strategy using proven methods; and
  - Demonstrates capacity to deliver quality services in fulfillment of project goals.
- **Timeline (10 pts)**
  - Proposal demonstrates rational approach to meeting goal launch time frame; and
  - Time commitment of staff resources is sufficient to complete activities.
- **Past Work (30 pts)**
  - Proposal demonstrates a history of successful web development; and
  - References indicate a high level of satisfaction with organization's work.
- **Budget (15 pts)**
  - Proposal outlines high value of services while staying within budget;
  - Demonstrates leveraging of existing resources and/or cost-sharing elements; and
  - Shows sufficient detail and reveals how total costs were determined.

## Appendix A: SAG Website Overview

Appendix A provides additional information about the SAG website, including website platform and hosting, design elements, website navigation, and search functionality.

### A. Website Platform and Hosting

The SAG website currently uses GoDaddy ([www.godaddy.com](http://www.godaddy.com)) for the website platform, with documents hosted separately on Host Gator ([www.hostgator.com](http://www.hostgator.com)). Design elements are limited with the current website platform, search functionality is not available, and it can be time consuming to post materials on a separate hosting site.

The SAG Facilitator would like to move the SAG website to a self-hosted Wordpress platform to allow for greater functionality. However, the SAG Facilitator is open to considering other website platforms. All documents on the re-designed SAG website should also be uploaded directly onto the new platform, instead of being hosted separately.

### B. Design Elements

The SAG website re-design should include the use of a modern template to ensure accessibility and ease of review of materials. The SAG Facilitator is open to using a standard website design template or a customized template.

The SAG Facilitator is interested in the following design elements on the new website:

1. A white background;
2. A home page with key information on upcoming meetings and a search box;
3. Energy efficiency-appropriate graphics on various pages;
4. A functional calendar with information on upcoming meetings;
5. An advanced or “Boolean” search function for all evaluation documents;
6. An advanced or “Boolean” search for new meeting materials, beginning in 2018;
7. An “Archives” page that includes information about completed SAG processes.<sup>4</sup>

### C. Website Navigation

The SAG website re-design should include a re-organization of materials for ease of review by participating stakeholders. Preferred navigation pages and sub-pages are listed below. Bidders may propose different organizational structure.

Navigation Pages:

- About
- Evaluation

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<sup>4</sup> Completed SAG processes include, but are not limited to: Portfolio Planning Process; Large C&I Subcommittee; Illinois Power Agency Subcommittee(s); Combined Heat and Power Subcommittee; TRC Test Subcommittee; Meeting Material from 2008 – 2017.

- Meetings
  - Calendar
  - Meeting Materials
  - Subcommittees
- Policy
  - Energy Efficiency Statutes
  - Net-to-Gross Framework
  - Policy Manual
- Technical Reference Manual
- Resources
  - Archived Materials
  - ICC Dockets
  - Potential Studies
  - Program Administrator Reports
- Contact

#### **D. Search Functionality**

To add search functionality to evaluation documents on the re-designed SAG website, the SAG Facilitator prefers to utilize an advanced or “Boolean” search with key search terms in drop-down menus. An example of a website using an advanced search system that the SAG Facilitator has reviewed is the California Measurement Advisory Council (CALMAC): <http://www.calmac.org/>.

##### **1. Evaluation Documents**

In addition to adding advanced search functionality, the SAG Facilitator would like to include a page on the re-designed SAG website that includes a list of all evaluation document materials available for download, organized by utility.

The current SAG Evaluation Documents page can be accessed here: <http://www.ilsag.info/evaluation-documents.html>.

Examples of key search terms<sup>5</sup> for evaluation documents include the following:

- Utilities / Program Administrators
  - Ameren Illinois
  - ComEd
  - Illinois Department of Commerce and Economic Opportunity
  - Nicor Gas
  - Peoples Gas
  - North Shore Gas
- Program Timing
  - Program Years 1, 2, 3, 4, 5, 6, 7, 8, 9

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<sup>5</sup> A more detailed list of search terms will be provided to the winning company.

- Calendar Years
- Program Types
  - Residential
  - Business / Commercial and Industrial

## **2. Meeting Materials**

Meeting materials on the SAG website include agendas and presentations for more than 100 large group SAG meetings dating back to 2008. The SAG Facilitator would like to move meeting materials from 2008 – 2017 to an archived page on the re-designed SAG website. This archived page should include all meeting materials from 2008 – 2017, organized by year and date of each meeting.

The SAG Facilitator would like to add advanced search functionality for “Meeting Material” documents, beginning with 2018 meetings. The current SAG Meeting Materials page can be accessed here: <http://www.ilsag.info/meeting-materials.html>

Examples of key search terms<sup>6</sup> for meeting materials include the following:

- Utilities / Program Administrators
  - Ameren Illinois
  - ComEd
  - Illinois Department of Commerce and Economic Opportunity
  - Nicor Gas
  - Peoples Gas
  - North Shore Gas
- Program Timing
  - Program Years 1, 2, 3, 4, 5, 6, 7, 8, 9
  - Calendar Years
- Presentation Types
  - Quarterly Reports
  - Annual Reports
  - Budget
  - Budget shifts
  - Portfolio plans / Energy Efficiency Plans
  - Program ideas

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<sup>6</sup> A more detailed list of search terms will be provided to the winning company.