Appendix A

Pennsylvania Public Utility Commission (PUC)

PAGasSwitch.com and PAPowerSwitch.com Website Projects

This Proposal not to exceed $240,000

CATEGORY: **Production Services – "Web Services"**

PROJECT TERM: July 1, 2015, through June 30, 2016. The initial term of the contract will be one (1) year with the option of four (4) one (1) year renewals. Renewal agreement and rates will be negotiated and agreed upon between the PUC and the vendor.

SCOPE OF SERVICES:

The PUC owns the existing www.PAGasSwitch.com website on the PUC's website at www.puc.pa.gov and the www.PAPowerSwitch.com standalone website. The websites allow natural gas customers and electric customers to input their ZIP code and access a chart of either natural gas or electric suppliers and the offers available in their area. Natural gas suppliers (NGSs), natural gas distribution companies (NGDCs), electric generation suppliers (EGSs) and electric distribution companies (EDCs) update their contact information, offers and pricing in real-time through User IDs and passwords associated with the respective websites. The chief difference between the two sites is that PAPowerSwitch has received several enhancements and upgrades, and PAGasSwitch has remained stagnant. The extranet for PAPowerSwitch is intuitive and the extranet for PAGasSwitch is not intuitive for suppliers or administrators.

The PUC is seeking to create a standalone upgraded PAGasSwitch website modeled closely after PAPowerSwitch and that would include the following:

- An intuitive extranet for NGDCs, NGSs, and site administrators;
- The ability to view prices to compare up to three NGS offers per NGDC;
- Dates when prices to compare or NGS product offerings were last updated;
- Increased sorting and filtering options;
- Separate comparison shopping sections for residential and small businesses;
- Section for large commercial and industrial customers to view contact information of natural gas suppliers;
- Educational videos and fact sheets; and
- Expanded shopping and energy efficiency/conservation information in existing sections to mirror PAPowerSwitch.

The PUC is also seeking a vendor with minimum three years prior experience and familiarity with PAPowerSwitch and/or a utility shopping website, and with the training, expertise and knowledge to provide or oversee website maintenance and upgrades, hosting, campaign monitoring, language translation (English to Spanish), and bi-weekly and monthly analytical website reports, recommendations on social media campaigns/marketing/promotions/advertising related to PAPowerSwitch and PAGasSwitch, and consumer events associated with the PUC's two shopping websites.

All data and documents related to the subsequent contract resulting from this Request for Quote (RFQ) will remain the property of the PUC.

BIDDER REQUIREMENTS:

- **Similar Projects:** The Bidder shall provide with its bid response two (2) projects your company performed that are similar in nature and scope to the requirements stated in the Scope of Services. Experience shown should be work done by individuals who will be assigned to this project as well as that of your company. Projects referred to must be identified with company name and address, contact person with telephone number, email address and best time to call, project name, project start dates and end dates, and a brief description of the project. These samples must each include a written narrative describing each project, and a live URL demonstrating the Bidders techniques and skills in similar formatting.
- **Work Plan:** The Bidder shall provide in narrative from its technical plan for accomplishing the work. Use the task descriptions in Scope of Services of this ITQ as your reference point. Modifications of the task descriptions are permitted; however, reasons for changes should be fully explained.
- **Personnel:** Include the number of executive and key professional personnel, researchers, programmers, consultants, etc., who will be engaged in the work. For key personnel, include the employee's name and, through a resume or similar document, the Project personnel's education and experience in website development and maintenance. Indicate the responsibilities each individual will have in the Project and how long each has been with your company. Identify by name any subcontractors you intend to use and the services they will perform.
- **Training:** If appropriate, indicate recommended training of agency personnel. Include the agency personnel to be trained, the number to be trained, duration of the program, place of training, curricula, training materials to be used, number and frequency of sessions, and number and level of instructors.

TASK DELIVERABLES:

Deliverables are:

A. **PUC PAGasSwitch.com Rebuild:** The selected Vendor is required to design and rebuild PAGasSwitch.com website to mirror the existing PAPowerSwitch website, including the following items:

    - New intuitive extranet for PUC administrators, natural gas distribution companies and suppliers;
    - Separate sections for the English and Spanish versions of the PAGasSwitch website;
    - Rate Alert email capabilities to consumers through Campaign Monitor;

- Capabilities for consumers to shop as a residential shopper or a small business shopper with similar sorting and filtering capabilities as PAPowerSwitch;
- Large commercial and industrial shoppers have a page to review supplier and broker contact information;
- Separate pages for brokers/marketers/aggregators to highlight their contact information for residential and small business shopping customers; and
- Further enhancements and upgrades to PAGasSwitch within the life of the contract.

Estimated Cost per month, for 12 months.

B. **PUC PAPowerSwitch.com Website Maintenance/Changes:** The selected Vendor is required to continue the previous contractor's work providing website maintenance, making complicated changes such as enhancements, new features and updates to the website and assistance with social media graphics and support. Services provided will include but will not be limited to, updates to the website, as well as continuing weekly correspondence with the PUC regarding customer and supplier request(s) and inquiries.

Estimated Cost per month, for 12 months.

C. **Campaign Monitor Fees:** In addition to agency time, third-party fees will include $250 per month, for twelve (12) months for consumer email alerts. The PUC has previously negotiated this rate with a subcontractor.

Cost: $250 per month, for 12 months for PAPowerSwitch
Cost: $250 per month, for 12 months for PAGasSwitch

D. **Translation Services:** The selected Vendor will be required to translate all text on both the PAGasSwitch and PAPowerSwitch websites into Spanish for the Spanish version of the website.

Estimated Cost, per month, for 12 months for PAPowerSwitch
Estimated Cost, per month, for 12 months for PAGasSwitch

E. **Website Hosting:** The selected Vendor will be required to provide website hosting of the PAGasSwitch and PAPowerSwitch websites.

Estimated Cost, per month, for 12 months for PAPowerSwitch
Estimated Cost, per month, for 12 months for PAGasSwitch

F. **Website Reports:** The selected Vendor will be required to provide bi-weekly and monthly website reports on PAGasSwitch (after the site goes live) and PAPowerSwitch analytics. Vendor will also provide a monthly PUC website

(www.puc.pa.gov) report based on analytical data and a Social Media report based on performance of the PUC's Social Media platforms that includes Twitter (@PA_PUC) and Facebook (Pennsylvania Public Utility Commission).

Estimated Cost, per month, for 12 months for PAPowerSwitch
Estimated Cost, per month, for 12 months for PAGasSwitch

G. **Logistical Services:** The selected Vendor will be required to provide logistical services in the form of computer rentals and support for the PAPowerSwitch.com consumer events. We generally do as many as three (3) of these events a year and need to lease 10 laptops, a printer and a large monitor for each event.

Estimated Cost, per month, for 12 months

H. **Advertising/Marketing Services:** The selected Vendor will provide advice, recommendations and services related to social media, educational and promotional materials, and advertising and marketing.

Estimated Cost, per month, for 12 months for PAPowerSwitch
Estimated Cost, per month, for 12 months for PAGasSwitch

REPORTS:

Project Status Reports: Immediate, periodic, weekly, monthly or quarterly web based progress reports covering costs, activities, problems and recommendations shall be provided to the PUC at any time, for any time frame in which additional detail is required.

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