

REQUEST FOR PROPOSALS

Website Hosting, Maintenance & Continual Improvement

RFP Reference Number:	CHEM-112021-01
RFP Release Date:	November 1, 2021
Deadline for Questions:	November 12, 2021
Deadline for Offerors:	November 24, 2021

Introduction

Chemonics International Inc. (hereinafter referred to as “Chemonics”) is issuing a Request for Proposals (RFP) for website hosting, maintenance, and continual improvement services. This RFP contains all the necessary information for interested offerors.

Background

Chemonics launched its current website in October 2017 with the goal of more effectively sharing Chemonics’ story with the international development community. The website serves as the focal point of our external brand and the hub for our owned content, including our blog. We manage all regular content internally, but we require external support for maintenance, continual technical improvement, and emergency backup assistance. Though most of Chemonics’ internal systems are in the Microsoft environment, the external website CMS is WordPress. We also currently use Pantheon for web hosting.

Company History and Philosophy

At Chemonics, we view the firms we work with as full partners. As such, we prefer to partner with firms that share our commitment to quality service, excellent performance, and diversity, equity, and inclusion. Further, we recognize and respect that different firms have unique approaches to their work. Please provide:

1. Brief history of your company, including your mission statement
2. A description of your company’s approach to ensuring quality service and excellent performance
3. Your company’s philosophy of partnership with clients
4. Your company’s diversity, equity, and inclusion efforts

Staffing

Relationships are central to our work. Please provide a description of how you plan to manage this contract. This should include specific staff if possible. If that is not possible, please provide general categories (e.g., account managers) and describe how they will work together and with us to ensure our website is successfully managed. If you do not assign specific technical specialists to individual accounts, please explain how you ensure consistent support.

Scope of Work

Given that Chemonics is out-sourcing much of the website’s maintenance, the scope of work is broad, including more routine tasks but also support with web strategy. Routine content

management will be managed by our in-house digital communications team. This includes creating and uploading text, photos, videos, graphics, and other types of content, as well as updating the menus.

Task 1: Security and Technical Support

Chemonics requires a firm to manage and monitor the website's security, **including 24/7 response to any security issues** and installation of any needed patches and tools. Sample tasks might include, but are not limited to, keeping software up to date, ensuring patches and updates do not adversely impact other parts of the site. As well, on an ongoing basis, Chemonics requires general technical support for the website, including updating software, plugins, licenses, etc.

Task 2: Management of Hosting and Platform

We require a firm to manage the day-to-day relationship with the hosting platform, monitoring website status, providing report, ensuring backups, and responding to any outages. As with security issues, **please provide a plan for 24/7 response** to website outages for the entire site.

Task 3: Regular Maintenance and Continual Improvement

We require a firm to assist in the regular maintenance of the site. We define these activities as those that compromise the site's usability but not necessarily its functionality, as well as those that require a higher degree of technical skill in WordPress than our internal team has. Sample tasks include, but are not limited to, editing page and site footers, editing or developing new page templates, refining search configuration, etc. Our internal team manages all content development and uploading, so we do not require any support developing content or creating and editing new pages based on existing templates.

Beyond the tasks listed above, Chemonics also requires a firm to work with our team to implement and improve our existing website and digital communications strategy. Examples of continual improvement tasks include researching and suggesting new WordPress modules that will enhance our site and user experience, streamlining processes, and using website analytics to optimize user experience. We also expect the firm to recommend new processes and systems, should the firm's team believe these alternatives would be beneficial.

We anticipate structuring a contract using a proposed billing rate from the successful offeror. Based upon our experience in the past three years, we anticipate an average level of effort of approximately 60 hours per month. For tasks requiring higher levels of effort, Chemonics and the successful firm will agree on a scope of work, and the firm will deliver a projected timeline and level of effort.

Past Performance and Management

- Please provide 3-5 examples of your company's experience providing services like those listed above. While we are open to working with firms who also design websites, we are specifically interested in your experience managing and improving upon existing sites. Please prioritize your experience in this specific area.
- Please describe how your firm is organized to facilitate strong customer service. Please also describe how you envision the contract will be managed, including your approach to staffing and supporting contracts.
- Please provide at least 3 client references including company name, point of contact, point of contact's title, and point of contact's email and/or phone number. Please also indicate the length of the project relationship.

Suggested Improvements and/or Alternatives

In addition to the information requested above, please provide one or two suggestions for changes you would make to our current website (www.chemonics.com) that would enhance users' experience. Please include an explanation for your recommendations.

Cost

Please provide cost information broken down by Task as described below.

- Task 1: The level of effort for Task 1 should be consistent from month to month. Please provide a suggested list of activities, as well as estimates of level of effort (hours), cost, and staffing breakdown by month.
- Task 2: As with Task 1, please provide a suggested list of activities, as well as estimates of LOE (hours), cost, and staffing breakdown by month.
- Task 3: For Task 3, please provide a prospective rate structure.

We intend to sign an initial contract for one year with the possibility of extension.

Questions and Clarifications

Questions regarding the technical or administrative requirements of this RFP may be submitted **no later than 5:00 PM ET on November 12, 2021** by email to Lorien Walsh at lwalsh@chemonics.com. Questions must be submitted in writing; phone calls will not be accepted. Questions and requests for clarification — and the responses thereto — that Chemonics believes may be of interest to other offerors will be circulated to all RFP recipients who have indicated an interest in bidding.

Only the written answers issued by Chemonics will be considered official and carry weight in the RFP process and subsequent evaluation. Any verbal information received from employees of Chemonics, or any other entity, should not be considered as an official response to any questions regarding this RFP.

Submittal

To be considered, please submit an electronic file of your proposal by email to lwalsh@chemonics.com **no later than 5:00 p.m. ET on November 24, 2021**.

Offerors are responsible for ensuring that their offers are received in accordance with the instructions stated herein. Late offers may be considered at the discretion of Chemonics. Chemonics cannot guarantee that late offers will be considered.