

REQUEST FOR PROPOSALS

Microsite Co-Design, Build, and Maintenance

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| RFP Reference Number: | RFP # 2024-MC-001 |
| RFP Release Date: | March 5, 2024 |
| Deadline for Questions: | By 5:00 PM ET March 19, 2024 |
| Deadline for Offerors: | By 5:00 PM ET April 10, 2024 |
| RFP Amended: | March 28, 2024 |

Introduction

Chemonics International Inc. (hereinafter referred to as “Chemonics”) is issuing a Request for Proposals (RFP) for co-designing, building, and maintaining a simple yet compelling secondary website (hereinafter referred to as “microsite”) to showcase Chemonics and its partners’ work in media. Chemonics’ projects create a range of creative, cutting-edge media products, but often those products are featured in individual stories and are not showcased as a group, so the depth and breadth of Chemonics work in this area is not as apparent as it might be. We aim to create an externally facing microsite connected to our primary website (Chemonics.com) that dynamically features Chemonics’ creative work, with an emphasis on its media outputs (e.g., TV series, documentaries, books, comics, and other content product). While Chemonics’ Impact Lab Communications and Media Team will identify, curate, and manage the content for the microsite, we seek an innovative thought partner in discovering how to showcase this content, tell Chemonics’ media story in a creative, dynamic way, and bring our projects and partners’ work to new audiences, encouraging them to engage with Chemonics, its partners, and grantees. To that end, we require external support for the conceptualization, design, development, and maintenance, continual technical improvement, and emergency backup assistance of this microsite. This RFP contains all the necessary information for interested offerors.

Background

The separate microsite described above will link to and should be compatible with and able to complement Chemonics’ primary website. Chemonics launched its current primary website in October 2017 with the goal of more effectively sharing Chemonics’ story with the international development community. Most of Chemonics’ internal systems are in the Microsoft environment, and our main external website content management system (CMS) is WordPress. We also use Pantheon for web hosting. Offerors may recommend using a platform other than WordPress, and if they choose do so, they should outline how the proposed platform will complement our primary site on WordPress and why their design should exist in the proposed CMS rather than WordPress.

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
5. Your company's qualities that make you a stronger candidate than competitors

Staffing

Relationships are central to our work. Please describe how you plan to manage this contract. Please include either CV/resumes for key personnel or job descriptions if specific people cannot be identified at time of submission. Please describe how the proposed team will work together and work 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 microsite strategy. **To ensure ease of communication and collaboration, offerors must be able and willing to operate during Chemonics' core business hours of 9:00 AM ET to 5:00 PM ET.**

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

The ideal Media microsite should include (or have the capability to add) compelling visuals, including graphics, photography, video, and maps; interactive storytelling and data visualizations, trigger scrolling, and other elements to encourage active audience learning and engagement. The Media microsite should also be Americans for Disability Act (ADA) and Web Content Accessibility Guidelines (WCAG) compliant.

Task 1: Co-Design and Development

Chemonics requires a firm to co-design the website from its inception. Chemonics seeks a firm that will serve as a thought partner to help us refine our vision and strategize on the best approaches to creating a dynamic, multimedia, and user-friendly site steeped in compelling storytelling and designed to reach our target audiences. We seek innovative approaches that will set this microsite apart from typical, expected corporate websites. The illustrative target audiences include but are not limited to private sector investors, private foundations, nongovernmental organizations, media organizations, tech start-ups, multilateral organizations, U.S. government agencies, and other potential government agencies.

Upon completion of co-designing the microsite, the firm will work with Chemonics to develop and create the site. The firm will act as the web developer and software expert for the creation of the website and will create all the back-end code. The firm will also be expected to share the

suggested plug-ins. Once the firm has finished creating the site, Chemonics will include the content on the website.

As mentioned above, the microsite should be complementary to our main website, Chemonics.com, which uses WordPress and is hosted on Pantheon. If offerors suggest using a different platform from WordPress for the microsite, they must outline how the proposed platform will work seamlessly with WordPress and why their proposed design should exist in the proposed platform rather than WordPress. We strongly encourage including models or examples of websites the firm has designed and/or developed in your proposal, including those that are ADA and WCAG compliant.

Task 2: Security and Technical Support

Chemonics requires a firm to manage and monitor the microsite'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. On an ongoing basis, Chemonics requires general technical support for the microsite, including updating software, plugins, licenses, etc.

Additionally, the firm should have knowledge and experience with General Data Protection Regulation (GDPR) standards.

Task 3: Management of Hosting and Platform

We require a firm to manage the day-to-day relationship with the hosting platform, monitoring microsite status, providing reports, ensuring backups, and responding to any outages. As with security issues, **please provide a plan for 24/7 response** to microsite outages for the entire site. **Please also describe your contingency plan should your company's POC be unreachable (on vacation, etc.).**

Task 4: Regular Maintenance and Continual Improvement

We require a firm to assist in the regular maintenance of the microsite. 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 and website maintenance 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, ensuring additional accessibility features, researching and suggesting new modules to enhance user experience, streamlining or improving processes, and using site analytics to optimize user experience, etc. As mentioned previously, our internal team manages all content development and uploading, so we do not require any support developing content or creating and editing new pages after the creation of initial templates.

Past Performance and Management

- Please provide 3-5 examples of your company's experience providing services like those listed above. We are specifically interested in your experience designing, developing, and managing sites. Please prioritize your experience in these specific areas. Please also include links and other visuals within your response to support your examples.

- 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. Include resumes for proposed key personnel.
- Please describe your company's experience with ADA and WCAG compliance.
- 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.

Timeline, Milestones, and Deliverables

- Please include an anticipated timeline, milestones, and deliverables (such as major microsite components and functions) for the work to be completed.
- Our goal is to have the first iteration of the microsite created within approximately the first two months upon contract execution. Chemonics anticipates additional updated versions of the microsite upon first completion.

Cost

Offerors are asked to provide costs per task. When providing costs, offerors must provide the basis of costs. For example, if the overall cost of a task is based off of time spent by a particular labor category, the offeror must provide a breakdown demonstrating the labor rate applicable to that labor category, noting whether or not that rate is inclusive of costs such as fee, overhead costs, and benefits, the estimated number of hours required to produce the task, and any other costs which make up the overall cost of the task. Please provide cost information broken down by Task as described below.

- Task 1 – Co-Design and Development: Please provide a suggested list of activities as well as estimate necessary costs to co-design and develop the microsite, such as the following:
 - hosting platform cost breakdown
 - Space allocation (and additional space, should it become necessary) cost breakdown
 - The firm's cost breakdown to build the microsite
 - The cost of a service-level agreement (SLA)
 - Any additional costs the firm believes would become incurred costs for Chemonics
- Task 2 – Security and Technical Support: The level of effort for Task 2 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 3 – Management of Hosting and Platform: As with Task 2, Task 3 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 4 – Regular Maintenance and Continual Improvement: For Task 4, please provide a prospective rate structure.

We intend to sign an initial contract on or before May 1, 2024.

Evaluation and Basis for Award

Each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below. Chemonics will award a contract to the offeror whose proposal represents the best value to Chemonics and the media microsite project.

Chemonics may award to a higher priced offeror if a determination is made that the higher technical evaluation of that offeror merits the additional cost/price.

Evaluation points will not be awarded for cost, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost, when combined, are considered approximately equal to cost factors. Cost will primarily be evaluated for realism and reasonableness. If technical scores are determined to be nearly equal, cost will become the determining factor.

In evaluating proposals, Chemonics will use the following evaluation criteria and sub-criteria:

| Evaluation Criteria | Evaluation Sub-criteria | Maximum Points |
|---|---|-----------------------|
| Technical Approach, Methodology, and Detailed Work Plan | | |
| | Technical knowledge – Chemonics will assess whether the proposal explains, understands, and responds to the objectives of the project as stated in the Scope of Work | 20 points |
| | Approach and Methodology – Chemonics will assess whether the proposed approach, activities, and suggested timeline fulfill the requirements of executing the Scope of Work effectively and efficiently. | 15 points |
| | Sector Knowledge – Chemonics will assess whether the proposal demonstrates the offeror’s knowledge of best practices, innovation, and trends in web development and digital storytelling. | 15 points |
| Total Points – Technical Approach | | 50 points |
| Management, Key Personnel, and Staffing Plan | | |
| | Management and Personnel – Chemonics will evaluate the Offeror’s staffing and management plan, including how the Offeror’s staff will ensure our website is successfully developed and managed. Include key personnels’ CV/resumes or job descriptions. We will also evaluate the Offeror’s experience and capabilities to carry out the Scope of Work. | 20 points |
| Total Points – Management | | 20 points |
| Corporate Capabilities, Experience, and Past Performance | | |
| | Company Background and Experience – Chemonics will evaluate whether the | 20 points |

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| | company experience is relevant to the project Scope of Work. | |
| | Chemonics will assess the past performance of the Offerors by contacting three references who may indicate the Offeror's past performance for projects of similar size and scope | 10 points |
| Total Points – Corporate Capabilities | | 30 points |
| Total Points | | 100 points |

Questions and Clarifications

Questions regarding the technical or administrative requirements of this RFP may be submitted **no later than 5:00 PM ET on March 19, 2024** by email to Chemonics' Communications and Media team at commsandmedia-css@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 Chemonics' Communications and Media team at commsandmedia-css@chemonics.com **no later than 5:00 PM ET on April 2, 2024**.

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.