



# POWERFORWARD REQUEST FOR PROPOSAL

External Website

**PROPOSALS DUE:**

Proposals are due and must be sent to Bharadwaj Sathiamoorthy, [bsathiamoorthy@calstart.org](mailto:bsathiamoorthy@calstart.org) by 5:00 p.m., Pacific Standard Time on **Monday, August 21, 2023.**

## POWERFORWARD EXTERNAL WEBSITE REQUEST FOR PROPOSALS

<b>Title:</b>	<b>External Website</b>
<b>Issuing Agency:</b>	<b>CALSTART</b>
<b>Work to Begin Date:</b>	<b>October 7, 2023</b>
<b>Proposal Due Date:</b>	<b>Virtually by 5: 00 p.m. Pacific Standard Time on <b>August 21, 2023</b></b>
<b>Period of Performance:</b>	<b>18 months</b>

### INTRODUCTION

CALSTART is seeking a website developer to create and maintain a website to support the implementation of the California Energy Commission’s (CEC) new Zero-Emission Block Grant Funding Opportunity, PowerForward. The program aims to attract and retain battery manufacturing in California, create high quality jobs, create positive impacts that benefit local communities and priority populations, and contribute to California’s goal of zero-emission transportation. The website will serve as a landing page for applicants to receive information regarding the block grant and submit applications.

CALSTART seeks a developer who is well-versed in the creation of a WordPress website which can manage applications, tools, graphics, and photos and link to technical resources. This website must be user-friendly, flexible, and easily scalable as available funds increase.

CALSTART will publicly release this website in tandem with the launch of the PowerForward program. This program and other incentive programs that CALSTART administers support CALSTART’s mission – to promote clean transportation for good.

### **Background**

The Budget Act of 2021 (Assembly Bill (AB) 128, Ting, Chapter 21, Statutes of 2021, as amended by Senate Bill (SB) 129, Skinner, Chapter 69, Statutes of 2021 and SB 170, Skinner, Chapter 240, Statutes of 2021) appropriated \$785,000,000 from the General Fund to support infrastructure deployments and manufacturing projects for zero-emission light-duty and medium- and heavy-duty vehicles. The Budget Act of 2022 (SB 154, Skinner, Chapter 43, Statutes of 2022, as amended by AB 178, Ting, Chapter 45, Statutes of 2022) appropriated an additional \$255,000,000 from the General Fund to support infrastructure deployments and manufacturing projects for zero-emission light-duty and medium- and heavy-duty vehicles.

The Budget Acts of 2021 and 2022 stipulate that manufacturing projects should be selected based on the following criteria:

- Likelihood that manufacturing activities would not have otherwise occurred in-state either in terms of the entity's presence in California or at the scale that may not otherwise be achieved without the manufacturing grant
- Number and quality of direct and indirect jobs created
- Economic impact to the state
- Ability of the project to contribute to California's goals of zero-emission transportation

On August 9, 2022, the CEC released a Grant Funding Opportunity (GFO) entitled "Zero-Emission Vehicle Battery Manufacturing Block Grant." This competitive grant solicitation was to seek a block grant implementer to administer \$25 million in grant funds for various zero-emission vehicle (ZEV) battery manufacturing projects throughout California. In response to GFO-21-606, the Recipient submitted application #1 which was proposed for funding in the CEC's Notice of Proposed Awards on December 29, 2022. GFO-21-606 and Recipient's application are hereby incorporated by reference into this Agreement in their entirety.

In the event of any conflict or inconsistency between the terms of the Solicitation and the terms of the Recipient's Application, the Solicitation shall control. In the event of any conflict or inconsistency between the Recipient's Application and the terms of CEC's Award, CEC's Award shall control. Similarly, in the event of any conflict or inconsistency between the terms of this Agreement and the Recipient's Application, the terms of this Agreement shall control.

The front-end of the website will be launched **December 15, 2023**. The website needs to be designed to ensure seamless interactions between users and the administration team.

## SCOPE OF WORK

The contractor shall create a robust and user-friendly public-facing website that will provide users with quick, timely, and reliable access to program information, resources, and eligibility requirements.

The contractor shall have extensive knowledge and background in WordPress and customer relationship management systems in addition to the following requirements:

The Recipient shall:

- Design a robust, user-friendly program website that will include, but not be limited to:
  - Site Map
    - A landing page is required.
    - The number of pages should be roughly five.

- The contractor would be tasked with building a flexible page in addition to the catalog with the capability for CALSTART to add content as needed.
  - Website should be functional to multiple user journeys.
- Contractor should include in bid website maintenance including costs to:
  - Update, edit, and create various graphics when required for the website. Pages are updated daily, monthly, seasonally, and/or as needed. Pages should also be editable by CALSTART directly.
  - Maintain the integrity of the site against spam, hackers, viruses, and electronic attacks via firewalls, security software, and passwords.
  - Maintain link equity with our partners and stakeholders.
  - Be compliant with the Americans with Disability Act (ADA), specifically Level 2 Web Content Accessibility Guidelines compliance: <https://www.w3.org/WAI/standards-guidelines/wcag/>
  - Provide professional, multi-lingual, and culturally appropriate informational resources, tools, and guidance for users.
- Contractor should report on a quarterly basis:
  - Complete conversion tracking
  - Usage metrics including click-through rates, top keywords, top pages, top referrals, unique visitors, page visits, impressions, etc. Webpages should have good crawl depth within the website.
- Contractor should also be prepared to perform the following duties:
  - Provide training to CALSTART to maintain content and media updates as needed.
  - Create seasonal electronic display ads; update icons and make changes as needed for events, business listings, and photos.
  - Assist with development of email templates to be used with the program.
  - After development of website, ongoing support for website maintenance for support, security, updates, training, backups, ADA reviews, etc. utilizing Google Analytics.
- Coordinate with CALSTART personnel who will maintain domain ownership and hosting.
- Conduct development on a dev-server, not live.
- Conduct meetings giving CALSTART web developer access to and familiarity with the CMS.
- Be SEO optimized and SEM program that results with an increase in overall visitors.

#### Additional Scope of Work

In addition to the External Website Design SOW listed above, all applicants are encouraged to review the PowerForward RFP issued for a Salesforce Community. If the applicant would like to pursue both RFPs, we recommend submitting a proposal with itemized costs and budget as they relate to the other RFP.

Sub-contracting for either RFP will not be eligible.

A more detailed SOW will be agreed upon once a vendor is selected and prior to contract execution. In interim, please use the following website for reference: [californiahvip.org](http://californiahvip.org)

## HOW TO APPLY

Please submit a brief proposal containing the following information, at a minimum, to the contact email provided below:

- Name of company, with contact information for company's primary point of contact
- Relevant experience/qualifications. Please provide specific examples of active websites with these features as reference along with client information.
- Technical approach to fulfilling scope of work
- Deliverables, including those listed above
- Detailed timeline
- Total budget, with costs broken down by personnel and other direct costs. Amongst other itemized billing lines, please call out other maintenance costs to maintain ADA compliance.
- Response times to client requests
- Estimate number of hours of support for website maintenance including security, updates, training, backups, ADA reviews, etc. after initial development of website
- Integration with Salesforce and other tools as needed

## EVALUATION CRITERIA

CALSTART will assess proposals received on the basis of factors including:

- Recognition of and demonstrated facility with the technical and design concepts presented in this RFP
- The expertise of the firm in working with similar clients and/or on similar projects
- Quality of technical approach and feasibility of fulfilling the scope of work within the available timeframe
- Response time for requests, down-time, or other maintenance needs
- Costs for development and maintenance of website
- References

A vendor will be selected and notified no later than **September 7, 2023**.

## CONTACT

Please submit proposals and direct any inquires to:

Bharadwaj Sathiamoorthy

Technical Project Manager II

CALSTART

[bsathiamoorthy@calstart.org](mailto:bsathiamoorthy@calstart.org)