Request for Proposal

RFP Title: Website maintenance and hosting
RFP No: 0031-2024-01
Date of Issuance: June 17, 2024
Due Date for Questions: June 28, 2024
Closing Date: July 8, 2024
Estimated Award Date: August 7, 2024

Request for Proposal (RFP) for Website Maintenance and Hosting

I. BACKGROUND

Pact is an international NGO that works in nearly 40 countries building solutions for human development that are evidence-based, data-driven and owned by the communities we serve. Founded in 1971, Pact works with partners to build resilience, improve accountability, and strengthen knowledge and skills for sustainable social impact.

Pact’s corporate website, www.pactworld.org, is a vital tool for sharing information about Pact, our expertise and our impact among target audiences, as well as attracting new talent to the organization. For many, the website is the first experience and interaction with the organization.

Pact seeks a vendor to host and maintain Pact’s corporate website. We require a vendor that has significant digital capabilities and experience managing website projects that use best practices regarding website design, UX and usability testing, information architecture, content strategy, search engine optimization, website development and deployment, website and web server security, and website hosting.

II. SCOPE OF WORK

A. Place of Performance
   All services required under this solicitation will be performed virtually.

B. Period of Performance
   It is anticipated that the services will be provided for a 5 year period.

C. Scope of Work

   Website Hosting
Host Pact’s corporate website, www.pactworld.org. Website hosting must be isolated from any other websites or applications not related to the website. Pact’s current website host is Pantheon, and we prefer a cloud host to comply with our environmental sustainability commitments.

- Pact should be allowed to choose the geographical location of the datacenter.
- Designated Pact staff should have full access permissions to the hosting environment.
- The hosting environment must have monitoring and threat protection systems in place to monitor for unusual activity and activity patterns and prevent unauthorized access attempts.
- The website should only be accessible through HTTPS connection using an auto-renewing SSL (TLS) certificate. The certificate must be maintained by the Vendor.

**Website Maintenance**

Provide ongoing website maintenance, including:

- Regular updates of the server and the website software as verified updates and security patches become available.
  - Upgrades must be deployed to Vendor’s test servers and tested prior to production release.
- Ongoing performance and security monitoring.
  - Upon discovery of any performance and/or security issue, notifications must be sent to Client. Performance and security issues are treated as high priority/urgent, and Client is immediately notified by email.
- Routine maintenance of the server and application software, licensing, including third-party integrations such as Single Sign-On, ADP, Google Tag Manager and Analytics, and other third-party systems as applicable to ensure website’s optimal and secure performance.
- Daily backups.
- Maintenance of WCAG 2.2 AA web accessibility scores in the 90+/100 range across the site. As WCAG standards are updated, our website must also update to maintain 90+/100 scores at the AA level.

Tasks related to website hosting and system administration and maintenance will not require the use of support hours, delineated below.

**User Support**

Provide ongoing website user support, including but not limited to:

- Requests to modify or update content, imagery and templates.
- Password reset assistance.

A minimum of 50% of remaining user support hours at the end of the month should roll over to the next month.

**General Requirements**

Vendor should specify regular support hours Monday to Friday, excluding holidays. User support requests of a non-emergency nature can be submitted 24/7. During weekdays,
Vendor will respond within 24 hours of receiving a service request, with an estimate of when the request can be completed.

Vendor will monitor and respond to emergency issues with Client website 24/7, Monday to Friday, and all-day Saturday, Sunday, and holidays. During emergency support hours, Vendor will respond within 2 hours of receiving a request, with an estimate of when the issue can be completed.

Vendor should provide a Service Level Agreement that specifies quality of service, availability of the website and responsibilities.

Website hosting, maintenance and support should be performed according to a Pact-approved plan developed by the Vendor. The plan should include information about the support team, maintenance, and security procedures (for example: backup schedule and retention, update schedule, security services information, references to incident response and recovery protocols), security measures, response and issue resolution time, scheduled reviews of website access permissions, and other logs with the responsible Pact staff.

Vendor should have incident response protocol and other information security policies and procedures in place and should be willing to adjust its practices according to Pact’s requirements if needed.

Security incident disclosure: Vendor will notify Client with undue delay after becoming aware of any accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, any Client data (a “security incident”). Vendor will make reasonable efforts to identify and remediate the cause of such breach, including steps to mitigate the effects and to minimize any damage resulting from the security incident.

Vendor must submit a monthly report outlining activities performed, hours used, and overall website performance metrics.

D. Deliverables

The vendor will deliver a functional, accessible, and secure website that incorporates SEO and other website best practices to improve site and content visibility.

III. SUBMISSION INSTRUCTIONS

A. Submission of Questions: All questions or clarifications regarding this RFP must be in writing and submitted to icomms@pactworld.org no later than 5:00 pm Eastern Time on June 28, 2024. Questions and requests for clarification, and the responses thereto, will be circulated to all RFP recipients who have indicated an interest in this RFP.

B. Technical Proposal

The technical proposal in response to this solicitation must address how the offeror intends to carry out the statement of work contained in Section II. It should also contain a clear understanding of the work to be undertaken and the responsibilities of all parties involved. Please note that technical proposals will be evaluated based on the evaluation criteria set forth in Section IV. Offerors shall provide all documentation in English. The technical proposal should be in font size 12, Times New Roman, single spacing. Proposals should not exceed 8.5 pages. Please note that technical and cost applications should be separate files.
1. **Proposal Cover Sheet.** The first page of the proposal must use the Proposal Cover sheet as per Attachment 1. This section does not count against the page limit above.

2. **Capability Statement:** Provide a short description of offeror’s capabilities that qualify the organization to be chosen to conduct the scope of work. This should be one-half (0.5) page.

3. **Technical Approach:** The technical approach should state clearly the offeror’s understanding of the requirements in Section II as well as the proposed approach to accomplish the contract objectives and achieve results. At a minimum, you must include a description of hosting, maintenance, and support plan. Clarity, completeness, and directness are imperative. Elaborate formats are not desirable. This section should be no more than three (3) pages.

4. **Management and Staffing Plan.** Please describe how proposed staff will work collaboratively to achieve the offeror’s proposed technical approach to the scope of work. The offeror should include a management and staffing plan including both key and non-key personnel for activities along with details on the roles and responsibilities of the staff. This section should be no more than two (2) pages.

5. **Past Performance.** Describe the organization’s previous experience within the technical area for projects of the same or similar scope and size. Offerors must include details demonstrating their experience and technical ability, including those of proposed consortium members, in implementing the technical approach/methodology and the detailed work plan. This section should be two (2) pages.

6. **References.** Offeror shall list at least three major contracts its company has held over the past five (5) years for the same or similar work. This section should be one (1) page. Provide the following information for each contract:
   a. Customer's name, address, and telephone numbers of customer’s lead contact and technical personnel;
   b. Contract number and type;
   c. Date of the contract, place(s) of performance, and delivery dates or period of performance;
   d. Contract size and dollar value;
   e. Brief description of the work, including responsibilities;
   f. Comparability to the work required under this solicitation;
   g. Brief discussion of any technical problems and their resolutions;
   h. Brief discussion of any terminations (partial or complete) and the type (convenience or default) as well as any show cause notices or cure notices (provide explanatory details).

C. **Cost Proposal**
   The cost proposal shall include a detailed budget that reflects clearly the costs necessary to implement the proposed contract and must include all taxes that are required to provide the services requested. Costs should be represented in USD. The anticipated award will be an all-inclusive fixed fee for the hosting and include options for maintenance and support. The maintenance and support may be presented at a fixed rate based on a set number of hours per month, hourly rates or a mix of both. No profit, fees, taxes, or
additional costs can be added after award. The cost proposal must be valid for at least 90 days.

1. **Proposal Cover Sheet.** The first page of the proposal must use the Proposal Cover sheet as per Attachment 1. This section does not count against the page limit above.

2. **Detailed Budget.** In the detailed budget, the offeror should include a breakdown of costs required that they believe are realistic and reasonable for the work in accordance with the technical requirements outlined in Section II. Offerors must provide a detailed budget showing individual line items, e.g. hosting, support (either fixed based on a set number of monthly hours, hourly rates, or a mix), third party tools. Offerors must show unit prices, quantities, and total price, where applicable.

Pact may require additional, more detailed budget information prior to issuing a subcontract.

D. **Certifications:** Offerors responding to this RFP must include the following disclosures and certifications as part of the proposal submission in an annex to the cost proposal.

1. Disclose any close, familial, or financial relationships with Pact or project staff. For example, if an offeror's cousin is employed by the project, the offeror must state this.
2. Disclose any family or financial relationship with other offerors submitting proposals. For example, if the offeror's father owns a company that is submitting another proposal, the offeror must state this.
3. Certify that the prices in the offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
4. Certify that all information in the proposal and all supporting documentation are authentic and accurate.

E. **Submission of Proposals:** The deadline for submission of proposals is **July 8, 2024.** Submissions must be forwarded in electronic format only (either PDF or Microsoft Word and Excel) to icomms@pactworld.org. Offeror's proposals should not contain any unnecessary promotional material or elaborate presentation formats (black and white is preferred). Offerors must not submit zipped files. Those pages requiring original manual signatures should be scanned and sent in PDF format as an email attachment. The technical proposal and cost proposal must be kept separate from each other. Please reference the RFP Number and RFP Name in the e-mail subject line. 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 Pact. Pact cannot guarantee that late offers will be considered.

IV. **EVALUATION CRITERIA**

A. **Review Process.** Pact will establish a selection committee that includes representatives from various company departments and external professionals if necessary. All technical reviewers will be subjected to a screening process to eliminate any conflict of interest. Evaluation will be based on the criteria set forth in Section B. Evaluation Criteria.
B. **Evaluation Criteria.** The award will be decided on Best Overall Value as determined by a Selection Committee on the basis of the criteria set forth below, as demonstrated in the Offeror’s proposal. Only proposals conforming to the solicitation requirements will be considered. Each proposal will be evaluated and scored against the evaluation criteria and expectations below, which are stated in the table below.

<table>
<thead>
<tr>
<th>Evaluation Criteria</th>
<th>Expectations</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsiveness to the RFP</td>
<td>Does the proposal clearly explain, understand and respond to the objectives of the project and directions as stated in the Request for Proposals?</td>
<td>15</td>
</tr>
<tr>
<td>Approach</td>
<td>Will the proposed approach and detailed activities effectively and efficiently contribute the desired deliverables?</td>
<td>25</td>
</tr>
<tr>
<td>Cost</td>
<td>Detailed budget</td>
<td>30</td>
</tr>
<tr>
<td>Management and Staffing</td>
<td>Does the management and staffing plan include staff with the necessary capabilities to carry out the Scope of Work?</td>
<td>15</td>
</tr>
<tr>
<td>Offeror’s Past Experience and Implementation of Similar Assignments</td>
<td>Does the company have experience relevant to the project Scope of Work?</td>
<td>15</td>
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</tbody>
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**TOTAL AVAILABLE POINTS** 100
V. TERMS AND CONDITIONS

A. Disclaimers

- Pact reserves the right to modify by written notice the terms of this solicitation at any time in its sole discretion. Pact may cancel the solicitation at any time.
- Pact may reject any or all proposals received.
- Issuance of solicitation does not constitute award commitment by Pact.
- Pact reserves the right to disqualify any application based on applicant’s failure to follow solicitation instructions.
- Pact will not compensate applicants for their response to the solicitation.
- Pact reserves the right to issue an award based on initial evaluation of applications without further discussion.
- Pact may choose to award only part of the scope of work in the solicitation or to issue multiple awards the scope of work.
- Pact reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition.
- Pact may contact offerors to confirm contact person, address, and that the proposal was submitted for this solicitation.
- Pact may contact listed past performance references without notice to the offeror. Pact also reserves the right to contact other past performance information sources that the offeror did not list in the proposal.
- By submitting a proposal, the offeror confirms they understand the terms and conditions.
- Information pertaining to and obtained from the Offeror as a result of participation in this solicitation is confidential. The offeror consents to the disclosure of the documents submitted by the offeror to the reviewers involved in the selection process. Please note that all reviewers are bound by non-disclosure agreements.

B. Attachments

Attachment 1: Proposal Cover Sheet
**Attachment 1: Proposal Cover Sheet**

**Instructions:** Please fill in the information requested **highlighted in yellow** below. This page should be the first page in your Technical Proposal Submission and in your Cost Proposal Submission.

<table>
<thead>
<tr>
<th>Project RFP No.</th>
<th>RFP Number</th>
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<tbody>
<tr>
<td>RFP Title</td>
<td>The title of the activity of the RFP</td>
</tr>
<tr>
<td>Submission Date</td>
<td>Month/Day/Year -Time AM/PM – Time Zone</td>
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<tr>
<td>Internal Proposal Number</td>
<td>(for vendor use if applicable)</td>
</tr>
<tr>
<td>Anticipated Performance Start Date</td>
<td>Month/Day/Year</td>
</tr>
</tbody>
</table>

**Offeror Contact Information**

| Name | Insert here |
| Title | Insert here |
| Email | Insert here |
| Phone | Insert here |
| Address | Insert here |
| UEI # | Insert here |
| Type of Entity | Insert here |

**Persons authorized to negotiate for Offeror**

Insert Name, title, and contact information

**Total Cost Proposed**

Insert total cost here

**Total Pages submitted (include all annexes)**

Insert total pages here

**Offeror Agreement**

By signing this document, Offeror hereby certifies to the accuracy and completeness of all pricing information, technical data, delivery dates, representations and certifications included in their offer as well the acceptance of all of the terms and conditions set forth in the RFP/Solicitation. The Offeror confirms that all prices and delivery dates shall be valid for a period of **ninety (90)** days following the anticipated performance start date stated above, unless otherwise clearly specified by Offeror.

**Signature:**

**Name and Title:**

**Date:**