



# Montgomery County Green Bank REQUEST FOR QUOTATION

## Website Designer Consultant

**RFQ Issue Date: March 22, 2021**  
**Final Submission Date: April 9, 2021**  
**Send to [RFP@mcgreenbank.org](mailto:RFP@mcgreenbank.org)**

### I. Summary

The Montgomery County Green Bank Corporation (the “Green Bank”) is issuing a Request For Quotation (“RFQ”) from experienced website design professionals (“the Consultant”) to support updating of the current Montgomery County Green Bank website found at: [Montgomery County Green Bank \(mcgreenbank.org\)](http://Montgomery County Green Bank (mcgreenbank.org)).

The Consultant will be key to revising the current website to reflect the mature effort of the Green Bank. The Consultant will coordinate the website revisions to align and support the business development, outreach, and educational communication planning work presently underway. The Consultant will work closely with the communication consultant doing the current outreach planning as well as with Green Bank staff during this revision of the current website.

The target time horizon is to complete the website revisions by end of June 2021.

Interested parties are asked to send letter submissions by email to [RFP@mcgreenbank.org](mailto:RFP@mcgreenbank.org) by April 9, 2020.

Inquiries should be directed to [RFP@mcgreenbank.org](mailto:RFP@mcgreenbank.org), or call 240-453-9000.

### II. About Us

Designated as Montgomery County’s Green Bank on August 2, 2016, the Green Bank is a publicly chartered, 501(c)3 nonprofit dedicated to accelerating affordable clean energy and energy efficiency investment in Montgomery County, MD. We partner with the private sector to build a more diverse, equitable, and inclusively prosperous, resilient, sustainable, and healthy community. Our work supports Montgomery County’s goal to reduce its greenhouse gas emissions.

As the nation's first county-level green bank, the Green Bank uses public and private funds to drive investment in the Montgomery County clean energy market. The Green Bank's capitalization is presently about \$18 million.

### **III. SCOPE OF WORK**

Consultant will provide the following services to support the Green Bank's website revision work. Consultant will serve as an active collaborative partner to the Green Bank to undertake this re-design. The current website is on the Word Press platform and the Green Bank seeks to retain this platform. The Green Bank wishes to bring clarity to its current website for the presentation of information to align with current work to define a business development, outreach, and educational communication strategy, and to present in a manner that engages the audience and conveys information in a clear clean, concise manner.

*Of importance: The website revision work should be done to provide the Green Bank with the ability to manage the final website without significant reliance on the web designer to make alterations in the future and that the Green Bank can make modifications with a basic knowledge of Word Press (i.e., no tailored coding of website.)*

The scope of services includes:

- Engage with Green Bank and its consultant on priorities for objectives, intent and desire for the website to meet the business development, outreach, and education agenda for the Green Bank. Document for consensus.
- Review of existing website against priorities.
- Development of revision plan to meet plan objectives.
- Presentation of revision website structure outline for review, revising, and approval.
- Implementation of re-design and delivery of final product. This should include clean-up of the website infrastructure to remove old material not needed for going forward.
- Support for revisions to website for period of 30 days. (This can be separately priced from the above scope.)

### **IV. QUALIFICATIONS**

- The Green Bank is seeking an accomplished Word Press website designer with at least 5 years of experience in working with clients on websites that inform, educate, and connect with audiences. Experience with websites that engage the audience is of particular importance.
- Work related to energy efficiency, renewable energy, or environmental sectors is preferred but not required.
- Work experience related to reaching and connecting to underserved populations is strongly desired.
- Demonstrated experience working with an existing website platform and revising such site to meet the updated needs of an organization.
- Demonstrated work product that drives action, communicates, concisely conveys messages, and addresses multiple audiences.
- Sincere commitment to work collaboratively.

## **V. TERM OF ENGAGEMENT**

Subject to satisfactory negotiation of terms, the initial term of this engagement is intended for May through June 30, 2021. The contract could be extended if work requires more time or scope is revised. The Green Bank will reserve the right to terminate contract with 30-days notice.

All information provided to the Consultant, as well as all work completed by Consultant under this contract will be confidential and will be proprietary to the Green Bank, the property of the Green Bank, and may not be shared with any other party without the prior written consent of the Green Bank.

## **VI. FEES**

Consultant should propose an approach for undertaking this scope of work to meet the activities presented in the scope. The Consultant should propose a fee approach for undertaking the assignment that would align with the ability to achieve the major results and best manage the Green Bank's budget. Please note if you are offering a nonprofit discount to your normal fee structure.

The Green Bank's maximum budget for this work is \$15,000. Proposal review will consider the competitiveness of the fee proposal.

## **VII. PROPOSAL SUBMISSION INSTRUCTIONS**

**The deadline for all Final Submission proposals is April 9, 2021.**

For a Final Submission, the Green Bank requires a written letter proposal of no more than 3 pages (not including resumes) to cover the following.

### **A. Proposed Services:**

1. Explain the approach for conducting the proposed Scope of Work, the structure for the engagement, and deliverables the proposer would hope to achieve during this period.
2. Consultant's proposed fee approach that best fits within the Green Bank's budget and competitiveness with other proposals.
3. Consultant should indicate whether rates are standard or special nonprofit rates (and if the latter, how they differ from standard rates).
4. Consultant should propose how he/she intends to work with the Green Bank and be available, given Consultant's other commitments.

### **B. Summary of the Proposer's Qualifications:**

1. Brief description of consultant's experience in undertaking website development and re-design, in particular in working with Word Press platform.
2. Conducting of work intended to engage audiences as well as present information in a compelling and educational manner.
3. Prior efforts associated with designing to reach underserved populations.

4. Provide the URL for at least 3 Word Press website examples that illustrate the work of the consultant. Provide up to three references for the website examples, including reference's name, telephone number, and email address.
5. Consultant's resume or CV of the key individuals who will undertake the engagement. If this person was not part of the examples provided, please state why this person is being recommended.
6. Any additional information proposer wishes to convey that illustrates proposer's understanding and knowledge of the subject matter of the Green Bank's work.

C. Submission Method -- Proposals should be sent by email to: [RFP@mcgreenbank.org](mailto:RFP@mcgreenbank.org).

D. Right to Request Additional Information and Clarifications - The Green Bank reserves the right to request additional information or clarifications from proposers, or to allow for corrections of errors or omissions.

E. Right to Reject Proposals - The Green Bank reserves the right to reject any or all proposals submitted and solicit new proposals if necessary.

### **VIII. Evaluation of Proposals**

The Green Bank will base its selection on several factors including:

- Clarity of the response to the engagement, representation of what can be achieved, and commitment to meeting the needs and timeline of assignments.
- Depth of experience in undertaking work of similar nature, including work with underserved populations, work that engages the audience, and the success of that work in developing business / product interest.
- Sample websites that demonstrate the skills and work of the consultant.
- Skills in collaborating with customers.
- Knowledge of the energy efficiency and/or renewable energy sectors
- Structure of fee proposal and best management of the Green Bank's budget, competitiveness of fees, and any consideration of the Green Bank being a nonprofit 501(c)3 entity. Competitiveness with other proposals.

The Green Bank may include an interview of respondents as part of the evaluation and decision process.

Please direct any questions to [RFP@mcgreenbank.org](mailto:RFP@mcgreenbank.org) or by telephone at 240-453-9000.