MassCEC Integrated Marketing Services RFP
Questions and Answers
August 18, 2023

General Questions

1. Can you provide budget information?
   Our estimated annual budget is as follows:
   - **Scope 1**
     - Graphic Design, excluding Industry Report: Up to $50,000
     - Industry Report, print and digital version, excluding printing: Up to $30,000
   - **Scope 2**
     - Website Design, Management, and Hosting: Up to $40,000
   - **Scope 3**
     - Workforce Portal Management: Up to $30,000

2. Could you please provide the period of performance for which you are looking for the responders to provide you pricing as part of the submission?
   - Please use a period of performance of 1 year.

3. Does a scope of work in the RFP need to be estimated or does the 'Exhibit 1 Scope of Services' need to be filled out at this time? Or only a description of the fee structure and hourly rates?
   - Hourly rates for labor categories are requested for all scopes (see p. 6 of RFP). We’d also like you to estimate the cost of providing each scope of service you’re applying for, given the mix of professionals who’ll deliver the services and the amount of support we’re asking for. The ‘Exhibit 1 Scope of Services’ page is an example of the table that will appear in our contract with you and it doesn’t need to be filled out now.

4. Does MassCEC have a recent or ongoing contract with a vendor to perform these services? If so, who is the vendor?
   - Yes. Stark Raving LLC performs our Scope 1 services and Bartlett Interactive performs our Scope 2 and Scope 3 services.

5. Is there a page limit on proposals?
   - There is not a page limit on proposals.
6. Please help us understand the mechanisms to control the scope of effort, e.g. could the agency implement a "consumption" reporting model against the initial scope so if requests / volume **significantly** exceed the anticipated there's a mechanism to prioritize or control efforts in future periods?
   - Yes, when we contract for marketing/website services we lay out what the estimated work products will be during the time of the contract and price them out with the service provider’s help. We use the Exhibit 1 document attached to the RFP to fill in the buckets of work and how much we forecast spending on them. Exhibit 1 is a main part of the contract. We also request a timesheet from our service provider that aligns with the work categories on Exhibit 1. When priorities change or when we forecast the need for extra hours from a service provider we issue a contract amendment (which is a bit time-consuming but is doable) to adjust the overall scope of work.

**Scope 1 Questions**

7. You mentioned having to turn around slide presentations within 24 hours. Do you have a general idea as to how many of these instances we would encounter in a year? Is there a seasonality to these requests?
   - These requests generally correspond to Board Meetings, of which there are 7 per year. There isn’t a seasonality to the Board Meetings. The Board Meeting schedule is finalized at the end of each calendar year prior to the year the meetings take place.

8. You mentioned having to create icons and symbols in 48 hours. Do we have a general idea as to how often, and how many of these would be expected?
   - These requests will be intermittent and would be needed for time-sensitive slides, ads (3-5 per year), web graphics, and social media posts. We would generally identify icons we see online as a starting point, then request adjustments to incorporate brand colors or accurately illustrate clean energy concepts/products. The icons are generally sourced from an icon library then customized.

9. Should we include the cost of stock photography in our budget?
   - No.

10. How many photo / video shoots do you anticipate happening over the course of a year?
    - Up to 18
11. Can you provide a rough number of locations and general cities / regions of the Commonwealth where photos and video of events will take place? (i.e., Berkshires, New Bedford, etc.)
   - Some locations we know of are New Bedford, Salem, Charlestown, Worcester, Lowell, Lawrence, and Springfield. Assignments west of Worcester County will likely be combined so that photos and video of multiple locations/events are captured in one day.

12. For videos, are you looking for the selected agency to deliver raw footage or produced videos?
   - Both; we may use this video as b-roll or as the focus of a produced video.

13. Should our proposal include the estimated pass-through costs for the production and shipping of branded banners?
   - Yes, please include the pass-through costs for production and shipping of the banners.

14. Can you estimate how many branded banners will be required?
   - Up to 5 branded pull-up banners with photos, text and graphics will be required.

15. Will you need us to estimate any printing in this proposal?
   - Printing doesn’t need to be estimated in this proposal. It is budgeted separately at MassCEC.

16. Would it be possible to separate the Photoshoot & Video scope out of the Design scope in Track 1? If not, is there any flexibility on the anticipated volume of original photo shoots & video production work?
   - You’re welcome to estimate the photo/video part of Scope 1 separately to reflect costs you see that would consume a lot of our budget. To provide context for the photo and video work, we need to produce 3-5 3 min. or less videos about MassCEC’s work in the next year. An example of such a video is on our website homepage. This particular video is now out of date. We also want to capture pictures and raw video of our grantees doing clean energy work. All of these assets will be used on our website and social media to better explain the impact of MassCEC’s funding and give real world examples of what’s encompassed in the clean energy/cleantech sector.

Scope 2 Questions

17. Are you currently looking to switch hosting providers?
   - No, we’d like to keep hosting with AWS

18. When you say collaborating on EV pages, what type of services will you be requiring?
For the EV pages, we’ll expect our website partner to join meetings in which design and webpage functionality is being discussed. We’ll need programming services to implement the designs the EV content creator is suggesting in a brand-compliant way. We’ll need our website partner to work quickly to create draft pages, be responsive to quality assurance input, and implement changes that are agreed on by our Clean Transportation team, our COMMS team, the EV page vendor, and you. We’ll need minor design services and no content services.

19. Does MassCEC have a specific set of security requirements we will need to reference?

- As a quasi-state agency, we are very vigilant about the security of our web properties and the data they contain. This language is on the contract with our current website partner:

Developer agrees to meet MassCEC’s stated baseline security requirements, which are:

a. Set up multi-factor authentication on all applications where it’s available for all individuals who will be working on MassCEC’s website re-design or supporting MassCEC’s live web properties
   1. Must have multi-factor authentication for all remote access to organizational or client data
   2. Must have multi-factor authentication for all administrative access to cloud-based information systems that have access to Developer’s organizational or MassCEC’s client information

b. Encrypt all devices being used by all individuals who will be supporting MassCEC’s live web properties
   1. Must have full disk encryption on all laptops and mobile devices that have access to Developer’s organizational or MassCEC’s client data
   2. Must have encryption of all removable media which contains Developer’s organizational MassCEC’s client data
   3. Must control the transfer of information to external parties through authentication and encryption
   4. Must ensure that deployments to servers are done through encrypted connections

c. Set up mobile device management for all individuals who will be supporting MassCEC’s live web properties
   1. Must have the capability of deleting all organizational data from mobile devices, whether owned by the Developer or by employees, in the event that the device is lost or stolen
   2. Must employ full disk encryption on all laptops and mobile devices that have access to Developer’s organizational or MassCEC’s client data
Developer will provide documentation of a-c above prior to Week 1, the start of the project, which is further described in Exhibit 1.

20. Will agency team be solely responsible for content updates on the website or will we collaborate with a content manager within your team?
   - The agency team is not solely responsible for content updates and will collaborate with a content manager within our team. We are able to do most content updates ourselves. We’d consult the firm doing Scope 2 work when we need new page templates or content blocks or when we’re trying to achieve something on the website that we don’t know how to do.

21. What is the cadence of changes and what is the expected turnaround time for a typical task?
   - We currently make 2-4 website support requests per week. These tend to be non-emergency questions where we need guidance on how to do something new or we’re troubleshooting bugs. We want to have our question acknowledged within a business day and ideally responded to within 3 business days. The table below shows the turnaround time we request for issues of various severity:

<table>
<thead>
<tr>
<th>Severity 1 (Critical)</th>
<th>Severity 2 (High)</th>
<th>Severity 3 (Medium)</th>
<th>Severity 4 (Low)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examples</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entire Website Outage</td>
<td>Partial Website Outage</td>
<td>Website Performance</td>
<td>Spam Issues</td>
</tr>
<tr>
<td>The website is inaccessible to all web traffic</td>
<td>Certain elements of the site or applications are inaccessible to some site visitors</td>
<td>The website is experiencing slow page loads or some page requests time out</td>
<td>The website is receiving excessive comment spam, although this is not visible to site visitors</td>
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<tr>
<td>Work Outage</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>The application failure causes the client to be unable to work or perform some significant portion of their job</td>
<td>The application failure causes the client to be unable to work or perform some minor portion of their job</td>
<td>The performance of the application causes significant reduced efficiency for the client in performing a portion of their job, but they are still able to complete most other tasks</td>
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<tr>
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<tr>
<td><strong>Number of Clients Affected</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>The application failure affects a large number of clients.</td>
<td>The application failure affects a small number of clients.</td>
<td>The application performance degradation affects a large number of clients.</td>
<td>The application performance degradation affects a small number of clients.</td>
</tr>
<tr>
<td><strong>Workaround</strong></td>
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<tr>
<td>There is no acceptable workaround to the problem (i.e., the job cannot be performed in any other way)</td>
<td>There is an acceptable and implemented workaround to the problem (i.e., the job can be performed in some other way)</td>
<td>There may or may not be an acceptable workaround to the problem.</td>
<td>There is likely an acceptable workaround to the problem.</td>
</tr>
<tr>
<td><strong>Response Time</strong></td>
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<tr>
<td>Within one hour.</td>
<td>Within four hours.</td>
<td>Within eight hours or by the next business day (EST).</td>
<td>Within eight hours or by next business day (EST).</td>
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<tr>
<td><strong>Resolution Time</strong></td>
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<tr>
<td>The maximum acceptable resolution time is 24 continuous hours, after the initial response time.</td>
<td>The maximum acceptable resolution time is two business days.</td>
<td>The maximum acceptable resolution time is 5 business days.</td>
<td>The maximum acceptable resolution time is 30 calendar days.</td>
</tr>
</tbody>
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22. **In terms of UX testing, please indicate which of the following describes your expectations better:**

- **Data set on experiences**: Agency will conduct data-driven analysis of UX behaviors, recommend on-page tests and interpret results to gradually improve the UX;
- **User group testing**: Agency will organize and conduct testing with selected representative users of the site. The testing group will be asked to complete typical tasks (scenarios) using the website interface or prototypes of new
components; Agency will record the interactions and provide insights to enhancing the experience based on analysis of the recordings;

- We’d eventually be interested in both of these approaches, although we should start with “Data set on experiences.” There may be high-value areas of our website where user group testing would be especially helpful in the future.

Scope 3 Questions

23. What are the current, expected and target volumes of traffic to this portal?
- The current traffic to the portal for the 12 mo. from July 2022 - July 2023 per Google Analytics was:

<table>
<thead>
<tr>
<th>Workforce Portal Section</th>
<th>Users</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internship Portal - Employers</td>
<td>1,245</td>
<td>4,652</td>
</tr>
<tr>
<td>Internship Portal - Students</td>
<td>2,166</td>
<td>7,412</td>
</tr>
<tr>
<td>Jobs Board</td>
<td>6,478</td>
<td>12,012</td>
</tr>
<tr>
<td>Resume Board</td>
<td>804</td>
<td>1,539</td>
</tr>
</tbody>
</table>

Users of the Workforce Portal may also use the Jobs Board and the Resume Board, so the users are not entirely unique between the 3 user groups.

The Internship program has a target of filling 600-700 college student internships per year over 3 distinct sessions (Spring, Summer, Fall). The current amount of Employer and Student users is enabling us to achieve that goal so we don’t have additional expected and target volumes. The portal’s functionality is being evolved to serve the vocational student population and vocational employers. There aren’t quantitative targets for those audiences yet.

24. Do the UX enhancement tasks listed in Scope 2 also extend to the logged-in experience?
- No, not at this time.

25. What is the expected cadence of internal reporting?
- Monthly.

26. Are there other KPIs for the Portal that you can share?
- No, but we look forward to establishing more.