

Statement of Work Pennsylvania Public Utility Commission (PUC) Website Project

This Project is not to exceed \$250,000

Overview:

The Pennsylvania Public Utility Commission seeks Suppliers to submit proposals to update its website -- currently www.puc.state.pa.us-- which has not been updated in almost 10 years. It is the intent of the Commission to have the selected Supplier provide a complete website overhaul, using the Creative Advertising and Audio Visual – Interactive Production Services Contract 440008677, Request for Quote (RFQ) process. Work to be preformed must be completed by the end of the current Commonwealth Fiscal Year, June 30, 2012.

Term of Contract:

The term of the Contract will be from the effective date of the agency purchase order through June 30, 2012.

Bidder Requirements:

- **Similar Projects:** The Bidder shall provide with its bid response three (3) projects your company performed that are similar in nature and scope to the requirements stated in the SOW. Experience shown should be work done by individuals who will be assigned to this project as well as that of your company. Projects referred to must be identified with company name and address, contact person with telephone number, e-mail address and best time to call, project name, project start dates and end dates and a brief description of the project. These samples must each include a written narrative describing each project, and a live URL demonstrating the Bidders techniques and skills in similar formatting.
- **Work Plan.** The Bidder shall provide in narrative form its technical plan for accomplishing the work. Use the task descriptions in **Statement of Work** of this RFQ as your reference point. Modifications of the task descriptions are permitted; however, reasons for changes should be fully explained.
- **Personnel.** Include the number of executive and key professional personnel, researchers, programmers, consultants, etc., who will be engaged in the work. For key personnel, include the employee's name and, through a resume or similar document, the Project personnel's education and experience in website

development and maintenance. Indicate the responsibilities each individual will have in this Project and how long each has been with your company. Identify by name any subcontractors you intend to use and the services they will perform.

- **Training.** If appropriate, indicate recommended training of agency personnel. Include the agency personnel to be trained, the number to be trained, duration of the program, place of training, curricula, training materials to be used, number and frequency of sessions, and number and level of instructors.

Tasks:

The Bidders are asked to submit their own ideas for enhancing the site using the direction below.

- Restructuring the website to provide easy-to-find, customer-friendly information to each of the Commission's audiences/stakeholders -- consumers, utilities, practitioners and public officials.
- Laying out a vision for a dynamic design that visitors will want to come back often to see what's new.
- Planning for a smooth transition from the current website to the new website, preventing, for example, broken links.
- Retaining functionality for PUC staff to update the site in a way that is compatible with the PUC's software, and also to update the site remotely.
- Addressing the smooth interfacing with the PUC's existing web-related software
- Enhancing the website's usefulness as a consumer-education tool by reorganizing and re-presenting the consumer-education information and fact sheets in a way more accessible to utility customers.
- Including a method to measure hits, visits and other activity on the new site.
- Preparing a detailed timeline of the project, advising to the deliverables that will be submitted at each benchmark, and communicating what Commission resources will be needed at each stage of the process.

Video Add-On Component:

- The Commission requests that a tactic be listed on their **Cost Spreadsheet (Appendix B)** to add the ability to stream/post/store video of Commission public meetings and selected events, hearings and educational messages.

Natural Gas Shopping Comparison Tool:

The Commission is requesting that Bidders propose how they would further enhance the Natural Gas Shopping page of the PUC website (currently at http://www.puc.state.pa.us/naturalgas/naturalgas_shopping.aspx). Our ideas for further improving this page that could be included in the Bidders Work Statement response could include:

- Highlight the Office of Consumer Advocate's Shopping Guide for giving residential customers pricing information and including a table that shows how they would compare offers of natural gas suppliers in various units of measurement.
- Since OCA's Shopping Guide only offers residential options, the Commission could seek to include small commercial and industry prices and offers on this new page.
- Showcasing the Commission's new gas shopping comparison chart.
- Highlighting the distinction between fixed and variable prices.
- Providing sample bills to make it easy for consumers to understand what to look for and what will change if they decide to switch companies

Functionality Requirements:

The following are the specific website functionality requirements submitted by the PUC's Management Information Systems (MIS) department. More information about the interface with the Commission's "InfoMAP" and "eFiling" Internet-based functionalities is attached. **Refer to Appendix A, Web Site Functionality Associated with InfoMAP.**

Location:

Due to a secured environment that is within PUC control, the selected Supplier will work mostly onsite at the Keystone Building with PUC Communications and MIS project teams throughout the life of the project.

Databases:

The selected Supplier will maintain integrity of databases (located on multiple servers) for FileNet-related features such as:

- Document Publishing (Publishing documents to website).
- Un-publishing documents to website with the Java program.

- Searches
- eFiling/ePay (Subscriptions, privacy issues and eFiling accounts).
- Epay Web Service
- Ecommerce Web Services
- Email Web Services (Video/Audio)
- The selected Supplier will make website compatible with Microsoft Silverlight due to security risks.

Design Phase:

- The selected Supplier will involve the PUC Communications and MIS teams in design plans (both prototype and final).
- The selected Supplier will involve the PUC Communications and MIS teams in any changes that may occur outside of the original design plans.

Development Phase:

- The selected Supplier will develop an internal Test IIS server (Win Server 2008R2 and SQL 2005).
- The selected Supplier will use Visual Studio 2010 -- Visual Basic (ASP.Net 4).
- The selected Supplier is to make browser compatible with major browsers (i.e. Windows: IE, Firefox, Opera, Netscape; Mac: Safari, Firefox, Opera; Linux: Firefox, Opera, Netscape) to accommodate the public.
- The selected Supplier shall maintain the Office of Administration, Information Technology (OA.OIT) standards To view the OA/OIT Information Technology Policies and Procedures which include the IT Bulletins go to:
http://www.portal.state.pa.us/portal/server.pt/community/policies_procedures/10048
- The selected Supplier shall comply with the Americans with Disability Act guidelines. To view the ADA guidelines go to: <http://www.access-board.gov/adaag/html/adaag.htm>
- The selected Supplier will use existing email structure.
- The selected Supplier will design all pages to have a consistent theme throughout website.

- The selected Supplier shall submit an alternative plan for dial-up users when proposing the use of flash animation.

Testing Phase:

- The selected Supplier is to perform load testing.
- The selected Supplier will include the PUC Communications and MIS teams in all phases of testing
- The selected Supplier will resolve all issues discovered during the testing phase
- The selected Supplier must install/use system on our staging server in our Managed Services Light (MSL) environment due to its compatibility with FileNet/InfoMAP.

Production Phase:

- The selected Supplier must install/use system on our production server in our Managed Services Light (MSL) environment due to its compatibility with FileNet/InfoMAP.
- The selected Supplier will produce a compiled web application.

Documentation:

- The selected Supplier is to supply complete documentation on new website.
- The selected Supplier is to supply detailed user guide for Intranet (if existing program is replaced or altered).
- The selected Supplier will provide the PUC Communications and MIS teams with detailed migration and implementation plans describing steps that will be taken during each process (development/testing/production).

Knowledge Transfer:

- The selected Supplier will provide monthly knowledge transfer sessions (sessions may occur weekly if the PUC Communications and MIS teams deem necessary) to PUC Communications and MIS project team members which involve:
 - a) Necessary skills to operate and maintain the website during the post-implementation period

- b) Electronic copies of any tools, templates, materials or aids developer used.

Intranet Admin Site:

- The selected Supplier must maintain all existing updates and functionality from existing Intranet Admin site must remain intact.
- The selected Supplier will make Intranet Admin site (if existing program is replaced or altered) available to all current users
- The selected Supplier is to supply training for Intranet (if existing program is replaced or altered)

Reporting:

- Facilitating the Commission's goal of reducing the burden of reporting requirements for utilities by allowing them access to the website via a User ID and password to file their reports.
- The Commission requests that the Reporting charges be costed-out separately therefore the separated line item within **Appendix B, Cost Spreadsheet.**

Commonwealth Data:

- The PUC will own all source code.

Payment Requirements:

- Payment to the selected Supplier is contingent upon the PUC Communications and MIS teams signing-off at each deliverable regarding knowledge transfer.

Questions:

- Questions regarding the **services to be provided** shall be directed to Thomas Charles via email at thcharles@pa.gov or via telephone at: 717-787-9504.
- Questions regarding the **procurement solicitation** shall be directed to Syline Shingara via email at sshingara@pa.gov or via telephone at 717-346-3833.