



Emera Companies

Website Consolidation and Rebranding

For

BANGOR HYDRO and MAINE PUBLIC SERVICE

This is a request for website design and development services, with particular emphasis on consolidating and enhancing the existing BANGOR HYDRO and MAINE PUBLIC SERVICE websites, contents of which are hosted on two different versions of Umbraco, V3 and V4.

www.bangorhydro.com

www.mainepublicservice.com

Request for Proposals

BANGOR HYDRO and MAINE PUBLIC SERVICE (collectively the “MAINE UTILITIES”) are regulated electric transmission and distribution utilities. Both companies are wholly-owned by EMERA, a full-service energy company based in Halifax, Nova Scotia.

BANGOR HYDRO and MAINE PUBLIC SERVICE share the same management team, and are in the process of integrating operations. We have requested permission from State and Federal regulators to formally merge, and expect to be a single utility effective January 1, 2014.

Our primary business is the efficient, safe, and reliable delivery of electricity to customers in northern and eastern Maine. We install, operate, and maintain transmission and distribution infrastructure such as poles and wires, substations, and meters. We also offer programs and tools under the PowerSmart Maine brand to help our customers use energy more efficiently.

OBJECTIVE

The objective of this Request for Proposals (RFP) is to obtain proposals from consultants or marketing firms with website development/design and copywriting expertise to align, enhance and integrate information from two websites (www.bangorhydro.com and www.mainepublicservice.com) into a single rebranded website, effective **January 1, 2014**.

The selected contractor will assist with the consolidation of information into an appealing, concise website with consistent design, tone, and flow throughout. Working with internal Communications and IT professionals, and an advisory team of department content managers, the consulting team will assist with transition to a single site and associated enhancements.

Site enhancements may include (but are not limited to) a more extensive mobile site, enhancements to the customer portals for online services, and development of an integrated web and social media presence. (See attached example of BHEonlineServices.com)

A new brand for the combined company has already been established and is outside of the scope of this project.

BACKGROUND

The website at www.bangorhydro.com was recently redesigned and built using Umbraco software, Version 4. The site has a similar look and feel to that of parent company EMERA, and is expected to provide the general format, look, and feel for the new aligned MAINE UTILITIES site.

The website at www.mainepublicservice.com was built using Umbraco software, Version 3.

Portions of the Bangor Hydro site are hosted on a separate web server using ColdFusion 8 web application platform. These sections include online services and outage reporting.

Both sites are overseen by a small team of company Communications and IT professionals, in collaboration with content managers throughout the companies.

BANGOR HYDRO currently has a mobile site for reporting and tracking power outages. MAINE PUBLIC SERVICE does not have mobile applications or power outage tracking.

Neither company currently has an established social media presence. Both companies tweet under the same account name for limited purposes related to media relations and power outages.

SCOPE OF WORK

For each task, please provide information on your approach, proposed staffing, and associated experience, hours involved, and billing rates. We recognize that consulting teams may not have capability or interest in all

of the following design and build tasks; however, we encourage you to bid on all of the tasks you can do. A final contract may include any and/or all of the following tasks:

Task 1. Project planning. Propose an action plan and schedule for bringing the two sites together. Include ideas for helping customers get used to the idea of a larger company, and for efficient ways to align and integrate content. Our goal is to receive internal stakeholder approval and complete tasks by September 15, 2013, with updates and testing finalized prior to the targeted Live date of January 1, 2014. The consulting team will review progress with a website advisory team on a regular basis throughout the development process. Strict adherence to agreed timelines and deliverables must be followed as well as notification of delays, complications, or communication barriers.

Task 2. Site map. Describe your approach to developing and transitioning to an integrated site map for the combined site.

Task 3. Site edits/content alignment. Develop templates and style sheets to support the general design format, with the general look and feel of the BANGOR HYDRO website. Develop a consistent voice, tone, and level of detail, and, where feasible, share content between the sites. During transition, keep the development site current with changes made to active websites in preparation of the Live date of January 1, 2014. Consultant will be notified as content is published to the MAINE UTILITIES websites.

Task 4. Align e-commerce and customer on-line billing options. Create a common landing page allowing customers from both companies to access My Account, Residential and Non-Residential information, and e-Services, keeping in mind that the companies' billing systems are currently separate and will continue to be in 2014. Access to "My Account" should include billboard space for showcasing key messages and customer solutions. The primary goal is a consistent gateway to online services with billboard space and a consistent customer experience once there.

Task 5. Align online outage and restoration reporting for both companies.

Create a template for power outage notices for MAINE UTILITIES service territories. Currently, BANGOR HYDRO hosts an outage map and active outage releases. MAINE PUBLIC SERVICE does not have the technology to identify and display outage locations; alerts and news releases are posted to the website manually. The goal is to consolidate this area and increase awareness to customers about outages and restoration information despite the technology differences.

Task 6. Mobile site development. Design a mobile site with access to priority content, including but not limited to PowerSmart Maine programs, online services/billing, and power outage and restoration information. Provide a similar look and feel to the main website.

Task 6a. (Optional) Build mobile site. Build mobile-specific architecture responsive to website interactive information.

Task 7. Recommend and implement enhancements for an integrated customer experience. Design or enhance customer interfaces for the interactive features of the website so there is an integrated and consistent customer experience, regardless of the variety of back-end systems that support the interactive features. In particular, consider the customer's experience with PowerSmart Maine programs, online billing, and outage and restoration information.

Task 8. Develop and integrate social media presence. Plan and execute a social media strategy. Design initial Facebook and/or other content; recommend tools and best practices for monitoring and managing social media; and a strategy for effectively integrating and leveraging website and social media content.

Task 9. Other site enhancements. Propose additional site enhancements, if any. Provide options with flexibility for growth and expansion.

Task 10. Stakeholder Management and Website Testing. Develop and implement a strategy for engaging stakeholders in site planning and implementation and developing buy-in. Include detail on proposed pre-launch testing of the website to ensure customer satisfaction and quality control.

SOLICITATION SCHEDULE

The anticipated schedule for this RFP is as follows:

- March 27, 2013 – RFP publicly advertised
- April 17, 2013 – RFP Close Date – Submissions are due by 10:00 am Eastern Time
- April 24, 2013 – Presentation/Interview Finalists
- May 1, 2013 – Evaluation completed and selection made

Proposals received after the close date may not be accepted.

WHERE TO SEND PROPOSALS

Proposals may be submitted via email to: Rodney Leach, Procurement Manager, rleach@bhe.com. Proposals must be in Microsoft Word, Excel, or Adobe pdf format. Emails containing attachments with **ZIP or EXE files will not be accepted.**

If by mail
BANGOR HYDRO AND MAINE PUBLIC SERVICE WEBSITE TEAM
c/o Rodney Leach, Procurement Manager
PO Box 932
Bangor, ME 04402-0932

If by courier
BANGOR HYDRO AND MAINE PUBLIC SERVICE WEBSITE TEAM
c/o Rodney Leach, Procurement Manager
970 Illinois Ave.
Bangor, ME 04401

If submitting by mail or courier, please provide at least 2 original copies of your proposal, plus an electronic copy.

The MAINE UTILITIES reserve the right to reject any proposals that do not meet the requirements of this section.

QUESTIONS AND ADDENDA

All respondents are urged to carefully examine the RFP immediately and contact Rodney Leach, Procurement Manager, rleach@bhe.com if there are any items that require clarification. Clarifications deemed by the MAINE UTILITIES to be material will be issued as written addenda and sent to all known respondents. No verbal interpretation provided by the MAINE UTILITIES shall be valid and only written addenda shall bind the MAINE UTILITIES.

The MAINE UTILITIES reserve the right to issue Addenda until five (5) days prior to the Close of the RFP.

In the event of a conflict between the RFP and any addenda, later issued addenda shall govern to the extent of any such conflict. All addenda shall be deemed to form part of the respondent's submission.

All requests for clarification must be directed in writing via e-mail to Rodney Leach, Procurement Manager, rleach@bhe.com not less than five (5) calendar days before the RFP Close Date.

WITHDRAWAL AND MODIFICATION OF PROPOSALS

An interested party may withdraw their proposal and submit a revised proposal prior to the Close Date. After the response deadline, submitter-initiated changes will not be accepted. Submissions may be withdrawn from consideration at any time prior to the Close Date.

CONFIDENTIAL OR PROPRIETARY INFORMATION

The MAINE UTILITIES' normal business practices will be observed in handling proposal materials. If the proponent considers the cost proposal or any other information contained in its proposal to be confidential or proprietary, then each page background of the proposal containing such information must be clearly marked "Confidential".

Proponents should understand that the Maine Public Utilities Commission (MPUC) may require a review of all proposals.

PROPOSAL REQUIREMENTS

Scope of Work

Please provide information on your approach, proposed staffing and associated experience, hours involved, and billing rates for each task in the scope of work.

Organizational Capabilities

1. Please provide a brief overview of your company including length of time in business and previous engagements of similar nature/expertise/scale.
2. Please give examples of previous engagements of similar nature/expertise/scale, including contact information for at least three references that are currently using your services that the MAINE UTILITIES may contact.
3. Submit resumes on key personnel within your management structure and their key responsibilities for this project.

Pricing

Please provide a complete pricing formula for this RFP, by task and in total.

Account Management

Please describe your account and project management processes.

Employee Requirements

1. Employees must have a proven track record of success with Umbraco and html solutions. Umbraco certification and/or experience are preferred.
2. Team must have copywriters with excellent marketing and writing skills.
3. Employees must be responsive to tight timeframes and quick, accurate turnaround.

Certifications and Insurance

Please indicate compliance and supply the necessary documentation for the following certifications with your proposal. Your proposal should also list all other certifications not listed in this RFP:

1. Contractor must have at least the following insurance coverage:
 - a. \$2,000,000 Commercial General
 - b. \$2,000,000 Automobile Liability
 - c. \$1,000,000 Employer's Liability
 - d. \$2,000,000 Umbrella Liability
2. Worker's Compensation – Statutory Requirements
3. All employee certifications necessary to perform work.
4. All other certifications applicable to your business that are not listed.

Certification of Bonding (Optional)

Please provide reference letter from your bonding company that states the following:

1. Bonding Company name and address
2. Bonding agent and contact information
3. Single-job limit and aggregate bonding program limits

KEY SELECTION CRITERIA CONSIDERATIONS

The MAINE UTILITIES' Key Selection Criteria Considerations include, but may not be limited to, the following, in no particular order:

- Relevant and specific expertise
- Resource capacity and availability
- Creativity of the proposed approach
- Price
- Relevant experience, including experience with electric utility issues
- Ability to execute
- Time in business
- Insurability
- Bonding
- Management involvement and commitment

SELECTION AND CONTRACT DEVELOPMENT PROCESS

The MAINE UTILITIES reserve the right to reject any or all proposals submitted in response to this RFP.

The MAINE UTILITIES are not obligated to select or accept the lowest price proposal. If only one proposal is received, it may be selected, accepted, or rejected at the MAINE UTILITIES' discretion.

The MAINE UTILITIES reserve the right to select any proposal considered by it to be in its best interest or the most satisfactory. The MAINE UTILITIES reserve the right to engage in post-award negotiations with a proponent(s); and by submitting a proposal the proponent agrees that if its proposal is selected by the MAINE UTILITIES, the proponent will negotiate in good faith with the MAINE UTILITIES.

The respondent acknowledges that the foregoing terms are reasonable and appropriate and that the MAINE UTILITIES are issuing the RFP in reliance upon the right to claim such privileges.

MAINE PUBLIC UTILITIES COMMISSION (MPUC)

Interested parties must be aware that the MAINE UTILITIES are regulated utilities. The MAINE UTILITIES' decisions with respect to any proposed project may be affected by the decisions of the MPUC as they affect the MAINE UTILITIES. All proposals shall be subject to decisions, orders, or approval of the MPUC as may be necessary or appropriate.

REQUIREMENTS

The successful proponent, if any, will be required to enter into a contractual relationship with MAINE UTILITIES on terms acceptable to MAINE UTILITIES, before Bangor Hydro Electric Company issues a Purchase Order for the work contemplated herein. The contract will be in substantially the same form as the Master Services Agreement attached hereto for your review.