Memorandum

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| To: | Kate Massey, Executive Director |
| From: | Caroline Broder, Director of Communications |
| Date: | September 22, 2023 |
| Re: | Decision to Select Web Vendor |

As you are aware, MACPAC issued a request for proposals in August of 2023 to redesign our website, as well as update the site’s navigation. It has been more than five years since MACPAC’s website has been updated. We contacted five vendors to solicit bids based on our RFP. These vendors were selected based on prior experience, stated government experience with WordPress sites, as well as recommendations from agencies that function similarly to MACPAC. Of the five vendors that were sent information for the RFP, two declined to bid.

The three vendors that submitted proposals in response to the RFP were:

* **New Target**, the firm that currently works with MACPAC on both site design and web hosting;
* **Materiell**, a firm that has government experience with WordPress, and worked to rebuild MedPAC’s website; and
* **RP3**, and agency that had WordPress experience.

The RFP stated that bidders would be judged based on price, technical approach, qualification, staffing and management plan, and past performance. **Of the three bidders, Materiell scored the highest overall on based on the dimensions outlined in the RFP**.

Materiell came in as the lowest in design cost, with technical details that were well presented. New Target had a higher design cost than Materiell, and RP3 had the highest cost of the three bidders. We were surprised that New Target included a two-month discovery stage given that they have been working with MACPAC for many years, and had already done an initial audit of the site. RP3’s proposal was light on technical details, and the agency lacked federal government experience.

While the contract would be separate, New Target and Materiell also included costs for hosting our website. Materiell’s cost was slightly higher, however, our CIO judged the quality of the technology solutions they proposed to be superior to New Target’s. Materiell’s hosting infrastructure is FedRAMP, which includes cloud infrastructure. This is a big advantage for disaster recovery scenarios, as well as for federal hosting security mandates.

For reasons related to cost and technical approach, **I am recommending that we select Materiell for MACPAC’s website redesign**.