



Request for Proposal/Quotation

For Town of Slave Lake Website/Mobile Application

January 13th, 2016

Town of Slave Lake

10 Main Street S.W

P.O Box 1030

Slave Lake, AB

T0G2A0

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Confidentiality Statement

The proponent acknowledges that the Freedom of Information and Protection of Privacy Act applies to all information and records relating to, or obtained, created or collected under this Quotation; and

The records created or collected under this Quotation for the Town of Slave Lake are subject to the access and privacy provisions of the Freedom of Information and Protection of Privacy Act. Should the Town of Slave Lake receive a request for any of these records that are in your custody, it would be your responsibility to provide (copies of) the records, at your expense. You must provide them to the Chief Administration Officer (CAO) of Slave Lake within three (3) calendar days from official notification by the CAO.

Submission Details**Submission Deadlines**

All submissions for responding to this request must be submitted on paper and delivered to our office, as stated below, no later than:

**Friday, March 11th, 2016
No later than 2:00 PM MST**

All submissions received, by mail or in person, after March 11th, 2016 by 2:00 PM MST, will not be accepted and will returned to the proper company.

Submission Delivery Address

The delivery address to be used for all submissions is:

Christopher Brown
Communications Coordinator
Town of Slave Lake
10 Main Street S.W.
P.O Box 1030
Slave Lake, Alberta
T0G2A0

Submission Delivery Envelopes

Sealed Quotations will be clearly marked "Quotation for Website/Mobile App"

Submission Questions and Clarifications

You may contact the following person if you have any questions or require clarification on any topics covered in this Request for Proposal:

Christopher Brown
Communications Coordinator
Voice: 780-849-8033
Email: Comms.Coordinator@slavelake.ca

The Town reserves the right to cancel this Request for Proposal for any reason.

Proposals may be withdrawn by written notice only provided such notice is received at the Town

office prior to the date/time set as the closing time for receiving proposals.

Proposals shall be open for acceptance for 90 days following the submission closing date.

All proposals will remain confidential, subject to the Freedom of Information and Privacy Act.

No proponent shall have any claim for any compensation of any kind whatsoever, as a result of participating in the RFP, and by submitting a proposal each proponent shall be deemed to have agreed that it has no claim.

Introduction

The Town of Slave Lake is located on the shores of the Lesser Slave Lake, surrounded by the MD of Lesser Slave River, and Sawridge First Nation, in Northern Alberta.

The Town of Slave Lake's corporate website at www.slavelake.ca was created in 2012 and while the site has served as a primary online marketing and communications vehicle for the Town; Issues have been identified with the site's design, search and navigation, and content delivery.

In 2015, Town Council approved the direction of the creation of a Mobile Application.

Background

The Town of Slave Lake is seeking to update its website, and create a mobile application, to enhance the user experience, simplify content management, and provide better information and customer service to the community, while meeting high standards for design quality and visual appeal.

Effective websites increase online citizen self-service while reducing staff workload. This will be accomplished by tailoring your solution to meet the town's unique needs.

In Slave Lake, the management of online content has been decentralized to some extent, with the assistance of a handful of "power users." The Town would like to decentralize content management by empowering our staff to easily create and manage website content in each Town department under the oversight of the Communications Coordinator, by using a Content Management System (CMS) in the redesign of the Town Website.

The Town seeks the assistance of an experienced company that can accomplish all of the functionality identified in this RFP with the flexibility of providing this functionality over time, if needed due to budgetary constraints. The Town also seeks a company that has the capability of integrating additional features and functionality that may be identified in the future. The experienced company should have a team of experts who understand local government, to help us achieve our vision – all while providing 24/7/365 support.

The company will also provide a unique design for the creation of the Town of Slave Lake Website, and mobile application that will match the unique feel one would get living, and working in the Town.

Proposal Contents

The desired proposal contents are outlined below. Bidders are required to submit a written narrative corresponding to each of the underlined section items:

Introduction

- Overview and summary of how your company will assist the Town in reaching our website and mobile application goals

Company Profile

- Company overview and history
 - How long has the company been in business
 - Number of current employees
 - Number of clients in the past 5 years (?)
- Capabilities of company - Why should your company be chosen

Management Team

- Name, title, role (e.g., project management, training, design)
- Education, years of experience

Project Development Approach

- Average timeline
- Detailed explanation of all project phases including consultation, design, development, training, implementation
- Statement that website will meet Accessibility Compliance requirements
- Training options
- What role the Town will play in the project

Scope of Work for Creation of Mobile Application and Website

- Project phase deliverables
- What will be expected of the Town
- What the Town can expect from the company

Municipal Website Design Experience

- References (minimum three references, including all contact information below,)
 - Client name
 - Website URL
 - Client contact person and title
 - Phone
 - Email address

Mobile Application Design Experience

- References (minimum three references, including all contact information below,)
 - Client name
 - Mobile Application Downloadable Version
 - Client contact person and title

- Phone
- Email address

Support and Maintenance

- Software ownership
- Ongoing training opportunities and availability of robust, self-service documentation and technical support (videos and training manuals, etc.)
- Availability of continued communications post website implementation (with consultants and support staff)
- Support services - emergency and non-emergency situations

Mobile Application Integration into Website

- Integration of the Town Website into the Town Mobile Application

Project Pricing Estimate/Cost for Services Outlined

Specify amounts of items below:

- First year development fees including:
 - Days/hours of training, number of employees to be trained, on-site or webinar
 - Amount of content migration (entire website or a specific number of pages)
 - Additional products/functionality
- Ongoing fees for hosting, maintenance and support for year two and beyond
- A schedule of hourly rates for all personnel proposed, equipment and disbursement rates for the project shall be included in the proposal.
- Fee Estimates must include all applicable taxes, but show taxes as separate items.

Description of Features and Functionality Included with the CMS

At minimum include:

- List of all features and functionality included in the proposed CMS. Must address all features and functionality listed in Required Features section of this RFP

Additional Products offered

- Give brief descriptions of other products offered by the company.

Hosting and Security

The desired Hosting and Security contents are outlined below. Bidders are required to submit a written narrative indicating that they can meet or exceed the outlined hosting of the Town of Slave Lake Website, and Mobile Application.

- Data Center
 - Minimum requirements: reliable data center, managed network infrastructure, on-site power backup and generators, multiple telecom/network providers, redundant network, secure facility, 24/7/365 system monitoring
- Hosting
 - Minimum requirements: automated software updates, server management and monitoring, multi-tiered software architecture, software updates and security patches, database updates and security patches, antivirus management and

- updates, server-class hardware, redundant firewall solutions, high performance SAN with N+2 reliability
- Bandwidth
 - Minimum requirements: multiple network providers, burst bandwidth of at least 500Mb/s
- Disaster Recovery
 - Minimum requirements: 24/7 emergency support, on-line status monitor, event notification emails, recovery time objective of at least 8 days, recovery point objective for at least 24 hours, pre-emptive monitoring for disasters, multi geographic region redundant back up data center
- DDoS Mitigation
 - Minimum requirements: defined DDoS attack process including the ability to identify the attack source and type of attack, the ability to monitor the attack for a threshold and a plan once threshold is reached
- Upgradable security packages

Required Features

Website Required Features

The information below represents required functional capabilities in the selected CMS. It is not all-inclusive, other functionality may be recommended or added. The Town's new website vendor must be able to provide at a minimum, the components shown.

- **Agenda Management** - Upload, create and manage agendas
- **Alerts & Emergency Notification** - Alerts posted on website and public notifications sent out through social media and the integrated Mobile Application.
- **Approval Rights** - allow system administrator to establish specific rights and capabilities for internal staff to update content based upon the role they have in updating the website.
- **Archive Center** - Store agendas, minutes, newsletters and other documents
- **Automatic expirations** – the ability to set a date for content to automatically expire
- **Blogs** – The ability to create a blog for the Town of Slave Lakes Mayor Blog.
- **Broken Links Finder** - Site visitors can enter comments concerning how they accessed the page
- **Browser Based Administration** - Update, delete and create template based web pages
- **Calendar** – Update calendar by departments
- **Calendar Uploads** – Allow residents to submit calendar events via the Town of Slave Lake Website/Mobile Application, subject to administrations approval.
- **Departmental Home Pages** – the ability for departments to have dedicated pages within the site that follow the same design as the other interior pages
- **Directories, listing for Staff and Businesses** – ability to allow citizens to search for staff or business information
- **Document Center** - Upload/download capability, back-end ability to search within
- **Intranet/Extranet** - User restricted pages
- **Live Edit** - create and edit pages live from the front end
- **Multi-Lingual Support** – using Google Translate

- **News & Announcements** - Dynamic content
- **News Releases** - Online publishing
- **Online Forms** - Forms/publishing/tracking
- **Online Job Postings and Application** - Applicants can also create an online profile, fill out application and attach additional documents
- **Online Payments** - Secure online transaction by department, through Diamond Municipal Services.
- **Photo Center** - Display community photos in a central location on website
- **Printable Pages** - Print-friendly function
- **Responsive Design** - fully mobile responsive design - site adjusts to the screen size of all devices its being view on, includes forms, calendars, etc.
- **Request Tracking** - Citizens can submit request for issues, (i.e Down power line, Pothole, signage issues) to department approved staff.
- **RFP/RFQ/Bid Posting** – allow for easy posting of bids to the site
- **Rotating Photos/Banners** - Dynamic image display
- **RSS Feeds out** - Registration by Department
- **Quick Links** - Links can be placed directly on the pages
- **Site Search** - Internal site search engine, site search log
- **Site Statistics** - Analytics and site audit reports
- **Sitemap & Breadcrumbs** – Dynamically generated
- **Snow Removal Forecast** – A live daily update of snow removal forecast within the Town of Slave Lake.
- **Social Media Interface** - Facebook and Twitter feeds
- **Spotlight** - Ability to highlight important text on one or more pages
- **Website Profile** – Website Administration can pick and choose the information that automatically becomes fed to staff identified profile upon site login
- **Video Uploads** – Upload weekly videos not larger than 25 MB

Mobile Application Required Features

The information below represents required functional capabilities in the selected CMS. It is not all inclusive, other functionality may be recommended or added. The Town's new mobile application vendor must be able to provide at a minimum, the components shown.

- **Alerts & Emergency Notification** – Alerts, and public notifications, posted on website sent out through email, text message, and the mobile application.
- **Calendar** – Update calendar by departments
- **Departmental Home Pages** – the ability for departments to have dedicated pages within the site that follow the same design as the other interior pages
- **Online Job Postings and Application** - Applicants can also create an online profile, fill out application and attach additional documents
- **News Releases** - Online publishing
- **Request Tracking** - Citizens can submit request for issues, (i.e Down powerline, Pothole, signage issues) to department approved staff.
- **Snow Removal Forecast** – A live daily update of snow removal forecast within the Town of Slave Lake.

Negotiations

The award of the contract is subject to negotiations with the lead proponent including, but not limited to, the following:

- Changes or work refinements in the service requirements or scope of work proposed by the proponent.
- Price – if directly related to a change or refinement in the proposed scope of work proposed by the proponent.
- Specific Contract details as deemed reasonable for negotiation by the Town of Slave Lake.

If it appears to the Town, in the Town's sole opinion, that the agreement may not be executed by the lead proponent, the Town may, at its sole discretion and without liability, immediately terminate all further negotiations and attempts to finalize the agreement with the lead proponent and select another proponent

Working Agreement

The successful proponent will enter into a contract for services with the Town based upon the information contained in this Request for Proposal and the successful proponent's submission and any modifications thereto.

Project Deliverables

Time is of the essence in carrying out completing the project deliverables. The following is a proposed timeline which is subject to change and/or alternation:

RFP Closing: March 11th , 2016

Website Project Deliverables

Deliverables:	Target Delivery Date
1 – Contract: After being selected as the web vendor for this project, and accepting the assignment, work in preparing and signing off on a contract for services to be provided by the vendor.	March 2016
2 – Discovery: Meet with the Town steering committee to review the project vision, deliverables, roles and responsibilities of the Town and vendors, and timeline.	March 2016
3 – Schedule: Work with the Town in developing a detailed project schedule, identifying critical delivery and milestones.	April 2016
4 – Design and Prototype: Provide detailed design and prototypes as required by the Town	April 2016 – May 2016
5 – Website Build: Based on the final requirements, project scope and other design material, build the core structure of the TOSL website.	May 2016

6 – Content Migration: Work with the Town in populating new website and migrating content from old website	June 2016
7 – Application Integration: Integrate all third party applications currently hosted locally and remotely by the Town	June 2016
8 – Testing: Work with the Town in testing the site against requirements.	July 2016
9 – Training: Provide comprehensive training on the CMS that will be customized for two groups of Town staff: administration users and basic users.	August 2016
10 – Documentation: Provide comprehensive documentation for publishing with the CMS and maintaining the system.	August 2016
11 – Pre-Launch Support: Provide support while transitioning to Town administration of the site.	August 2016
12 – Launch: Coordinate in launching the new website on the live server.	September 2016

Mobile Application Project Deliverables

Deliverables:	Target Delivery Date
1 – Contract: After being selected as the web vendor for this project, and accepting the assignment, work in preparing and signing off on a contract for services to be provided by the vendor.	March 2016
2 – Discovery: Meet with the Town steering committee to review the project vision, deliverables, roles and responsibilities of the Town and vendors, and timeline.	March 2016
3 – Schedule: Work with the Town in developing a detailed project schedule, identifying critical delivery and milestones.	April 2016
4 – Design and Prototype: Provide detailed design and prototypes as required by the Town	April 2016 – May 2016
5 – Mobile App Build: Based on the final requirements, project scope and other design material, build the core structure of the TOSL Mobile App.	June 2016
6 – Application Integration: Integrate all third party applications currently hosted locally and remotely by the Town	July 2016
8 – Testing: Work with the Town in testing the Application against requirements.	August 2016
9 – Training: Provide comprehensive training on the CMS that will be customized for two groups of Town staff: administration users and basic users.	August 2016
10 – Documentation: Provide comprehensive documentation for publishing with the CMS and maintaining the system.	August 2016
11 – Pre-Launch Support: Provide support while transitioning to Town administration of the mobile application	September 2016
12 – Launch: Coordinate in launching the new mobile application on the live server.	October 2016

Terms and Conditions

The proposal must be submitted, and stamped as received by the Town of Slave Lake no later than the time mentioned in proposal content. Any proposals received after the indicated time and date will not be considered for selection.

Those that are not successful will not be contacted.

In addition to the rights contained within this Article, if the Bid Sum of every compliant Bidder exceeds the amount the Town has budgeted for the work, the Town may reject all proposals or attempt to negotiate a lower price with the proponent who, in the sole and unfettered discretion of the Town, has submitted the most advantageous proposal.

Communications

Bi-weekly updates to Town of Slave Lake, communications coordinator, are required throughout the project.

Contact information:
Christopher Brown
Communications Coordinator
Voice: 780-849-8033
Email: Comms.Coordinator@slavelake.ca

Fees and Disbursements

The Town of Slave Lake will make payments based on Project Deliverables.

Selection Criteria

Proponent selection will be based on overall price (including all fees and disbursements), work samples, meeting the requirements outlined above, and proposed design and methodology.

The Town of Slave Lake also reserves the right to reject any or all proposals, or to accept any proposal deemed to be in the best interest of the Town.

Criteria		Percentage of Overall Selection
Technical Solutions and Methodology	Approach, ability to meet project specifications technical migration experience, etc. Understanding of project requirements,	15 %

	implementation of strategy, implementation, etc.	
Project Team and References	Organization members, skill sets, similar project experience, qualifications, support, and previous experience with the town steering committees. Past involvement with comparable scoped projects, proven track record building award-winning municipal websites, credentials, flexibility, etc.	10 %
Price	Rate structure and pricing of project phases. Completeness of pricing proposed.	20 %
Website Design	Prototype details vision for new Town of Slave Lake website. <ul style="list-style-type: none"> • Uniqueness • Quality • Functionality • Overall design 	20 %
Mobile Application Design	Prototype details vision for new Town of Slave Lake Mobile Application <ul style="list-style-type: none"> • Uniqueness • Usability • Functionality • Overall design 	20 %
Proposal	Completeness, overall quality, level of detail in regards to the Towns' needs and requirements. Presentations reflects corporate outline, similar project experience, project strategy.	15 %
	Total:	100 %