



REQUEST FOR PROPOSAL

RFP 2015 – 05

City of Duncan Website Redevelopment

City of Duncan, Corporate Services
Attention: Karen Robertson, Director of Corporate Services
City of Duncan, 200 Craig Street,
Duncan, BC, V9L 1W3

Submission Deadline: Friday, August 28, 2015 at 4:00 pm.

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REQUEST FOR PROPOSAL
RFP PROGRAM TITLE: CITY OF DUNCAN WEBSITE REDEVELOPMENT

DEFINITIONS

“CONTRACTOR or CONSULTANT”	means the Proponent whose Proposal has been accepted by the City of Duncan and is awarded a contract by the City of Duncan to carry out the Work.
“CoD”	means the City of Duncan.
“PROPONENT”	means the responder to this RFP.
“PROPOSAL”	means a proposal to carry out the Work submitted by a Proponent in response to this RFP.
“RFP”	means this Request for Proposal.
“WORK”	means and includes anything and everything required to be done for fulfillment and completion of the project in accordance with this RFP and Proposal.

1.0 - INTRODUCTION

1.1 BACKGROUND

The City of Duncan is located on Vancouver Island in the heart of the ‘Warmland’ – Cowichan Valley, mid-way between Nanaimo and Victoria. This compact City has a population of 4,932 but acts as the commercial centre of a trading area serving a population of approximately 80,000 people.

The City of Duncan’s corporate website, at www.duncan.ca, was created in 2002 and while the site has served as a primary online marketing and communications vehicle for the City, significant issues have been identified with the site’s design, search and navigation, and content delivery.

In 2015, City Council approved a major redesign of the City’s website.

1.2 PURPOSE AND GOALS

The City of Duncan is requesting proposals from qualified proponents to conduct a major redesign of the City’s website to provide residents, staff and the general public with a single website for online City services and information. The website must have a professional and user-friendly interface that will enable users to quickly find information in a clear and consistent manner. The website will be created on a flexible platform to accommodate future initiatives and technologies.

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The new design must appropriately reflect the City branding and highlight the City of Duncan's unique history, culture and environment.

The formal goals for this project are:

- Provide meaningful and easily accessible public information to Duncan citizens, commercial and business partners, viewers from outside the community and City staff.
- Offer effective and desired on-line services.
- Ensure the website is dynamic and showcases the community, City and brand.
- Provide effective communication by maintaining transparency and increasing awareness of local government as an information source.
- Scalable – adapt and grow with changing service needs and technology advancement

2.0 - INSTRUCTIONS TO PROPONENTS

2.1 SUBMISSION OF PROPOSALS

The Proposal and their envelopes should be clearly marked with the name and address of the Proponent and the RFP program title. The sealed envelopes should be addressed to the following:

Karen Robertson
Director of Corporate Services
City of Duncan
200 Craig Street
Duncan, BC V9L 1W3
Office No: 250-746-6126, Fax No: 250-746-6129
Email: karen@duncan.ca

Proposals must be received on or before the **Closing Time of: Friday, August 28, 2015 at 4:00 p.m. Proposals will NOT be opened in public.**

TIME: 4:00 pm local time
DATE: August 28, 2015

All proposals submitted should include three (3) hard copies preferably in an 8 ½ inch x 11 inch format along with one (1) identical copy on a virus free CD-ROM disk in Adobe PDF format. Proposal submissions must be suitable for black and white photocopying. No three-ring binders please.

Proposals will be accepted until the Closing Time specified. It is the Proponent's sole responsibility to ensure its Proposal is received at the address set out above by the Closing Time.

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Proponents wishing to make changes to their Proposals after submission, but prior to the Closing Time, may do so by submitting the revisions by fax, email or hard copy. It is the Proponent's sole responsibility to ensure the revisions are received by the CoD prior to the Closing Time.

Proposals received after the Closing Time will not be accepted or considered.

The City does not accept proposals received via our facsimile machine or email.

All prices proposed are to be in Canadian dollars.

Proposals, rather than tenders, have been requested in order to afford *proponents* a more flexible opportunity to employ their expertise and innovation, and thereby satisfy the *City's* needs in a more cost-effective manner. Proposals should be based on these instructions and any Appendices attached.

Your proposal should clearly show your complete company name, nearest location to the City of Duncan, and name and telephone number of primary contact person(s).

After closing time and date, all proposals received by the City become the property of the *City*.

The proposal is subject to the terms and conditions of the Agreement for Internal Trade, Mash Annex 502.4 and the New West Partnership Trade Agreement between the provinces of B.C., Alberta and Saskatchewan. The laws of the Province of B.C. shall govern this proposal and any subsequent contract resulting from this proposal.

All documents and work generated as a result of this project will become the property of the *City*, and the successful *proponent* will be required to assign any copyright to the *City*. The *City* will have exclusive rights to copy, edit and publish the material.

Under no circumstances may the Services or any part thereof be subcontracted, transferred, or assigned to another firm, person, or company without the prior written authorization of the *City*.

If any director, officer or employee agent or other representative of a *Proponent* or Tenderer makes any representation or solicitation to any Councillor, officer or employee of the *City* of Duncan with respect to the Proposal or Tender, whether before or after submission of the Proposal or Tender, the *City* shall be entitled to reject or not accept the Proposal or Tender.

2.2 INQUIRIES

Any questions regarding the submission of proposals should be directed to:

Karen Robertson

Director of Corporate Services

karen@duncan.ca

250-746-6126

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All questions and enquiries should be submitted in writing no later than three (3) working days prior to the closing date of the RFP.

Proponents shall carefully examine the RFP documents and shall fully inform themselves as to the intent, existing conditions and limitations which may affect their Proposal submission. No consideration will be given after submission of a Proposal to any claim that there was any misunderstanding with respect to the conditions imposed.

Proponents finding discrepancies or omissions in the Contract or RFP, or having doubts as to the meaning or intent of any provision, should immediately notify the above listed project contact. If there are any changes, additions, or deletions to the Proposal scope, conditions, or closing date, Proponents will be advised by means of an Addendum issued by the CoD. All Addenda are to become part of the Proposal Documents and receipt of Addenda should be acknowledged by the Proponent in the submission.

Verbal discussion between CoD Councillors or staff and a Proponent shall not become a part of the RFP or modify the RFP unless confirmed by written Addendum.

2.3 INDEMNIFICATION

The successful *Contractor* hereby releases and shall indemnify and save harmless the *City*, its officers, employees, officials, agents, *contractors* and representatives from and against any and all claims, costs, damages, actions, causes of action, losses, demands, payments, suits and expenses, legal fees or liability arising from:

- errors, omissions or negligent acts of the *Contractor*, its officers, agents, members, employees, *contractors* or subcontractors, or any other person for whom the *Contractor* is in law responsible in the performances of the Services;
- the breach, violation or non-performance of this Agreement by the *Contractor*, its officers, agents, members, employees, *contractors* or subcontractors, or any other person for whom the *Contractor* is in law responsible in the performance of the Services; or
- personal injury including death, property damage and loss arising out of, suffered or experienced by any person in connection with or during the provision of the Services under this Agreement, including without limitation WorkSafeBC claims and assessments.

The release and indemnity contained above shall apply except to the extent that the claims, costs, damages, actions, causes of action, losses, demands, payments, suits, expenses or legal fees or liability arise from the negligence of the *City*, its officers, employees, officials, agents, *contractors*, or representatives.

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The *Contractor* is solely responsible for and shall promptly pay all WorkSafeBC premiums and assessments relating to the performance of the Services under this Agreement, whether by the *Contractor*, its officers, agents, members, employees, *contractors* or subcontractors, or any other person for whom the *Contractor* is in law responsible.

The release and indemnity contained above shall survive the termination of this Agreement.

2.4 BUSINESS LICENCE AND PERMITS

The successful *Contractor* shall provide and pay for a *City* of Duncan Business Licence valid for the term of the Work on *City* premises.

The *Contractor* shall provide and pay for all necessary permits and licences necessary for the performance of the Work.

2.5 DECLARATIONS

In submitting a proposal the *Proponent* declares that:

I (we) do not (or any related company) have any family, ownership, and operating relationships with the *City*, or any elected official, staff or other officials holding public office in the *City* and agree that the *City* reserves the right to reject any proposal that may be perceived to be in a conflict of interest.

I (we) am (are) not or have not:

- (a) an individual who has; or
- (b) an individual who was a shareholder or officer of a company that has; or
- (c) a company that has; or
- (d) a company with a shareholder or officer who has; or
- (e) a company that is, or was a shareholder of a company that is, or was a shareholder of a company that has; or
- (f) a company that has a shareholder or officer who is also a shareholder or officer of another company that has;
- (g) had a bid bond retained, or
- (h) had all or part of a performance bond retained, or breached a contract with the *City*, or failed to complete its obligations under any prior contract with the *City* (or any other publicly funded jurisdiction or organization in British Columbia), or has been charged or convicted of an offence in respect of a *City* (or any other publicly funded jurisdiction or organization in British Columbia) contract.

2.6 TIMING

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

RFP Closing:	August 28, 2015, 2015
Invite Selected Proponents to Presentation:	September 14, 2015
One-Hour Presentations (times to be confirmed)	October 2 and 5, 2015

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.	October 2015
2 – Discovery: Meet with the City steering committee to review the project vision, deliverables, roles and responsibilities of the City and vendors, and timeline.	October 2015
3 – Progress Reporting: Set up the project in a web-based issues management or project tracking system and provide access to the City.	October 2015
4 – Project Charter: Work with the City in finalizing the draft project charter detailing scope.	October 2015
5 – Schedule: Work with the City in developing a detailed project schedule, identifying critical delivery and milestones.	October- November 2015
6 – Design and Prototype: Provide detailed design and prototypes as required by the City	October-November 2015
7 – Website Build: Based on the final requirements, project scope and other design material, build the core structure of the CoD website on a development server provided by CoD	December 2015
8 – Content Migration: Work with the City in populating new website and migrating content from old website	January 2016
9 – Application Integration: Integrate all third party applications currently hosted locally and remotely by the City	February 2016
10 – Testing: Work with the City in testing the site against requirements on the City's development servers.	February 2016
11 – Training: Provide comprehensive training on the CMS that will be customized for two groups of City staff: power users and basic users.	February 2016
12 – Documentation: Provide comprehensive documentation for publishing with the CMS and maintaining the system.	March 2016
13 – Pre-Launch Support: Provide support while transitioning to City administration of the site.	March 2016
14 – Launch: Coordinate in launching the new website on the live server.	April 2016
15 – Post-Launch Review/Support: Work in preparing and signing off on a Service Level Agreement for post-launch support and post training requirements.	September 2016

3.0 - GENERAL TERMS OF PROPOSAL PROCESS

3.1 PROPOSAL PREPARATION COSTS

All expenses incurred by the Proponent in preparation and submission of this Proposal are to be borne by the Proponent, with the express understanding that no claims for reimbursements against CoD will be accepted. CoD shall not be responsible for any costs involved in or associated with any meetings, discussion or negotiation following submission that could lead to acceptance of the Proposal and award of a contract.

3.2 PROPOSAL EVALUATION

CoD recognizes that “Best Value” is the essential part of purchasing a product and/ or service and therefore CoD may prefer a Proposal with a higher price, if it offers greater value and better serves CoD’s interests, as determined by CoD, over a Proposal with a lower price. Appendix “ A” contains the information regarding how Proposals will be evaluated. The evaluation team will not be limited to the criteria listed in Appendix A, and the evaluation team may consider other criteria that the team identifies as relevant during the evaluation process. However, any criteria considered will be applied evenly and fairly to all Proposals.

CoD, at its sole discretion, reserves the right to:

- Reject any or all Proposals whether complete or not;
- Reject any Proposal it considers not in its best interests;
- Waive any minor irregularity or insufficiency in the Proposal submitted;
- Not be liable for misunderstandings or errors in the Request for Proposals;
- Issue addenda to the Request for Proposals;
- Contact references provided by the Proponents;
- Retain independent persons or contractors for assistance in evaluating Proposals;
- Request points of clarification to assist CoD in evaluating Proposals;
- Negotiate changes with the successful Proponent; and
- Withdraw the Request for Proposal.

3.3 PROPOSAL PRESENTATION

Based on the RFP responses a short list of selected Proponents will be invited to formally present their proposal detailing how their product and service best meets the City’s needs and requirements.

Presentations must reflect corporate outline, previous experience, project strategy and must include a prototype which details the proponent’s vision for a new City of Duncan website.

The one-hour presentation will be held at Duncan City Hall, 200 Craig Street, Duncan, BC and will be part of the overall evaluation criteria in the selection process.

3.4 PROPOSAL CONFIDENTIALITY AND PROPRIETARY INFORMATION

All submissions become the property of CoD and will not be returned to the Proponent. CoD will consider all Proposals submitted as confidential but reserves the right to make copies of all Proposals received for its internal review and for review by its financial, accounting, legal, and technical consultants.

Proponents should be aware that CoD is a “public body” as defined in and subject to the provisions of the *Freedom of Information and Protection of Privacy Act*.

If the Proponent believes any of the information requested in this RFP and provided by them is confidential, then they should identify it as such and provide a rationale as to why it should not be released under the “Freedom of Information” legislation.

The rationale for keeping information confidential under this legislation includes:

- a) Trade secrets of the Proponent;
- b) Financial, commercial, scientific or technical information, the disclosure of which could reasonably be expected to result in material financial loss or gain or could reasonably be expected to prejudice the competitive position of the Proponent; or
- c) Information the disclosure of which could be reasonably expected to interfere with contractual or other negotiations of the Proponent.

3.5 NO COLLUSION

Except as otherwise specified or as arising by reason of the provision of the contract documents, no person whether natural, or body corporate, other than the Proponent has or will have any interest or share in this Proposal or in the proposed contract which may be completed in respect thereof. There is no collusion or arrangement between the Proponent and any other actual or prospective Proponents in connection with Proposals submitted for this project and the Proponent has no knowledge of the contents of other Proposals and has made no comparison of figures or agreement or arrangement, express or implied, with any other party in connection with the making of the Proposal.

3.6 LITIGATION

Proponents who, either directly or indirectly through another corporation or entity, have been or are in litigation, or who have served notice with intent to proceed with court action against CoD in connection with any contract for works or services, may be considered ineligible Proponents. Receipt of Proposals from such Proponents may be disqualified from the evaluation process.

3.8 NO CONTRACT

This RFP is not a tender and does not commit CoD in any way to select a preferred Proponent. By submitting a Proposal and participating in the process as outlined in this RFP, Proponents expressly agree that no contractual, tort or other legal obligation of any kind is formed under or imposed on CoD by this RFP or submissions prior to the completed execution of a formal written Contract.

3.9 PROPOSAL CONTENT

Content to be included in the Proposal, but not limited to:

- Full name, address and telephone number of the submitting office of the Proponent and where applicable, the name, address and telephone number of any branch office, affiliate or sub-consultant(s) that will be involved in the project.
- Project Manager: The Proposal shall identify the proposed project manager who will be the single point of contact, responsible for direct interaction with CoD. State his/ her position and professional discipline. Describe the work to be performed by the project manager, his/ her qualifications and substantive experience directly related to the proposed Work.
- Proposed Project Team: The Proposal shall list key individuals including the project manager who will have major responsibilities for the performance of the Work. Describe the work to be performed by each listed individual and their qualifications in terms of education and substantive experience directly related to the proposed project.

The Proposal should include the following endorsement:

"Identified Key Project Team members shall only be replaced with written approval of the CoD."

- Methodology: The Proposal shall contain an outline of strategies and skills that will be used to manage the project's expectations, resources, budget, and quality control. Discuss how each task will be carried out and what services or interaction is required from/ with CoD. Suggest alternative, if appropriate. Identify any specialized equipment, unique approaches, or concepts or cost saving measures which your company may use relevant to the required services.
- References: The Proposal shall provide no less than three (3) references that are relevant to the proposed Work. The references should be from a third party who can provide information about the performance of the Proponent in delivering services for the experience cited. Please provide their organization name, contact name, email, and phone number to support this.

3.10 SUBCONTRACTORS

The Proposal shall include the company name of all sub-contractors and sub-consultants proposed to be used in the performance of the Work with a description of the work they would be performing.

The sub-contractors and sub-consultants listed in the Proposal may not be changed without the written consent of CoD. If CoD so requires, the Proponent shall be prepared to confirm to CoD the competence of sub-contractors and sub-consultants prior to acceptance of the Proposal.

3.11 PROPOSAL CONTENT & INNOVATION

The Proponent shall address in the Proposal submission, all the information as requested in the RFP documentation. The Proponent is also encouraged to include innovative, alternative or unique solutions to the Proposal subject that may, along with other things, indicate cost initiatives, better public relations and/ or project acceptance, reduced risk, improved management or administrative efficiencies, etc. Any alternative Proposals submitted should include all the requirements of the original RFP with costs identified for comparative purposes.

4.0 - SCOPE OF WORK

4.1 STATEMENT OF UNDERSTANDING

In their own words, the Proponent must show that they have an understanding of what the Work involves and what is required to complete the project. It is the Proponent's responsibility to demonstrate that they possess the required knowledge, understanding and capacity to carry out the Work as outlined in this RFP.

4.2 OBJECTIVES

The objective of the RFP is to improve access to online information and services for local citizens, businesses, viewers from outside the community and staff. Proponents should state in their proposal how this objective can be achieved, including but not limited to discussion of the following:

- a. **Transfer of Current Web Content** - All content currently posted on the Web site transferred over to the new site;
- b. **Content Management System (CMS) Design** - City staff should be able to easily edit content to ensure that a consistent tone and feel is reflected throughout the website. Proponents should identify if the system handles related/semantic content. Proponents should also discuss how CMS would be used to implement workflow that enables staff to:
 - Delegate control of pages to specific departments;
 - Use central authorization to verify changes for tone, feel and City style guide prior to publishing;
 - Access group related content easily.
- c. **Events Calendar** – one calendar of events to be used by all departments with multiple selectable layers/filters for various event types.
- d. **Improved Navigation** - A menu system should be in place that leads users along a logical path to information being sought;
- e. **Search Tool** – Proven search tool methods such as Google that are content and topic based;

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- f. **Google Translator** – Google translator to translate into different language;
- g. **Subscriptions** - To ensure that website users can be updated on topics that are relevant to them by electronically subscribing to content through email or through syndication (Real Simple Syndication (**RSS**), Atom, etc.). Examples of subscription content could include, but not be limited to: job postings, public hearings, agendas, minutes, newsletters, news releases, public safety and What's New Items;
- h. **Partner Website** – have links to partner websites
- i. **Pictures** – Support photo gallery functions, preferably hosted externally (Instagram, for example).
- j. **Font Size** – font size adjuster – for people with visual difficulties
- k. **On-Line Notification** – Road closures, service outages – water, and others.
- l. **Compatibility & Format** - To reflect the current trend of delivering well-formatted content across multiple platforms (Apple iOS, BlackBerry, and Android), Proposals should ensure that mobile versions of the website will closely resemble all parts of the full-browser version of the website. The site must be compatible with industry browsers such as Internet Explorer, FireFox, and Chrome;
- m. **Application Integration** – Provide full integration into third party application for mapping, payment systems and ecommerce, property information and taxation, minutes, agenda, webcasting, etc (including Vadim and ICompass);
- n. **Test Plan** – include a proposed testing and support plan;
- o. **Issue Reporting System** – to integrate the City's Issue Reporting System with the look and feel of the website.
- p. **Accessibility** - How the proposed solution deals with accessibility. For example, Web Content Accessibility Guidelines (WCAG) 2.0 (<http://www.w3.org/TR/WCAG/>).
- q. **Social Media** – The website should include an ability to deliver moderated community content in the CMS. The ability to submit photos, comments, and share information on social networks should be functions that staff can toggle on and off. Proposals should discuss integration of popular social media services such as Instagram, Facebook and Twitter;

4.3 QUALIFICATIONS

Proposals should include a brief description of the following:

- a. List five websites the Proponent has produced that best reflect the Proponent's work and relevancy to this project. Briefly list the role played in each project. The project URL (and an outline of any related awards) should be submitted. Only sites that are live will qualify during evaluation.
- b. Describe experience producing sites for local government, other government, and non-profit or community-focused projects as well as any related awards.
- c. Provide current reference information for three clients where similar work has been produced.
- d. Describe the organizational capacity of the Proponent to produce the Project website (e.g. staff, equipment, software, physical space, office location, etc.).
- e. Indicate how many full-time staff are employed by the Proponent. Please include a copy of the Proponent's organizational chart.
- f. Include a company or business profile, length of time in business and core competencies.
- g. Describe the type of team that will be assigned to this Project and describe each person's role. Please include a brief background summary for each key staff member assigned to this project.
- h. Explain the Proponent's project management process and previous experience working with, including level of exposure to, corporate steering committees.
- i. Include a proposed testing and support plan.
- j. Indicate the time frame for completion, including starting time and completion time. The time frame for completion of the Project will be evaluated. In addition, time frames will form part of any contractual agreement; therefore, a firm time frame for completion is required.
- k. If the Proponent has any vendor partnerships that will affect this project, please explain.
- l. Identify other relevant terms and conditions that may apply to completion of the Project.
- m. Completion of *Appendix B – Project Specifications* table must be included with vendor submission.

4.4 BUDGET

The budget should be presented by grouping effort and all associated tasks under the following headings:

- Preliminary Design
- Website build
- Migration and Integration
- Training and Launch

The Proposal should have a detailed budget including the following information:

- Hourly rates of each team member and any sub-consultants;
- Number of hours anticipated for each team member;
- Total upset price;
- Amount of assistance expected from City staff (consultation, information searches, etc.).

4.5 SCOPE OF WORK

The scope of this RFP includes the following:

- a. Review & evaluation of the existing City website;
- b. Meetings with City departments, staff and project steering committee;
- c. Design of new City website;
- d. Recommendation for Content Management System (CMS);
- e. Supply of all required components and licenses;
- f. Migration of data from current website;
- g. Integration of all third party applications (see Appendix B : Specifications 4.6)
- h. Development of an Events Calendar and Forms (see Appendix B : Specifications 4.4, 4.5)
- i. Testing and implementation of new website, CMS, workflow and security;
- j. Configuration and Training;
- k. Post implementation review and configuration changes; and subsequent support and maintenance.

5.0 - COMMUNICATIONS

Regular updates to CoD project manager are required throughout the project.

6.0 - FEES AND DISBURSEMENTS

The Proponent shall provide a lump sum cost. Any costs incurred by the Consultant above the submitted lump sum costs will be the sole responsibility of the Consultant unless pre-approved by the CAO.

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A schedule of hourly rates for all personnel proposed, equipment and disbursement rates for the project shall be included in the Proposal. Ensure sufficient detail is provided to facilitate evaluation of level of effort by task and cost.

Fee Estimates must include all applicable taxes, but show taxes as separate items.



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APPENDIX "A"

**Request for Proposal
Evaluation Form**

APPENDIX "A"

REQUEST FOR PROPOSAL EVALUATION FORM

Proponent's Name: _____

Project Title: City of Duncan Website Redevelopment

The *City* reserves the right to accept any or none of the proposals submitted and will evaluate proposal submissions based on "best value" using the following criteria:

1	Technical Solutions & Methodology – Approach, ability to meet project specifications (Appendix A), technical migration experience, etc. Understanding of project requirements, implementation of strategy, implementation, etc.
2	Project Team and References – Organization members, skill sets, similar project experience, qualifications, support, and previous experience with corporate steering committees. Past involvement with comparable scoped projects, proven track record building award-winning municipal websites, credentials, flexibility, etc.
3	Budget – Rate structure and pricing of project phases. Completeness of pricing proposed.
4	Proposal & Presentation – Completeness, overall quality, level of detail in regards to the City's needs and requirements. Presentations reflects corporate outline, similar project experience, project strategy. Prototype details vision for new City of Duncan website.

APPENDIX “B”

PROJECT SPECIFICATIONS

Requirements

Notes

- The requirements table must be filled out and included in the RFP submission.
- If requirements can be achieved through customization, please include costs in vendor explanation.

Acronym guide

Acronym	Definition
CoD	City of Duncan
CMS	Web content management system that will be used to manage the CoD website.
CSS	Cascading style sheets.
SEO	Search engine optimization
Site Users	Individuals who use the publicly available COD website (and do not have privileges to access the web administration areas at the back end).
Web Administrators	Authorized CoD staff that use the CMS to maintain the CoD website.

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Section	Detail	Yes	No	Explanation
1	Navigation/Page Creation, Search & Tags			
1.1	Navigation/Page Creation			
1.1.1	Navigation can descend four levels.			
1.1.2	Navigation includes breadcrumbs.			
1.1.3	Navigation includes a footer.			
1.1.4	Navigation includes a single page with a site map, containing links to all pages on the site.			
1.1.5	Navigation can include a site map at the bottom of specified pages, containing links to first and second level pages.			
1.1.6	Web administrators can change site navigation in a GUI (Graphical user interface) environment, which does not require programming or editing of code.			
1.1.7	Access to navigation is subject to roles and permissions. Authority to change navigation can be granted for the entire site or specific sections of the site.			
1.1.8	Connected to making changes to navigation, web administrators can add new pages and specify page titles, and delete existing pages from the site.			
1.1.9	URLs generated when pages are created are SEO-friendly.			
1.1.10	File names and URLs do not permit spaces and non-conforming characters.			
1.1.11	Navigation menus, breadcrumbs and site maps automatically and simultaneously update after navigation is changed.			
1.2	Search			
1.2.1	The search engine indexes all content on the site and automatically re-indexes the site when new content is added.			

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Section	Detail	Yes	No	Explanation
1.2.2	The search engine can be optimized to improve search results.			
1.2.3	Each search result includes an excerpt of content containing the word(s) searched for and located.			
1.2.4	In each search result, the word(s) searched for and located are highlighted in some manner, such as appearing in bold or in a colour.			
1.2.5	The number of search results that appear per page of results can be configured.			
1.2.6	The search engine can be configured so downloadable documents on the site (in formats such as Adobe PDF and Microsoft Word, Excel and PowerPoint) can be included or excluded from the search results.			
1.2.7	Web administrators can specify search results that appear at the top of results for specific search terms. These specified results override organic results.			
1.3	Tags			
1.3.1	Web administrators can attach tags to content, including individual and multiple words.			
1.3.2	Tags can be displayed under content as links that go to tag results pages, which list links to content that has the same tags. Or, tags can be displayed as links that go to search results pages, which are consistent with results pages that appear when the site search engine is used. In the latter case, tags are integrated with the site's search engine.			
1.3.3	When tags are attached to news items appearing on the homepage, tags appear under the item both on the page in the News section and on the homepage.			

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Section	Detail	Yes	No	Explanation
1.3.4	Tags attached to content can be displayed in a tag cloud or list, displayed in order of tags used the most.			
1.3.5	Web administrators can specify meta-tags on all pages (e.g. title, description, and keyword tags).			
2	Content Management System (CMS)			
2.1	Content Editing & Publishing			
2.1.1	The CMS has a WYSIWYG editor, which allows for in-context editing - editing within the interface of the actual website - rather than in a separate administrative interface.			
2.1.2	The editor offers an extensive feature set, including the ability to: apply styles (defined in CSS), insert links and anchors, insert graphics, insert tables, spell check and other features. List all of the editor's features in full.			
Section	Detail	Yes	No	Explanation
2.1.3	Text from documents can be copied and pasted straight into the CMS, without having to cleanse the text in a text editor.			
2.1.4	The CMS allows for placement of graphics on pages.			
2.1.5	The CMS allows for in-context editing of graphics (tasks such as proportionally changing the dimensions of a graphic).			
2.1.6	The CMS can be configured to specify a maximum file size for graphics and require alt tags.			
2.1.7	The editor enables editing of the HTML source code of the content area of pages. Access to HTML is subject to roles and permissions.			
2.1.8	HTML code from third party sites, such as YouTube, Flickr and Google Maps, can be embedded in the editor and be fully functional.			

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Section	Detail	Yes	No	Explanation
2.1.9	The CMS includes a global find and replace feature for text on the site.			
2.1.10	The CMS includes a feature for crawling the site and locating broken internal or external links, producing a report that lists broken links.			
2.1.11	The system enables either immediate publishing or scheduled publishing.			
2.1.12	The CMS enables web administrators to toggle between an editing view (how the page looks while it is being edited) and published view (how the page looks on the live site).			
Section	Detail	Yes	No	Explanation
2.1.13	The CMS provides multi-browser and multi-operating system preview, in which pages can be previewed in major browsers such as Firefox, Internet Explorer, Google Chrome, Safari and Opera, and in both the Windows and Mac environments.			
2.2	Content Re-Use			
2.2.1	Content that is entered in one location of the system can be easily configured to appear on multiple pages.			
2.2.2	Content that appears on multiple pages can be edited in one location of the system, with all areas updating after the editing.			
2.2.3	The system provides web administrators with an overview of content re-used on multiple pages.			
2.3	Files			
2.3.1	Web administrators can upload files to the CMS, for posting on the site, in formats such as the following: .pdf, .doc, .docx, .ppt, .pptx, .xls, .xlsx, .gif, .jpeg, .eps, .png, .mp3.			
2.3.2	Site users can download files posted on the site in formats such as the following: pdf, .doc, .docx, .ppt, .pptx, .xls, .xlsx, mp3.			

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Section	Detail	Yes	No	Explanation
2.3.3	The system includes easy-to-manage libraries in the admin area for documents, graphics, videos, audio files and other files posted on the site.			
Section	Detail	Yes	No	Explanation
3	Workflow & Version Control			
3.1	Workflow			
3.1.1	Roles and permissions, providing different levels of privileges, can be assigned to web administrators.			
3.1.2	Roles and permissions can be assigned to web administrators for either the entire site or for specific sections of the site.			
3.1.3	Workflows, based on the defined roles and permissions, can be set up to regulate approval of content and changes to navigation before being published.			
3.1.4	Workflows can specify that notification emails are automatically sent to reviewers when changes to the site require their review before publishing.			
3.2	Version Control			
3.2.1	The CMS requires that web administrators check out pages before they can edit them and check them back in after editing is complete. The system does not allow for simultaneous editing of the same page by multiple web administrators.			
3.2.2	A "last updated" date appears at the bottom of each page and is automatically updated after changes are made to that page.			
3.2.3	Expiry dates can be assigned to content at the back end so web administrators will be alerted when content needs to be changed or removed, or option to auto archive to repository when expired.			

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Section	Detail	Yes	No	Explanation
3.2.4	Web administrators can view previously saved versions of pages and identify differences from the current live version.			
3.2.5	Web administrators can roll back pages so a previously saved version of the page appears on the live site.			
3.2.6	Version control features includes audit trails, which track web administrator activity in the system by date and name.			
4	Special Features			
4.1	Homepage Admin Tools			
4.1.1	Web administrators can access an admin tool for specifying: news items (housed in the News section of the site) to appear on the homepage, what order they appear in, what summary text (including links) appears for each item on the homepage, and what graphic, if there is one, is attached to the item (with some control over how the graphic is positioned with the item). There is no character limit for summary text appearing on the homepage and the text does not cut off mid-sentence.			
4.1.2	Web administrators can access an admin tool for specifying: photos that have been uploaded to the site to appear on the homepage in a rotation, what order they appear in the rotation, the time lag between each rotation, and what content (headlines and text, including links) appears with each photo on the homepage.			

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Section	Detail	Yes	No	Explanation
4.1.3	Web administrators can access an admin tool for: activating a hidden area at the top of the homepage that stretches the page vertically and contains text on emergency alerts that can be inserted in the area.			
4.2	News & Features			
4.2.1	The News and Features sections are set up in a blog structure, which allows for items to appear chronologically, with moderated comments, tags, and archives of past items.			
4.3	Accessibility and Multi-lingual Support			
4.3.1	The CMS generates pages that are compatible with website tools such as screen readers for persons with visual disabilities.			
4.3.2	The CMS provides support for page text resizing. Text resizing option displayed on every page header.			
4.3.3	The CMS provides support for high contrast and zoom options on all pages.			
4.3.4	The CMS provides support for editing and previewing pages in multiple languages. Translation service option displayed on every page header.			
4.3.5	The CMS manages versions of pages with identical content, in multiple languages, as sets.			
4.4	Events Calendar			
4.4.1	Web administrators can create/edit calendars.			
Section	Detail	Yes	No	Explanation
4.4.2	Calendar formats are available in multiple views (such as daily, weekly and monthly, or as a listing of all upcoming events in chronological order).			

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4.4.3	Calendar will be updatable by internal and external contributors			
4.4.4	Calendars will have different layers/filters for each department or event type, which can be selected or de-selected			
4.5	Forms, Surveys & Polls			
4.5.1	Web administrators can create forms to display on the site, with data collected on the back end that can be exported out of the CMS.			
4.6	Application Interface			
4.6.1	The CMS will provide full interface capability with COD critical property management, payment processing application and ecommerce (Vadim).			
4.6.2	The CMS will provide full interface to Agenda/Minutes (ICompass) and webcast remote hosting (ISIGlobal)			
4.6.3	The CMS will allow full interface capability with third party page turn applications (ie: flipbuilder.com)			
Section	Detail	Yes	No	Explanation
4.7	Social Media			
4.7.1	Blogs (separate from the News and Features sections) can be set up on the site, which allow for moderated comments, tags, and archives of past items.			
4.7.2	Wikis can be set up on the site.			
4.7.3	Facebook "Like" buttons and sharing buttons from other third party sites can be easily embedded throughout the site.			

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4.8	Mobile			
4.8.1	The CMS generates versions of pages that are optimized for viewing on mobile browsers such as Safari for iPhone (iOS).			
4.8.2	The CMS provides support for editing and previewing pages in the mobile environment.			
4.8.3	The CMS manages versions of pages with identical content, for standard web and mobile viewing, as sets.			
5	Technical Capabilities & Training			
5.1	Web Standards			
5.1.1	The CMS generates HTML code that is W3C-compliant.			
5.1.2	The CMS is compatible with currently used versions of HTML and HTML 5.			
5.1.3	The CMS is compatible with Adobe Flash.			
Section	Detail	Yes	No	Explanation
5.2	Browsers & Operating Systems			
5.2.1	The CMS is 100 per cent web-based, enabling web administrators to access the system and not require the installation of any software on web administrators' computers.			
5.2.2	Web administrators can use all features of the CMS without technical issues on computers with Windows or Mac operating systems with recent versions of major browsers (Internet Explorer, Firefox, Safari, Google Chrome and Opera).			
5.2.3	Sites users can view and use the COD website without technical issues on computers with Windows or Mac operating systems with recent versions of major web browsers (Internet Explorer, Firefox, Safari, Google Chrome and Opera).			

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5.3	Technical Environment			
5.3.1	All software and files associated with the CMS can be installed on COD website host. The CMS cannot be a hosted software as a service (SaaS) product.			
5.3.2	The CMS is compatible with a technical environment in which changes to the website are made on a staging server, and after satisfying workflow requirements, are transferred to a live server by web administrators. Indicate if the CMS takes a different approach of consolidating all editing and publishing activity on one server.			
Section	Detail	Yes	No	Explanation
5.3.3	Content transferred from the staging server to the live server appears on the live server immediately after the transfer.			
5.3.4	The CMS provides functionality for ensuring the staging and live servers are in sync, as mirrors of each other.			
5.3.5	The CMS is compatible with a technical environment in which a test or development server is used to develop new features for the site.			
5.3.6	The CMS supports load balancing.			
5.3.7	The CMS allows export to static files (incremental or full export).			
5.3.8	The CMS can be used to support multiple websites.			
5.4	Templates			
5.4.1	There is a separation between code and presentation templates.			
5.5	Dynamic Content/Databases			
5.5.1	The CMS supports the ability to include dynamic content from external sources and relational databases.			
5.5.2	The CMS supports database schema migration during upgrades.			

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5.5.3	The CMS allows integration of third-party applications and adheres to industry standards.			
Section	Detail	Yes	No	Explanation
5.6	Printing			
5.6.1	Site users that use the web browser print function get a printout that does not cut off text at the sides or bottom, maintains text at a reasonable size for readability, and retains essential graphics. A separate print-friendly feature is not needed for printing to these specifications.			
5.7	RSS			
5.7.1	Multiple RSS feeds can be set up, for either miscellaneous content from throughout the site or for specific content such as news, features, blogs, videos and podcasts.			
5.7.2	Web administrators can configure RSS so feeds are either automatically generated, based on specified criteria, or manually triggered by web administrators.			
5.8	Secure Areas			
5.8.1	The CMS enables the creation of password-protected areas of the site.			
5.9	Web & System Analytics			
5.9.1	Google Analytics JavaScript can be placed on pages throughout the site to obtain web analytics data.			
5.9.2	The system provides built-in web analytics data, which can be viewed in the admin area and downloaded in formats such as Excel and PDF.			

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Section	Detail	Yes	No	Explanation
5.9.3	Built-in web analytics can provide data on web traffic resulting specifically from campaigns conducted separate from the website with customer relationships management systems (CRMs) or other software.			
5.9.4	The CMS provides authorized web administrators with customizable reports on system access.			
5.9.5	Authorized web administrators have access to admin system logs.			
5.10	Training & Documentation			
5.10.1	The vendor will provide comprehensive training for both basic users and power users. Indicate if training will be provided face-to-face, through webinars, or through a combination.			
5.10.2	The vendor will provide comprehensive documentation for publishing with the CMS and maintaining the system. This includes manuals for web administrators and system-level documentation for system administrators. Indicate if help and reference material is available in hard and soft copies and online.			
5.11	Upgrades & Patches			
5.11.1	The vendor maintains a regular version upgrade and patch schedule.			