



**REQUEST FOR PROPOSALS FOR THE
LEDUC COUNTY
CORPORATE WEBSITE REDEVELOPMENT**

RFP No. 19-017

Closing Date and Time

**June 10, 2019
2:00:00 p.m., Mountain Standard Time**

REQUEST FOR PROPOSAL (“RFP”) WITH RESPECT TO THE:

Leduc County corporate website redevelopment

1.0 INTRODUCTION

1.1 Purpose of RFP

- 1.1.1 Leduc County (the “County”) seeks proposals from interested parties for the following:

Leduc County is seeking a qualified service provider to develop and design a new corporate website(s) for the municipality and to work with the County to create a related strategy for governance, management and marketing/promotion of the site(s).

This Request for Proposal (RFP) is an invitation by the County to Proponents to submit proposals for the supply of services, as described in Schedule ‘A.’

Project name: Leduc County Corporate Website Redevelopment
Location: Nisku, Alberta
Work description: Professional website redevelopment

If the County receives a proposal acceptable to it, the County will select one (1) or more parties who submit a proposal (the “Proponent(s)”) with whom the County, in its sole and unfettered discretion, will negotiate regarding the terms of a contract (the “Contract”) to perform the Work.

1.2 Submission of RFP

- 1.2.1 Proponents must submit, to the County, four (4) printed copies, along with one (1) electronic copy (in either PDF or MS Word format), on a USB flash drive, of their proposal. Proposals must be submitted in a sealed envelope and clearly marked with the RFP number, Closing Date and Time and RFP project name: “Leduc County Request for Proposals for the Leduc County Corporate Website Redevelopment: RFP No. 19-017.”

Proposals must be received at the following address before the Closing Date and Time, according to the County’s system’s date and time stamp:

Leduc County
County Centre
101, 1101 - 5 Street, Main Floor Reception
Nisku, Alberta T9E 2X3

Attention: Rudy A. Zacharias, Manager of Communications

Proposals may be delivered by hand, Canada Post or courier. No faxed or electronically submitted proposals will be accepted by the County.

- 1.2.1 No proposal(s) submitted after the RFP Closing Date and Time will be accepted.
- 1.2.2 Each Proponent may submit only one proposal. Collusion between Proponents shall be sufficient cause for the affected proposal(s) to be rejected outright by the County, without further consideration.
- 1.2.3 No pre-proposal meeting will be held for this RFP.
- 1.2.4 Any inquiries respecting this RFP should be directed, in writing, to:

Rudy Zacharias, Manager of Communications
Leduc County
County Centre
101, 1101 - 5 Street,
Nisku, Alberta T9E 2X3

Email: Rudy@leduc-county.com
Tel.: 780.770.9279

It is the responsibility of the Proponent to clarify interpretation of any matter the Proponent considers to be unclear before the closing Date and Time. The County shall not be responsible for any misunderstanding(s) on the part of the Proponent to this RFP or its process.

Questions shall be deemed to be received once the questions submitted, in writing, by Proponents have been received by the Procurement Contact noted above. Questions regarding this RFP will be accepted, in writing and via email at the email address noted in 1.2.4 only, no later than five (5) business days prior to the Closing Date and Time.

- 1.2.5 Each Proponent shall designate within five (5) calendar days of the receipt of this RFP, and no later than seven (7) calendar days prior to the Closing Date and Time of this RFP, one (1) person to whom any additional information, as may be deemed relevant to this RFP by the County, may be communicated. The name and contact information are to be emailed to the County's Procurement Contact for this project, as indicated in paragraph 1.2.5.
- 1.2.6 The County is under no obligation to respond to any inquiry submitted to it in respect of this RFP.
- 1.2.7 If the County, in its sole and unfettered discretion, determines that a written response to an inquiry is warranted, a written response will be prepared and distributed to all Proponents who have requested a copy of this RFP and completed the acknowledgment form. Such written response(s) shall be issued in the form of an Addendum to this RFP and deemed to be part of this RFP.
- 1.2.8 No inquiries submitted to the County will be responded to after the RFP Closing Date and Time.

1.2.9 Interested parties should obtain the RFP directly from Alberta Purchasing Connection (APC) to facilitate receiving any RFP updates or amendments or Addenda issued by the County.

The RFP timetable is as follows:

Issuance of RFP (RFP posted on APC)	May 13, 2019
Close of Questions	June 3, 2019 – 2:00:00 p.m., Mountain Standard Time
Addendum Posting, if any	June 5, 2019
Closing Date and Time	June 10, 2019 – 2:00:00 p.m., Mountain Standard Time
Evaluations	June 11 – 19, 2019
Interviews	June 20 – 27, 2019
Clarification and Negotiation	Week of July 2, 2019
Contract Preparation and Agreement	
Estimated Project Award Date	Week of July 8, 2019
Project Commencement / Kick-off	Mid-July 2019

Proposals should include content per Schedules ‘A’ and ‘B’ in sufficient detail, to allow the County to determine the Proponents’ qualifications and capabilities from the documents received. Every effort should be made to include complete details of the proposed Work.

1.3 Appendices and Addenda

The County reserves the right to respond to questions, make clarifications and changes, in its sole and unfettered discretion, to this RFP at any time prior to the Closing Date and Time through the issuance of Addenda. The appendices (schedules) to this RFP, and any subsequent Addenda, are incorporated into – and form part of – this RFP. The information and data contained in any appendices and any subsequent Addenda may form the basis upon which the Contract will be entered into with the County. Proponents are cautioned to ensure they have received and reviewed all Addenda (if any) prior to submitting a proposal. Should the County issue any Addenda to the RFP, the changes shall only be posted on the Alberta Purchasing Connection (APC) (www.purchasingconnection.ca) – no other notice shall be issued.

2.0 GENERAL CONDITIONS APPLICABLE TO THIS RFP COMPETITION

2.1 Disclaimer of Liability and Indemnity

By submitting a proposal, a Proponent agrees:

- 2.1.1 to be responsible for conducting its own due diligence on data and information upon which its proposal is based;
- 2.1.2 that it has fully satisfied itself as to its rights and the nature extended to the risks it will be assuming;

- 2.1.3 that it has gathered all information necessary to perform all of its obligations under its proposal;
- 2.1.4 that it is solely responsible for ensuring it has all information necessary to prepare its proposal and for independently verifying and informing itself with respect to any terms or conditions that may affect its proposal;
- 2.1.5 to hold harmless, the County, its elected officials, officers, employees, agents or advisors, and all of their respective successors, and assigns from all claims, liability and costs related to all aspects of the RFP process;
- 2.1.6 that it shall not be entitled to claim against the County, its elected officials, officers, employees, insurers, agents or advisors, and all of their respective successors, on grounds that any information, whether obtained from the County or otherwise (including information made available by its elected officials, officers, employees, agents or advisors, and all of their respective successors), regardless of the manner or form in which the information is provided is incorrect or insufficient;
- 2.1.7 that the County will not be responsible for any costs, expenses, losses, damages or liability incurred by the Proponent as a result of, or arising out of, preparing, submitting or disseminating a proposal, or for any presentations or interviews related to the proposal, or due to the County's acceptance or non-acceptance of a proposal; and
- 2.1.8 to waive any right to contest in any proceeding, case, action or application, the right of the County to negotiate with any Proponent for the Contract whom the County deems, in its sole and unfettered discretion, to have submitted the proposal most beneficial to the County and acknowledges that the County may negotiate and contract with any Proponent it desires.

2.2 **No Tender and no Contractual Relationship**

The Proponent acknowledges and agrees that this procurement process is a RFP and is not a tendering process. It is part of an overall procurement process intended to enable the County to identify a potential successful Proponent. The submission of a proposal does not constitute a legally binding agreement between the County and any Proponent.

For greater certainty, by submission of its proposal, the Proponent acknowledges and agrees that there will be no initiation of contractual obligations or the creation of contractual obligations as between the County and the Proponent arising from this RFP or the submission of a proposal.

Further, the Proponent acknowledges that a proposal may be rescinded by a Proponent at any time prior to the execution of the Contract.

2.3 **Amend or Revoke Proposal**

A Proponent may amend its proposal, prior to the Closing Date and Time, by submitting a clear and detailed written notice to the project Procurement Contact. A Proponent may revoke its proposal any time, prior to an agreement being entered into

with the County, by submitting a clear and detailed written notice to the project Procurement Contact.

2.4 Conflict of Interest

Proponents must fully disclose, in writing to the project Procurement Contact on or before the Closing Date and Time, the circumstances of any possible Conflict of Interest, or what could be perceived as a possible Conflict of Interest, if the Proponent were to become a contracting party pursuant to the RFP. The County may reject any proposals where, in the opinion of the County, the Proponent could be in a Conflict of Interest or could be perceived to be in a possible Conflict of Interest.

2.5 No Lobbying

A Proponent, or any person associated with the Proponent, may not communicate directly or indirectly in relation to this RFP, or the evaluation and selection process, in any form of political or other lobbying whatsoever to influence the selection of the successful Proponent(s).

2.6 Proponent Communication

A Proponent may not, at any time – directly or indirectly, communicate with the media in relation to this RFP, or any agreement entered into pursuant to this RFP, without first obtaining the written permission of the project Procurement Contact.

2.7 Illegal or Unethical Conduct

Proponents shall not engage in any illegal business practices, including activities such as bid-rigging, price-fixing, bribery, fraud or collusion. Proponents shall not engage in any unethical conduct, including lobbying or other inappropriate communications; offering gifts to members of Council, employees, officers, members or representatives of the County; deceitfulness; submitting proposals containing misrepresentations or other misleading or inaccurate information; or any other conduct that compromises, or may be seen to compromise, the competitive process provided for in this RFP.

2.8 Cost of Preparation

The Proponent is responsible for all costs of preparing and presenting its proposal and, if applicable, any negotiation and finalization of any agreement with the County.

2.9 Consent to Use of Information

By responding to this RFP, the Proponent consents, and has obtained the written consent from any individuals identified in the proposal, for the County to use the personal information provided in the proposal to evaluate the proposal. The successful Proponent shall provide proof of the consent of individuals as described in this paragraph to the County upon request.

2.10 **Information Disclosure and Confidentiality**

All documents submitted to the County shall be subject to the protection and disclosure provisions of the *Freedom of Information and Protection of Privacy Act* ("FOIP"). FOIP allows persons a right of access to records in the County's custody or control. It also prohibits the County from disclosing Proponents' personal or business information, where disclosure would be harmful to the Proponents' business interests, or would be an unreasonable invasion of personal privacy, as defined in *sections 16 and 17 of FOIP*. Proponents are encouraged to identify what portions of their proposal are confidential and what harm could reasonably be expected from its disclosure; however, the County cannot assure Proponents that any portion of the proposals can be kept confidential under FOIP.

2.11 **Worker's Compensation**

Proponents shall, during the term of the Agreement, maintain Alberta Workers Compensation coverage, in order to fully protect both its employees and the County, as may be required by law. Proof of coverage (Workers Compensation Board) release and insurance shall be required, prior to any contract for the Work.

2.12 **Canadian Free Trade Agreement and New West Partnership Trade Agreement**

The provisions of the Canadian Free Trade Agreement ("CFTA") and the New West Partnership Trade Agreement ("NWPTA") apply to this proposal.

2.13 **Insurance Requirements**

Prior to commencement of the Work, the successful Proponent shall, at its own expense, acquire and maintain the insurances required by the County. If successful, the Proponent must obtain all required insurances and licences (where appropriate) before signing an agreement.

2.14 **Litigation**

The County reserves the right, in its sole and unfettered discretion, to reject any proposals received from individuals or legal entities engaged in litigation with the County as a party adverse in interest at the time of this RFP.

2.15 **Discretion of the County**

Notwithstanding any other provision of this RFP to the contrary, the provisions in this Section prevail, govern and override all other parts of this RFP. The County is not bound to accept any proposal. At any time prior to execution of the Contract, the County may, in its sole and unfettered discretion, or for its own convenience, terminate the procurement process, cancel the Work or proceed with the Work on different terms. All of this may be done with no compensation to the Proponent or any other party.

The County reserves the right, in its sole and unfettered discretion, to:

- 2.15.1 utilize any designs, ideas or information contained in any of the proposals for its sole use and benefit, without making payment or otherwise providing consideration or compensation to any Proponent or any other party;
- 2.15.2 negotiate the specific contractual terms and conditions, including, but by no means limited to, the fee or price of the Work and the scope of the Work;
- 2.15.3 waive any formality, informality or technicality in any proposal, whether of a minor and inconsequential nature, or whether of a substantial or material nature;
- 2.15.4 receive, consider and/or accept any proposal, regardless of whether or not it complies (either in a material or non-material manner) with the submission requirements or is the lowest priced proposal, or not accept any proposal, all without giving any reasons;
- 2.15.5 determine whether any proposal meets the submission requirements of this RFP;
- 2.15.6 negotiate with any Proponent, regardless of whether or not that Proponent is the Proponent that has received the highest evaluation score; and
- 2.15.7 negotiate with any and all Proponents, regardless of whether or not the Proponent has a proposal that does not fully comply, either in a material or non-material way, with the submission requirements for the RFP or any requirements contained within this RFP.

2.16 Selection

Selection of the successful Proponent, if any, is at the sole and unfettered discretion of the County.

2.17 Disqualification

The failure by a Proponent to comply with any aspect of this RFP (either in a material way or otherwise) shall render the Proponent subject to such actions as may be determined by the County, including disqualification from the RFP process, suspension from the RFP process and/or imposition of conditions that shall be complied with before the Proponent shall have its privilege of submitting a proposal reinstated.

2.18 Representations and Warranties

- 2.18.1 The County makes no representations or warranties, other than those expressly contained herein, as to the accuracy and/or completeness of the information provided in this RFP.
- 2.18.2 Proponents are hereby required to satisfy themselves as to the accuracy and/or completeness of the information provided in this RFP.
- 2.18.3 No implied obligation of any kind by, or on behalf of, the County shall arise from anything contained in this RFP, and the express representations and

warranties contained in this RFP, and made by the County, are – and shall be – the only representations and warranties that apply.

2.18.4 Information referenced in this RFP – or otherwise made available by the County or any of its elected officials, officers, employees, agents or advisors, or by any of their respective successors as part of the procurement process – is provided for the convenience of the Proponent only and none of the County, its elected officials, officers, employees, agents and advisors, and their respective successors, warrant the accuracy or completeness of this information. The Proponent is required to immediately bring forth to the County any conflict or error it may find in the RFP. All other data is provided for informational purposes only.

3.0 DESCRIPTION OF THE WORK TO BE PERFORMED

Proponents are to review the general specifications for the details of the Work, which are attached hereto as Schedule 'A.' An overview of the Work is set out in this section.

3.1 Leduc County is seeking a qualified service provider to develop a new corporate website(s) for the municipality and to create a related strategy for governance, management and the marketing and promotion of the site and any related microsites.

3.2 The objective of this project is to develop and articulate a vision and roadmap for the effective use of the County's corporate website(s) to support business objectives of the County.

4.0 PROPOSAL REQUIREMENTS

The County reserves the right, but is not required, to reject any proposal that does not include the requirements.

4.1 Description of the Proposal

The Proponent should provide as much information as possible when replying to each point throughout the RFP. Unwillingness or inability to comply with any specific provisions in the RFP may result in the proposal being rejected by the County.

4.1.1 Proposals shall include the legal name, address and telephone numbers of the individual, the principals of partnerships and/or corporations comprising the Proponent, and, in the case of partnerships or corporations, the individual who will be the representative of the partnership or corporation. The Proponent shall also complete the information as per Schedule 'B.'

4.1.2 A response submitted should be in enough detail to allow the County to determine the Proponent's position from the documents received. Every effort should be made to include complete details of services the Proponent would provide.

4.1.3 The Proponent should be prepared to make a formal presentation of their proposal to the project Steering Committee upon five (5) days' notice.

4.2 Execution of the Proposal

Proposals shall be properly executed in full compliance with the following:

- 4.2.1 Proposals, and the pricing information, shall be signed by the representative for the Proponent;
- 4.2.2 if the proposal is made by a corporation, the full name of the corporation shall be accurately printed immediately above the signatures of its duly authorized officers and the corporate seal shall be affixed;
- 4.2.3 if the proposal is made by a partnership, the firm name or business name shall be accurately printed above the signature of the firm, and the proposal shall be signed by a partner or partners who have authority to sign for the partnership;
- 4.2.4 if the proposal is made by an individual carrying on business under a name other than his own, the business name, together with the individual's name, shall be printed immediately above his or her signature; and
- 4.2.5 if the proposal is made by a sole proprietor who carries on business in his own name, the proprietor shall print his or her name immediately below his or her signature.

4.3 Proposal format and content

- 4.3.1 *Letter of transmittal* – cover letter, dated and signed by an official authorized to negotiate, make commitments and provide information with respect to the proposal on behalf of the Proponent
- 4.3.2 *Table of contents* – labeled and numbered table of contents for each element noted in the proposal
- 4.3.3 *Executive summary* – overview highlighting pertinent points in the proposal
- 4.3.4 *Corporate profile* – overview of the firm/company, including a brief history, location(s) and other relevant information
- 4.3.5 *Response to requirements* – specific evidence of the Proponent's ability to satisfy the requirements described in this RFP – overview of how the Proponent will meet project and County objectives
- 4.3.6 *Explanation of proposed platform, CMS/DAM and hosting options*
- 4.3.7 *Outline of website design and redevelopment strategy*
- 4.3.8 *Related experience and expertise* – list related projects completed, starting with most-recent, that illustrates qualifications and experience for this project
- 4.3.9 *Project team* – profiles of each team member that would be assigned to this project; the overviews should include a summary of the individual's expertise,

experience and qualifications for their project role, including the role they have played on similar projects (include *curriculum vitae* of all team members); include a flow chart showing the proposed reporting structure of the project team and individual roles

- 4.3.10 *Project management* – description of the Proponent’s approach to designing, managing and coordinating the project
- 4.3.11 *Milestones and proposed timelines* – proposed phases, project milestones and estimated timeframes to complete each phase
- 4.3.12 *Technical specifications (if required)* – list any technical components that may be required
- 4.3.13 *Collection of services* – indicate how the Proponent intends to gather required information and estimated amount of County assistance required
- 4.3.14 *Fee proposal* – the Proponent shall provide a proposed fee structure
 - 4.3.14.1 pricing is to be submitted as a fixed price, including all fees and disbursements
 - 4.3.14.2 a detailed breakdown of the proposal pricing, and any terms and conditions, must be included
 - 4.3.14.3 pricing shall include all fees, purchases, commissions, out-sourced services, charges, penalties and duties pertaining to the delivery of goods and services quoted in this RFP
 - 4.3.14.4 project costs for proposed activities/phases, as well as payment schedules, should be clearly defined
 - 4.3.14.5 optional elements should be line-itemed
 - 4.3.14.6 resource hourly rates, if applicable – by position or skill-set
 - 4.3.14.7 sub-consultant or sub-contractor hourly rate, if applicable – by position or skill-set
 - 4.3.14.8 equipment rates, if applicable
 - 4.3.14.9 all prices shall be quoted in Canadian dollars, with GST identified separately
- 4.3.15 *References* – three (3) references, at least one of which is municipal, should reflect the same, or similar, type of work noted in this RFP and be noted and attached as per Schedule ‘C’
- 4.3.16 *Work samples* – recent design and development examples; provide samples of the same, or similar, work done for other clients
- 4.3.17 *Key differentiators* – what sets this Proponent apart from others
- 4.3.18 *Sample service contract/agreement*
- 4.3.19 *Terms and conditions*
- 4.3.20 *Certification* – completed/signed by authorized company representative

4.3.21 *Other* – any other information that will help the County understand the submitted proposal, as well as the Proponent’s qualifications and understanding of the requirements and the ability to meet them

5.0 EVALUATION

4.3.22 The County shall open all submitted proposals following the RFP Closing Date and Time.

4.3.23 After the Closing Date and Time, the County shall review and evaluate all proposals received by the Closing Date and Time, based upon the information supplied by the Proponents, in accordance with the submission requirements of this RFP and the criteria defined in Schedule ‘D.’

4.3.24 In evaluating the proposals received, the County will have its sole and unfettered discretion to award the contract to the Proponent of its choice. The County may select a Proponent with the lowest, or not necessarily the lowest, price.

4.3.25 By submitting a proposal, the Proponent acknowledges and agrees that it waives any right to contest in any legal proceedings regarding the decision of the County to award the contract.

4.3.26 The County reserves the right to accept conditions to be offered by, and/or negotiated with, the successful Proponent that are not specifically contained in this RFP. Such options and/or alternatives shall be included in the proposal-review process, as part of the evaluation.

4.3.27 At all times, the County reserves the right to seek written clarification regarding a proposal from a Proponent. Such clarification shall be deemed an amendment to such Proponent’s proposal.

4.3.28 As part of the evaluation process, the County may invite Proponents to participate in an interview. The County may also ask Proponents to make formal presentations to demonstrate qualifications, past work and/or any products or services the Proponent(s) may propose in responses to this RFP.

4.4 Period Open for Consideration

The proposals received shall remain open for the County’s consideration for a period of thirty (30) days following the RFP Closing Date and Time, in order to allow for the County to undertake the evaluation of the proposals received and to undertake the negotiations as provided for herein.

4.5 Independent Determination

A proposal shall not be considered by the County if it was not arrived at independently without collusion, consultation, communication or agreement as to any matter, such as prices, with any other Proponent.

4.6 Documents

All documents submitted by a Proponent shall become the property of the County upon being presented, submitted or forwarded to County by the Closing Date and Time. Should any documents be submitted electronically, notwithstanding the prohibition on same contained elsewhere in this RFP, then their content, and the media they are contained in, shall become the property of the County upon their being presented and submitted to County.

4.7 Use of Documents, Drawings and Ideas

Notwithstanding anything contained in this RFP as to the purpose for the submission of proposals, the County may use the concepts, ideas, suggestions and directions contained within the documents; drawings; plans; written descriptions; and other materials contained in proposals, and in any communication surrounding the proposals; provided by the Proponents or their agents for any purpose whatsoever, including, but by no means limited to, use of portions of the proposals or of ideas, information, enhancements to the Evaluation Criteria and designs contained therein in other County works. For clarity, the confidentiality obligations set out herein, applicable to the County's use of information, shall not interfere with the County's right to use concepts, ideas, suggestions and directions as herein described.

4.8 Conditions

The Proponent is responsible for making whatever inquiries or arrangements are necessary for it to become fully informed of the nature of the Work, including, but by no means limited to, the Work to be performed and all matters that may, in any way, affect the Work. Without limiting the foregoing, by the submission of its proposal, the Proponent acknowledges it has investigated and satisfied itself as to:

4.8.1 the nature of the Work;

4.8.2 the location and all conditions relating to the Work; and

4.8.3 the general character, conditions, laws and restrictions applicable to the Work that might affect the performance of the Work;

The Proponent is fully responsible for obtaining all information required for the preparation of its proposal. The County is not responsible for undertaking any investigations to assist the Proponent. Any information or other documents that are not included or referred to in a proposal (the "Non-Proposal Information") form no part of such proposal. The County assumes no responsibility of any kind whatsoever arising from, or relating to, its failure to include or refer to such Non-Proposal Information.

The Proponent's obligation to become familiar with the information described herein is not lessened or discharged by reason of any reports made available or supplied in conjunction with the proposal process. Any reports so provided are for informational purposes only, and the County shall not accept or assume any responsibility for the contents or accuracy of such reports. The Proponent agrees that the County shall not be held liable in any way to the Proponent in respect of such reports.

The Proponent further agrees that it shall not rely upon any oral information provided by the County, the County's consultants or any of their respective representatives.

4.9 **Law and Forum of Proposal**

The law to be applied in respect of this RFP shall be the law of the Province of Alberta, and all civil actions commenced in relation to this RFP shall be adjudicated by the Courts of the Province of Alberta. By submitting a proposal, the Proponent is deemed to have agreed to attorn to the jurisdiction of the Courts of the Province of Alberta.

Schedule A – Project Information, Requirements and Key Deliverables

1. About Leduc County

Located immediately south of Edmonton, the capital city of the province of Alberta in the country of Canada, Leduc County is a rural municipality of approximately 13,780 residents. The County spans 105 kilometres east-to-west and 32 kilometres north-to-south. The largest urban communities within the County are the Cities of Leduc and Beaumont and the Town of Devon. The Nisku Business Park, also located in the County, is home to more than 500 companies and provides a diversified economy and industry to the region and beyond. The County is also home to the Edmonton International Airport (EIA).

The County provides, either directly or jointly with other municipalities, a number of essential services to existing and prospective residents and businesses – in the County, region, Nisku Business Park and several hamlets. These services include, but are by no means limited to, enforcement and fire services; road maintenance; water distribution; sewer and waste management; agricultural services; planning and development; public works; parks and recreation; Family and Community Support Services (FCSS); corporate services; economic development; property taxation and assessment; public engagement; and corporate communications.

2. Background and Analysis

The County's website (and its related sub-sites) is an essential tool for communicating and engaging with current and prospective residents, businesses, investors, visitors, media, other governments and other audiences. Data, statistics and trends indicate the website is becoming a salient resource for County information.

There is a shelf-life on any technology, including websites. Although the existing site has served the County well, it has existed in its current format for more than five (5) years and is due for an upgrade.

The County would like to build a new website to enhance the scope, quality and efficiency of its interactions with its ratepayers, other audiences and key stakeholders in a way that helps meet business objectives. Users of the site expect it to be responsive to mobile devices and other technologies in this rapidly-changing world [the County's broad geographical areas means residents in some areas of the County prefer to access, and can better engage with, the website via mobile devices (i.e.: phone, iPad, tablets)]. An updated site and CMS are required to take advantage of new digital infrastructure, modern technologies, new design elements and accommodate new and evolving platforms. In this way, the municipality can continue to meet the ever-changing needs of its audiences and stakeholders – and respond to growing demands for improved and expanded e-services.

While preliminary needs assessment and internal information-gathering has been conducted with the Senior Management Team and some targeted staff, more business analysis, research and engagement will need to be completed prior to designing a new site.

Closely related to, but separate (out of scope) from, the website redevelopment project, is a comprehensive review of the County's Corporate Identity Program. The County will undergo Phases I and II of this project in 2019; this work will include research, audit and engagement of the County's corporate identity and brand and will culminate in a report to Council with recommendations for the next steps. The County's new corporate website will need to reflect the municipality's brand: whether

that is the existing brand as it now, enhancements to the existing brand or a completely new corporate identity program. The County is also developing an IT Strategy. Although the website redevelopment project is a separate initiative (out of scope), the two projects are closely aligned.

Project Overview

The County seeks a qualified service provider to develop a new corporate website(s) for the municipality and to work with the County to develop a related strategy for governance, management, marketing and promotion of the site (and any related microsites). This includes developing and articulating a vision and roadmap for effective use of the County's corporate website(s), in a way that supports, and helps achieve, the County's business objectives. The goal is to have a robust platform to inform, educate and engage with users and strengthen the County brand/position as a leader in the community, the Metropolitan Region, the province and beyond.

Functional requirements

- easy-to-use content management system (CMS)
- user-friendly Digital Asset Management (DAM) platform
- intuitive, citizen-focused navigation
- clean, fresh, focused and consistent design
- content in Plain Language
- optimized for advanced SEO
- legacy integration
- accessibility, according to WCAG 2.0 Guidelines
- clear path to conversion/business objectives
- security (data protection and storage); encryption
- mobile compatibility
- Customer Relationship management (CRM) system
- customizable features, as identified during needs-gathering process (i.e.: tax calculator)
- Integration with social media tools and online engagement platforms
- modern technology integration capabilities (video, photos, animation, mapping, etc.)
- interactive maps
- e-commerce capabilities
- dynamic feeds
- online forms: creation and submission
- multi-browser compatibility
- mobile compatibility
- hosting options
- analytics and data collection; customized reporting capabilities
- additional or customized functional elements to be identified and determined through the needs assessment and information-gathering process, and after consultation with the Communications team and other key staff in various departments

3. Key Deliverables

Project initiation and management

1. Plan, document and report on the strategies, tasks, resources, timelines, milestones and KPIs necessary to successfully complete this project: Specific deliverables include:
 - a. Project Charter
 - b. Project Work Plan, Timelines and KPIs
 - c. Project Presentation to Steering Committee and/or Leadership Team

2. Project management is expected to include:
 - a. a proven system/approach to ensure the project stays within the agreed-upon and approved scope (as per the terms of the mutually signed agreement/contract, project deliverables, timelines, budget)
 - b. working closely with the County's Project Manager, Steering Committee, Communications department, other various County staff and departments, and/or other internal and external stakeholders to gather required information and documentation
 - c. working with the County to create a detailed project plan, with key milestones/timelines and deliverables
 - d. attending regular meetings with the County's Project Manager, Steering Committee, staff, other consultants or vendors, and internal and external stakeholders
 - e. supporting change management at the organizational level
 - f. providing a deep level of expertise, guidance and advice to the Project Manager, Steering Committee, working groups, and internal and external stakeholders
 - g. articulating a vision and roadmap for the effective use of the County's website(s) to support the County's business objectives

Business analysis

1. identify needs/gaps and offer solutions appropriate for the County's website needs
2. in consultation with the County's Project Manager, conduct qualitative and quantitative research, including an audit of the County's existing website
3. review and advise on documents, data, files or other information provided by the County and/or documents accepted by the County from other vendors or consultants (if needed)
4. competitive and comparative analyses of municipal websites and standards/Best Practices
5. work with the County to carry out stakeholder/public engagement with internal/external stakeholders to identify needs and solutions
6. prioritize requirements to create business support for the new website
7. provide reports to the County with recommendations and options

Design, test, prepare and launch

1. design and launch a corporate website, based on data obtained through research and engagement, principles of effective websites, Best Practices, and alignment with the County's corporate identity/brand
2. create a high-functioning, easy-to-use Content Management System (CMS) and Digital Asset Management (DMS) platforms
3. work with the County to produce content and determine page navigation and layout
4. incorporate new tools, applications and technologies to enhance the County's online presence
5. provide training (backend and end-user) to County staff
6. build a website that integrates seamlessly with mobile devices and browsers

Marketing, Promotion and Communications

1. work with the County to develop a strategy to market, promote and communicate the new corporate website to targeted audiences and in a way that enhances the County brand
2. partner with the County to plan and implement website launch events (internal, public)
3. work with the County to identify new opportunities to market the new website and elevate the County brand

Governance

1. provide suggestions and recommendations for website governance, appropriate to the size, context, culture and realities of the County
2. work with the County's Project Manager to develop website policies and procedures

Support

1. include an effective manner for collecting analytics, site hotspots, data, and detailed and customized reporting options, so the County can use solid data to help drive business decisions and revise the site and online strategy as required
2. provide ongoing technical support and customer service
3. allow for system upgrades, technical enhancements and future platforms, apps or tools to ensure the site stays up-to-date with modern and evolving technologies and design

The County does not wish to limit the Proponent or dictate what is being proposed and is most interested in the Proponent developing a plan and offering solutions believed will most effectively meet the County's needs. The Proponent is encouraged to include other elements than those listed above and below. The County expects the successful Proponent to provide recommendations, suggestions and ideas that align with Best Practices, support the County's vision and help meet business objectives.

4. Scope

In Scope

- project management
- business analysis (research and engagement)
- design, test and launch new corporate website and relevant microsites (design, architecture, navigation, layout, social/dynamic integration) that is compatible across multiple platforms and devices (various browsers, mobile compatibility) and that accurately reflects – and best meets the needs of – the County and users' experience/website journey
- end-user-focused, service-based design and content
- robust, simple-to-use, internal CMS platform and Digital Asset Management (DMS) system
- internal training (backend and end-user)
- ongoing technical and customer support
- meets web accessibility standards
- ensure security and compatibility with existing systems
- assist the County in developing a marketing/promotion and communications strategy to position the County's website and brand effectively
- work with the County in developing an appropriate governance structure, including website policies and procedures
- take all technical needs into consideration and recommend options [URLs, hosting, security and encryption (password-protection, personal data security, tracking, etc.)]

Out of Scope (future phases)

- staff intranet
- mobile app
- internal communications dashboard

4. Legacy and future integration

The new website, and any related tools or technologies, must align with existing third-party platforms, tools and technologies that connect in some way or function with the website. A list of the County's IT environment, social media platforms and online engagement tools is available upon request.

5. County Roles and Responsibilities

- 5.1 The County will provide a dedicated internal Project Manager to liaise with the successful Proponent.
- 5.2 County resources and internal documentation concerning the website redevelopment project will be made available to the successful Proponent to aid in the development of the new corporate website(s) and strategy development.
- 5.3 The County will provide the successful Proponent with accessibility to County staff, internet access and facilities for meetings, interviews, focus groups, stakeholder engagement and on-site work required by the successful Proponent.
- 5.4 The County will provide assistance to the successful Proponent in evaluating, assessing and understanding the County's current website, online/IT infrastructure and internal business processes.
- 5.5 The County will assist the successful Proponent with developing content, public/stakeholder engagement, research and developing an appropriate governance structure and marketing/promotion and communications strategy.

6. Proponent Roles and Responsibilities

- 6.1 The Proponent will evaluate the County's current website environment, including services provided, cost, infrastructure, business systems, existing vendor contracts, funding, technology, usability, SEO, CMS, functional and non-functional requirements, service methodologies and more.
- 6.2 The Proponent will review policies, processes and procedures to determine opportunities to eliminate duplication, increase efficiency, mitigate risks and achievement of faster service levels.
- 6.3 The Proponent will evaluate the County's current website governance structure, including existing contracts, to ensure they meet the County's business, website, online communication, and e-service needs.
- 6.4 The Proponent will be responsible for facilitating events, conducting interviews, gathering, quantifying, analyzing and reporting on all information obtained throughout the process.
- 6.5 The Proponent will provide a dedicated Project Manager to establish the project plan, including timeline, milestones, tasks, reports, communications plan, and management of project activities to meet all project requirements.
- 6.6 The Proponent will document assessments and present recommendations that will help ensure the County's ability to effectively use the corporate website to support its business needs.
- 6.7 The Proponent will identify the risks associated with a lapse in service or systems that are no longer effective or supported.
- 6.8 The Proposal will supply options for hosting in a secure cloud environment.

- 6.9 The Proponent will provide detail as to how it will collect, gather and aggregate information in preparation for website redevelopment and related strategy.
- 6.10 The Proponent may be required to make presentations of key findings or recommendations to the Steering Committee, website redevelopment working/ad hoc groups, County staff, County senior management, County Council and/or relevant internal or external stakeholders.

7. Summary Reports

Two final, non-technical summary reports must be prepared at the end of the project:

- 7.1 The first report, a detailed summary report, will be submitted to the Steering Committee, and possibly the County's senior leadership team, for review.
- 7.2 The second report, a high-level project summary, will be submitted to county Council.
- 7.3 The County-provided Project Manager will assist the successful Proponent's Project manager with preparing and presenting these reports.

[End of Schedule A]

Schedule B – Request for Proposal Form

Full Legal Name of Proponent:	
Street Address:	
Province:	
Postal Code:	
Phone Number:	
Fax Number:	
Website:	
Authorized Contact (Name and Title):	
Proponent Contact Phone/Fax:	
Proponent Contact Email:	
Date:	

I. Submission

1. The Proponent has carefully examined the RFP documents and has a clear and comprehensive knowledge of the Deliverables required under the RFP. By submitting a bid, the Proponent agrees and consents to the terms conditions and provisions of the RFP and offers to provide the Deliverables in accordance therewith at the rates set out in this completed Request for Proposal Form.

II. Rates

1. The Proponent has submitted its rates in accordance with the instructions in the RFP and in this Request for Proposal Form. The Proponent confirms that it has factored all of the provisions, including insurance and indemnity requirements, into its pricing assumptions and calculations.

III. Addenda

1. The Proponent is deemed to have read and accepted all Addenda issued by the County prior to the Deadline for Issuing Addenda. The onus is on the Proponent to make any necessary amendments to the proposal based on the Addenda. The Proponent is requested to confirm it has received all Addenda by listing the Addenda numbers, or if no Addenda were issued by writing the word "None," on the following line:_____. Proponents who fail to complete this section will be deemed to have received all posted Addenda.

IV. No Prohibited Conduct

1. The Proponent declares it has not engaged in any conduct prohibited by this RFP.
2. If the box below is left blank, the Proponent will be deemed to declare that (a) there was no Conflict of Interest in preparing its bid; and (b) there is no foreseeable Conflict of Interest in performing the contractual obligations contemplated in the RFP.
3. Otherwise, if the statement below applies to the Proponent, it must check the box.
 - The Proponent declares that there is an actual or potential Conflict of Interest relating to the preparation of its bid, and/or the Proponent foresees an actual or potential Conflict of Interest in performing the contractual obligations contemplated in the RFP.
4. If the Proponent declares an actual or potential Conflict of Interest by marking the box above, the Proponent must set out below details of the actual or potential Conflict of Interest:

V. Disclosure of Information

1. The Proponent hereby agrees that any information provided in this bid, even if it is identified as being supplied in confidence, may be disclosed where required by law or by order of a court or tribunal. The Proponent hereby consents to the disclosure, on a confidential basis, of this bid by the County to the advisers retained by the County to advise or assist with the RFP process, including with respect to the evaluation of this bid.

VII. Execution of Agreement

1. The Proponent agrees that in the event its RFP is selected by the County, in whole or in part, it will finalize and execute the Agreement, in accordance with the terms of this RFP.

UNSIGNED AND/OR INCOMPLETE REQUEST FOR PROPOSALS WILL NOT BE ACCEPTED

Full Name: _____

(Please Print)

Signature: _____

I have the authority to bind the Proponent.

[End of Schedule B]

Schedule C – Verification of Compliance with Qualifications/Requirements

The Proponent is required to complete and submit this section along with its RFP. Each Proponent is requested to list a minimum of three (3) references, where the Proponent has provided the same/similar proposed services to municipal environments in Canada within the past five (5) years. For the evaluation purposes of this RFP, the County may contact, and conduct discussions with, references submitted (or any other entities not listed herein) to verify the qualifications, accuracy, quality and performance of a Proponent’s Work and services. The County reserves the right to request and view the completed reports.

Name of Client:
Client Contact Name:
Client Contact Phone Number and Email:
Description and Relevancy (firm and team):

Name of Client:
Client Contact Name:
Client Contact Phone Number and Email:
Description and Relevancy (firm and team):

Name of Client:
Client Contact Name:
Client Contact Phone Number and Email:
Description and Relevancy (firm and team):

[End of Schedule C]

Schedule D – Proposal Content Evaluation Criteria

1. Proposal Detail

The Proponent is asked to provide as much information as possible when replying to each point throughout the RFP. The Proponent must identify any specific provisions of the Proposed Purchase Contract that it is unwilling or unable to comply. Unwillingness or inability to comply with any specific provisions in the RFP may result in the proposal being rejected.

- a) A response submitted should be in enough detail to allow the County to determine the Proponent’s position from the documents received. Every effort should be made to include complete details of the services the Proponent would provide.
- b) The Proponent should be prepared to make a formal presentation of the proposal to the County Steering Team (Evaluation Team) upon five (5) days’ noticed.

2. Evaluation Criteria

All proposals received by the County will be evaluated according to the following criteria:

CATEGORY	CRITERIA DESCRIPTION	WEIGHT
Overall Qualifications	<ul style="list-style-type: none"> • company profile • team members’ knowledge, education, skillsets, experience, roles, responsibilities • references and related work samples 	10
Project-related Experience	<ul style="list-style-type: none"> • demonstrated competence and professional qualifications to perform the work required • recent experience successfully completing similar projects • particular attention will be paid to proposals from Proponents with experience developing municipal websites of similar size, scope, needs, business objectives, and demographics to the County 	25
Methodology and Innovation	<ul style="list-style-type: none"> • explanation of proposed solutions • proposed project strategy and implementation • demonstrated innovation in developing municipal websites • examples of project structures, tools and techniques used to perform innovative activities and produce results 	20
Project Management, Leadership and Advising Experience	<ul style="list-style-type: none"> • demonstrated experience working with government organizations • reporting and advising to clients, senior executives, administrative staff and corporate boards • demonstrated ability to provide quality training and customer/client support 	15

Project Management, Leadership and Advising Experience (continued)	<ul style="list-style-type: none"> • well-defined, proven approach(es) to design, manage and coordinate major projects • project work plan, showing tasks and milestones, as well as roles and expected time commitments for all project resources 	
Financial	<ul style="list-style-type: none"> • total fixed project cost • proposed compensation schedule tied to completed work/phases • clear breakdown of any optional or additional costs 	25
Other	<ul style="list-style-type: none"> • proposed timelines • demonstrated understanding of project objectives, scope and identified requirements • resources allocated to the project • proposal meets all submission requirements outlined in the RFP • overall quality of proposal, including: clarity, accuracy, grammar and spelling, design, and presentation of proposal 	5
TOTAL		100

[End of Schedule D]