



## REQUEST FOR PROPOSALS

### Professional Services – Update Website Content

**RFP ISSUED:** October 6, 2015

**DEADLINE FOR QUESTIONS/INQUIRIES:** Monday, November 2, 2015 at 5:00pm Local Time

**CONTACT PERSON:** Jude Smith, Business Development Liaison  
Telephone: 250.425.6271  
Email: [jsmith@sparwood.ca](mailto:jsmith@sparwood.ca)

**CLOSING DATE & TIME:** Friday, November 6, 2015 at 5:00pm Local Time

**DELIVERY OF PROPOSAL:** Proposals must be sent by email to:  
  
District of Sparwood  
136 Spruce Avenue, Box 520  
Sparwood, BC V0B 2G0  
  
Email: [jsmith@sparwood.ca](mailto:jsmith@sparwood.ca)

## **1. Background**

The District of Sparwood has a population of 3,986 and is situated in the heart of the Rocky Mountains, next to the BC / Alberta border, in BC/s south east corner. We are located on the famed Crowsnest Highway #3 and are surrounded by mountains, forests and rivers. And did we mention mines? There are five mines in the immediate area that have been supplying some of the world's best coal for nearly 100 years, and we also happen to be situated in the Elk Valley, often referred to as the Serengeti of the North. That's because we have a huge abundance of wildlife, including deer, moose, elk, brown bears and grizzly bears, as well as numerous birds, fish and other critters.

This is the wilderness and we're wild about it!

## **2. Objectives of this Request for Proposal**

With a budget of \$10,000.00, we are seeking to update our existing DRUPAL website and modernize the design and functionality of the website to align the user experience with Council's strategic objective to maximize technology to support timely, relevant and accurate information.

The District's website update objectives include:

- To achieve a 'more flexible' website that can be easily managed in house by various staff members;
- To increase management control (including an approval process for webpage updates) and consistency of style;
- To have full access to and have the right to customize site code; and
- To ensure mobile compatibility.

## **3. Enquiries and Addendums**

Proponents are encouraged to obtain clear understanding of the proposal requirements prior to submission. At all times, the Proponent is responsible for notifying the District in writing, of any error or omission contained within the RFP document, or to request clarification that may be required to prepare the proposal. All enquiries shall be by written request via email to:

- Project Contact: Jude Smith at [jsmith@sparwood.ca](mailto:jsmith@sparwood.ca)
- IT Contact: Danny Dwyer at [ddwyer@sparwood.ca](mailto:ddwyer@sparwood.ca)

by the 5:00pm (local time) deadline on November 2, 2015.

All enquiries will be responded to via posted addendum to the District of Sparwood's website at [www.sparwood.ca](http://www.sparwood.ca) by 4:00pm (local time) the next day. It is the Proponents sole

responsibility to ensure all notifications, addenda and additional information is obtained.

Information obtained from another source is not official and should not be relied upon.

#### **4. Submission Deadline**

Confidential electronic submission shall be clearly identified as "**Professional Services – Website Content Update**" and must be emailed in **PDF format** to: [jsmith@sparwood.ca](mailto:jsmith@sparwood.ca) or up to 5:00pm local time on Friday, November 6, 2015.

It is the Proponent's responsibility to ensure the electronic proposal has been received by the deadline. Electronic Proposal submissions shall not exceed 10 MB including email signature. The District assumes no risk or responsibility whatsoever that the email will be received and shall not be liable to any Proponent if for any reason a submission is not properly received.

Late submissions will not be accepted and will be rejected with no obligation to proceed further.

#### **5. Scope of Work**

The District expects the project schedule to be informed by the Proposed Timeline listed below. The scope of work details the specifications and target audience. While this scope has been designed to satisfy the objectives of this project, the District may consider suggestions for different or additional details.

##### **Audience**

The website is used and updated daily to inform local residents, potential residents and tourists visiting the area. Internally the audience includes department directors, managers and individual staff members who have a responsibility to update news and related webpages for their specific areas of responsibility. This requirement will dictate the need for differing user permissions and approval processes.

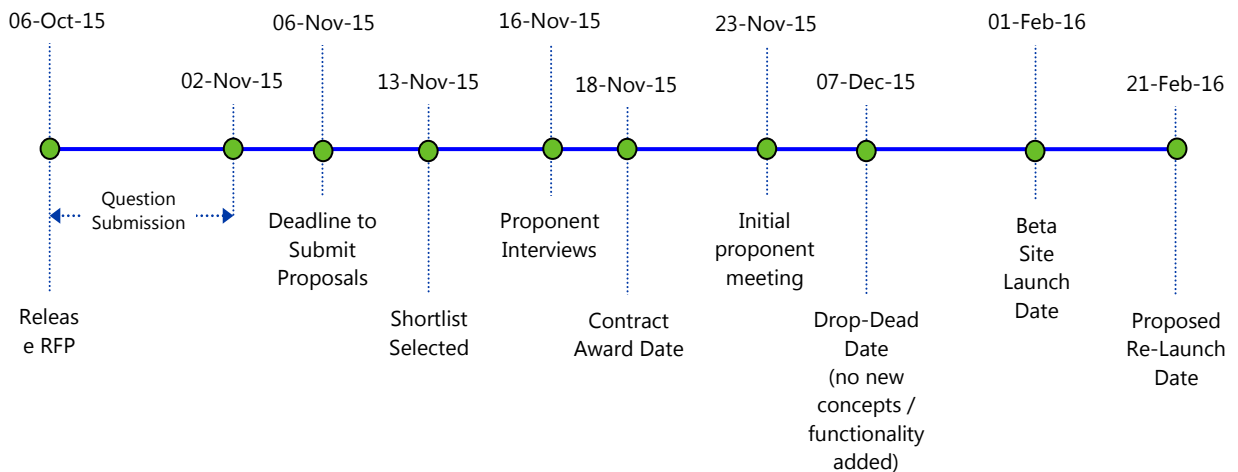
##### **Specifications**

1. DRUPAL update (currently version 6.37) with assurance that theme and page customization still works. We require recommendations as to the version that the site should be upgraded to with a detailed list of pros and cons for each alternative version.
2. Updated design in adherence to the organization's corporate design guidelines and to the latest html best practice standards.
3. Site should be designed to be accessible to [WCAG 2.0 (AA)] standard.
4. Relocation of site and database to new server solution, please include specification and backup recommendations.
5. Functionality requirements:

- (i) Ability to better control layouts and content options for individual pages including specific layout options for when a page incorporates a PDF download. Ideally this option will include thumbnail of front cover of PDF as download link;
  - (ii) Approval process prior to publication of certain pages and news items;
  - (iii) Social media integration;
  - (iv) Development of web best practices guidelines for authors;
  - (v) Layered calendar options. We would like to explore the options for having a layered calendar that would allow our website to display a variety of different calendars together or separately depending on the user's preferences. For example, a visitor could view all of the municipality's key dates or select just to view those of one department. We would also like to be able to offer the opportunity for other local community groups to integrate their calendars with ours, for example the Chamber of Commerce;
  - (vi) News feed – we would like to have recommendations as to how different aspects of news can be classified and sorted by department. Perhaps the option to allocate specific news feeds on certain pages with a full recent news feed on the homepage. We would also like to have the capability to auto-archive old stories;
  - (vii) A flexible form plug-in that will allow the control, placement, destination of messages and reporting on forms throughout the website; and
  - (viii) Gallery tool with the option to embed galleries on specific pages.
6. Requirement for full Google Analytics integration.
7. Hosting: We will require recommendations for hosting with detailed costing for storage and usage from the successful bidder which will include (but are not limited to) the following:
- a. Ability to add sub-domains, currently have pages.sparwood.ca, [ftp.sparwood.ca](http://ftp.sparwood.ca) and OCP.sparwood.ca;
  - b. FTP capability with 20gb storage and ability to add 50 users;
  - c. Server must be located in Canada;
  - d. Daily backup solution.
8. Integration. We will require the transfer of all existing static content from the current database and site to the new design, with regard to news stories we will agree a cutoff date and can archive stories that were published prior to a specific date.

## **6. Proposed Timeline**

The following timeline is an estimate as to the length of time the above work will require.



## 7. Eligibility

Any interested party, or parties, may submit a Proposal in response to this RFP. Proponents may be individuals, corporations, joint ventures, partnerships, or any other legal entities.

## 8. Evaluation and Shortlisted Proponent Selection

By responding to this RFP, Proponents will be deemed to have agreed that the decision of the evaluation team will be final and binding. It is the Proponent's responsibility to ensure that their submitted proposal addresses all evaluation criteria to receive full consideration.

Proposals will be evaluated by a team of 3 - 5 staff members (Evaluation Committee) and will be evaluated on the basis of the criteria described herein, provided that these criteria may be changed without notice to the proponents. Based on the evaluation, the District will identify up to three (3) shortlisted Proponents.

Subsequent to the identification of the shortlisted Proponents, the District will contact shortlisted Proponents to schedule an interview with the intent to enter into direct contract negotiation with preferred shortlisted Proponent.

## 9. Interviews

The Evaluation Committee may, at its sole discretion, invite some or all of the Proponents to appear before the Evaluation Committee either in person or through electronic means to clarify their Proposal. In such event, the Evaluation Committee will be entitled to consider the answers received in evaluating Proposal.

## 10. Criteria

Proposals will be assessed against the following criteria and relative weighting:

Criteria	Maximum Percentage Points
<b>Company and Employee Profile/Biographies</b>	15%
<b>Timelines and Project Plans</b>	20%
<b>Within \$10,000 Budget</b>	20%
<b>Design and Functional Key Elements</b>	45%

## 11. Response Format and Criteria

Responses should consist of a package with the following format. Sequence should be followed in order to provide consistency in Proponent responses and ensure each Response receives full consideration.

- (a) Cover Letter identifying company contact information including, address, phone number and signed by an authorized representative.
- (b) Table of Contents
- (c) The main body of Responses should be organized under the following headings:

### (i) Company and Employee Profile / Biographies (15%)

- Company experience with municipalities and other local government websites.
  - Relevant examples (preferably within the last 5 years) of projects providing similar services as required by this project.
- Staff background, certifications and knowledge.
- Corporate history and business background.
- Municipal and corporate references (municipal reference preferred).

### (ii) Timelines and Project Plans (20%)

- Project plan – Completeness
  - Consideration of District key challenges
  - Staff involvement
  - Ability to meet proposed timelines
  - Schedule of deliverables, including major milestones and testing proposal.

### (iii) Capital and Operating Costs (20%)

- Please provide an estimated breakdown of onetime and any ongoing costs to the District, including but not limited to:
  - Break down cost by production hours, tools and functionalities
  - Maintenance and support: identify any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future.
  - License fees: identify the costs we will need to pay to develop or host the site.
  - Hosting: identify whether we must or are highly encouraged to host with your company. If hosting is provided as an option or requirement, provide pricing options.
  - Training and Style Guide: identify costs to train our staff to use site tools and provide a style guide.
  - Other charge areas: Please identify whether there will be other expenses, consulting fees, future work, etc. to complete this project.

**(iv) Design and Functional Key Elements (45%)**

- Mobile friendly.
- Fresh, updated and visually attractive.
- Design elements should be consistent with the [Sparwood Brand Book](#).
- Ease of use/readability.
- Address any important technology information and specifications used in your solution.
- Organizational structure that includes a communication process (lines of reporting and any special tools used).

**12. Conflict of Interest**

Proponents should disclose in their Proposal any potential conflicts of interest and existing business relationships they may have with the District. If requested by the District, Proponents must provide all pertinent information within forty-eight (48) hours of the District's request.

**13. Proponent Expenses**

Proponents are solely responsible for their own expenses in preparing a response and for any subsequent negotiations with the District. The District will not be liable to any Proponent for any claims, whether for costs or damages incurred by the Proponent in preparing the response, loss of anticipated profit in connection with any final contract or any other matter whatsoever.

**14. List of Short Listed Proponents Not Binding**

A shortlisted Proponent may withdraw its name from the list of shortlisted Proponents by notifying the District in writing. The District may withdraw a name of a shortlisted Proponent from the list of shortlisted Proponents by notifying that Proponent in writing.

**15. No Obligation to Proceed**

The District is under no obligation to award a Contract. The receipt by the District of any information (including any submissions, ideas, plans, drawings, models or other materials communicated or exhibited by any intended Proponent, or on its behalf) shall not impose any obligations on the District.

This RFP is not an agreement to purchase services. The District is not bound to enter into a Contract with any Proponent. Responses will be evaluated using the criteria provided herein. The District will be under no obligation to receive further information, whether written or oral, from any Proponent.

**16. Modification of Terms**

The District reserves the right to modify the terms of this RFP at any time in its sole discretion. This includes the right to cancel this RFP process at any time without entering into a contract.

## **17. Reduce Scope of RFP**

The District reserves the right to reduce the scope of this RFP so that work can be performed on a contract basis until such time as negotiations resulting from this RFP have been completed.

## **18. Ownership of Responses**

All documents, including responses, submitted to the District become the property of the District. They will be received and held in confidence by the District and will be subject to the provisions of the [\*Freedom of Information and Protection of Privacy Act\*](#).

## **19. Confidentiality of Information**

All Proponents and any other person who through this RFP process gains access to confidential financial information of the District's are required to keep strictly confidential all information which in any way reveals confidential business, financial or investment details, programs, strategies or plans, learned through this RFP process. This requirement will continue with respect to such information learned by the successful Proponent, in any, over the course of any contract for service which may arise out of this RFP process.

Information pertaining to the District obtained by the Proponent as a result of participation in this process is confidential and must not be disclosed without written authorization from the District.

## **20. Special Provision**

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 the District in connection with any contract for works or service, are ineligible proponents. Receipt of proposals from such proponents will be disqualified from the evaluation process.

## **21. Disclaimer**

No contractual obligations will result from this RFP between the District of Sparwood and any Proponent that provides information. Notwithstanding the District's stated intentions when releasing this RFP the District reserves the right to:

- (a) Cancel this RFP at any time, with or without shortlisting, and with or without issuing a contract;
- (b) Directly negotiate with one or more Proponents concurrently;
- (c) Enter into a contract with a Proponent or another type of formal written process; and
- (d) Request additional information from one or more Proponents that respond to this RFP.

No Claim for Compensation - no party submitting information shall have any claim for any



compensation of any kind whatsoever, as a result of participating in this RFP.

## **22. Definition of Contract**

Notice in writing to a Proponent that it has been identified as a shortlisted Proponent will not constitute a Contract. Only if a Proponent and the District enter into a subsequent full written Contract will a Proponent acquire any legal or equitable rights or privileges relative to the services.