

MUNICIPALITY OF SOUTH BRUCE



Request for Proposal Website Redevelopment

RFP # 01-2020

Closing Date: September 30, 2020

Closing Time: 12:00 PM EST

1.1 Form of Offer

Request for Website Redevelopment

RFP #01-2020

Closing Date: September 30, 2020

12:00 PM (Noon) EST

To receive consideration, all submissions must be date and time-stamped in the Clerk’s Office, prior to the above-noted closing time. Please submit your response in accordance with this RFP, clearly labelled as follows:

PROPOSAL FOR WEBSITE REDEVELOPMENT – DO NOT OPEN

**Rhonda Niesen, Admin Assistant
The Corporation of the Municipality of South Bruce,
21 Gordon Street East,
Box 540
Teeswater, Ontario N0G 2S0**

This proposal is submitted by:

Full Legal Name of Firm _____

Name of Contact _____

Address _____

Municipality _____

Province _____ Postal Code _____

Email Address _____

Telephone _____ Fax _____

By my signature hereunder, it shall be understood that I have read, understood and agree to abide by the instructions, terms, conditions and specifications contained in this Request for Proposal document, including Addendum # _____ to Addendum # _____ to RFP # 01-2020.

To the Mayor and Council of the Corporation of the Municipality of South Bruce

I _____
(Declarant's Name)

of the _____ of the _____
(Municipality)

of the _____ of the _____
(Region/County)

make the following declaration on behalf of

(Firm Name)

(Hereinafter referred to as the "proponent") and I have authority to make this declaration on behalf of and to bind the proponent to its contents. I declare:

1. That no person, firm or corporation other than the one that is submitting this proposal has any interest in this proposal or in the contract offered thereby.
2. That I have adequate and sufficient authority to bind the person, firm or corporation that is submitting this proposal.
3. That this proposal is made without any connection, knowledge, comparison of figures or arrangement with any other company, firm or person making a proposal for the same work and is in all respects fair and without collusion or fraud.
4. That no member of the Municipal Council, or any officer of The Corporation of the Municipality of South Bruce (the "Municipality") is, or will become interested directly or indirectly as a contracting party of otherwise in or in the performance of the contract, or in the supplies, work or business to which it relates or in any portion of the profits thereof, or of any such supplies to be used therein or any of the monies to be derived there from.
5. That the matters stated in the said proposal are in all respects true.
6. And agree that this proposal is to continue open for acceptance until a formal agreement is executed by the successful proponent or for sixty (60) days following the proposal closing date, whichever occurs first and that the Municipality may, at any time within that period, without notice, accept this proposal whether any other proposal has been previously accepted or not.

Authorized Signature

Name (Please Print)

Title

(Failure to sign here may result in rejection of this submission.)

2. Introduction

The Municipality of South Bruce invites qualified website design firms/consultants to submit proposals to redesign, upgrade and host their municipal website found at www.town.southbruce.on.ca. The website must allow for the inclusion of a combination of the South Bruce Community Liaison Website which is hosted by another provider to have their own pages and tabs within the website.

The project completion date is scheduled for December 1, 2020.

3. Project Goals

The goals of the redesign of the Municipality of South Bruce's website are to:

- a. Provide simple electronic access to public services, public domain information and serve as a communications tool on various types of hardware used by the end-user. The redesign should have responsive web design.
- b. Provide an improved look, enhanced functionality, be easy to use for the public, media and municipal staff and offer robust search capabilities.
- c. Provide information aimed at attracting new residents and businesses to the Municipality.
- d. Comply with WCAG 2.0 accessibility standards and strive to meet W3C guidelines for content and accessibility.

3. Project Scope

- a. The scope of this project is to design, implement and host a municipal website Content Management System that will allow modifications by I.T. and ultimately will be easily maintained or updated by non-technical municipal staff.
- b. The services to be obtained via this RFP are expected to include analysis, information-architecture and content-style design, implementation, including conversion of content from the current website and the addition of interfaces to several applications running on the Municipality of South Bruce's website.
- c. Staff training and, as needed ongoing technical support for problem resolution, software updating, and assistance with the integration of future applications.
- d. The design itself shall be a collaboration of ideas from the Municipality and the proponent. Additions to the present website

include: interface with Social Media (i.e. Facebook, Twitter and YouTube); a number of web-based software solutions including, but not limited to: on-line registrations & calendar.

- e. The successful proponent will be expected to conduct a public needs assessment by surveying the public, work closely with a project team to consider the look and feel of the web-site, ensure that the Municipality is accurately represented, identify font preferences, consider corporate branding, determine if any animated elements are required, and determine the expected number of HTML pages required.

4. Functional Requirements

The new website requires an easy to use Content Management System (CMS) that municipal staff will use for creating and updating content. The CMS must also allow for future development and continuous improvement.

The output of the CMS must support a wide diversity of end-user hardware and software that will range from no-longer-supported to state-of-the-art desktop computers, laptops, tablets, Smartphones and other mobile devices running a variety of operating systems. The content must display with all of the common user-device browsers, and dynamically adjust to whatever screen-size area the user has chosen for the browser window.

Further requirements may include but are not limited to:

- Include information on the current website.
- Allow for website integration of interactive mapping, online tenders, and online recruitment and web applications.
- Meet ADOA standards for accessibility, preferably W3C standards.
- Search functionality.
- Visually appealing –including a mix of text, photos and graphics.
- Continuity throughout the pages, common theme, consistent design.
- Calendar of events, including announcements, meeting dates, special meetings.
- Posting board forums for discussion of municipal topics by residents.
- Online surveys/polls.
- Mailing list subscription management system with the ability to collect subscriber information and email addresses, send newsletters, notices.

- Ability to maintain website in-house – staff must have the ability to post and remove information in a variety of formats, (including photos, documents, videos), with a CMS.
- Proponent available for technical support.
- Responsive Web Design.
- Optimal load time.
- On-line registrations.
- Integrated with Facebook, Twitter and other social media platforms.
- On-line fillable forms.
- On-line payments.
- A business directory where local business owners can manage their own listing.
- Ability to track website statistics.
- FTP access to the domain for file transfers.
- Integration between the website and Cloud server.

5. Budget

Provide a detailed cost proposal to accomplish the scope of the project as outlined. The budget must encompass all design, consultation, production and software acquisitions necessary for the development, as well as upgrades, support and training.

Hourly rates shall be provided for any additional items that may be requested to be completed outside of an agreed contract.

6. Work Plan

The proposal must include a work plan and schedule, including meetings, proposed project milestones, a breakdown of major tasks and a time/task matrix in sufficient detail to allow a complete understanding by the Municipality of how the work is to be carried out and how long it will take to complete the work.

The proposal should set out what work, if any, that the proponent will require the Municipality to do.

7. Proponent Duties

The proponent shall:

- Create a design based on input from the municipal project team;
- Implement approved website design;
- Provide training to staff;
- Assist with website launch date event;
- Provide on-going technical support.

8. Content of Proposals

All proposals are required to contain the following information:

1) Project Understanding

- a. A description of the proponent's understanding of the project goals, objectives and outcomes and how these will be achieved.

2) Experience, Expertise and Organization

- a. A brief statement of the Proponent's web design background including experience in the municipal sector as well as the private sector.
- b. A list of key personnel assigned to this project including their relevant experience, qualifications for the project roles and responsibilities and their availability for the project.
- c. Minimum of three (3) client references from projects of similar size and scope.

3) Project Methodology

- a. A detailed project methodology explaining each project task and identifying expectations of the proponent and the Municipality relating to each task.

4) Commitment of Firms Resources to Work

- a. A schedule of all activities including milestones, project meetings and scheduled periodic project reports.
- b. Specify what initial training is included and what additional-cost training is available.
- c. Ability (relating to time, travel etc.) to meet with municipal staff or others involved in the project as required.

5) Costs

- a. Total project cost for completion of municipal website complete with time allotments for each identified task required to fulfill this project including any relevant annual or as-needed support contracts.
- b. Identify any applicable warranties, terms and conditions.
- c. Any annual fees and projected future costs.

6) Disaster Recovery

- a. Minimum requirements: 24/7 emergency support, online status monitor, event notification emails, recovery time objective of at least eight (8) days, recovery point objective for at least 24 hours, pre-emptive monitoring for disasters, backup data centre.

9. Submission Details

Two copies of your proposal marked “Website” shall be placed in a sealed envelope addressed to:

Rhonda Niesen, Admin Assistant
Municipality of South Bruce
21 Gordon Street East,
Box 540
Teeswater, ON N0G 2S0 Phone:
(519) 392-6623
Email rniesen@southbruce.ca

Proposals must be received by September 30, 2020 at 12:00 p.m. local time. Any proposals received after this time and date will not be accepted. Emailed proposals will be accepted.

The Municipality of South Bruce reserves the right to cancel this Request for Proposal (RFP) for any reason without liability and to waive irregularities at their own discretion.

Any changes to the RFP, prior to the closing will be issued as an addendum and posted on the Municipality website under the Tenders section. No addendum will be issued within 48 hours prior to bid closing. It is the Proponent’s sole responsibility to check the website for addendums prior to submitting their bid. Any bid received without the addendum included will be rejected.

All proposals must be valid for sixty (60) days after the closing date.

10. Evaluation of Proposals

The Proposal will be evaluated based on the following criteria:

- | | |
|--|----|
| • Project Understanding | 30 |
| • Experience, expertise and organization | 20 |
| • Project Methodology | 20 |
| • Commitment of Firms Resources to Work | 20 |
| • Costs | 10 |

11. Agreement

The successful proponent will enter into a contractual agreement for services with the Municipality of South Bruce based upon the information contained in this RFP and the successful proponent's submission as well as any approved modifications.

12. Rights Reserved by the Municipality of South Bruce

- a. The Municipality of South Bruce will not be responsible for any costs incurred in the preparation and submission of proposals.
- b. **The lowest or any quotation is not necessarily accepted.** The decision of the Municipality of South Bruce is final. This RFP and the resulting proposals should not be considered a commitment by the Municipality of South Bruce to enter into a contract.
- c. Please be advised that the Municipality of South Bruce reserves the right, in its sole and absolute discretion, to:
 - i. waive any informalities or irregularities in any proposal process;
 - ii. issue subsequent RFPs;
 - iii. modify the RFP schedule or postpone the date for acceptance of proposals;
 - iv. accept any proposal or combination of proposals;
 - v. reject any or all responses received pursuant to this RFP;
 - vi. supplement, amend, substitute or otherwise modify this RFP;
 - vii. cancel this RFP with or without the substitution of another RFP or similar process;
 - viii. conduct investigations with respect to the qualifications and experience of each proponent;
 - ix. take any action affecting the RFP, the RFP process or the services or facilities subject to the RFP that would be in the best interests of the Municipality of South Bruce;
 - x. require one or more proponents to supplement, clarify or provide additional information in order for the Municipality of South Bruce to evaluate the proposals submitted;
 - xi. waive any defect or technicality in any proposal received, to the extent that any or all such courses of action are deemed to be in the best interest of the Municipality of South Bruce.

13. General

a. Material Provided to Proponent by the Municipality of South Bruce

Confidentiality of records and information relating to this work shall be maintained at all times. All correspondence, documentation, and information provided by the Municipality of South Bruce to the proponent in connection with, or arising out of this RFP or the acceptance of any proposal:

- Remains the property of the Municipality of South Bruce;
- Shall be treated as confidential and not be released unless permission is granted by the Municipality of South Bruce;
- Shall not be used for any purpose other than for replying to this RFP, and for fulfillment of any related commitments.

b. Material Provided to the Municipality of South Bruce by Proponent

All correspondence, documentation, and information provided to the Municipality of South Bruce by any Proponent in connection with, or arising out of this RFP, and the submission of any proposal will become the property of the Municipality of South Bruce, and as such, are subject to the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA), and may be released, pursuant to the Act. The Proponent's name at a minimum shall be made public on request. Because of MFIPPA, Proponents must clearly label the specific portions in their proposal which contain any scientific, technical, commercial, proprietary, or similar confidential information and specify the exemption the Proponent is relying upon and the reasons why they feel the exemption applies.

Any information in the Proponent's submissions that is not specifically identified as confidential will be treated as public information. All correspondence, documentation and information provided to the Municipality may be reproduced for the purposes of evaluating the Proponent's submission to this RFP.

If you have any questions with regard to this policy, please contact Admin Assistant, Rhonda Niesen
(Phone: 519-392-6623).

c. Compliance with AODA Accessibility Standards

The Proponent shall comply with applicable Regulations of the Accessibility for Ontarians with Disabilities Act, 2015 (the AODA), with regard to the provision of goods and services component herein specifically:

- Ontario Regulation 429/07: Accessibility Standards for Customer Service;
- Ontario Regulation 191/11: Integrated Accessibility Standards

The Proponent shall ensure that any employees, agents, volunteers or others for whom it is at law responsible and who are involved in providing goods and services to the Municipality of South Bruce shall be trained under these regulations.

d. Indemnity, WSIB and Health and Safety

In accordance with Policy GG.2.17 Purchasing and Procurement the following information is required to be obtained prior to the final awarding of the contract to the successful proponent:

- i. Clearance Certificate or Letter of Independent Contractor Status issued by the Workplace Safety Insurance Board (WSIB) directly to the Municipality.
- ii. Certificate of Insurance naming the Municipality as an additional insured and evidencing Liability Insurance in an amount of not less than \$2,000,000 (\$2 Million) as well as showing all other types and limits of insurance issued by their broker/insurer directly to the Municipality (to be obtained upon each expiry).

In accordance with the above policy, the following information is required to be obtained before work can commence/continue. Failure to provide this information will result in stoppage of work.

- i. Clearance Certificate issued by the Workplace Safety Insurance Board (WSIB) directly to the Municipality at intervals of 60 days from first issuance.
- ii. Certificate of Liability Insurance as above for the current policy and for each renewal period.