



TOWN OF THORSBY

Box 297 Thorsby, AB T0C 2P0

Ph: (780) 789-3935

Request for Proposal

RFP 2020-11-25

Municipal Website Re-Design

The Town of Thorsby is seeking requests for proposal for the re-design of its website.

Responses are to be submitted on or before 2:00 p.m. local time, December 7, 2020 to:

The attention of the CAO by Email only to cao@thorsby.ca

1. Request for Proposal (RFP) DETAILS

- a) Proposals must be emailed and received by the submission deadline. Hard copy packages are not to be dropped off nor be accepted. You may ask for confirmation receipt or call 780-789-3935 x28 to confirm receipt.
- b) Proposals must be submitted in PDF format and no more than 10 pages.
- c) The Town reserves the right to cancel this Request for Proposal for any reason without any liability to any proponent or to waive irregularities at their own discretion.
- d) The Town reserves the right to reject any or all proposals and to accept the proposal deemed most favourable to the interest of the Town.
- e) The Town will not entertain any claims for costs related to the preparation and/or presentation of proposals.
- f) The Town is NOT contractually bound to any matters until such time as the Town has negotiated a **separate contract** that is totally independent of the RFP process.
- g) The proposal must meet the Mandatory Criteria as stated in item 2 of this RFP document.

“PROPOSALS WILL NOT BE OPENED IN PUBLIC”

2. MANDATORY CRITERIA

1. Letter (see item 3 below)
2. Company Profile
3. Management Team
4. Project Development Approach and Plan with Timelines
5. Municipal Website Design Experience
6. Project Budget and Future Maintenance/Support Options
7. Signed Certification Document (p.5 of this RFP)

Options

8. Additional Products Offered, if applicable

3. PROPOSAL REQUIREMENTS

Only complete submissions will be accepted. Partial submissions will not be considered. Submissions may be withdrawn or revised by written amendment emailed before the Closing Date.

Should the proponent consider additional services and materials appropriate, it should be recommended in their proposal. The Proponent is to cost these additional items separately.

The proposal should include estimated hours and timeframe to complete the website, a Letter of introduction, including name and address of respondent and details of any potential partnerships, sub-contracts, and business agreements contemplated for the project.

The Project **Scope of Work** is below.

4. EVALUATION AND SELECTION CRITERIA

The Request for Proposal is used to select a Proponent, who will have demonstrated a capability to commence and complete the work described within the time frame specified and according to the following criteria, provided that this list is not exhaustive, or set out in any particular order of priority.

Proposals not meeting all mandatory criteria will be rejected without further consideration.

Proposals shall be evaluated to determine the best value offered to the Town using the following criteria:

1. The Respondent's business and technical reputation and capabilities and the experience of its personnel, and past experience in meeting time frame of similar project deliverables.
2. Methodology and approach (understanding of service objectives and outcomes).
3. Resources and pricing structure.
4. Proposal is clear and logical and shows value for the money to the Town and demonstrates capabilities that make his/her services uniquely qualified to provide the requested services including any innovative approaches successfully used with other clients.

5. NEGOTIATION DELAY

If a written Contract cannot be negotiated within 14 days of notification of the successful Proponent, the Town may, at its sole discretion at any time thereafter, terminate negotiations with that Proponent and either negotiate a Contract with the next qualified Proponent or choose to terminate the Request for Proposal process and not enter into a contract with any of the Proponents.

6. FIRM PRICING

Proposals must be firm for at least 60 days after the closing date. Prices will be firm for the entire Contract period.

7. CURRENCY AND TAXES

Prices quoted are to

- a) Be in Canadian dollars;
- b) itemize and include the costs of hosting, additional plugins, licenses, security certificates
- c) Goods and Services Tax to be itemized separately.

8. CLARIFICATION OF THIS REQUEST FOR PROPOSAL

This is a request for proposal only and will not give rise to a Contract "A" (bid contract). The Town is free to negotiate with any of the proponents and that as a result of the negotiation process, the Town is not required to treat all proponents equally. This request for proposal process is NOT a tendering process. No legal relations are intended to arise from the RFP process. The Town is NOT contractually bound to any matters until such time as the Town has negotiated a **separate contract** that is totally independent of the RFP process.

If a Proponent has any questions about the contents of the RFP, or about any matters relating to it the question must be directed in writing to the Town's Representative at the contact address set out below, before 5 pm **November 30, 2020**. The Town's Representative will answer all questions in writing, and will post a copy of all questions and their answers on the Thorsby.ca website, RFP section no later than **December 2, 2020**. E-mail responses will be accepted.

The RFP process forms complex legal obligations. Any information obtained from any source other than the Town Representative is not official and should not be relied upon. Any uncertainty regarding the process, therefore, must be referred to the Town Representative.

9. TOWN REPRESENTATIVE

The Town's Representative on this project is the CAO and all inquiries related to this "Request for Proposal" are to be directed to: cao@thorsby.ca

10. NOTICE TO PROPONENTS

a. Liability

The proponents shall ensure that the Town, its officers, employees and committee members, are save harmless from any liability whatsoever arising out of the proponent's performance or non-performance of the term of this Proposal.

b. Proponent Responsibilities in Submitting Proposals

By submitting its proposal to the Town, each Proponent represents and warrants to the Town that the information in its proposal is accurate and complete. The Town is entitled to act in its sole, absolute and unfettered discretion.

c. Confidentiality and Freedom of Information of Proposals

All submissions submitted to the Town become the property of the Town, and the information in Submissions will be disclosed as necessary to carry out the RFP process or as required by law, including the *Freedom of Information and Protection of Privacy Act*, which creates a right of access to records in the custody or under the control of the Town, subject to the specific exceptions in the right set out in the Act. The Town does not guarantee that information contained in any proposals will remain confidential if a request for access in respect of any proposal is made under the Act.

11. WAIVER AND ALLOCATIONS OF RISK

The Town accepts no responsibility or liability for the accuracy or completeness of this RFP (including any schedules or appendices to it) or of any recorded or oral information communicated or made available for inspection by the Town (including through the Town's Representative or any other individual) and no representation or warranty, either express or implied, is made or given by the Town with respect to the accuracy or completeness of any of those things. The sole risk, responsibility and liability connected with reliance by any proponent or any other person on this RFP or any such information as is described in this paragraph is solely that of each Proponent.

Each Proponent acknowledges and agrees that it is solely responsible for obtaining its own independent financial, legal, accounting, and other advice with respect to the contents of this RFP or any such information as is described in this paragraph.

Each Proponent who submits a proposal to the Town is deemed to have released the Town from, and waived, any action, cause of action, claim, liability, demand, loss, damage, cost or expenses, of every kind, in any way connected with or arising out of the contents of this RFP or any such information as is described in this paragraph.

Each Proponent who submits a proposal is deemed to have agreed that it is solely responsible and liable to ensure that it has obtained and considered all information necessary to enable it to understand the requirements of this RFP, and of the project, and to prepare and submit its proposal.

Proponents may be asked to provide proof of business insurance and be in good standing with WCB compliance.

12. CLOSING DATE OF PROPOSALS

The closing date for proposals will be 2:00 p.m. on Wednesday Dec. 7, 2020. All proposals must be clearly marked with the name and address of the Proponent and the "Request for Proposal" title. Proponents are responsible for ensuring that delivery occurs within the deadline. Late proposals will not be accepted or opened.

**Town of Thorsby Municipal
Website Re-Design RFP**

Certification Document

We Certify that:

We have carefully read and examined the RFP document and have conducted such other investigations as were prudent and reasonable in preparing this response.

We certify that the statements made in this response are true and complete. These statements and prices as bid represent our response to the Town. We agree to be bound by statements and representations made in this response and to any agreement resulting from this response.

We hereby agree that this RFP response may only be withdrawn by written notice prior to the time set for the opening of tenders. We agree that the RFP response attached hereto shall be irrevocable by us for a period of sixty (60) days after receipt of the RFP.

Print Company Name and Address:

Print Name and Title of Authorized Signing Officers:

Signature of Authorized Signing Officer: _____

Telephone Number: _____

E-mail address: _____

Signed this _____ day of _____, 2020

Request for Proposal

Municipal Website Re-Design

Project Scope of Work

Town of Thorsby

Proposals will not be opened in public

Request for Proposal – Website Re-Design - Project Scope of Work

1. Introduction

The Town of Thorsby is seeking proposals from experienced website developers to undertake a complete re-design and update of the Town's website (www.thorsby.ca). The new website shall be tested and migrated to <https://thorsby.ca> no later than March 15, 2021.

The Town is seeking to modernize design, improve functionality, add and update content, and make the website more informative and user-friendly for current and prospective residents and businesses. The website will also serve as a portal to an investment "Localintel" portal and the municipal document retrieval system, civicweb (formerly icompass).

2. Background

The existing website has many of our requested features already incorporated; however it would benefit from improved navigation and menus, visual branding, integration of social media, calendar and new content.

3. Purpose

The Town of Thorsby's re-designed site will strengthen the municipality's online presence, including strong focus on economic development, resident and visitor attraction. The re-designed website will be attractive, clean, engaging, intuitive, well-organized and easy to navigate with a standardized look, feel and experience consistent with the Thorsby logo colours, fonts and style.

Expected results of the re-design of the Town's website and online presence include:

- Improvements to the Town's online image and ability to promote the municipality as a desirable place to live, work, visit and invest.
- Improved appeal for economic development.
- Improved access and searchability of information by business, visitors, and residents.
- Improved ability for Thorsby staff to make changes easily.
- The ability to add citizen self-service features to the site.

4. Scope of Services – Municipal Website Re-Design

Meeting the Town's expectations will be accomplished by tailoring your solution to meet our needs. The new website should include the following features:

REQUIRED:

- Refresh the overall look and feel of the website by introducing a new design. *Note*: the Town will maintain its current logo colours and design and requires consistency for the website.
- Employ intuitive design, logical menus and reflects website trends for municipalities.
- Be compatible with all common browsers, and responsive design with fast loading speeds.

- Have complete mobile version that displays well on all common smartphones and supports touch platforms.
- Have user-friendly, non-proprietary Content Management System. Proposal should identify and provide rationale for using selected CMS and hosting platform.
- Provide guidance and expertise in developing and organizing content. New sections may include Visitor/Tourism, Live & Work Here, Business/Invest, Municipal, Planning. This may include reorganizing content, adding, deleting, or editing content.
- Implement a prominent, robust search function.
- Install interactive google map of Thorsby
- Install current weather icon/widget
- Incorporate a print-friendly function.
- Ability to fill out and submit forms online.
- Ability to subscribe to emailed newsletters and e-updates
- Ability to upload and download documents.
- Ability to add a top banner notice (eg for emergency notices/covid updates)
- Allow for the ability to integrate and play video content.
- Add photos galleries/carousels as design warrants. Include
- Integrate document search and retrieval, municipal calendar, agendas, minutes, through cloud document storage (civicweb), while maintaining design look and feel.
- Establish a municipal calendar to keep the public informed of upcoming meetings, public hearings, Town-organized events (could be a part of civicweb integration)
- Include font size adjustment, photo alt-tags for key photos, and other features that promote accessibility of the website, without compromising the website design and structure.
- Include the ability to subscribe to various distribution lists and updates through email.
- Integrate with social media pages.
- Provide full suite of menu options, include favicon in browser bar.
- Include editable emergency notification banner and ability to post on all or specific pages.
- Support links or embed to other related sites, notably: BizPlan, LocalIntel, civicweb.
- Redesign Town Directory display, search and submission form
- Provide standardized page templates with full editing capability.
- Migration of content from existing website including the business directory database.
- Install website analytics; create and submit sitemap.
- Implement SEO tool and include page metadata and keywords for each page.
- Include a plan for testing the site, resolving issues and providing technical support.
- Provide manual to staff upon project completion, containing applicable website user and style guide, best practices systems documentation, posting guidelines and recommended protocols.
- Provide training in managing and editing content to key staff.
- All features must be ad-free.
- All features must be fully editable for staff.
- Warranty on design that covers bug fixes discovered in the first month after launch.
- All data must be stored in Canada and be compliant with the *Freedom of Information and Protection of Privacy Act*.

OPTIONAL:

- Provide a web-based ability to poll / survey residents or businesses.
- Provide other features or functionality that may help the Town of Thorsby deliver services and promote the municipality as a desirable place to live, work, visit and invest.
- Provide options and rationale for any of the requirements which may be better served in other ways or with other tools

HOSTING:

- Make recommendations on reliable and cost-effective hosting in Canada.

NOTE: The Town will provide all photographs for the website.

5. Project Management

The new website must be tested and migrated to <https://thorsby.ca> no later than March 15, 2021.

The contractor shall:

- Provide a project plan and schedule timeline outlining the discovery, design, development, migration plan and deployment phases in their Proposal
- Design and build the website working with relevant Town staff. Prepare a sitemap proposal during the initial design stages of the project. Provide prototypes, design flats or mock-ups for review.
- Manage the project so that all deliverables and timelines are achievable.
- Supply all components and licences as required.
- Undertake internal and external beta testing of the site including link checking.
- Conduct quality assurance testing on popular browsers and mobile devices.

6. Anticipated Project Schedule

- Advertisement for Proposal: November 25, 2020
- Proposal Deadline: Dec. 7, 2020
- Award of Project: Dec 11, 2020
- Website Launch: March 15, 2021

7. Project Budget

Respondents must provide a detailed fee proposal with a breakdown of costs plus any extra costs for additional services.

Costs associated with software maintenance, hosting, software purchases or additional training should be identified separately.

Annual and ongoing maintenance or support costs and options.

8. Submissions

Be sure submissions include:

- Cover letter signed off by a principal of the company authorized to execute a contract with the Town of Thorsby
- Company Profile, including overview of company and why your company should be chosen
- Management Team, including name, title, role and experience
- Project Development Approach, including explanation of all project phases, deliverables, milestones, timeline, and what role the Town will play in the project
- Municipal website design experience, including references and applicable website URLs
- Project budget, including fees for additional or optional services. Ongoing maintenance and support cost options.
- Completed Certification Document (page 5 of RFP).

**PROPOSAL SUBMISSION MUST BE NO MORE THAN 10 PAGES IN PDF FORMAT SUBMITTED BY
EMAIL TO CAO@THORSBY.CA BY 2 PM WEDNESDAY DECEMBER 7 2020.**