

# REQUEST FOR PROPOSAL

for

## Website Re-Development & Content Management Solution

for



*Township of Algonquin Highlands*

**July 14, 2010**

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## REQUEST FOR PROPOSALS

### WEBSITE for The Corporation of the Township of Algonquin Highlands

#### 1. GENERAL TERMS AND CONDITIONS:

##### Inquiries and/or Clarification

It is the respondent's responsibility to clarify interpretation of any item on the specifications and/or other RFP documents, before the close of RFP, by contacting the following:

Gayle Short  
Township of Algonquin Highlands  
1123 North Shore Road  
Minden, ON  
K0M 2K0  
Tele: 705-489-2379  
Fax: 705-489-3491  
Email: gshort@algonquinhighlands.ca

All questions relating to the RFP must be in writing and delivered as directed above. No verbal interpretation will be effective to modify any component of the RFP or any contract. Only interpretations and clarifications, which are provided in writing, will be considered valid.

Any inquiry or clarification which results in a modification to the RFP will be issued as an addendum to all parties as recorded on the record of RFP's distributed.

##### General

Your proposal should address each of the service requirements specified with a total pricing summary. Your response must also include the completed Declaration. Your proposal should be as specific as possible and include commentary indicating how you propose to handle each requirement. If you wish address a requirement in a different manner or include an alternate method of servicing a specific requirement, please provide full details and indicate the related charges. You may specify other services available beyond those identified in the proposal call.

The total price and payment is to be shown and made in Canadian Funds. The Harmonized Sales Tax, shall be included in the total, but must be clearly shown as separate line items in your submission.

##### Type of Contract

The contract for this proposal will be a fixed price for creation of web site, payable in installments based on completion dates agreed upon by the Township and the successful proponent.

##### Confidentiality

The Consultant and their officers, directors, employees and agents shall treat as confidential, during and after the term of this contract, any information or document concerning the affairs of the Township of Algonquin Highlands and any provider. All information provided to Consultants related to

this Request for Proposal is the property of the Township of Algonquin Highlands and must be treated as confidential, and may not be used for any purpose other than for this assignment.

This applies to the Consultant or any of its officers, directors, employees or agents who acquire knowledge of, or comes into its or their possession by reason of its or their business with the Township of Algonquin Highlands under this contract. They shall not disclose, either directly or indirectly, any such information or document to any person, firm or corporation without first obtaining the written permission of the Township of Algonquin Highlands.

#### Freedom of Information and Protection of Privacy

The proponent hereby consents to disclosure of any information contained in this Proposal document, pursuant to The Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, CM. 56.

#### Rights and Liabilities

The Township of Algonquin Highlands retains the right to cancel the contract and terminate the services of the consultant arbitrarily or by giving the consultant ten (10) days written notice of its intention to do so. Should the Township of Algonquin Highlands exercise this right, liability shall be limited to the cost of the work performed by the consultant to the date of termination and payment will be made on a pro-rated basis subject to any set-off for defective or faulty services.

All documents, plans, notes and materials produced in connection with this agreement shall become the property of the Township of Algonquin Highlands and the Township may use such of them as it deems advisable.

#### Employees

In the performance of this contract, the consultant shall be an independent contractor. Neither the contractor nor any of his employees shall be deemed to be employees of the Municipality.

#### Changes to Work When Contract Underway

No deviation from the successful proponent's proposal shall be made in the execution of the work, without the written approval of the Township of Algonquin Highlands.

#### Workplace Safety and Insurance

The bidder clearly understands and agrees that he is not, nor is anyone hired by him covered by the Township of Algonquin Highlands under the Workplace Safety and Insurance Act, the Employment Insurance Act, or any other act whether provincial or federal in respect of himself, his employees and operations, and shall upon request furnish the Municipality with such satisfactory evidence that he has complied with the provisions of any such act. If he fails to do so, the Township shall have the right to withhold payment of such sum or sums of money due to him that would be sufficient to cover the default and the Township shall have the right to pay same.

Information on coverage under the Workplace Safety & Insurance Act can be obtained directly from the Workplace Safety and Insurance Board. The Township is not to be deemed the employer of the successful bidder or his personnel under any circumstances whatsoever.

### Proponents Liability Insurance

The Proponent shall maintain a minimum of one million dollars (\$1M) for general liability, one million dollars (\$1M) for automobile insurance and two million dollars (\$2M) for professional liability insurance. The above referenced policies shall name the Township of Algonquin Highlands as an additional insured party; a cross liability endorsement clause satisfactory to the Municipal Solicitor and waiver of deductible in respect of any claim (s) made against the Township.

Certification of such insurance shall be filed with and approved by the Township. The coverage provided by these policies will not be changed or amended in any way nor cancelled by the proponent until sixty (60) days after written notice of such change or cancellation has been personally delivered to the Township. The proponent shall be responsible for all claims for damage and personal injury caused by his agents, servants, and employees, or omissions causing such injury or damage (including all claims for causing the death of any person).

### Execution of Contract

The party to whom this proposal call is awarded will enter into contract with the Township at the time of award and will be required to confirm acceptance of the award with ten (10) business days, from the date of mailing of notice from the Township to the proponent according to the address given by him. Failure to give notice of acceptance within the required time, will result in the Township re-awarding to another bidder or cancellation of this process, at its discretion.

### Indemnification of Successful Proponent

The successful proponent agrees to indemnify and keep indemnified the Township, its agents and employees, against all actions, suits, claims and demands, which may be brought against or made upon the Township, its agents and employees against all loss, costs, damages, charges or expenses whatsoever which may be sustained, incurred or paid by the Township, its agents or employees by reason of the errors or omissions of the successful proponent, in regard to this contract.

### Ownership

All documents, data and content produced for this website are the property of the Township of Algonquin Highlands.

## **2. FORMAT FOR PROPOSALS:**

Please use the following as a guideline to format your proposal:

### **Length and Font Size:**

Please use fonts no smaller than 12 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 35 pages.

### **Title Page:**

Township of Algonquin Highlands, Web Site Re-Development and Content Management Solution Proposal, your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.

**Cover Letter:**

Signed by the person or persons authorized to sign on behalf of the company (1-2 pages).

**Proposal:**

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should include a work plan and schedule to deliver the project in the allotted timeframe.

**Qualifications and Content of RFP:**

Provide the information requested and specified.

**Budget and Fees:**

Provide budget breakdown for:

- a) re-design and development
- b) hosting
- c) training
- c) maintenance

**3. CLOSING DATE:**

Three (3) copies of Sealed Proposals must be submitted to the Township *no later than 4:00 pm on August 20th, 2010*; late proposals will not be considered. Late proposals will be returned unopened to the proponent. Proposals that are faxed or forwarded by other electronic means **will not** be accepted.

The envelope should be clearly marked on the outside "Proposal for Website Re-Development and Content Management Solution" and should be addressed to:

Township of Algonquin Highlands  
 1123 North Shore Road  
 Minden, ON  
 K0M 2K0  
 Attention: Juanita Dempster, CAO

**4. PROCESS:**

- Phase 1: Advertising of RFP and Receipt of Proposals
- Phase 2: Opening, qualification, review and shortlist of proposals to 3 proponents
- Phase 3: Interviews of shortlist completed, references evaluated and successful proposal awarded
- Phase 4: Determine specific timetable for development phases and implementation of new web site
- Phase 5: Presentation, review and approval of new web site

Phase 6: Orientation and Training of Township staff on new website and content management system

Phase 7: Posting of new web site

## **5. EVALUATION AND DECISION:**

All proposals are due on August 20, 2010. All proposals submitted on time in the specified manner will be opened and evaluated by the Township's Website Committee. After reviewing all submissions, the Website Committee will create a shortlist (top 3 qualified proposals) and invite those proponents to make presentation of their proposal in front of committee.

Presentations/Interviews will be scheduled the week of August 30-September 3, 2010.

The Committee will make recommendation to Council and the final selection will be made by Council on September 16, 2010 with the project commencing immediately following resolution by Council.

### **Lowest Or Any Proposal Will Not Necessarily Be Accepted**

## **6. PURPOSE OF RFP:**

The Township's current website was developed in 2000 to address the growing need for a presence on the internet. The Township recognizes its website should be its premiere communications tool or media now and into the future for relaying up-to-date pertinent information to its residents, visitors and businesses. The current website and format has evolved into a multi-page site that does not adequately address:

- the needs of our various audiences
- up to date design
- easy navigation
- updated graphics/photos
- in-house content editing and management capability
- the provision of interactive functionality

The goal is to develop an inviting and practical website with ease of navigation that includes logical and intuitive links and is easy-to-read.

## **7. KEY DELIVERABLES:**

Township of Algonquin Highlands is requesting proposals for four main services related to the Township website:

- (1) Professional design/re-design of the site;
- (2) Implementation of a content management system that allows Township staff to maintain their specific information within a common framework;
- (3) Hosting of the Township website and email

- (4) Maintenance
- (5) Launch of new web site by December 1, 2010

## **8. BACKGROUND INFORMATION**

The Township of Algonquin Highlands is one of four local municipalities within the County of Haliburton in the province of Ontario. Algonquin Highlands with a permanent population of 2000 residents and a significantly larger seasonal population, is strategically located in central Ontario's cottage country, and more specifically within the Haliburton Highlands. The closest major towns are Minden and Haliburton. The primary communities within Algonquin Highlands include Carnarvon, Halls Lake, Dorset, and Oxtongue Lake areas along the Highway 35 and 60 corridors bordering Muskoka District and Algonquin Park.

The Township's current website [www.algonquinhighlands.ca](http://www.algonquinhighlands.ca) is hosted and maintained by Baytides Management Inc.

The Township of Algonquin Highlands provides various municipal services and programs including:

1. Public Works and Waste Management
2. Fire & Emergency Services
3. Finance
4. Clerk
5. Building
6. Planning
7. Airport
8. Museums
9. Cemeteries
10. Community and Recreation Services
11. Trails

The Township is also undertaking several major initiatives of recent including:

1. Haliburton – Stanhope Airport Development
2. Fall 2010 Municipal Election
3. Official Plan Review
4. Waste Management Plan
5. Haliburton Highlands Water Trails

## **9. PRIMARY OBJECTIVES OF THE NEW WEB SITE:**

- Present comprehensive information and resources in an easy-to-comprehend, easy-to-navigate format
- Provide key information about Township of Algonquin Highlands, its governance, its history, its activities, programs and services to residents, visitors and businesses.

- Deliver a consistent interface utilizing specific images and colour requirements and not overwhelm user with visual clutter
- Provide links for community partners, related associations, program participants, staff, and Council.
- Ease of in-house updating of the site

## **10. SPECIFIC FEATURES OF NEW WEB SITE:**

- Easy to load and navigate
- It is estimated that the new Web Site will require up to 10 main menu pages, and multiple sub-menu pages per menu item. Third-level sub-menu pages may be required for some sub-menu pages. (see sample mockup Appendix A)
- Microsoft Outlook E-mail Capabilities, utilizing current e-mail addresses
- Word Search capability
- Meet accessibility needs – adjustable display font size for users
- Ability for residents/site visitor to submit questions
- Staff access to tracking of site user statistics
- Capable of supporting browsers for both Microsoft Windows and Macintosh
- A secure (directors/staff only) web page that is easy to access and allows staff to easily set up new committees and upload data/ information.
- Interactive links for weather, associations, partners and organizations
- Possibility of Social Networking (ie. Blogging, FaceBook, Twitter discussion groups)
- Search-engine positioning
- On-line, fillable, secure forms
- Newsletter posting
- PDF posting
- On-line surveying
- Photo gallery
- Incorporate “printer friendly” feature for all web pages and fill-in forms
- Event, Notice and News listings

- Maps of the Municipality – to be provided by County of Haliburton GIS Department

## **11. TECHNICAL PLATFORM:**

The Web Site should be fully capable with all major browser types in both Windows and Mac platforms.

## **12. CONTENT MANAGEMENT:**

It is important to note that Township of Algonquin Highlands's staff does not include a web master or an IT specialist. The new Web Site should therefore include content management tools and any necessary software that will allow staff to upload new material and revise existing material, including text, PDFs and photographs.

Training must be provided for all staff members who are responsible for content management, development, and maintenance of the site.

Staff must be able to update web pages from individual workstations.

## **13. QUALIFICATIONS and Content of RFP:**

The Township of Algonquin Highlands will enter into an agreement by award of the successful proposal with a Web design consultant based on satisfaction of the following requirements:

- a) A favourable review of five web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted for all sites, and only sites that are live will qualify during evaluation.
- b) Describe your experience in producing sites for municipalities, community-based or similar organizations.
- c) Provide current reference information for five former or current clients.
- d) Provide a company profile, length of time in business and core competencies and briefly describe your firm's organizational capacity to re-design, develop, maintain and host our web site (e.g. staff, equipment, software, physical space, office location, etc.).
- e) Discuss any hardware/software vendor partnerships.
- f) Explain your testing, review and support plan.
- g) Explain your service level agreement (SLA), pricing, and attach a sample service agreement.
- h) Competitive cost proposal for scope of services.
- i) Describe your backup system.
- j) Identify the frequency and duration of any down time of your system and staff may have or need.

- k) Identify your operations plan for upgrading software/hardware.
- l) Describe your technical support system.
- m) Describe your security system.
- n) Describe your Internet connectivity.
- o) Confirm and describe how the solution ensures compliance with W3C Web Content Accessibility Guidelines 1.0.
- p) Describe how the solution will allow for future e-commerce and on-line payment functions.

#### **14. EVALUATION of RFP:**

**Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:**

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Creative Capabilities – Prior work demonstrates artistic, innovative, and functional interfaces.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Record of past performance with the Township.
- Past performance with other municipalities or organizations in the central Ontario marketplace, in providing similar services.
- Value/Pricing Structure – The price is commensurate with the value offered.
- Staff/Equipment – The candidate firm has appropriate staff/equipment to re-design, develop, maintain and host the site.
- Proposal Presentation – The information is presented in a professional, clear, plain language and explanation of technical, logical manner and is well organized.
- Demonstrated commitment to high service level agreements as evidenced by references.
- The Township reserves the right to select a proposal that they feel best suits their objectives.

#### **15. Appendices:**

The Appendices that form part of this RFP are intended to provide additional background information on use of the current website and sample forms of vision for the look and feel of a new website. Bidders are welcome to use this information in formulating their own independent proposals.

While the Township has used considerable efforts to ensure an accurate representation of information of this Request for Proposal, the information contained is supplied solely as a guideline for proponents. The information is not guaranteed or warranted to be accurate, nor is it necessarily comprehensive or exhaustive.

# Declaration

To: Juanita Dempster  
Chief Administrative Officer  
Township of Algonquin Highlands

1. I/WE DECLARE that no person, firm or Corporation other than the one who's signature or the signature of whose proper officers and seal is or are attached below, has any interest in this Proposal or in the contract proposed to be taken.
2. I/WE FURTHER DECLARE that this proposal is made without any connection, knowledge, comparison of figures or arrangements with any other company, firm or person making a Proposal for the same work and is in all aspects fair and without collusion or fraud.
3. The undersigned have carefully read the Terms and Conditions as per the Proposal call, and have examined the "Appendices" and otherwise satisfied ourselves as to the conditions under which the service is to be provided, and do hereby offer to enter into a contract with the Corporation of Township of Algonquin Highlands, for the **WEB SITE RE-DEVELOPMENT AND CONTENT MANAGEMENT SOLUTION** according to the Terms and Conditions and for the amounts herein stated.
4. The undersigned hereby agrees to comply in all respects with the Terms and Conditions attached hereto, which Terms and Conditions are to be read with and form part of this Proposal. Bidders to note Appendix numbers received. \_\_\_\_\_
5. Acceptance of this Proposal and the passing of a Resolution by the respective governing body of the Township shall be considered a binding contract upon both parties.

DATED at \_\_\_\_\_ this \_\_\_\_\_ day of \_\_\_\_\_ 2010.

\_\_\_\_\_  
(Corporate Name)

\_\_\_\_\_  
(Authorized Signature) (Title)

\_\_\_\_\_  
(Address)

\_\_\_\_\_  
(Telephone) (Fax)

\_\_\_\_\_  
(Web) (Email)

Appendix "A"

SAMPLE MOCKUP of NEW TOWNSHIP

Attached hereto.

Appendix "B"

CURRENT WEBSITE USAGE STATISTICS

Attached hereto.