



**COWICHAN
VALLEY
REGIONAL
DISTRICT**

REQUEST FOR PROPOSAL

Redesign of the Cowichan Theatre Website

RFP Release Date: Friday April 4, 2014
RFP Closing Date: Wednesday April 30, 2014 12pm
Email submissions to: Kirsten Schrader, Manager Arts & Culture Division
kschrader@cprd.bc.ca

REQUEST FOR PROPOSAL

Redesign of the Cowichan Theatre Website

RELEASE DATE: April 4, 2014

CLOSING DATE: April 30, 2014 at 12:00 noon.

DELIVERY ADDRESS: kschrader@cvrld.bc.ca

OBJECTIVE

Cowichan Theatre wishes to retain the services of a firm (preferably Vancouver Island based) to move Cowichan Theatre's existing website design to a new CMS platform using cost effective software and tools. The move to an efficient CMS will enable staff to easily utilise and update the Cowichan Theatre website and enhance the user experience. See Appendix A for details.

COMPONENTS

The successful web developer will develop a responsive website to integrate the existing website design (<http://www.cowichantheatre.ca/>), all information and resources in a refreshed and cost effective format. Preference will be given to the WordPress platform. Proposals must address the following:

1. Develop and implement a new, search engine optimized website by **November 30, 2014** that will provide the first point of contact for Cowichan Theatre's services.
2. Practices are to be established and Cowichan Theatre/CVRD staff will be trained to operate, maintain and update the platform.

SPECIFIC REQUIREMENTS

Activities to be undertaken by the successful web developer in creating the new Cowichan Theatre website include, but are not limited to, the following items:

1. Meet with the Arts and Culture Division Manager, a representative of IT, and other Cowichan Theatre staff to approve the website work plan. This would involve a discussion, in addition to the primary features, of:
 - a) Any secondary features that could be developed,
 - b) The process - the release of website components, testing, quality control, risks, etc.
 - c) Affirmation of the deadlines
 - d) Confirmation of any third party software and maintenance costs, and
 - e) Plan for migration of existing content on Cowichan Theatre website to new website.
2. Reaffirm and expand the project plan to ensure deadlines can be met and the details/steps required for each facet are illustrated.
3. Work through release of website development in a staggered process to be tested by Cowichan Theatre/CVRD staff.
4. Assist with the development of an operational guide detailing the website's use and required maintenance.

5. Document and discuss lessons learned throughout the process and at the project's conclusion.

REQUIREMENTS OF RESPONDENT

Comprehension of Assignment

Indicate your understanding of the requirements, outlining key success factors and challenges.

The respondent shall provide information to illustrate their experience including, but not limited to, the following:

1. A statement of qualifications concisely describing the web developer's capabilities and experience
2. Resumes of all principals to be involved and their roles and responsibilities for the proposed project, along with three references for similar projects
3. A list of comparable web sites designed by the respondent, including website addresses

Fees and Expenses

The selected respondent is responsible for all of the costs and expenses incurred during the terms of the Cowichan Theatre project. A firm price to complete the project, including total fees and applicable taxes is required as part of the proposal. The proposal should also outline costs for various components of the ongoing development, training, and maintenance for the website to the year ending December 31, 2015.

Approach

Respondents must provide an overview of their approach in designing, developing, testing and launching the website. In addition, respondents must provide a listing of the necessary software and hardware, communication requirements, integration needs and any other considerations necessary to host and maintain the platform until December 31, 2015.

Project Plan and Schedule

Respondents are required to provide a summary work plan describing their approach to designing, managing and coordinating the project. This description should include all primary tasks listed in the scope of work and a tentative schedule for the completion of each project phase with final completion on November 30, 2014.

Confidentiality and Ownership

By submitting a proposal, the respondent agrees that all developments and all intellectual property rights produced by the selected respondent will be viewed by the Cowichan Theatre/CVRD review committee. The respondent agrees if selected that Cowichan Theatre/CVRD will be the registered owner of the website, including the infrastructure developed for this project.

Contact Information

Respondents must identify the full legal corporate name of each business entity identified in the proposal along with the respective coordinates of the individual to be contacted (i.e., name, role, address, telephone, email, website). Please clarify the lead company and contact, if multiple firms exist.

Proposal Format and Submission

Respondents must submit proposals electronically by 12:00 p.m. (noon) on April 30, 2014 in an email titled "Proposal-Cowichan Theatre Website" to:

Cowichan Theatre, Attention: Kirsten Schrader, Arts and Culture Division Manager,
kschrader@cvrld.bc.ca

PROPOSAL EVALUATION AND AWARD**Evaluation Process**

Once proposals are received a short-list will be developed and those proposals will be evaluated by the Cowichan Theatre/CVRD Selection Committee. If required, the committee will organize interviews with respondents to gain more information and assist with the evaluation of those proposals. The criteria will be used to determine the most successful respondent.

Evaluation Criteria

The process will be evaluated as follows:

30% Experience and Qualifications

15% Approach

15% Presentation, Organization and General Impression

40% Cost of development and ongoing support and maintenance pricing.

Meetings

The successful respondent will be required to attend the following meetings:

1. Work – Cowichan Theatre to approve the Work Breakdown
2. Structure - Committing to components and deadlines, and completing the Professional Services Agreement. (1. and 2. could be the same meeting)
3. Presentation to the Cowichan Theatre/CVRD Selection Committee on or before May 15, 2014 in Duncan, BC, or at another location to be determined.
4. Closing meeting with the various staff involved to wrap-up and discuss ongoing life-cycle of the project.

GENERAL**Inquiries/Contact**

Please submit your intent to submit along with any questions or comments to Kirsten Schrader, Arts and Culture Division Manager, Cowichan Theatre by writing kschrader@cvrld.bc.ca. All inquiries received will be available to all potential respondents of the RFP and will be communicated electronically upon request.

Notification

Submissions will be reviewed by the Cowichan Theatre/CVRD Selection Committee and Respondents may be contacted to answer questions or provide further details. The successful respondent will be notified in writing by May 16, 2014.

Incurred Expenses

Any costs incurred during the development of proposals for submission are entirely the responsibility of the respondent. Cowichan Theatre and the CVRD will not accept any costs to the Respondent prior to the signing of a professional services agreement.

Contract Award

The award of a contract from this RFP is conditional upon Cowichan Theatre/CVRD and the selected Respondent entering into a binding professional services agreement for development of the platform with more detailed terms and conditions.

Summary of Key Dates**Activity Expected Date**

RFP release April 4, 2014
Email inquiries (via email only) Prior to April 30, 2014
Responses due April 30 – 12:00 PM Deadline
Assessment of proposals May 1-16, 2014
Interviews (if required) May 1-16, 2014
Selection of successful Respondent May 16, 2014
Project kick-off meeting May 2014 (TBD)
Test site components as become available
Soft launch TBD
Official Completion and Launch November 30, 2014 Deadline

Notices

Please take notice of the following:

- All information provided by respondents will be held in confidence by Cowichan Theatre/CVRD
- Cowichan Theatre/CVRD , its selection committee and staff may copy or distribute the proposal for purposes of facilitating the evaluation of the proposal and represents that the copying and distribution will not violate the rights of any third party.
- Cowichan Theatre/CVRD will not accept hidden costs or costs not disclosed in response to the RFP.
- The proposal is predicated upon the acceptance of all terms and conditions stated in this RFP. If the Respondent objects to any terms or conditions, it shall make specific reference to the RFP page and section at issue. Cowichan Theatre/CVRD reserves the right to accept or reject any exception taken by Respondent to the terms and conditions of this RFP.
- Cowichan Theatre/CVRD reserves the right to reject any and all proposals, in whole or in part, to advertise for new proposals, and to cancel or amend this RFP at any time prior the execution of the Professional Services Agreement.

APPENDIX A – Overview of Cowichan Theatre Website

Objectives

Cowichan Theatre/CVRD plans to implement a new website and CMS that will allow it to meet and expand its mandate.

Specifically, the new website will:

- provide a positive, engaging experience for visitors
- be responsive to a broad range of browsers on desktop and mobile devices
- be easily maintained by staff
- have the following functionality
 - calendar
 - resource directory
 - forms (e.g. volunteer and art gallery exhibition forms)
 - ability to add other plugins

APPENDIX B - Responses

The responses must address at a minimum the following points:

Please specify the CMS solution. Please provide product 'features and functions' material if available. Preference is given to WordPress.

Please describe the steps involved to implement and deploy your recommended CMS. Identify the steps that you typically provide and those completed by your clients.

Describe your product development process and include descriptions and names of open source systems, tools and languages you have used.

Please describe the extent to which the CMS can connect to other systems including web services, social networks, financial systems, digital rights services, shopping carts, and third-party reporting and analytics systems.

List a minimum 3 (three) clients that have successfully implemented your recommended CMS and provide their contact information.

Describe your pricing model and provide an estimate of the cost associated with purchasing/licensing based on the information in Appendix A and other areas of this document.

Include:

- COST OF SOFTWARE/PLUGINS
- COST OF ANNUAL SUPPORT & HOSTING
- OTHER IMPLEMENTATION & SUPPORT COSTS

Describe the Customer Support services you provide and any special features that set your services apart from your competitors.

Qualifications

A vendor is qualified if they can demonstrate success in designing, developing, testing and deploying customized websites using and integrating open source web technologies on budget and on time.