



THE CORPORATION OF THE TOWNSHIP OF GEORGIAN BAY

**REQUEST FOR PROPOSAL (RFP)
No. 2017 – 15**

WEBSITE REDESIGN & CONTENT MANAGEMENT SYSTEM

TOWNSHIP OF GEORGIAN BAY

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TOWNSHIP OF GEORGIAN BAY



SECTION A

INFORMATION TO BIDDERS

TOWNSHIP OF GEORGIAN BAY
SECTION A: INFORMATION TO BIDDERS

A.1 SCOPE OF PROPOSALS

The Township of Georgian Bay is inviting proposals for the supply and implementation of a municipal website and content management system. Ongoing support services are required. The requirements of the submission are outlined in Section C. Proposals will be received until the proposal closes at **2 p.m. local time on Tuesday, January 2, 2018.**

A.2 QUESTIONS & CLARIFICATIONS

It will be the Proponent's responsibility to clarify any details in question not mentioned in this contract before submitting their proposal.

Questions relating to this proposal must be received by Thursday, December 13, 2017 before 4 p.m. and can **be made to the attention of: Lynn Racicot, Communications & Economic Development Officer, 99 Lone Pine Road, Port Severn, ON L0K 1S0, lracicot@gbtownship.ca or 800-567-0187 x259.**

To ensure fairness to all Proponents, any and all questions that require clarification or that may materially alter this RFP document will be responded to and shared with other Proponents via an addendum posted on the Township of Georgian Bay website in accordance with the schedule of events in Section A.3. Questions received after this date and time will not receive a response.

Proponents are notified that any errors or omissions in the proposal may render the proposal invalid.

A.3 SUBMISSION, CLOSING AND OPENING OF PROPOSALS

All Proponents shall submit sealed bids marked as follows:

RFP 2017-15 Website Redesign & Content Management System
Lynn Racicot, Communications and Economic Development Officer
Township of Georgian Bay Municipal Office
99 Lone Pine Road
Port Severn, ON L0K 1S0

Proposals will be received until the proposal closes at **2 p.m. local time on Tuesday, January 2, 2018**. The sealed envelope must include the name of the company supplying the response on the outside of the envelope.

Each proponent shall submit one (1) original hardcopy and (2) copies of the proposal. Additionally, one (1) electronic copy of the proposal shall be submitted.

All proposals must be submitted on corporate letterhead, in non-erasable medium, and duly signed by an authorized official.

The proposal envelope will be marked by the Township's authorized representative with the time and date that the envelope was received at the Administration Office. The use of any means of delivery of a proposal shall be at the risk of the Proponent. It is the responsibility of the Proponent to ensure that couriered proposals are delivered to the Communications & Economic Development Officer by the proposal closing time. Misdirected couriered proposals, proposals received after the closing date / time / place will **not** be accepted and will be returned unopened. Requests for extensions of closing date or time will **not** be granted and adjustments to proposals by telephone or facsimile will **not** be considered.

A Proponent may withdraw or alter the proposal at any time up to the specified time and date for proposal closing by submitting a letter bearing the Proponent's signature to the Communications & Economic Development Officer or the authorized representative who will mark thereon the time and date of receipt. The Proponent's name and contract number shall be shown on the envelope containing such letter.

To ensure similarity in proposal presentation and facilitate the comparison of competing proposals by the evaluation team, Proponents shall complete the Township's forms supplied within the document (Section C).

Schedule of Events:

Request for Proposal Release	November 27, 2017
Deadline for Queries	December 13, 2017 – 4:00 p.m.
Addendum Release – If Required	December 14, 2017 – 4:00 p.m.
Closing Date	January 2, 2018 – 2:00 p.m.
Proposal Opening	January 2, 2018 – 2:05 p.m.
Anticipated Notice of Award	January 9, 2018

Proposal openings are to be public. The names of Proponents submitting a proposal will be available upon request.

Unsuccessful bidders' names and bid values become public information and may be disclosed upon a request from the public. Portions of successful bids become a public document subject to the *Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)*.

A.4 PROCESS REQUIREMENTS

In addition to the requirements of Section A.3, bidders may be asked to have a representative(s) attend a review meeting with Township staff (*In-Camera*) to give a brief overview of their proposal, and to answer any questions.

A.5 TOWNSHIP CONTACT PERSONS

Questions with respect to this process or requests for further information and clarification must be directed to the Communications & Economic Development Officer, Lynn Racicot, at lracicot@gbtownship.ca.

A.6 SELECTION PROCESS

The Municipality will not necessarily accept the lowest price or any proposal. Any implication that the lowest price or any proposal will be accepted is hereby expressly negated. Proponent selection will be on the basis of those proposals having the greatest overall benefit to the Township of Georgian Bay.

A.7 REJECTION OF PROPOSALS

The Municipality reserves the right to reject any and all proposals received. The Municipality is not under any obligation to award a contract, and reserves the right to terminate the RFP at any time for any reason, and to withdraw from discussions with all or any of the Proponents who have responded. The receipt and opening of a proposal does not constitute acceptance of any proposal.

A proposal will be automatically disqualified if there is failure to comply with terms, requirements and conditions set out in the RFP.

A.8 RESERVATION OF RIGHT

After the closing date and time, Proponents will not have the right to change conditions, terms or prices of their proposal. All proposals will be irrevocable for a period of thirty (30) days from the closing date of the proposal or until a contract is signed with the successful Proponent(s), whichever comes first.

The Township reserves the right to award in whole or in part based on the best interests of the Township.

A.9 LIMITATION OF DAMAGES

The Proponent waives any claim for loss of profits, expenses, liabilities, costs, losses or damages incurred, sustained or suffered by themselves prior or subsequent to or by reason of the acceptance or the non-acceptance by the Township of any proposal. This includes by reason of any delay in the acceptance of a proposal, or matters in respect of the competitive process, except as provided in the proposal. All costs incurred in the preparation and presentation of the proposal shall be wholly absorbed by the Proponent.

All proposals and supporting documentation submitted with the proposal or resulting from the project shall become the property of the Township of Georgian Bay.

A.10 ERRORS & OMISSIONS

It is understood, acknowledged and agreed that while this proposal includes specific requirements and specifications, and while the Township has used considerable efforts to ensure an accurate representation of information in this proposal, the information is not guaranteed by the Township to be comprehensive or exhaustive. Nothing in the proposal is intended to relieve the Proponents from forming their own opinions and conclusions with respect to the matters addressed in the proposal. There will be no consideration of any claim, after submission of proposals, that there is a misunderstanding with respect to the conditions imposed by the contract.

A.11 GOVERNING LAW

Any contract resulting from this RFP shall be governed by and interpreted in accordance with the laws of the Province of Ontario.

A.12 INDEMNIFICATION AND INSURANCE

The successful Proponent will, at all times, indemnify and save harmless the Township, their officers, employees and agents from and against all claims, demands, losses, expenses, costs, damages, action, or other proceedings

made, sustained, brought or prosecuted that are based upon, or caused in any way by anything done or omitted by the Proponent or any of its officers, directors, employees, or agents in connection with the services performed, purportedly performed or required to be performed by the Proponent under this proposal call and subsequent contractual agreement.

Insurance

Proponents shall, at their expense, obtain and keep in force during the term of this agreement the following insurance coverages provided by Insurers that are licensed to conduct business in Ontario and are satisfactory to the Township:

- 1) Commercial General Liability Insurance that includes but is not limited to the following:
 - Limit of liability not less than \$2,000,000 inclusive per occurrence;
 - Corporation of the Township of Georgian Bay named as additional insured but only with respect to liability arising out of the operations of the named insured;
 - Provision for cross liability in respect to the named insured;
 - Severability or interest clause, contractual liability – oral & written, contingent employer’s liability, employer’s liability, broad form property damage;
 - 30 days prior notice of an alteration, cancellation or material change in policy terms which reduces coverage shall be given in writing to the Township.

- 2) Technology Errors and Omissions (Professional Liability) Insurance that includes but is not limited to the following:
 - Limit per claim of not less than \$5,000,000;
 - Annual aggregate of not less than \$10,000,000;
 - Professional and Information Technology Services, Technology Product Coverage, Network Security, Privacy Liability (notification costs, regulatory defense, credit monitoring), all to the full policy limit (not sub-limits);
 - 30 days prior notice of an alteration, cancellation or material change in policy terms which reduces coverage shall be given in writing to the Township;
 - Any “claims made” policy(ies) must be kept in force for a minimum of two years after completion of the contract.

The Proponent shall provide the Township with a letter from their insurance provider confirming their ability to meet the insurance requirements as set out in the contract. Prior to commencement of the agreement and upon the placement, renewal, amendment, or extension of all or any part of the insurance, the successful Proponent shall promptly provide the Township with confirmation of coverage and, if required, a certified true copy(s) of the policy(s) certified by an authorized representative of the insurer together with copies of any amending endorsements applicable to the agreement.

It is expected by the Township that certificate(s) of insurance will provide confirmation that all insurance requirements as stated in Section A.12 have been met.

A.13 WORKPLACE SAFETY & INSURANCE BOARD (WSIB)

The Proponent shall submit with the proposal document, a valid clearance certificate from the Workplace Safety and Insurance Board (WSIB) stating that all assessments or compensation payable to the WSIB have been paid.

A.14 HEALTH & SAFETY

All work performed under this contract must be carried out in accordance with the terms and conditions of the Occupational Health and Safety Act and its regulations.

A.15 CONFIDENTIALITY STATEMENT

The successful Proponent shall at all times maintain confidentiality of all materials, information and all business related to the Township that the successful Proponent may come into contact with through implementation and any continued relationship as the contract may warrant.

A.16 MUNICIPAL FREEDOM OF INFORMATION AND PROTECTION PRIVACY ACT (MFIPPA)

In accordance with MFIPPA, any personal information Proponents provide is being collected under the authority of the Municipal Act and will be used exclusively in the selection process. All proposals submitted become the property of the Township. Proponents are reminded to identify in their proposal material any specific scientific, technical, commercial proprietary, or similar confidential information, the disclosure of which could cause them injury. Complete proposals are not to be identified as confidential. The information contained in this proposal document may be utilized by the Proponent solely for the purpose of preparing a proposal for submission to

the Township. Any other use of the information for any other purpose is not authorized by the Township.

A.17 HISTORICAL PERFORMANCE & LITIGATION

The Township reserves the right to disqualify and remove from the proposal process those Proponents whose historical performance has been unsatisfactory in terms of failure to meet contract specifications, terms and conditions or for Health and Safety violations.

The Township may, in its absolute discretion, reject a proposal if the potential supplier, or any officer or director of the potential supplier is or has been engaged, either directly or indirectly through another corporation, in a legal action against the Township, its elected or appointed officers and employees in relation to:

- i) Any other contracts or services; or
- ii) Any matter arising from the Township's exercise of its powers, duties or functions.

TOWNSHIP OF GEORGIAN BAY



SECTION B

TERMS OF REFERENCE

TOWNSHIP OF GEORGIAN BAY
SECTION B: TERMS OF REFERENCE

B.1 BACKGROUND:

The Township of Georgian Bay’s website requires redesign and upgrades to allow for simple access by the public, meet accessibility requirements, and enhance delivery and awareness of public services. Any agreement resulting from this RFP process will be subject to funding availability and approvals through the 2018 budget process by Township Council. The redesigned website must be easy for the public to use, allow for updates by non-technical municipal staff, and meet current Accessibility Standards achieving WCAG 2.0 compliance.

B.2 PRE-AMBLE

The Township of Georgian Bay is an area municipality in the District of Muskoka. The close proximity of the Township to the urban population of Ontario has contributed to its historic and contemporary role as an important cottaging, recreation and tourism destination. The Township has a permanent resident population of approximately 2,400 and an additional seasonal population of approximately 15,000. The Township is comprised of three urban communities – Port Severn, Honey Harbour and MacTier as well as waterfront and rural areas.

On any given day, Township staff typically receive numerous requests for information from residents, visitors, businesses, government agencies, civic groups or associations, and other members of the public. The Township has identified that some of these requests could not only be handled, but handled better, by improving the Township’s web presence.

Presently, the Township’s website is running on an iCompass Content Management System. Customizability of the current website is limited and it does not meet Accessibility Standards. The existing website is primarily maintained by the Clerk. Content for the website is forwarded to the Clerk by numerous staff from the Township’s various departments. It is the Township’s intention to replace the current website with a modern website design, content management system and hosting platform that can be easily updated by representatives from each of the Township’s departments.

Much of the content on the existing website is posted in Adobe Acrobat PDF format. While some content is best suited for the PDF format (meeting

agendas & minutes, by-laws, policies, etc.) other content (public notices, event information, etc.) is currently in PDF format due to the difficulty, skill and time required to post such content to the existing system in an attractive and well laid out format.

B.3 SCOPE/PROCESS:

The scope of this project is to replace the Township's dated website design and hosting infrastructure with an attractive and responsive website design, content management system and hosting platform. The system should allow for modifications and maintenance by Township staff. The Proponent will provide training for Township staff.

The design itself shall be a collaboration of ideas from Township staff, the Proponent, and a workshop involving various community stakeholders.

B.4 KEY DELIVERABLES/OUTCOMES:

This RFP encourages creativity and will not explicitly define the look of the website. However, certain objectives should be considered:

Browser, Platform, and Accessibility

The design must be compatible with all mainstream web browsers for Windows, Linux and Macintosh platforms. Recent versions of Internet Explorer, Mozilla Firefox, Safari, Google Chrome, and Opera browsers should be viewable and usable. It is imperative that the redesigned site has quick load times in order to be accessible by both dial-up and broadband Internet connections.

The website should be optimized for any viewing surface. Proposed solutions must be mobile friendly and function appropriately on smartphone and tablet devices. Designs must be fully responsive, where the website's layout automatically adapts from a single source to the screen resolution and orientation on which it is being viewed. The website should deliver a seamless, cross-platform experience for users.

The new website must be designed in accordance with the Integrated Accessibility Standards Regulation (O.R. 191/11) under the Accessibility for Ontarians with Disabilities Act (AODA). It must be designed, tested and certified in accordance with the Website Content Accessibility Guidelines 2.0 (WCAG) as defined by w3c.org. The website must, at a minimum, achieve Level AA Conformance. The Proponent shall provide third-party compliance verification.

Standard Format

Published content must make use of standard internet formats (HTML, XHTML, or XML) to make sure the browser experience is common across all types of clients.

Appearance

The successful Proponent will create the appearance of the home page and main navigation templates for each of the main navigation links, along with a template or templates for successive pages. This will include the design, navigation, search capabilities and the subsequent site production.

The successful proponent will also identify the creative component, ideas for themes, artist renderings, etc. used to develop the graphic component of the website. All materials used must be in compliance with Canada's copyright laws and must be tagged in accordance with WCAG 2.0 guidelines. The Township expects that a substantial amount of content from the existing website will be able to be converted to the new website.

Any new content will be provided by the Township to the developer, and it is expected the developer will provide guidance and recommendations on format based on their experience. The Township of Georgian Bay Brand Guide will also be provided to aid in the development of an appropriate theme.

Content

It is expected that the main page will have menus, each with multiple submenus. The screen should be sectioned into logical, functioning regions and shall include sections for news and announcements. Each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site. Any structure that is designed must be built upon a framework that provides flexibility and allows the Township to maintain and enhance the screens as needed. The site should be easy to navigate. The information should be grouped and presented in a logical manner and require no more than three levels of "drill down" for the user to find the desired information. Navigation of menus must be seamless with the ability to maneuver backward easily (i.e. breadcrumb trail).

The Proponent will identify the quantity of pages that are included in the proposal and the cost for additional pages of development.

User Engagement

The redesigned website should allow the Township to maintain the web services that it currently offers, including newsletter signup, social media integration, and a viewable content calendar currently with iCompass. The website must seamlessly integrate with the current iCompass Meeting & Records Management software (i.e. publishing of agenda and minutes). Subscription to news, newsletters and individual pages should be compliant with Canada's Anti-Spam Legislation.

The redesigned website should allow the Township to offer web services not currently offered, including:

- Online fillable form functionality that is easy to create, including "Contact Us" and feedback forms.
- Compatibility for the Township's future development of Electronic Service Delivery including, but not limited to, online service requests, status reports, account information access, payment options and other customer and / or employee self-service deliverables.

A reliable and efficient search box should be available on every page. It is preferred that the website's search capabilities include basic keyword and context-based searching, predictive text query entry and search suggestions (e.g. frequently searched for items).

Maintenance

The website should be designed in such a way as to allow non-technical Township staff to regularly update and maintain the website via content management tools. Updating must not require knowledge of web development languages.

The website should allow scheduled content publishing and archival. The website should utilize role-based policies to enable security with user level authentication (i.e. ability to lock down the rights of individuals to only see and modify the pages they are responsible for). An Administrator should have the ability to prevent an editor from deleting any pages or documents.

It is preferred that the website has the ability to track changes and restore prior versions of both web content and media.

Reporting, Follow-up and Hosting

The website should have powerful reporting features that will, among other features Proponents suggest, provide reporting on page views, unique visitors, average visitor time spent on website, number of pages viewed per visit, frequency of visits, success of visitor content searches, etc.

The Proponent shall provide adequate support options and maintain contact with the Township after the implementation to ensure that the website is performing optimally.

The Proponent should offer full hosting services. If a hosted solution is used, the Proponent must have network intrusion detection systems in place, managed services for its security devices and appliances (including all firewalls and proxy servers), and regularly update anti-virus protection.

Ownership

All deliverables will become the sole property of the Township of Georgian Bay. Deliverables include, but are not limited to, source files for graphics submitted in source format, compiled code and obfuscated code.

TOWNSHIP OF GEORGIAN BAY



SECTION C

PROPOSAL SUBMISSION DOCUMENTS AND EVALUATION

THE CORPORATION OF THE TOWNSHIP OF GEORGIAN BAY

Website Redesign and Content Management System

COMPANY: _____

ADDRESS: _____

REPRESENTATIVE: _____

TELEPHONE NO.: _____

FAX NO.: _____

EMAIL ADDRESS: _____

DATE: _____

TOWNSHIP OF GEORGIAN BAY
SECTION C: EVALUATION CRITERIA

C.1 PROJECT EXPERIENCE

The proponent should demonstrate their relevant experience related to designing and implementing a municipal website.

C.2 OFFICE LOCATION

It is anticipated that most proponents responding to this RFP will not be located in the Township of Georgian Bay. Proponents are to provide a description of which office or offices the work will be managed from as well as the anticipated fee and disbursement structure for travel to and from (if required) meetings held at the Township of Georgian Bay offices.

C.3 TEAM QUALIFICATIONS AND REFERENCES

Proponents are requested to provide a brief description (no more than one page per person) of the qualifications of key personnel along with their backups. Additional information regarding key personnel and other support staff may be included in appendices to the proposal.

Also requested are a minimum of five reference letters from other municipalities that have implemented the Proponent's website solutions.

C.4 SERVICE EXPECTATION

A schedule / timeframe for all aspects of installing, training, deploying etc. of the solution is required as well as detailed information on what the website offers.

C.5 FEES

Pricing shall outline costs for all software, licensing, services, materials, labour, and equipment necessary for implementation. Fees for varying levels of post-implementation support and hosting shall also be included.

C.6 EVALUATION OF PROPOSALS

Ratings details will be confidential and will not be released to any of the proponents. The scoring of each submission may be made available to the public by the Township when presented to Township Council.

The evaluation of the proposals shall be based on the factors presented as follows in Table 1.

Table 1 EVALUATION RATING TABLE	
Rating Factors	Weight Factor
1. Project Experience	20
2. Office Location	10
3. Team Qualifications / References	25
4. Service Expectations	30
5. Fees	15
MAXIMUM TOTAL POINTS	100