

MEMORANDUM

Information Systems Department

Date: 17 August 2010

To: 1348-01-2010-revelstoke.ca

From: Geoff G. Wilson
Programmer/Analyst

Re: **Request for Proposals – www.revelstoke.ca**

Introduction

The City of Revelstoke invites proponents to submit proposals for the design and construction of a new corporate website www.revelstoke.ca.

Background

The City of Revelstoke currently operates a website www.cityofrevelstoke.com that is due for replacement.

Instructions

Your proposal should be consistent with specifications outlined in Appendix I. Any deviation from the specifications should be indicated clearly in your proposal. The proposal should indicate events, timelines and milestones for the project as well as quotations for Initial Cost and Ongoing Support Cost, which should be separated.¹

You are encouraged to provide options in the RFP that will be beneficial to the final product but are outside of the stated specifications. Any such options should be shown separately in your proposal, with a clear indication of the consequences of each as well as the associated incremental costs.

¹ See Appendix I (Pricing Structure) for definitions of Initial Cost and Ongoing Support Cost.

Your proposal should include a background of your company, its experience, number of on-staff designers and support personnel in addition to a description of the project team.

Your proposal must include relevant references to this project.

Your proposal will be evaluated and ranked according to the Technical Evaluation Criteria listed in Table 1. Each evaluation criterion will be scored 0 to 1 for each of the evaluation criteria, with scores being:

- Unsatisfactory (0.00 – 0.20)
- Poor (0.21 – 0.45)
- Fair (0.46 – 0.70)
- Good (0.71 – 0.95)
- Excellent (0.96 – 1.00)

Points will be assigned by multiplying the maximum possible points for each criterion by the score the proposal receives for that criterion. To be considered qualified, a proposal must receive a minimum of 80 technical points.

Table 1
Technical Evaluation Criteria

Evaluation Criterion	Maximum Possible Points
Project Methodology and Compliance with Specifications	60
Experience of Company	20
Qualification of Personnel	15
Ability to Meet Schedule	5
Total Technical Points	100

The total cost will be calculated as Initial Cost plus 36 times the monthly Ongoing Support Cost, and will be given a maximum of 35 points. All costs must be given in Canadian dollars. The basis for awarding points for the proposal cost will be as follows:

- Lowest price and up to 10% greater than lowest price – 35 points.

- 10% to above the lowest price – declining on a proportional basis from 30 to 0 points.
- If the Initial Cost is greater than \$20,000 CDN, the proposal will be disqualified.

The qualified proposal with the highest total points (Technical + Cost) will be recommended for selection as a Preferred Proponent.

Please submit your proposal by 4:30 PM, 16 September 2010 to:

Tania McCabe, CA
Deputy Director of Finance
216 Mackenzie Avenue
Box 170, Revelstoke, BC, V0E 2S0

Phone – (250) 837-2161

Fax – (250) 805-2009

Email: tmccabe@cityofrevelstoke.com

Submissions by PDF in email are preferred, but submissions by mail and fax will be accepted as well. The City will confirm by email when your RFP is received if an email is clearly provided with the RFP.

Negotiation

If the City of Revelstoke selects a Preferred Proponent, the City of Revelstoke will enter into negotiations with the Preferred Proponent in an attempt to reach an agreement necessary to acquire the equipment, goods or services, as generally described in this RFP. If the City of Revelstoke considers that it is unlikely to reach an agreement with the Preferred Proponent despite having negotiated with the Preferred Proponent for at least seven (7) days after selection of the Preferred Proponent, the City of Revelstoke is entitled to cease negotiations with the Preferred Proponent and to begin negotiations with another Proponent.

Miscellaneous

The City of Revelstoke is entitled to cancel this RFP at any time by addendum issued to Proponents, without liability for any loss, damage, cost or expense incurred or suffered by any Proponent as a result of that cancellation.

This RFP is solely a request for expressions of interest and statements of qualification. It is not an invitation for tenders, an offer to contract, or an invitation for offers capable of acceptance to create a contract. No contractual or other legal obligations or relations between the City of Revelstoke and any other person can or will be created except in a written contract executed by two authorized signatories of the City of Revelstoke under the authority of an express resolution of the Council of the City of Revelstoke.

In considering any submissions delivered in response to this RFP, the City of Revelstoke reserves the absolute and unfettered discretion to:

- accept or reject any proposal that fails to comply with the requirements set out in this RFP for the content of proposals;
- assess proposals as it sees fit, without in any way being obliged to select any proposal or Proponents;
- assess and select proposals as it sees fit without being obliged in any way to select the proposal that offers the lowest price or cost;
- determine whether any proposal or proposals satisfactorily meet the selection criteria set out in this RFP;
- require clarification after the dates and times set out above from any one or more of the Proponents in respect of proposals submitted;
- communicate with, meet with or negotiate with any one or more of the Proponents respecting their proposals or any aspects of the project;
- reject any or all proposals with or without cause, whether according to the selection criteria set out above or otherwise.

Each Proponent is solely responsible for the risk and cost of preparing and submitting its proposal in response to this RFP and neither the City of Revelstoke nor its officials, employees or consultants are liable for the cost of doing so or obliged to remunerate or reimburse any Proponent for that cost.

By submitting its proposal to the City of Revelstoke, each Proponent represents and warrants to the City of Revelstoke that the information in its proposal is accurate and complete.

The RFP does not impose on the City of Revelstoke any duties of fairness or natural justice to any or all respondents with respect to this RFP or the process it creates. Unless the City of Revelstoke is expressly permitted or required by this RFP to “act reasonably” the City of Revelstoke is entitled to act in its sole, absolute and unfettered discretion.

While the City of Revelstoke has used considerable efforts to ensure an accurate representation of information in this RFP, the information contained herein is supplied solely as a guideline for Proponents. The information is not guaranteed to be accurate, nor is it necessarily comprehensive or exhaustive. The City of Revelstoke will assume no responsibility for any oral information or suggestion(s).

No Claim for Compensation

Except as expressly and specifically permitted in these instructions to proponents, no proponent shall have any claim for any compensation of any kind whatsoever, as a result of participating in the RFP, and by submitting a proposal each proponent shall be deemed to have agreed that it has no claim.

Geoff G. Wilson,
Programmer/Analyst

Appendix I

Product Specifications

www.revelstoke.ca – Project Specifications

Project Methodology, Technology and Structure

The contractor must provide high quality hosting for the website and provide ongoing support. The website and its platform must be available to be hosted in Revelstoke at City Hall if required in the future. The website must be oriented around a Content Management System (CMS) which City staff can operate and use to post content without the need for a web developer. Proposals should include a description of the hosting environment (size, location and experience of the data centre), as well as a description of the proposed Content Management System. The City will favour data centres located in Canada, and Content Management Systems that have already been used successfully in Local Government websites.

The contractor must register the domain name revelstoke.ca to the new website.² The contractor must make the website accessible from the following URLs: www.revelstoke.ca, city.revelstoke.ca, www.cityofrevelstoke.com . The contractor must also provide hosted MX records to change City of Revelstoke email addresses from *cityofrevelstoke.com* to *revelstoke.ca*.

The City expects the following flow to the completion of the project:

Phase 1: Needs Assessment and Timeline Development

- Contractor consults with the City to determine target audience, content outlines and to obtain input for website look and feel.

Phase 2: Website Design and Navigation Architecture Design

- Consultant presents look and feel concepts to City, along with designs for architecture and navigation.

Phase 3: Site Development

- Contractor implements the designs from Phase 2.
 - o Deliverable: completed prototype website without content.

Phase 4: Content Development

- Contractor enters initial content into the website. Page layouts are set.

² *revelstoke.ca* is permanently reserved to the City of Revelstoke as the name of a Canadian municipality.

- o Deliverable: completed prototype with content.

Phase 5: Review and Testing

- Contractor tests the finished product's design and content with City staff.³

Phase 6: Staff Training

- Contractor trains City staff and other stakeholders on operation of the CMS and provides guidelines for posting content.

Phase 7: Website Deployment

- Contractor deploys website for public consumption.
 - o Deliverable: completed website with content, approved by the City and ready for public consumption.

Phase 8: Website Marketing

- Contractor markets the new website for search engine placement.

Phase 9: Ongoing Support

- Customer provides ongoing support for all aspects of website, including CMS support and downtime minimization.

Pricing Structure

The City expects to provide payment in two stages: the first for Phases 1 through 8 (the Initial Cost), the second for Phase 9 and hosting (Ongoing Support Cost).

Experience of the Company

The City will favour companies with extensive experience with Content Management Systems and those with experience in corporate websites, especially local government websites.

Timeline

The project must be completed to Phase 8 by 31 December 2010.

³ Addendum – missing from initial version. GW – 20 August 2010