

Request for Proposals

Partners in Project Green – Web Database Development

April 22, 2009

The Toronto and Region Conservation Authority (TRCA) seeks Proposals from qualified Respondents interested in providing services as described in this Request for Proposals (RFP).

I. BACKGROUND

Partners in Project Green is a growing community of businesses working together to green their bottom line and to create an internationally-recognized 'eco-business zone' by re-branding the industrial areas around Toronto Pearson International Airport as the Pearson Eco-Business Zone. More information is available at www.partnersinprojectgreen.com

II. SCOPE OF SERVICES

The purpose of this RFP is to assist the TRCA Partners in Project Green Team in developing website forms and online database for profiling and displaying businesses on the web site and tracking program uptake for the Pearson Eco-Business Zone.

The vision for the online database is to allow the partnering businesses to register/edit their profile (name, address, contact info, etc.), complete contact information and a brief description of the business's products and services. The business profile will then be used in a general listing for others to search and view and will be their entry into the main table which will have the ability to be related to the various programs and services.

Businesses must be able to click for easy registration into the various programs. The separate programs (i.e. Eco-Efficiency Program) require additional fields of information from the businesses that will allow consultants and partnering agencies to fulfill the application process. These fields will be developed in tandem with the TRCA project staff to ensure information capture needs are met.

Reporting features for listing businesses that signup will be necessary to alert TRCA staff of a new registrant and to list all registrants for the purposes of contact and follow-through. The ability to export the data to the desktop is also necessary.

How the databases will connect to each other can be found in Appendix A, but generally there will be the following datasets:

- A business database that contains all business information on companies in the Pearson Eco-Business Zone (10 tables totaling 200 fields with the ability to be expanded). The database is to be normalized and designed for information capture, edit and retrieval. The base contact fields and information to populate a majority of these fields currently exists.

In order to ensure this dataset is kept up to date with the most relevant information on businesses in the area, the following forms will be available on the Partners in Project Green website and will allow companies to add information to their company profile:

- Business registration form (available on the site) - would include contact information, industrial sector, employees, products, etc. See Appendix B.
- Program specific forms (available on the site) - ie. Eco-Efficiency Program Form (would include energy data, etc.) - these project forms would be expanded as Partners in Project Green grows with new forms being added in the future. See Appendix C.

- Environmental Best Practices Database – this is an existing database that highlights environmental best practices being employed by companies in the Pearson Eco-Business Zone. It is a searchable database that should be linked to the overall business database.
- Green Business Database – this is an existing database that highlights businesses that are located in the Pearson Eco-Business Zone and provide green products or services. It is a searchable database that should be linked to the overall business database.

In addition to these databases, an additional database for companies that offer green products and services, but are not located within the Pearson Eco-Business Zone, needs to be created. This database can be linked to the overall business database. This should be a searchable database on the site that allows businesses who have utilized their products or services to rate and/or comment on their results. See Appendix D.

The business database will also act as a contact manager, allowing for multiple contacts for each company to be entered into the database. This should also allow for the sending of email newsletters to clients. The current system utilized by Partners in Project Green is Acajoom News. The proposed database system should be able to integrate with this system, or a reasonable alternative should be suggested.

The existing platform of the Partners in Project Green website is a Joomla content management system based on PHP/MySQL (see www.partnersinprojectgreen.com). It is the intent of the project team to remain on a Joomla template and PHP/MySQL platform, although enhancements to the Joomla template system can be proposed if it meets present or future needs for information management.

The successful respondent will liaise with the project team and technical staff when necessary and consult on all aspects of the project including planning, analysis, design, implementation, and support.

OPTIONAL SERVICES

Partners in Project Green is looking to integrate this database into a Google Maps function in order to allow businesses to identify local environmental leaders, green product and service providers, and identify local businesses.

Respondents are not required to provide a price on integrating this Google Map functionality, but are encouraged to if they are interested.

III. SUBMISSION OF PROPOSALS

Respondent shall submit one (1) original copy:

- 1) By email with a cover letter of no more than 500 words and attached proposal in PDF or WORD format

All proposals must be received by TRCA no later than **Friday May 8th, 2009**.

Please send all proposals or inquiries care of:

Chris Caldwell

ccaldwell@trca.on.ca

Subject: Request for proposal – PPG web site and database

Proposal Format:

Unnecessarily elaborate brochures, artwork, bindings, expensive paper or other materials beyond a complete and effective submission are not required.

All provisions in Respondent's proposal, including any estimated or projected costs, shall remain valid for 90 days following the deadline date for submissions or, if a proposal is accepted, throughout the entire term of the contract.

All proposals become the property of the TRCA upon receipt and will not be returned. Any information deemed to be confidential by Respondent should be clearly noted on the page(s) where confidential information is contained.

Any cost or expense incurred by the Respondent that is associated with the preparation of the Proposal, if any, or during any phase of the selection process, shall be borne solely by Respondent.

IV. EVALUATION CRITERIA

Each Proposal will be analyzed to determine overall comprehension of project tasks and qualifications under the RFP. Criteria to be evaluated may include the items listed below. If TRCA elects to conduct interviews, Respondents may be asked to further elaborate on the proposal and demonstrate the requisite skills and knowledge. The TRCA may also request additional information from Respondents at any time prior to final approval of a selected Respondent. The TRCA reserves the right to select one, or more, or none of the Respondents to provide services.

Final approval of a selected Respondent is subject to the action of TRCA Board of Directors.

Evaluation criteria:

- A. Experience, background and qualifications with Joomla content management, PHP/MySQL, forms and dynamic databases
- B. Technical comprehension
- C. Proposed plan
- D. Price

Consideration is also given for the environmental awareness of the company or contractor and ability to understand the various aspects of the Partners in Project Green initiatives.

V. AWARD OF CONTRACT

TRCA reserves the right to award one, more than one or no contract(s) in response to this RFP.

The Contract, if awarded, will be awarded to the Respondent whose Proposal is deemed most advantageous to TRCA and Partners in Project Green, as determined by the Marketing and Networking Team, upon approval of the TRCA Board of Directors.

TRCA may accept any Proposal in whole or in part. If subsequent negotiations are conducted, they shall not constitute a rejection or alternate RFP on the part of TRCA. However, final selection of a Respondent is subject to TRCA Board of Directors approval.

TRCA reserves the right to accept one or more proposals or reject any or all proposals received response to this RFP, and to waive informalities and irregularities in the proposals received. TRCA also reserves the right to terminate this RFP, extend the proposal submission deadline, reissue a subsequent solicitation, and/or remedy technical errors in the RFP process.

No work shall commence until TRCA signs the contract document and the Respondent provides the necessary evidence of insurance as required in this RFP and the Contract.

In the event the parties cannot negotiate and execute a contract within the time specified, TRCA reserves the right to terminate negotiations with the selected Respondent and commence negotiations with another Respondent.

This RFP does not commit TRCA to enter into a Contract, award any services related to this RFP, nor does it obligate TRCA to pay any costs incurred in preparation or submission of a proposal or in anticipation of a contract.

If selected, the Respondent will be required to comply with the Insurance and Indemnification Requirements established herein.

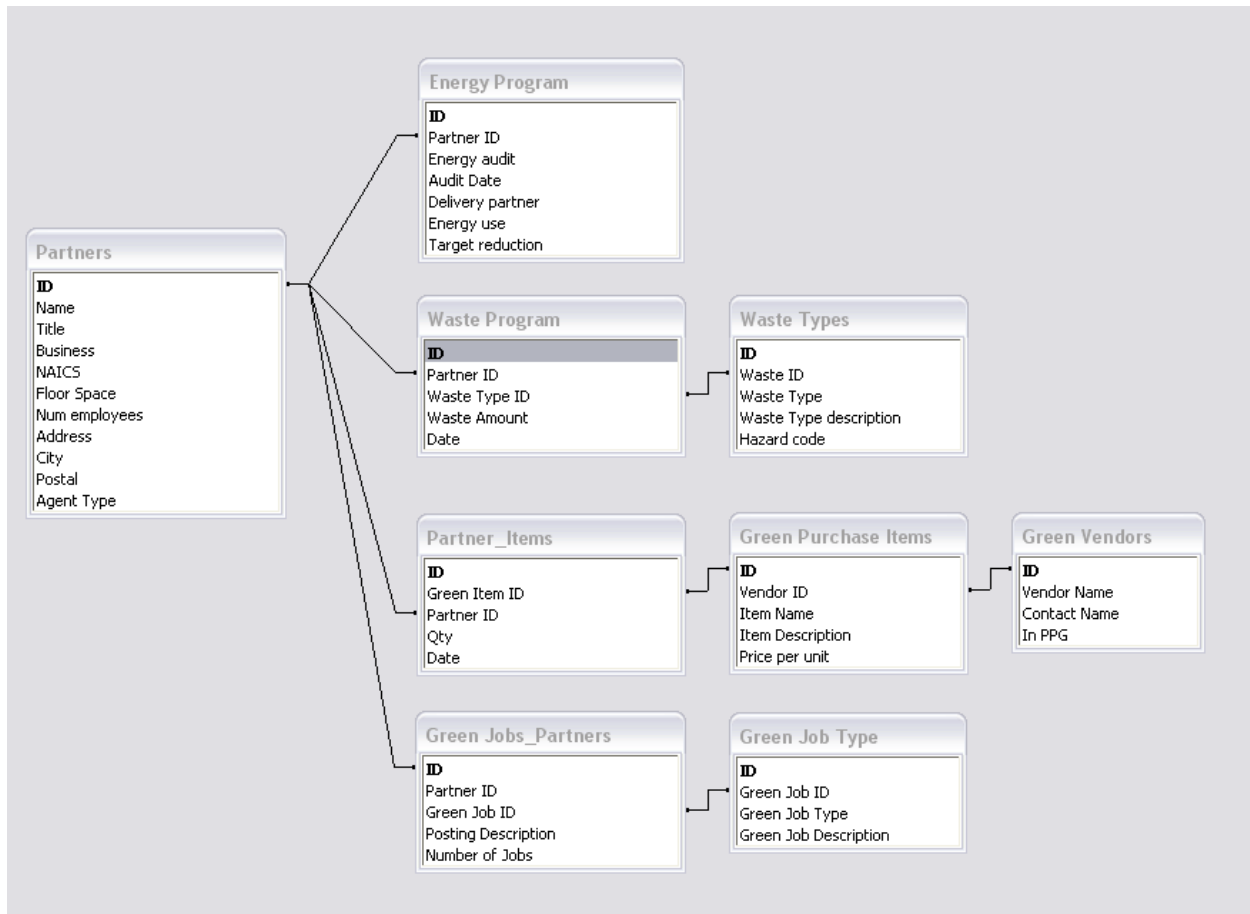
VI. SCHEDULE OF EVENTS

The following is a list of the probable projected dates and times with respect to this RFP:

Proposals Due	May 8 th , 2009
Work Commence	May 25 th , 2009
Finalize Database Design	June 29 th , 2009
Beta System Launched	July 13 th , 2009
Finalize Database	July 31 st , 2009

APPENDIX A – Example database

*This example is used only to demonstrate the types of relationships between the various information needs. Additional tables may be required to accurately capture and report on records.



APPENDIX B – Business Registration Form

Link on main page

To Register:

Get login/Pass signup for account/basic contact info capture:

First Name, Last Name

Organization

Title

Tel:

Email:

Website:

Which Sector best describes your business? (Drop-down list of sectors)

How many people do you employ?; (drop down ranges)

What is your approximate floor space?: (drop down ranges)

What areas of business, efficiency and pollution prevention interest you?

☐ Energy efficiency

☐ Water efficiency

☐ Tree planting

☐ GHG Emissions

☐ Waste/materials reduction

☐ Renewable Energy

☐ Green Buildings

☐ Networking

☐ Landscaping

☐ I would like to learn more about how to green my business.

☐ I would like to join the Partners in Project Green e-newsletter mailing list.

*Disclaimer: All information is kept strictly private and is only used to provide the user with information related to Partners in Project Green.

APPENDIX C – Eco-Efficiency Client Background for Free Walk-Through Assessment Form

Facility:

Name: (obtained from initial profile registration)

Address: (text field)

Website url: (text field)

NAIC or SIC code: (text field)

Product Line/Key Business Category: (obtained from initial profile registration) (text field)

Number of Staff on-site: (obtained from initial profile registration) (text field)

Facility size (square metres): (obtained from initial profile registration)

Additional Fields required for program registration:

Industrial or Trade Association: (text field)

Community Membership (eg. Chamber of Commerce): (text field)

Main Supplier(s): (text field)

Main Customer(s): (text field)

Sole Owner or Multi-Site Company: (text field)

Canadian only or International parent company: (text field)

Contact Information of Senior On-site Official & for Alternative On-site Official

Name (text field)

Title (text field)

Telephone (text field)

E-mail (text field)

Fax (text field)

Name (text field)

Title (text field)

Telephone (text field)

E-mail (text field)

Fax (text field)

Availability of Eco-Efficiency Information & Data (Yes/No for each):

National Pollutant Release Inventory (NPRI) (Drop down - Yes/No)

Hazardous Waste Information Network (HWIN) (Drop down - Yes/No)

Waste Disposal Costs (Annual)

- a) Solid waste (text field)
- b) Hazardous waste (text field)

Sewer Use Sampling Information (Drop down - Yes/No)

On-site wastewater treatment? (Drop down - Yes/No)

Wastewater Treatment Costs (Annual)

Utilities (annual use & \$s)

- a) Water (text field)
- b) Electrical (text field)
- c) Gas (text field)

Material Safety Data Sheets (MSDS) (Drop down - Yes/No)

Environmental Approvals (Certificates of Approval) (Drop down - Yes/No)

Environmental Charges (if any) (text field)

Quality management system (if any) (text field)

Environmental management system (if any) (text field)

Customer Demand for Greener Products/Services (Supply-Chain issues) (text field)

Environmental, Health and Safety Team (Drop down - Yes/No)

Backflow prevention device(s) as mandated under Clean Water Act (Drop down - Yes/No)

Priorities

Key eco-efficiency priorities that the facility owner would like resolved: (text field)

Interest only in free walk-thru, or potentially interested in “bundled eco-efficiency assessment”: (text field)

Awards (existing or interest): (text field)

Other Comments: (text field)

APPENDIX D – Green Product & Service Database Fields

Name (text field)

Title (text field)

Company (text field)

Address (text field)

Phone (text field)

Email (text field)

Website (text field)

Company Description (text field)

Product/Service Type (Drop down)

Study Area (Drop down - Yes/No)