



Request for Proposals

Municipality of Brockton Web Site Redesign

The Municipality of Brockton invites qualified firms/consultants to submit proposals for a redesign and upgrade of the Municipality's web site (www.brockton.ca).

The new website will provide simple electronic access to municipal services and will serve as a primary communication tool for the Municipality. The redesigned website must be easy for the public to use, allow for updates by municipal staff and meet current accessibility standards striving for WCAG 2.0 compliance.

PROPOSAL REQUIREMENTS

Proposals clearly marked "Brockton Website Proposal" for the work contained herein shall be addressed to:

Municipality of Brockton
Attn: Debra B. Roth, CMO
Clerk
100 Scott Street, PO Box 68
Walkerton, Ontario, N0G 2V0
Telephone: 519.881.2223
E-mail: droth@brockton.ca

All proposals must include a statement of authorization to bid signed by an authorized official and submitted to the Municipality noted above by mail, or courier/personal delivery **NO LATER THAN 4:00 p.m. on Friday April 12, 2013**. Proponents will supply five paper copies of their Proposal and an electronic file in Microsoft Word format on a portable memory stick or CD.

Faxed submissions will not be accepted.

Proposals received after the closing time will be marked as to date and time received, and returned.

The Municipality reserves the right to cancel this request for proposal for any reason without liability and to waive irregularities at their own discretion.

Proposals will be irrevocable until the Municipality awards this contract or cancels this request for proposal, whichever occurs first.

Any interpretations of, or additions to, deletions from, or any other corrections to the proposal document, will be issued as written addenda by the Municipality.

REQUESTS FOR PROPOSALS

REDESIGN OF MUNICIPALITY OF BROCKTON'S WEB SITE

1.0 BACKGROUND

- 1.1 The Municipality of Brockton's website requires redesign and upgrades to bring it into compliance with Accessibility Standards and to allow for simple access by the public. All departments will be represented as well as Brockton's many committees. The current website is shared with the Chamber of Commerce/BIA and this relationship will change with the redesign. The Chamber/BIA is inviting proposals by a separate RFP. The link between the shared usage of these two sites must be considered. The web site was initially developed by Atomic North in 2005.
- 1.2 Day to day management of content for the web site is managed by staff of Municipality of Brockton.
- 1.3 The present web site requires 'upgrades' to the base infrastructure in order to allow for easier modifications and maintenance by non-technical staff and to provide additional functionality.
- 1.4 The present website has a secure section requiring login and passwords from Council and a select number of senior staff.
- 1.5 The present website does not meet accessibility standards.

2.0 PROJECT SCOPE

- 2.1 The scope of this project is to design and implement a municipal website complete with a content management program to allow modifications and maintenance by Municipal staff. The proponent will provide training for Municipal staff.
- 2.2 The design itself shall be a collaboration of ideas from the Municipality and the consultant. Additions to the present website include: interface with Facebook, Twitter and Youtube; a news or coming events area on the home page; search capability; provision of a series of pages for Municipal Council in addition to municipal departments and committees; mobility compatibility and optimal load time.

3.0 SPECIFIC PROJECT DELIVERABLES

3.1 Website Conversion

Convert some existing data from the present site (<http://www.brockton.ca/>) and include new information and structure with increased functionality to the current site, in collaboration with municipal staff. **The site on the new platform must improve the functionality of the existing site.**

3.2 Tools and Functionalities

- a. Ability to manage all pages within the site in house (ie. via WYSIWYG)
- b. Install or create event management module. This module must duplicate current functionality that provides event management capabilities for backend user.
 - C.R.U.D functionality
 - WYSIWYG editor for event content (ability to upload and manage media for the events via WYSIWYG editor)
 - Ability to set multiple date ranges for an individual event.
- c. Install or create news management module. This module allows users to create and manage news items to appear on site.
 - C.R.U.D functionality
 - WYSIWYG editor for news content (ability to upload and manage media for the news via WYSIWYG editor)

3.3 Site Specifications

- a. All images and graphics to be optimized for best performance, maintaining a common theme.
- b. All materials (images, content, code, pages) must meet all W3C guidelines for content and accessibility, striving for WCAG 2.0 compliance.
- c. All forms and tables that are used in the site must be accessible.
- d. All code must be fully documented and commented.
- e. Site must be template driven using proper includes method.
- f. Separation between the content and the presentation with the use of external files.
- g. CSS files for print must be included.
- h. Site must be compatible with mobile devices.
- i. Site must interface with Facebook, Twitter and Youtube and/or other social media forums.
- j. Ability for public to submit completed fillable forms through the website.
- k. Internet interface support required (domain name)
- l. Ability to incorporate a ecommerce system at a later date.

3.4 Training

- a. Training to be provided for current non-technical Municipal staff (2 persons) involved in the maintenance and upkeep of the site.

3.5 Client Consultation

- a. A meeting shall be scheduled with the web design consultant and Municipal staff to review the project deliverables and work schedule prior to any work being undertaken.
- b. A meeting shall be scheduled with the web design consultant and Municipal staff to review the project deliverables prior to final payment.

4.0 **OTHER COSTS**

Hourly rates shall be provided for any additional items that may be requested to be completed outside of an agreed Contract.

The Municipality will require information on web hosting and any related costs that may be incurred.

5.0 **PROJECT MANAGEMENT STRUCTURE**

5.1 The Municipality of Brockton is responsible for:

- (a) Review of submitted Proposals;
- (b) Final selection of successful Proposal;
- (c) Project Funding;
- (d) Contract signing authority;
- (e) Payment of Invoices.

5.2 The Consultant shall report directly to the Clerk.

5.3 The Clerk will oversee overall Project implementation including regularly reviewing the Project timeline, budget and compliance with the approved Contract.

5.4 The Consultant shall be responsible for the coordination of all meetings held in regards to the Project together with administrative support in terms of minutes, preparation of documents for review, scheduling etc.

6.0 **ADMINISTRATION**

6.1 Enquiries

For further information regarding any aspects of this RFP, please contact:

Municipality of Brockton
Attn: Debra B. Roth, CMO
Clerk
100 Scott Street
P O Box 68, Walkerton, ON N0G 2V0
(519) 881-2223 ext. 26
droth@brockton.ca

6.2 **Submission of Proposal**

Proposals clearly marked "Brockton Website Proposal" must be signed by an authorized official and submitted to the Municipality noted above by mail, or courier/personal delivery **NO LATER THAN 4:00 p.m. on Friday April 12, 2013**. Proposals received after the closing time will be marked as to date and time received, and returned.

Faxed submissions will not be accepted.

6.3 **RFP Requirements**

Please submit five paper (5) copies of the proposal and one electronic version in Microsoft Word format with a clearly marked and signed original. Proponents will supply five paper copies of their Proposal and an electronic file in Microsoft Word format on a portable memory stick or CD. In order to qualify for consideration, all consultants submitting proposals must include the following items:

- A brief statement of the consultant's web design background
- List of clients in both the municipal sector and the private sector
- A description of the consultant's understanding of the project goals, objectives, and outcomes and how these will be achieved
- A detailed project methodology explaining each project task and identifying the expectations of the consultant and the Municipality relating to each task
- A list of key personnel assigned to this project including their relevant experience, qualifications for the project roles and responsibilities and their availability for this project
- A detailed schedule of all activities including milestones, project meetings and scheduled periodic project reports
- Provision of a priced methodology complete with time allotments for each identified task required to fulfill this project

- Two (2) client references from projects of a similar size and scope
- Any other comments or suggestions relating to the success of the work.

6.4 **Rights Reserved by the Municipality of Brockton**

- a. The Municipality will not be responsible for any costs incurred in the preparation and submission of proposals or selection interviews.
- b. Please be advised that the Municipality reserves the right, in its sole and absolute discretion, to: (a) waive any informalities or irregularities in any proposal process; (b) issue subsequent RFPs; (c) modify the RFP schedule or postpone the date for acceptance of proposals; (d) accept any proposal or combination of proposals; (e) reject any or all responses received pursuant to this RFP; (f) supplement, amend, substitute or otherwise modify this RFP; (g) cancel this RFP with or without the substitution of another RFP or similar process; (h) conduct investigations with respect to the qualifications and experience of each respondent; (i) take any action affecting the RFP, the RFP process or the services or facilities subject to the RFP that would be in the best interests of the Municipality; (j) require one or more of the respondents to supplement, clarify or provide additional information in order for the Municipality to evaluate the proposals submitted; and (k) waive any defect or technicality in any proposal received, to the extent that any or all of such courses of action are deemed by the Municipality to be in the best interests of the Municipality.
- c. ***Neither the lowest cost nor any proposal shall necessarily be accepted and the decision of the Municipality is final. This Request for Proposal and the resulting proposals should not be considered a commitment by the Municipality to enter into any contract.***

6.5 **Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)**

The Municipality of Brockton is subject to the Municipal Freedom of Information and Protection of Privacy Act - R.S.O. 1990, c. M.56, as amended (MFIPPA) with respect to, and protection of, information under its custody and control. Accordingly, all documents provided to the Municipality of Brockton in response to this Request for Proposals may be available to the public.

6.6 **Project Timeline and Evaluation Process**

- a. The Deliverables as noted in Section 3.0 shall be completed and delivered to the Municipality no later than **September 30th, 2013**.

- b. Proposals shall remain valid and open for acceptance by the Municipality for a period of sixty (60) calendar days following the due date for receipt of submissions.
- c. The Municipality anticipates an efficient process to review and evaluate the Proposals. The expected timeline is as follows:

RFP Release:	March 12, 2013
Question period:	March 18, 2013 – April 12, 2013
Submission Deadline:	Friday April 12, 2013
Interviews (if required):	Late April/early May 2013
Final selection:	No Later Than May 23, 2013

6.7 **Evaluation**

- a. An Evaluation Committee will be responsible for evaluating submissions with reference to the following Evaluation Criteria:

ITEM	EVALUATION CRITERIA	EVALUATION POINTS
A	Cost	30
B	Relevant design experience and references, project staff and corporate resources, understanding of project requirements	40
C	Schedules and timelines	30
TOTAL		100

- b. All bidders will be contacted and provided with their Total Evaluation Points only.

6.8 **Contract**

- a. The Municipality of Brockton will enter into negotiations with the consultant(s). A contract will be developed and reviewed by both parties. If agreement is reached, staff will recommend same to Municipality of Brockton Council for approval. The successful firm will not have the right to assign the contract nor any interest therein nor subcontract the performance of any service or the supply of any product without written consent of the Municipality.
- b. The consultant will agree to protect, defend, indemnify, and hold harmless the Municipality of Brockton, their elected officials, agents and employees from and against any liability, damages, claims, suits, liens and judgements, of whatever nature, including claims for contribution and/or indemnification, for injuries to any person or persons, or damage to the property or other rights of any person or persons, caused by respondent's submittals.
- c. The consultants obligation to protect, defend, indemnify and hold harmless, as set forth above, shall include any matter arising out of

any actual or alleged infringement of any copyright, or service mark, or any actual or alleged unfair competition, disparagement of service, or other business tort of any type whatsoever, or any actual or alleged violation of professional regulations.

- d. All documents and material prepared pursuant to this RFP are the property of the Municipality. The Municipality shall have the unrestricted authority to publish, disclose, distribute, and otherwise use, in whole or in part, any reports, data, or other materials prepared under this process.
- e. The successful bidder shall be required to show proof of registration with the Workplace Safety Insurance Board (WSIB) and compliance with the Retail Sales Tax requirements.

7.0 LIST OF ATTACHMENTS

Appendix 'A': Web Site Design and Software Criteria

Appendix 'A' - Web Site Design and Software Criteria

Web site development requirements i.e., design, software support, hardware support etc. must be accordance with the following protocols established by the Municipality of Brockton

Brockton Server Specifications

1. Windows Server Standard 2007 (Service Pack 2)
2. SSMS - SQL Server Management Studio 2008

Testing and Training

1. Usability testing must be completed, with proper reports and information showing to the satisfaction of the Municipality that the usability suits those of limited technical knowledge and expertise.
2. Tested and Functional in all major browsers including but not limited to Internet Explorer 7 and above, Firefox 2 and above, modern versions of Chrome, Camino, Opera, and Safari as well as mobile equivalents such as those used in portable internet connected devices.
3. Training of all staff involved in the maintenance and upkeep of the system including but not limited to multimedia, documentation and a classroom lecture on the procedures involved in the management and maintenance of the site.
4. On site frequently asked questions, business directory support documentation and tooltips providing support where necessary must also be included.

Design

1. Consistent design and user interface with a strong focus on information architecture.
2. Flash alternatives must be created, where accessibility could be an issue.
3. All images must be optimized for best performance, and utilize proper types for information being displayed.
4. Usage rights must be acquired and transferred to the Municipality for all fonts, images, and other multimedia.

Coding

1. All pages must meet the W3C Web Content Accessibility Guidelines (Valid (X)HTML and CSS) striving for WCAG2.0 compliance
2. Accessible to all users including those who are vision and hearing impaired through the use of shortcut keys, proper alt and title tags, colour and contrast testing.
3. All code must be properly documented and commented
4. SEO optimized site structure and content, with automatic sitemap updates to major search engines as well as a page dedicated to a user focused sitemap with links to every page in the site.
5. All forms and tables within the site must be accessible
6. There must be a high degree of separation between the content and presentation, including but not limited to the use of a separate CSS file.
7. Site must be template driven using proper include methods.
8. CSS files for mobile browsers and printing pages must also be included.
9. Error handling, filtering and reporting must be built in.

Main Site

1. Advanced search options such as word filtering, and locations would be beneficial as well.
2. Municipality Profile Pages (Departments)
3. Municipal Committee Profile Pages
4. Link Management Tool
5. Content management system must be in place for all content pages
6. Use of current technologies should be implemented where users would benefit
7. Any third party tools, scripts, libraries, or applications must be approved by Municipal staff before inclusion in development.