

The Corporation of the



Town of Amherstburg

REQUEST FOR FORMAL QUOTATIONS

Recreation Facility Fundraising Website

May 29, 2009

**The Corporation of the Town of Amherstburg
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REQUEST FOR FORMAL QUOTATIONS
Recreation Facility Fundraising Website
May 29, 2009

TABLE OF CONTENTS

<u>Section</u>	<u>Page</u>
A Information for Applicants	3
B Design Requirements	6
C Quotation Content	11
D Evaluation and Selection	13
E Acceptance	14
F Checklist	15

SECTION A - INFORMATION FOR APPLICANTS

1. PROPOSAL NAME

This request for formal quotations will be referred to as the **"REQUEST FOR FORMAL QUOTATIONS – Recreation Facility Fundraising Website - May 29, 2009"**

2. PURPOSE

Amherstburg, nestled along the shores of Lake Erie and the Detroit River, is one of the oldest settlements in South Western Ontario. It is located within the most southern county in Canada, Essex County, and just 20 kilometers from the US-Canada border. The Town of Amherstburg, population 22,000, was incorporated in 1999 through the amalgamation of the Town of Amherstburg, Township of Malden, and Township of Anderdon. The Town of Amherstburg is a lower tier municipality within the County of Essex.

Families in the Amherstburg area will soon be able to skate, run and cheer at a new multi-use sports complex. The Town of Amherstburg received \$ 15.7 million in support equally from the Federal and Provincial governments for a new Multi-Use Recreation Complex. The overall cost of the project is estimated at \$ 24.07 million.

The facility will promote a healthier community; inclusive sports for persons with disabilities; commitment to the additional needs of the current user groups; equal access to programming for women's groups; opportunities for sports tourism; and growth of recreational and leisure programming. The Town of Amherstburg is requesting proposals for the design of a website or extension to its existing website to facilitate and promote a fundraising initiative towards this new premiere facility.

3. CLOSING TIME AND DATE

Quotations must be received **no later than 2:00 p.m. - June 12, 2009**. Proposals should be returned in a sealed envelope marked:

"RFQ – Recreation Facility Fundraising Website – May 29, 2009"

At the following address:

Corporation of the Town of Amherstburg
271 Sandwich St South
Amherstburg, Ontario N9V 2A5
Attention: Pam Malott, CAO, Town of Amherstburg

Any proposal received after the specified closing time will be returned unopened.

4. PROPOSAL OPENING

The opening of the submissions shall commence at 2 pm June 12, 2009, unless the Clerk or designate acting reasonably postpones the start to some later hour, but the opening shall continue once started, until the last bid is opened.

5. CONTACT PERSON

Any questions or concerns arising out of this RFQ should be addressed to:

Mr. Dave Carpenter.
Manager of Information Technology
Phone: (519) 730-2107
Fax: (519) 736 - 5403
dcarpenter@amherstburg.ca

If additional information is required, an addendum to the quotation call will be issued.

6. GENERAL TERMS AND CONDITIONS

This Request for Formal Quotation is subject to the Town of Amherstburg's Procurement Policies and Procedures as outlined in F17 Procurement Policy and Procedures January 1, 2005.

The Town of Amherstburg reserves the right to reject any and all proposals received in response to this request.

The lowest price proposal will not necessarily be accepted. The Town of Amherstburg is not responsible in any way for any costs related to the preparation of the response to this Request for Formal Quotation.

7. TIME FRAMES

The Town of Amherstburg time frames are as follows:

RFQ Close date:	June 12, 2009
RFQ Evaluations:	June 15, 2009
Final recommendation:	June 15, 2009
Project Commencement:	June 19, 2009
Draft Website Presentation:	July 3, 2009
Substantial Completion / Launch:	July 21, 2009

8. FIRM IDENTIFICATION AND CONTACT

Each respondent should provide the full legal corporate name of each corporate identity involved in the proposal, and the name, title, address, telephone number, facsimile number, URL website address, and email address of the individual to be contacted with respect to the submission.

9. REFERENCE

The vendor will provide a company background including references in their proposal. References must include websites developed. References should include past experience for municipal, provincial or federal designs. The vendor may be requested to make an oral presentation and/or be available for Council presentation.

SECTION B - DESIGN REQUIREMENTS

1. TECHNICAL REQUIREMENTS

The Town of Amherstburg hosts their own website, www.amherstburg.ca and has the facilities to host the proposed site which will be housed on the Town's server as part of this project. The operating system of the server is Microsoft Windows 2003, using Microsoft Internet Information Server 6 software with support of php extensions. The town currently manages its website with a custom developed content management system. The proposal should be developed with this environment in mind. If an alternate solution is proposed, clearly articulate the solution and identify both the benefits of selecting this proposal and associated costs.

2. BROWSER, PLATFORM

Due to the wide audience of a municipality, each of the designs must be compatible with all mainstream web browsers for Windows, Linux and Macintosh platforms. Recent versions of AOL, MSN, Mozilla, Netscape, Opera, and Safari browsers should be viewable and usable as well. It is imperative that the redesigned sites have quick load times, in order to be accessible by both dial up and broadband Internet connections.

2.1 ACCESSIBILITY

The new website will be designed, tested, and certified in accordance with the Website Content Accessibility Guideline as defined by w3c.org as recommended at the following url <http://www.w3.org/TR/WAI-WEBCONTENT/>. The website must conform at a minimum to Level Double-A Conformance to web content and Accessibility Guidelines versions 1.0 and 2.0 will bear the aforementioned logo. The website must be demonstrated to interact with screen reader software such as JAWS. Current accessibility testing is performed with t.a.w. website accessibility testing tool for W3C version 1.0

3. 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 (such as proper DOCTYPE specifications and valid markup).

4. APPEARANCE

The successful developer will create the appearance of the main splash page 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.

The Town of Amherstburg will provide the content to the developer, and it is expected the developer will provide guidance and recommendations on format based on their experience.

5. CONTENT

It is expected the design will integrate into the existing website design. The screen should be sectioned into logical, functioning regions. Any structure that is designed must be built upon a framework that provides flexibility and allows the municipality to maintain and enhance the screens as needed.

It is anticipated the successful proponent will use their expertise and creativity to design an original, captivating website that will immediately capture the customers attention and draw them to the information they desire or area they wish to explore. The proponent will advise on best practices for website appearance and navigation.

The proponent will identify the quantity of pages that are included in the proposal and cost for additional pages of development. If the proponents submission is insufficient to include all of the current pages within the website, then the municipality may choose to post the remaining content with the administrative tools provided by the developer.

Specific Pages that must be created include the following:

Main Page (1 page)

Donate Now (1 page)

About Us (1 page)

- Overview - History; Vision, Mission, Values (3 pages)
- Campaign Board; Message from Chair (1 page)

Contact Us (1 page)

Our Recreation Complex (1 page)

- About (1 page)
- Overview (1 page)

Reasons to Give - Need for Community Support (1 page)

- Sports; Recreation; Seniors etc. (3-4 pages)
- Our Accountability (1 page)

News & Events (1 page)

- Media Room - Latest News, Archives, PR Contact (3 pages)
- Events (1-2 pages)
- Donor Appreciation - Donor Clubs & Leadership Gifts (3 pages)
- Publications (2-3 pages + PDFs)

Stories / Testimonials (2-3 pages)

- Share Your Story (1 page)

Ways to Give (1 page)

- Donor Clubs / Leadership Circles (3 pages)
- Planned / Memorial Giving (1-2 pages)
- Corporate Sponsorship (1 page)

The **Donate Now** page must be clearly and easily accessible from all pages. A mechanism must be put into place to allow for the receipt of financial donations via electronic and alternate formats within the **Donate Now** page.

6. MAINTENANCE

The Municipality will maintain all areas of the website through the use of the administrative tools and software provided or created by the developer. The Town of Amherstburg will require the ability to add, delete or change the content of the website; add forms or documents, templates and, potentially, the main splash screen. The site shall have the ability for departments to submit changes within predefined templates without assistance from I.T. staff using content management software such as Adobe Contribute.

In order to ensure consistency and cohesiveness, the developer is to provide a work request system template for each page, along with approval routing prior to posting content to the site.

7. TRAINING

The successful proponent will provide training to staff on the appropriate use of the tools and software for the ongoing maintenance of the website. The proponent will identify details regarding the training program, including outline, manuals and length of time for each class.

8. DESIGN SERVICES

The successful proponent will be responsible to ensure the following:

- The website is scalable and will allow for future components
- Administrative tools and software to allow municipal staff to make changes to various content, menu items, layouts or components of the site in a timely fashion.
- The overall look and graphic reflection is carried throughout the pages and site.
- The site is user friendly and accessible to people with disabilities in compliance with current Worldwide Web Consortium guidelines.
- Create a search engine for the site and ensure that it is continually indexed and will be usable when content is added or changed.
- Provide statistical information and/or reports regarding the website (i.e. site visits, counters, most active pages viewed, etc.).
- Create a site with menus, with the ability to have sub-menus. The flexibility to add or change items within the menu structure is essential.
- Design details and documentation.
- Notification of any software, hardware or licensing that is required to be purchased.

9. DESIGN FEATURES

The new website should be able to accommodate the following functions. In no way is this list considered to be all-inclusive

9.1 MANDATORY DESIGN FEATURES UPON DELIVERY

- Printer friendly versions of page content
- Colourful graphics and fast-loading pages
- Announcement board
- Searchable website
- Online surveys
- Online forms – i.e. contact
- Downloadable documents, brochures
- Expandable
- Easily maintained by staff
- Option to design our own web page templates
- Ability to export content to external sources
- Ability to track content edited, including author, time and changes made.
- Provide usage reports

The proponent's response will identify the features they are able to accommodate and recommend, through their experience and the best phased in approach for the Municipality.

10. SEARCH ENGINES

The proposal shall include techniques that will ensure the Town of Amherstburg website is located with a favorable ranking on current search engines.

11. SUPPORT

The proponent will identify the support included in this proposal, including hours of operation and response timeframe. Any support available after conclusion of this project should be identified as well.

12. OWNERSHIP

All deliverables will become the sole property of the Town of Amherstburg. All source files for graphics will be submitted in source format such as Adobe psd and will become the sole property of the Town of Amherstburg.

SECTION C - QUOTATION CONTENT

1. SUBMISSION

The proposal submission should be broken into the following categories and reference the line numbers identified in this Request for Formal Quotation.

- a) Technical Response – design details, documentation and accessibility of the website
- b) Integration Plan – how will applications and programs be integrated with existing or future software, third party vendors, etc.
- c) Operational Proposal
- d) Visual Concept – A screen capture of the main page concept of the website, and the administrative tools the staff will use to post content.
- e) Staff Training – Training for staff on how to use the administrative software provided or developed to update content on the website, as well as any other pertinent training needed to maintain the site. This must include details on the course and any manuals or documentation that will be provided.
- f) Schedule of Costs – The detailed pricing proposal shall include all associated costs to implement the website, and should include but not be limited to the following:
 - i. Required software, hardware or licensing;
 - ii. Consulting fees;
 - iii. Additional consulting fees beyond the scope of this project;
 - iv. Integration;
 - v. Third party vendor application / fees;
 - vi. Training;
 - vii. Design and development;
 - viii. Upgrades;
 - ix. Continued support.
- g) The proponent will provide at least three (3) written references and examples of websites they have designed.

The Town of Amherstburg requires five (5) complete hard copies and one electronic copy of the Web Site Analysis, Design and Support, **exclusive of fees**. An electronic copy is defined as a compact disc readable in Microsoft Office 2003 format or Adobe Acrobat .pdf format.

2. TIMELINES

Indicate the process that will be followed including:

- milestones,
- approvals, and
- overall timeframe to complete the work.
- Specify when information or material from the Town will be required.

3. PROJECT COSTS

- Proponents are asked to submit a detailed cost estimate as outlined above in section C (1) (f)

**Costing is to be provided in a separate sealed envelope clearly marked
"RFQ - Recreation Facility Fundraising Website - May 29, 2009
– COSTING ENVELOPE"**

SECTION D - EVALUATION AND SELECTION

1. SELECTION CRITERIA

Proposals will be evaluated on the basis of the following criteria (order is not indicative of weight or importance):

- Extent to which the services provided address the requirements in this document;
- Itemized breakdown of all project costs,
- Timelines; and
- Vendor's record
 - Customer satisfaction as evidenced by Vendor's references;
 - Financial security and longevity;
 - Qualifications of personnel;
 - Review of websites designed;
 - Thoroughness of design consideration;
 - Vendor may be requested to make an oral presentation.

2. EVALUATION PROCESS

Each submission will be examined and evaluated by The Town of Amherstburg's Steering Committee.

After evaluating all respondent proposals, the Steering Committee will recommend a short-list of preferred responses. During this process, references may be contacted.

3. INTERVIEWS

The short-listed respondents may be invited to present their proposals, in person to the Steering Committee, at pre-arranged interviews.

4. FINAL SELECTION

After completion of the interviews, the Steering Committee will make recommendations to the Town regarding the preferred Respondent. The Town of Amherstburg will make the final decision. The Town of Amherstburg reserves the right to reject any and/or all of the proposals.

SECTION E - ACCEPTANCE

I/We, the Undersigned, having examined the RFQ and do hereby affirm the acceptance of the requirements of the RFQ. I/We do certify that the information supplied on the Proposal Form to be true and complete in all respects.

I, We _____
(Name – Print) (Position)

of _____
(Company Name)

Dated at _____ this _____ day of _____, 20____.

AUTHORIZED SIGNATURE

PRINT NAME

STREET ADDRESS

CITY

PROVINCE, POSTAL CODE

TELEPHONE NO.

FACSIMILE NO.

Signature in the designated space, by an authorized officer of the Contractor company affirms acceptance of the Request for Formal Quotations requirements set forth in this document, the associated costs (where applicable) attributed to the business arrangement between the Contractor and the Town of Amherstburg and hereby certifies that the information supplied in this proposal to be true and complete in all respects.

SECTION F - CHECK LIST

(To be enclosed in the Proposal Envelope)

BEFORE SEALING THE ENVELOPE, PLEASE CHECK THAT THE FOLLOWING THINGS HAVE BEEN DONE:

1. Have you identified and addressed all requirements of Section B? _____
2. Have you included:
 - (a) A signed acceptance as per Section E _____
 - (b) A detailed technical response _____
 - (c) An operational proposal _____
 - (d) A visual concept _____
 - (e) Details on staff training _____
 - (f) A list of references and sample websites _____
 - (g) Five hard copies of the proposal and one electronic copy _____
3. Have you determined you can meet the commencement and completion deadlines. _____
4. Have you submitted a separate envelope with a cost schedule _____

Notes:

- (i) Your proposal will be **informal** and may be **disqualified** if **ANY** of the foregoing points have not been complied with.