



Request for Proposals
Website Re-design
Document Number 2010-P-04

Issue Date:

August 12th, 2010

Closing Date and Time:

September 16th, 2010 at 3:00 p.m.

Proponents Meeting:

**Tuesday, September 7th, 2010 at 10:00 a.m.
at the address below**

Issued by:

**Peterborough Victoria Northumberland and Clarington
Catholic District School Board
1355 Lansdowne St. West
Peterborough, Ontario, K9J 7M3**

Contact:

**Stephen MacPhee,
Manager of Purchasing, Planning and Facility Administration
Tel: 705-748-4861 ex. 234
Email: smacphee@pvnccdsb.on.ca**

Lowest of any proposal not necessarily accepted

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You are invited to submit a proposal in accordance with the terms and conditions of this document.

1.0 PURPOSE OF THE DOCUMENT

The Peterborough Victoria Northumberland and Clarington Catholic District School Board (hereinafter referred to as the 'Board') invites interested parties to submit proposals for the provision of web-site design and support services subject to the conditions herein.

2.0 BOARD PROFILE

The Board boundaries encompass 10,000 square kilometers in the counties of Peterborough, City of Kawartha Lakes, Northumberland and Municipality of Clarington. The board has 15,000 students enrolled at 31 elementary and 6 secondary schools. Approximately 2300 employees ensure those students receive a quality Catholic education.

The Board uses a single Microsoft Active Directory to manage and secure access to electronic resources. The board uses Novell Groupwise for messaging and calendar. The board has 4400 computers, which includes a laptop for each teacher.

3.0 SERVICES

Interested and qualified firms will submit proposals and relevant information as outlined in this document for the Provision of Website Re-design.

This RFP is for the provision of design and support services for the Board's main web-site, Intranet and School Websites (37).

4.0 CLOSING DATE AND TIME

In order for your Proposal (provide 1 original and 3 copies) to be considered it must be fully completed, signed by an authorized official of the Bidder and be received at:

Peterborough Victoria Northumberland and Clarington
Catholic District School Board
1355 Lansdowne St. West
Peterborough, Ontario K9J 7M3
By: 3:00 p.m. Thursday, September 16th, 2010
Attn:
Stephen MacPhee
Manager of Purchasing, Planning and Facility Administration

5.0 PROPOSAL SCHEDULE

Issue Date of Proposal: Monday, August 12th, 2010
Proponents Meeting: Tuesday, September 7th, 2010 at 10:00 a.m. – Education Centre Library
Last Date for Proponent Questions: Tuesday, September 7th, 2010
Last Date for Issuing Addendum: Friday, September 10th, 2010
Closing Date and Time for Receiving Proposals: Thursday September 16th, 2010 at 3:00 p.m.

6.0 PROPOSAL COMMUNICATIONS AND CONTACTS

Interested parties who have any questions regarding this document can address the concerns to:

Stephen MacPhee,
Manager of Purchasing, Planning and Facility Administration
Peterborough Victoria Northumberland and Clarington
Catholic District School Board
E-mail: smacphee@pvnccdsb.on.ca

ADDENDA WILL ONLY BE ISSUED TO BIDDERS WHO RETURN APPENDIX 'F' – RECEIPT CONFIRMATION FORM INDICATING THAT THEY WILL BE SUBMITTING A PROPOSAL

7.0 EVALUATION CRITERIA

The evaluation process, in determining which proposal may result in an award, will consist of consideration being given but not limited to some or all of the following:

- a) Compliance with specifications. Completeness and quality of bid response.
- b) Price including special or extra costs, payment term discounts (Licensing costs of required software must be included, e.g. Sharepoint Server, Riva, etc)
- c) Service Performance Record: the extent to which the vendor demonstrates the ability to provide the product and services required by the Board.
- d) Site design and aesthetics of sample/reference web sites (3)
- e) Bidder's financial reliability and history (years in business)
- f) References and interviewing of bidders if necessary
- g) Experience with the Board: Where applicable, past services supplied to the Board will be evaluated.

The Board reserves the right, at the time of evaluation of any submission, to request any additional information it deems necessary in order to make a decision on any proposed offer.

8.0 CONFIDENTIALITY

The Successful Bidder agrees that any and all information received as a result of this RFP shall remain the confidential property of the Board and will not be disclosed to others without the written consent of the Board.

9.0 SCHEDULE

The successful bidder shall prepare a schedule for the completion of web-site designs as approved by an authorized Board representative.

Time is of the essence for the provision of goods and/or services as requested herein. Any stated delivery date must be adhered to as the Board is relying on that date for their part of its operations. Failure to comply with any time schedule in providing goods and/or services to the Board may result in the Board taking further action to obtain alternative supply, in which event, the cost incurred will be charged to the Successful Bidder.

The proposal, once submitted, may be accepted by the Board for a period of 120 days from the Closing Date and is irrevocable during that period.

10 CANCELLATION OF CONTRACT/LOSS OF SERVICE

The Board reserves the right to terminate this Contract within 30 days written notice if, in its opinion, the Successful Bidder fails to meet the terms and conditions of the contract.

In the event the Successful Bidder becomes insolvent, and/or the Successful Bidder is unable or unwilling to provide the contracted goods and/or services during the period of the contract, the Board shall have the right to replace the Successful Bidder with another service provider suitable to the Board in addition to all of its other rights pursuant to the term of this RFQ.

11 AGREEMENT TO ABIDE BY ESTABLISHED PROCESS

It is vital to the Board that the process leading to the acceptance of a proposal and the conclusion of an agreement for the provision of goods and or services be, and be seen to be, open and fair and that each of the suppliers be treated professionally and equally.

No Bidder can be seen to be deriving, intentionally or otherwise, an advantage or information, which is not equally available to all other Bidders. Nor is it acceptable that any advantage or information be sought or obtained from any unauthorized staff and representatives of the Board, or any other benefit, be derived from any special or personal relationships or contacts.

VENDOR CONFIRMATION OF TERMS AND CONDITIONS

All terms and conditions of this Request for Proposals are to be accepted by the Bidder and incorporated in the proposal. I hereby acknowledge that I have read, understand and agree to the forgoing Pages of Contract Terms and Conditions as listed. **This page must be signed below and returned with your submission (including the entire RFP package) for your bid to be accepted.**

Company Name: _____

Signature: _____

(Individual must be authorized by company to enter into contractual agreements)

Print Name: _____

Title: _____

Telephone Number: _____

Fax Number: _____

E-mail: _____

Appendix A

1 A qualified vendor will be able to deliver a solution which achieves the following:

- a Common look and feel throughout all board online properties through the use of CSS or other similar method
- b Content which is easily searchable and indexed with human readable URL and is compatible with the board's Google Search Appliance.
- c Integrates with the board's collaboration system, Novell Groupwise, for surfacing personal and corporate calendars and personal email in a portal environment.
- d Allows immediate editing of content for authorized users.
- e Minimum of 3 levels of approval in content management (author, moderator, publisher).
- f Interfaces with Microsoft SQL server to surface dynamic content to both public and private facing sites. (this does not preclude the solution from using another DB server, i.e. MySQL, but the solution must be able to pull data from a Microsoft SQL table).
- g Interfaces with Active Directory to allow role based surfacing of content and to provision rights within the content management system.
- h Provides an easy to administer method for finding dead links and orphaned files/pages.
- i Provides a way in which IT or Communication Services staff could search for content by last modified date to edit/eliminate stale content.
- j Is accessible in accordance with W3C guidelines and the Ontarians with Disabilities Act.
- k Utilizes a shared content library for the reuse of web components, i.e. logos, photos, PDF documents and other static components which can be incorporated into any board site.
- l Leverages low cost content management, e.g. Sharepoint Foundation 2010, Joomla, Moodle, webEdition, Elgg.
- m Allows the ability to quickly and easily deploy collaboration spaces to support classroom, committee and team efforts (both public and private facing). These collaboration spaces could include WIKI, Forums, Blogs, Document Libraries and URL sharing.
- n Allows a simple method to subscribe to and dynamically publish RSS content into any page.
- o Allows a simple method to alert users to updated content on the site, ideally through RSS.

- p Is extensible by the use of plug-ins or modules (individual term varies from product to product, i.e. Microsoft Web Parts) to improve future functionality.
- q Give authorized users the ability to view detailed statistics on the website including but not limited to, number of unique visitors, internal visitors versus external visitors, number of hits, pages accessed most often/least often, peak browsing periods, hits per page, etc.
- r Is easy to backup and recover using the board's backup system, Tivoli Storage Manager.
- s Allows users to quickly and easily share page URL's through their personal Social Networks, to include at a minimum, Twitter, Facebook, and Email.
- t Allow Purchasing department staff to post tender documents to the website. This will include a mandatory requirement for all bidders to register on the Board website in order to download tender documents. This function will track all registered bidders on a particular tender in order to issue future addenda.
- u Most importantly, the site must reflect the values of our Catholic Education System and through branding (logo, colour scheme, fonts) be immediately identifiable as belonging to our board

2 A qualified vendor will be able to provide the following services:

- a Pre-implementation focus groups with users (Students, Parents, Staff) of the website(s).
- b Extensive review of corporate branding with the Board's Communications Services staff.
- c Implementation support on a 24X7 basis and Post-implementation support on an 8X5 basis.
- d Knowledge transfer and hand-off to board IT staff.
- e Documentation for IT staff on administration, backup and recovery of the system.
- f Documentation for end users (content authors, moderators and publishers).
- g Implementation training for all content authors, moderators and publishers.

3 A qualified vendor will have public sector references (School board preferred) where they have delivered a substantial portion of the solutions and services above.

The board envisions three parts to this project and may, at their sole discretion, choose to complete only one part. Vendors should prepare their responses so that the board may limit the scope of the project in this manner. This includes breaking out pricing for each discrete part. (Proponents will be scored on their total pricing, i.e. all parts).

Part 1 – Content Management

Part 1 will be the implementation of the new content management system. This will include the transfer of existing content on our corporate website, intranet and school sites. It does not include

the additional self provisioning/web 2.0 functionality requested as part of this RFP but must be capable of supporting Part 2 and Part 3.

Part 2 – Social/Web 2.0

Part 2 will include the ability to self provision web 2.0 tools, i.e. WIKI's and Blogs, teacher sub-sites and RSS.

Part 3 – Integration

Part 3 will consist of integrating other corporate systems into the CMS. This will include email and calendar data from Novell Groupwise, Data from Microsoft SQL (EQAO Data, Helpdesk, Inventory), Data Warehouse and Reporting Tool (Achievement Plus from Paradigm Shift) and Identity Data/Group Memberships from Novell Identity Manager and/or Microsoft Active Directory.

Each scenario under the narrative response section has been labeled with the Part under which it is expected to fall.

4 Proposal responses must detail in narrative format how they will address each of the following scenarios:

- a A school teacher wants to deploy a WIKI to enable her class to work collaboratively on a writing assignment. The teacher should be able to incorporate a WIKI into her existing teacher site and decide whether she wants a public WIKI or only her class to edit. She should also be able to automatically expire the WIKI, perhaps on the completion of the project. (Part 2)
- b A school principal wants to show the board's Professional Activity days on the school calendar and so she adds the board office PA day layer onto her school calendar. (Part 3)
- c A Human Resources staff member sees an error on the department's Intranet page, and rather than launching a different application she simply clicks an edit button and makes the change. Her supervisor is alerted by email that there is a pending content approval. The supervisor clicks the "approve" link and the error is remedied. (Part 1)
- d EQAO scores are loaded into the board's data warehouse (SQL) and scores are automatically updated on all the school websites that subscribe to their scores. (Part 3)
- e The Communication's department changes the board logo and publishes it to the content repository. Because the repository is shared, all board websites are immediately using the new logo. (Part 1)
- f A grandparent with limited vision is using "Zoomtext" and "Jaws" to view his grandson's school's web page. He discovers his grandson won an award in his class as "Jaws" reads the ALT tag attached to the photo taken by the teacher. (Part 1)
- g A teacher transfers to a new school and wants to create their new teacher web page under the school website. Active Directory has been updated with their new location and the teacher is now able to self provision a web site which is then approved by her new principal. The old principal is also advised that content within his school website has been orphaned. (Part 2)

- h Communications Services receives a complaint that a school website is not up to date. The manager logs into an administrative portal where she is able to view at a glance when pages were modified and by whom. She is able to follow-up with the principal to discuss the matter. (Part 1)
- i The board's Health Unit begins to publish Health Alerts on their website using RSS. School's want to include these alerts on their website in the same look and feel as the rest of their school site. (Part 2)
- j The board is launching a media blitz to boost Kindergarten registrations. Parents who can't remember the exact details of the radio advertisements are using Google to try to find us. Because our website is search engine optimized our Kindergarten landing page is prominent in the search results. (Part 1)
- k A principal starts a Blog for only his staff and students, and wants to ensure that only staff and students at his school can read it. (Part 2)
- l A teacher logs into the board's intranet and is reminded of upcoming in-services he has signed up for (pulled from SQL), a mini-calendar with their upcoming appointments and a quick list of his unread email. (Part 3)
- m A reporter calls with a question about a news release that had been issued 6 months previous. Although the content was expired from the site after being displayed for two weeks, the Communications Department is able to retrieve it from the CMS and email a copy to the reporter (Part 1)

Appendix B

School Profiles and Websites

Each school will be given a presence on the Board's website. These pages will be consistent for each school and will include – the school logo, school history, location, key program information, and staff. These pages are referred to as "School Profiles."

Each School Profile will link to a school website which will be maintained by each school and will include a document repository, calendar, teacher sub-sites, parish information and school specific links. There must be a review and approval process in place prior to posting. Each school site will conform to a basic template but schools should be able to customize the colour scheme of their site to match school colours.

Both School websites and profiles are considered to be Part 1.

Below are links to some existing school websites. These should give an indication of the type of content schools are sharing with their communities.

Secondary:

<http://www.smcss.ca>

<http://www.spcss.ca/>

Elementary:

<http://schools.pvnccdsb.on.ca/stcat03/>

<http://schools.pvnccdsb.on.ca/holyfamily37/>

<http://schools.pvnccdsb.on.ca/mothe16>

Existing School Profiles are accessible at the following URL's

<http://www.pvnccdsb.on.ca/schools/elementary.asp>

<http://www.pvnccdsb.on.ca/schools/secondary.asp>

Teacher sub-sites should be provisioned by the principal or designate and may include a calendar, link repository, blog, wiki, photo library, announcements, class schedule, FAQ and/or document library. These sub-sites are considered to be Part 2.

Appendix C

Technical Specifications for the development of PVNC Catholic District School Board's Internet and Intranet sites

- The website will be hosted on the Board's VMWare server and be maintained in house by Board staff. Server 2008 and IIS are the preferred OS and Web Server of the board. Other OS/Web Servers may be entertained by the board but must be VMWare compatible.
- The website must follow W3C Web Content Accessibility Guidelines.
- Standard file naming conventions are to be followed, for example, HTML pages are to use .htm or .html extensions, JPEG files are to use .jpg, GIF files are to use .gif. All filenames will be in lower case only.
- The website must be browser and platform independent, equally accessible through Internet Explorer, Firefox, Safari, and Netscape on Linux, Macintosh and Windows operating systems.
- Cascading style sheets are to be used for website formatting.
- The site must be designed for of 800 pixels by 600 pixels viewing and not employ horizontal scrolling.
- Fonts used in the site design are to be common platform independent web fonts.
- Section specific metatags must be used to place PVNC websites at the top of search engines (ie. Google™, Yahoo™, etc.)
- Graphic elements would normally be expected to be in JPEG, GIF, or PNG formats and are to be a small file size for reasonable page load performance for clients limited to dial-up Internet access.

Appendix D

1.0 Bidder Profile

1.1 What is the primary nature of your business?

1.2 How many clients do you have?

1.3 How long has your business been in web-site development?

1.4 How many employees do you have in total? _____

Development? _____ Design? _____ Phone Support? _____ Field Support? _____

1.5 Do you have experience within the education sector?

1.6 If yes, please list and identify how long and provide detail on the level of service (Board, school, department?). Are you still providing services to this group?

1.7 What protection would you provide the Board in the event that your company ceased to exist?

1.8 How would you ensure our access to the Board sites and contents (proprietary libraries etc.) on an ongoing basis?

2.0 References

Provide the following information on at least three School Boards or Companies that you have recently provided Web Design services for:

Company Name, Address, Contact Name, Telephone Number, Email Address, Size and Scope of Project (include URL, see note below), Did you develop the entire site? If not, identify your contribution

PLEASE NOTE: If the reference URL is not publicly accessible one of the following formats must be provided (listed in order of preference)

- Credentials for a password protected website
- CD-ROM copy of the website that can be navigated through in the same way as the regular website
- Video walkthrough of the website showing all top level navigation, i.e. one link deep
- Colour printout of the website showing all top level navigation, i.e. one link deep

COMPANY INFORMATION

Company Name

Contact

Company Address

City

Postal Code

Company Phone Number

Company Fax Number

SIGNATURES

Authorized Signature

Date

Name

Title

APPENDIX “E”

AGREEMENT TO ABIDE BY ESTABLISHED PROCESS

The Board is advising the Board's trustees, staff and agents that the integrity of the process requires observance of the following ground rules:

1. All communications, including requests for information, between Bidders and the Board must be between only the representatives of the Board and each Bidder who have been authorized and designated for that particular purpose.
2. Apart from the communications between and among the designated representatives, there must be no communication between the Board and any representative of the Bidder, and no giving of information with respect to the RFP processes and the final Agreement.
3. Any attempt on the part of any Bidder, or any of its employees, agents, contractors or representatives to contact any persons other than the designated representatives with respect to the RFP or any action or violation of the above requirements will be grounds for disqualification, and the Board may, in its discretion, in addition to any other rights or remedies available in law, reject any potential or actual submission or Proposal submitted by that Bidder.

Bidders must accept and agree to observe the contents of this Agreement to Abide by the Established Process, inform their staff thereof, and ensure their compliance therewith.

This agreement must be signed by a person who has the authority to bind the Bidder and be submitted with the Proposal.

Certification:

Company Name

Signature of responsible officer

Accepts, and undertakes to ensure
compliance with the terms of the
Agreement to Abide by the Established Process.

Receipt Confirmation Form

FOR THE PETERBOROUGH VICTORIA NORTHUMBERLAND AND CLARINGTON
CATHOLIC DISTRICT SCHOOL BOARD

REQUEST FOR PROPOSAL No. 2010-P-04

WEBSITE RE-DESIGN

The Peter L. Roach Catholic Education Centre
1355 Lansdowne Street West
Peterborough, Ontario K9J 7M3
Attn: Stephen MacPhee,
Manager of Purchasing, Planning
and Facility Administration
tel: (705) 748-4861 fax: (705) 748-4293

COMPANY: _____

STREET ADDRESS: _____

CITY: _____ POSTAL CODE: _____

MAILING ADDRESS IF DIFFERENT: _____

FAX NUMBER: () _____ PHONE NUMBER: () _____

CONTACT PERSON: _____

E-MAIL ADDRESS: _____

We will/not be submitting a proposal. _____
(circle one)

PLEASE RETURN RECEIPT CONFIRMATION FORM AS SOON AS POSSIBLE AFTER READING THIS PROPOSAL
DOCUMENT

SIGNATURE: _____ TITLE: _____

Note: Addenda will only be issued to bidders returning the completed Appendix 'F' indicating that
they will be submitting a proposal.