



# WEB RE-DESIGN RFP

Bid ID: 1-EC-2021

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## 1.0 Project Overview

The Town of La Ronge is seeking a Website Re-design Request for Proposal (RFP). Our current website [Town of La Ronge - Home Page](#) has the following issues:

- Outdated.
- Not user friendly - Hard to navigate and find basic Town information.
- Does not have unique tools to express community profile and demographics to attract business investors and new residents.
- No Ecommerce capabilities.
- Does not showcase all our Town has to offer.
- Staff have trouble editing and updating website content.
- Alignment is off with some menus.
- Visually unappealing.

The Town is seeking a web developer to re-design and update our website to inform, educate and be a resource source for current and new residents. The Town would like to establish credibility with business investors by having an updated website with various economic development tools. The Town of La Ronge's Budget is \$7,500 and will be completed by December 31, 2021. The Town is willing to consider a multi-year contract for building the website.

## 2.0 Organization Background

**Mission** – *The Town of La Ronge delivers sustainable growth and provides residents, visitors, and investors with value-added municipal services that support our regional community, economy, and industry partners in a progressive and transparent way.*

**Vison** – *La Ronge, the Capital of the Northern Saskatchewan, is a safe, sustainable, and vibrant regional centre where residents and visitors celebrate and explore our natural beauty, diverse culture, and community.*

The Town of La Ronge is located in northern Saskatchewan adjacent to Lac La Ronge. Located on Treaty 6 Territory and Homeland of the Metis, The Town is known to be the Capital of the Northern Saskatchewan. Our unique community of approximately 3,000 people is nestled amongst two other communities; Lac La Ronge Indian Band and the Northern Village of Air Ronge. Surrounding our Tri-community is the Boreal Forest and Canadian Shield. Help us market our Town to be investment ready and transparent with our current and future residents!

### 3.0 Scope of Work

The Town of La Ronge has made a commitment to improving their community profile and creating a communication strategy in their 2021-2025 Strategic Plan. The creation of this website will allow the Town to improve communication, inform, and be a resource for current and future residents. The current users of our website are present and future residents. With our new website the Town hopes it will attract new residents and business investors.

Please include the following goals and objectives into the Web Re-design RFP:

**Goal: To educate and inform potential and current Town residents, and be a resource source.**

- Provide current and potential Town residents with a user-friendly interface to source municipal information easily.
- Emergency alerts.
- Provide easy access to our Fire Department and Airport webpages.
- Visually appealing and eye catching.
- Accessibility button (inclusive capabilities)
- Staff can easily add and edit content on website – includes training and an easy-to-follow step by step guide.
- Mobile friendly.
- Newsletter integration.
- Events calendar and links to social media pages with feed capabilities.
- Town communication page like Prince Rupert’s Community Talk’s page found [here](#) . Open to alternative ideas.
- Follows Mackenzie BC’s website drop down menus found [here](#). The Town is open to suggestions.

**Goal: to establish credibility for potential investors.**

- Information for business is easily found.
- Business & Development drop down menu.
- Search bar for website.
- Unique economic development tools – open to recommendations.

### 4.0 Wishlist Objectives

These objectives can be implemented in the future.

- Interactive map that shows bylaw zones.
- Ecommerce capabilities – Town residents are able to pay taxes & utilities online with a credit card.
- Town App to send push notifications.

## 5.0 Reports and Preparation Process

The Economic Development Coordinator (EDC) will supervise the preparation of the website and will be the direct liaison with Town Administration and Council. Other staff will be invited in the development of the website.

## 6.0 Timeline and Milestones

It is expected that the web re-design will be completed by December 31<sup>st</sup>, 2021, the Town may extend the contract terms to meet the needs of the developer.

The developer must provide a schedule and work plan that can be realistically accomplished. If in the opinion of the EDC the completion schedule cannot be accomplished notwithstanding the provision of sufficient qualified personnel, revised dates may be considered at the discretion of the EDC.

## 7.0 Proposal Call

The Town of La Ronge is accepting Proposals for the Town's Web Re-design.

### 7.1 Submission of Proposals

The Town of La Ronge will receive Proposals in a sealed package clearly marked "RFP for La Ronge Web Re-design" and addressed and received at:

Breanna Parbst  
Economic Development Officer  
Town of La Ronge  
P.O. Box 5680  
La Ronge SK S0J 1L0  
[ecdev@laronge.ca](mailto:ecdev@laronge.ca)  
306-425-3801

Prior to 3:00:00 PM Local Time on August 31<sup>st</sup>, 2021.

Electronic formatted document sent via email will be accepted as a form of submission by the Town of La Ronge because of Covid, providing requested hard copies are provided at a later date.

One unbound original and four copies of the Completed Proposal shall be submitted. All copies must be signed by an officer(s) of the company.

It is the Proponent's sole responsibility to ensure that the envelope is received at the correct place and on time. Any Proposal received after the stated closing time for receipt will be marked as to the date and time received and returned unopened.

The Town will not be responsible for any cost incurred in the preparation or presentation of Proposals.

The Proposal and any supporting documentation submitted by a Proponent will become the property of the Town of La Ronge and will not be returned.

A Bidder who has made a submission may request, in writing, that their proposal be withdrawn, prior to the date, by fax or via a PDF formatted letter sent electronically. All requests for withdrawal will be placed on record and the proposal package will be returned unopened to the Bidder on the day of the opening.

Any addenda that are issued by the Town of La Ronge will be issued during the bid period. All addenda become a part of the Proposal Documents. Any alteration, deletion or modification required will be issued to all Proponents as a written addendum before it shall have any force or effect.

## 7.2 Proposal Content and Format

Proposals shall be clearly and concisely prepared to address each item below.

- a. Title Page – referencing the RFP title, the name and address of the firm, the name and number of the contact person, and the date of the Proposal.
- b. Transmittal Letter - a signed letter briefly stating the developer’s understanding of the services required, the benefits they bring to the project and the commitment to perform the services requested, and confirmed receipt of all addenda, if applicable.
- c. An assumptions section that lists all assumptions the consultant has about information or arrangements to be provided by The Town.
- d. A curriculum vitae showing work history, qualifications, and education must be submitted for each member of the project team.
- e. Examples of past projects of similar nature, successfully completed by the developer or members of the team including references and project costs.
- f. Methodology the developer plans to use of the assignment, in outline form, as well as any detail that may be helpful in the evaluation of the Proposal.
- g. Proposed total cost. A table showing an estimate of man-hours and the hourly charge out rate schedules for each team member for each phase as well as identify and estimate material, sub developers and other out of pocket expenses which will be invoiced to the Town of La Ronge as direct project expenses.
- h. A work schedule showing major activities to meet milestones. Work is anticipated to begin as soon as possible.

### 7.3 Schedule of Meetings

The Town anticipates that the Developer will attend the following meetings:

- (1) A project initiation meeting.
- (2) Interim meeting with administration at a key milestone to be determined between The Town and developer.
- (3) A meeting with the steering committee for clarification and discussion of values prior to finalizing the website redesign.
- (4) The developer will present the final draft to Town Council.

***The Town places emphasis on public consultation and will require a minimum of two public engagement events in addition to any meetings listed above. With the written proposal, the consultant will provide details on these events.***

### 7.4 Proposal Evaluation

Each proposal will be evaluated by the following criteria.

| Criteria                                | Weighting   |
|---|-------------|
| Cost                                    | 40%         |
| Ability to meet functional expectations | 20%         |
| Qualifications & experience             | 20%         |
| Project understanding                   | 20%         |
| <b>Total</b>                            | <b>100%</b> |

## 8.0 Budget

The budget for this project is approved by Town Council at \$7,500. The Town is also willing to agree to a multi-year contract.

## 9.0 Information Project

Questions regarding the Request for Proposals should be directed to:

Breanna Parbst  
Economic Development Officer  
Town of La Ronge  
P.O. Box 5680  
La Ronge SK S0J 1L0  
[ecdev@laronge.ca](mailto:ecdev@laronge.ca)  
306-425-380

The Town reserves the right to make any or all questions and answers available to all other consultants at its discretion.

The Town will respond to requests for clarification as soon, as is reasonably possible. The Town will respond in writing or orally as deemed appropriate in the circumstances. Generally, only substantial questions and answers of a clarification nature will be distributed.

No oral or written response or clarification will be binding on The Town.

## 10.0 Acceptance of Proposal

A response to this Request for Proposal will indicate a developer's acceptance of the conditions as outlined in this document.

The Town may waive minor non-compliance with the Proposal documents, specifications or any conditions, including the timing of delivery of anything required by this Proposal and may at its sole discretion elect to retain for consideration Proposals which are non-conforming because they do not contain the content or form required for submissions set out herein.

The Town may elect at its sole discretion to accept any Proposal or part thereof and to waive any defect, irregularity, mistake or insufficiency in any Proposal and to accept any Proposal or alternative proposal, in whole or in part, which it deems to be most advantageous to its interests.

No implied obligation of any kind, or on behalf of The Town shall arise from anything in this Proposal Document.

The Town reserves the right to waive any irregularities or any minor non-compliance. The Town reserves the right to withdraw this RFP at any time prior to signing a contract for a developer.

The Town may, prior to and after contract award, negotiate changes to the scope of work, the type of materials, the specifications or any conditions with the lowest bidder or one or more of the bidders without having any duty or obligation to advise any other bidder or to allow them to vary their bid prices as a result of such changes and The Town shall have no liability to any other bidder as a result of such negotiations or modifications.

The submission of a Proposal by a bidder creates an irrevocable right for The Town to require the bidder, by written notification within 60 calendar days of the Closing Date (unless the Closing date is extended by agreement between The Town and the bidder), to execute a web redesign agreement to perform the work as set out within that agreement. The Town may exercise this irrevocable right with any bidder, and not necessarily the lowest bidder, or may accept the Proposal most favorable to the interest of The Town, or may decide not to exercise this irrevocable right with any bidder.