



Request for Proposal Oxford County Immigration Portal

Project Overview

The County of Oxford is developing an immigration portal to encourage New Canadians to consider Oxford as a destination of choice as they begin their new life in Canada. Our community will be facing significant labour shortages in the very near future. Immigration will provide the primary source of labour and as such, is essential to ensure the economic vitality of Oxford in the future. We are seeking proposals from qualified consultants to help develop an effective look, feel and brand for the site.

Introduction

The County of Oxford is a two tiered municipal corporation, governed by a ten-member council of elected officials (Mayor of the City of Woodstock, and the Mayors of the Towns of Ingersoll and Tillsonburg, and the Mayors of the Township of Blandford-Blenheim, Township of East Zorra-Tavistock, Township of Norwich, Township of South-West Oxford, and Township of Zorra, plus two Councillors from the City of Woodstock).

For further information on the County and Area Municipalities, please visit our website at www.oxfordcounty.ca and follow the links to the eight Area Municipalities' websites.

The administrative functions of the County of Oxford includes, corporate services, provincial offences, archives, tourism, planning, public works, water, wastewater, waste management, social services, social housing, child care, long term care, public health, emergency services and library services.

Scope of Work

The following activities will be included:

- Review current web sites from communities with immigration portals (http://www.ontarioimmigration.ca/en/living/OI_HOW_LIVE_CITIES.html)
- Research into audience preferences and review of other related web sites and services.
- Facilitate visioning workshops and meetings with County stakeholders to help determine the best direction for this initiative.
- Make recommendations for the web site including cost estimates.
- Complete attached site map and wireframe templates for use by County staff to build the web site.
- Provide 2 or 3 design concepts for Stakeholders to consider
- Complete attached site design concepts template for graphics design elements for use by County staff to build the web site

Deliverables

The following activities and outcomes are expected:

- Written summary comparing and contrasting the existing immigration portals and audience/user preferences based on market research.
- Facilitate 1 or 2 group planning sessions with stakeholders, plus meetings with 10 or 12 individuals to gather ideas on Oxford's portal.
- Written summary and outcomes of the workshop and meeting conclusions.

Document Site Structure

- Develop a sitemap that clearly identifies pages and outlines how they are organized Fig 1.
- Develop wireframes (page schematics) that includes all major page elements e.g. all navigation, media, and functional elements. Fig 2

Document Visual Interface

- Provide 2 or 3 visual design concepts in (Adobe Photoshop PSD format) for staff to consider that adhere to SEO, CMS requirements and accessibility including completion of the attached design concepts and graphics elements template. Fig 3
- Establish Design style guide. Fig 4
- All written deliverables will be presented first in draft form to Stakeholders for review and to make suggestions, followed by a final version.
- Proposals will **include an itemized list of costs** including timelines for each component. Include expected time commitments required of Stakeholders.

Review Process

Responding vendors may be required to meet with the Immigration Portal Steering Committee to review their proposals and answer questions.

Selection Criteria:

- Proven ability to perform the work including references from at least 3 clients where similar work was performed
- Samples of documented Site Structure
- Samples of documented Visual Interface
- Knowledge of Oxford County
- Ability to meet the timelines outlined below
- Cost (include details of hours, rates, out of pocket, travel, etc.)

Timelines:

- January 17, 2012 – evaluation of proposals by Steering committee
- January 18 – 20 possible interviews with vendors and awarding of contract
- Week of January 22 – kick off meeting and planning sessions with Project coordinator and County staff
- February 1 – 17 – meetings with local stakeholders and visioning sessions
- February 24 – draft summary report and outcomes with recommendations
- February 27 – March 16 – Complete information architecture including site map and wireframes. Complete style guide and design template.
- March 20 – review of draft site plans by Steering committee
- March 21 – April 6 – revisions to site plans, documentation and recommendations
- April 13 – final reports, site plans and recommendations due
- April 17 – final presentation and approval by Steering committee

Submission Process

All proposals must be received at 40 Metcalfe Street, Woodstock **no later than 2pm, January 12th 2012**. Responses will be marked as proposal for **Immigration Portal Web Strategy** and to the attention of Natalie Surridge, Project Manager (Oxford County Immigration Web Portal).

E-mail proposals in PDF format are acceptable by e-mailing;
ProjectManager@WelcomeToOxford.ca the successful bidder will be notified on or before January 20th, 2012.

Please contact the Project manager – Natalie Surridge if you have any questions
Ph: 519-539-8161 ext. 291
Email: nsurridge@ceswoodstock.org

ACCEPTANCE OR REJECTION OF PROPOSALS

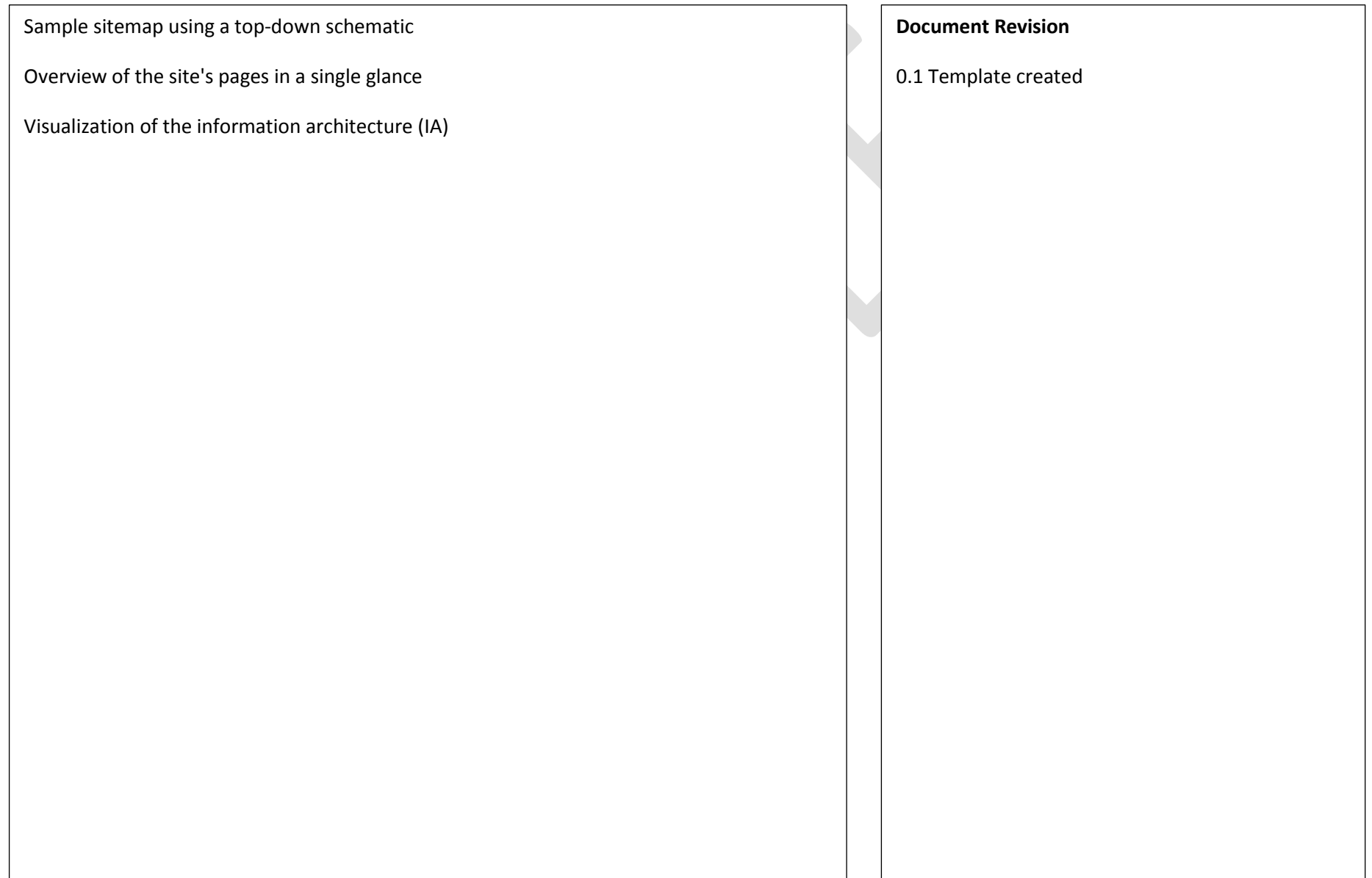
The County reserves the right to reject any or all proposals and the lowest or any proposal will not necessarily be accepted.

The County reserves the right to accept any proposal which is considered best for the interests of the County of Oxford.

The County will not be responsible for any liabilities, cost, expenses, loss or damage incurred, sustained or suffered by any Bidder by reason of the acceptance or non-acceptance, by the County, of any proposal or by reason of any delay in acceptance of a proposal.

This RFP is not a tender or quotation and as such, the policies which apply to tenders and quotations do not apply to this RFP unless otherwise stated in this RFP. This RFP permits the negotiation of any aspect, including price, of any proposal subsequent to its submission.

Fig 1 System Information Architecture Site Hierarchy Map



Sitemap

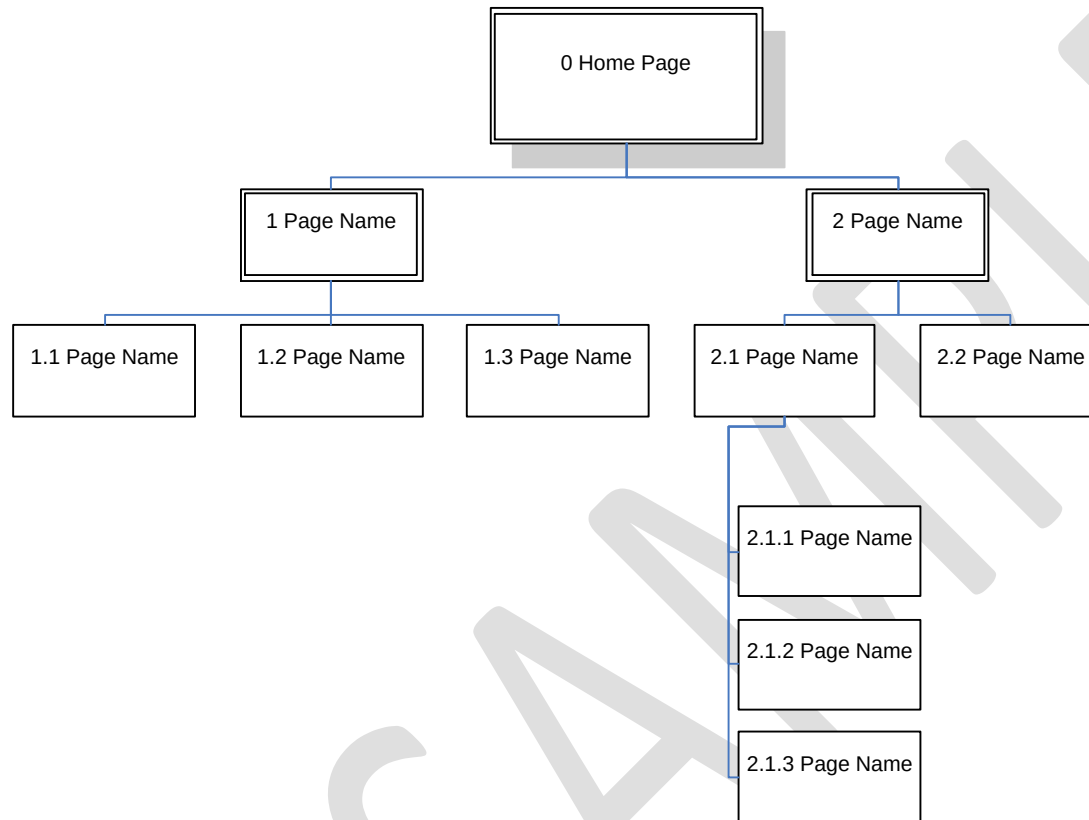


Fig 2 System Wireframe

Wireframes provide a quick and cost effective method to illustrate a system's functionality and flow.

They are not meant to convey visual design, rather they allow work groups to comment on and agree to the functionality before design and programming is done.

Document Revision

0.1 Template created



H1 THIS IS LONG TITLE EXAMPLE

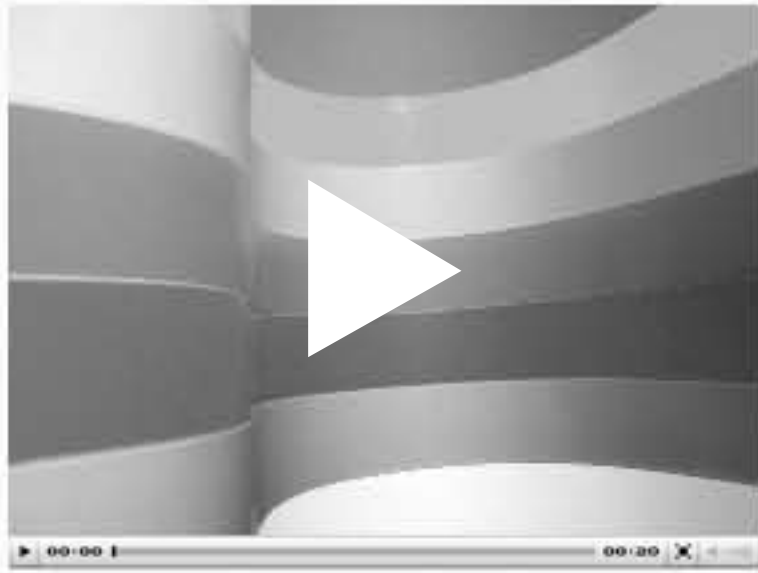
in CATEGORY NAME

By Author Name, Jan 01 2009



Description: *Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim. Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat.*

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H4 Title Example

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READ MORE »

H2 Title Example



Comment title

By Author Name, April 14 2009

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By Author Name, April 14 2009

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By Author Name, April 14 2009

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Leave Comment

Your Name

Your Email

Your URL

Submit comment

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H3 Sidebar Events Block Title



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H3 Sidebar Poll Block Title

Question: Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel

Answer Option 1

Answer Option 2

Answer Option 3

Answer Option 4

H3 Sidebar Comments Block Title



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By Author Name, April 14 2009



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By Author Name, April 14 2009



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By Author Name, April 14 2009



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By Author Name, April 14 2009

Fig 4 . Website - Style Guide

All design elements will be identified in this document.		Document Revision 0.1 Template created
Page dimensions	Specify target window size, viewable and maximized. Specify whether liquid or fixed.	
Headers	Include navigation and sub navigation callouts as style for active vs. inactive states, dimensions, logo and/or tag-line inclusion, banner specifications, text size and styles for graphic vs. HTML headers, etc.	
Colours	Specify hex numbering for background, main palette and accents. Clearly indicate which colors get applied to navigation header, what color for text when background color changes (if it does) what color for buttons, bullets, arrows, stars, and other graphic accents. Be sure to specify all body text/content and links.	
HTML text	Describe all text treatments, including color and/or specific HTML font (by name) or size, and include usage for linking.	
Graphic type	Identify all graphic type styles. Name the graphical fonts and the HTML fonts. Log point sizes, colors and special kerning or leading	
Photo/image treatment	Specify any Photoshop actions (for example, edge or border treatments such as feathering or special filters) Also be sure to specify how the photos appear on the HTML page.	
Embellishments	Describe the treatments for buttons, lines, arrows and other dingbats. Where and how can they be used? Specify the usage rules.	