

REQUEST FOR PROPOSAL

Web Design and Development for Picture BC

REQUEST FOR PROPOSAL NO. 08.002

ISSUE DATE: February 22, 2008

CLOSING LOCATION:

Knowledge Network Corporation
4355 Mathissi Place
Burnaby, BC V5G 4S8
Attn: Gidget Ramos, Buyer

CLOSING DATE AND TIME:

Five complete copies of each Proposal must be received by 2:00 p.m. Pacific time on
March 17, 2008

CONTACT PERSON:

Gidget Ramos, Buyer, Purchasing Services
E-mail: gidgetr@knowledgenetwork.ca

KNOWLEDGE NETWORK CORPORATION

REQUEST FOR PROPOSAL

COVER PAGE

For: **Web Design and Development for Picture BC**

RFP# **08.002**

Proposals will be received in the Knowledge Network Corporation (KNC) Purchasing Services Department at 4355 Mathissi Place, Burnaby, B.C. until **2:00 P.M. Vancouver, B.C. time on March 17, 2008** to furnish to KNC the supplies, services or equipment described in the attached RFP. Proposals are subject to the attached Instructions to Bidders, General Conditions, Special Conditions, Specifications, and Price and Delivery Schedule.

Proposals so received will be opened in KNC Purchasing Department after the closing time. Proposals received after the closing time will not be considered. The lowest or any Proposal shall not necessarily be accepted.

Bidders are advised to read all the attached pages and sign and initial where directed. Failure on the part of the Bidder to return ALL pages of this RFP document properly completed SHALL result in disqualification of your Proposal submission.

Date: _____, 2008

Provided that this Proposal is accepted within 60 calendar days from the date of closing, the undersigned offers and agrees to furnish or supply to KNC all or any part of the items upon which prices are stated, at the price set opposite each item and to deliver the same at the designated point or points within the time specified, and on the terms and conditions set forth in the RFP.

The Bidder is an ☐ Individual ☐ Partnership ☐ Company (check where applicable) incorporated under the laws of _____

Names and Address of Individual, Partnership,
Company responding:

Signature and Title of person authorized to sign
Proposal: (Print or type name under signature)

Signature and Address of Witness:

Telephone: _____

Facsimile: _____

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EXECUTIVE SUMMARY

1.0 SUMMARY OF THE REQUIREMENT

The Knowledge Network Corporation (KNC) in cooperation with Union of BC Municipalities (UBCM) and The Ministry of Tourism, Sport and the Arts (TSA), is inviting proposals from qualified firms specializing in website design and development for the Picture BC website project. This website will showcase the beauty and diversity of British Columbia to its citizens and the rest of the world, while also connecting communities across the province.

KNC seeks to obtain information and pricing, which will assist in evaluating and determining the affordability, applicability and technical features that will provide the best solution for this project.

ADMINISTRATIVE REQUIREMENTS

The following terms will apply to this Request for Proposal and to any subsequent Contract. Submission of a Proposal in response to this Request for Proposal indicates acceptance of all the following terms.

2.0 REQUEST FOR PROPOSAL TERMINOLOGY

Throughout this Request for Proposal, terminology is used as follows:

- “Contract” means the written agreement resulting from this Request for Proposal executed by KNC and the Contractor;
- “Contractor” means the successful Proponent to this Request for Proposal who enters into a written Contract with KNC;
- “KNC” means Knowledge Network Corporation;
- “must”, “mandatory” or “required” means a requirement that must be met in order for a Proposal to receive consideration;
- “Proponent” means an individual or a company that submits, or intends to submit, a Proposal in response to this “Request for Proposal”;
- “should” or “desirable” means a requirement having a significant degree of importance to the objectives of the Request for Proposal.

3.0 REQUEST FOR PROPOSAL PROCESS

3.1 RECEIPT CONFIRMATION FORM

Proponents are advised to fill out and return the attached Receipt Confirmation Form. All subsequent information regarding this Request for Proposal, including changes made to this document will be directed only to those Proponents who return the form. Subsequent information will be distributed by the method authorized on the Receipt Confirmation Form.

3.2 ENQUIRIES

All enquiries related to this Request for Proposals are to be directed, in writing, to the following person:

Gidget Ramos,
Buyer, Purchasing Services
e-mail: gidgetr@knowledgenetwork.ca
facsimile # (604) 431-3387

Information obtained from any other source is not official and shall not be relied upon.

Deadline for enquiries is February 29, 2008. All enquiries and responses will be sent by **March 5, 2008** only to those who complete and return the Receipt Confirmation Form.

3.3 CLOSING DATE

Five complete copies of each Proposal must be received by 2:00 p.m., Vancouver, BC time, on **March 17, 2008** at:

Knowledge Network Corporation
Attn: Gidget Ramos, Buyer, Purchasing Services
4355 Mathissi Place
Burnaby, BC V5G 4S8

Proposals must **not** be sent by facsimile or email. Proposals and their envelopes should be clearly marked with the name and address of the Proponent, the Request for Proposal number, and the project or program title.

3.4 LATE PROPOSALS

Late Proposals will not be accepted and will be returned to the Proponent.

3.5 ELIGIBILITY

- (1) Proposals will not be evaluated if the Proponent's current or past corporate or other interests may, in KNC's opinion, give rise to a conflict of interest in connection with this project.
- (2) Proposals from not-for-profit agencies will be evaluated against the same criteria as those received from any other Proponents.
- (3) Proponents are further cautioned that the acceptance of their Proposal will preclude their participation as a Proponent in subsequent phases where a conflict of interest may arise. This includes, but is not limited to, current or future corporate or other interests, in connection with this project. It is suggested that prospective Proponents study the project implementation strategy carefully to determine whether or not they plan to submit a Proposal on subsequent phases.

3.6 EVALUATION COMMITTEE

Evaluation of Proposals may be by a committee formed by KNC and will include a representative of KNC Purchasing Department and other departments as required. All personnel will be bound by the same standards of confidentiality. KNC's intent is to enter into a Contract with the Proponent who has the highest overall ranking.

3.7 NEGOTIATION DELAY

If a written Contract cannot be negotiated within thirty days of notification of the successful Proponent, KNC may, at its sole discretion at any time thereafter, terminate negotiations with that Proponent and either negotiate a Contract with the next qualified Proponent or choose to terminate the Request for Proposal process and not enter into a Contract with any of the Proponents.

3.8 ESTIMATED TIME FRAMES

The following timetable outlines the anticipated schedule for the Request for Proposals and contract process. The timing and the sequence of events resulting from this Request for Proposals may vary and shall ultimately be determined by KNC.

Event	Anticipated Date
Request for Proposals Issued	Friday, Feb. 22, 2008
Deadline for Enquiries	Friday, Feb. 29, 2008
Responses to Enquiries	Wednesday, Mar. 5, 2008
Request for Proposals Closing	Monday, Mar 17, 2008 @ 2:00 PM
Proposal Evaluation Completed	Monday, Mar. 31, 2008
Interviews of Short-Listed Proponents	April 7 – 9, 2008
Contract Award	Friday, April 11, 2008
Project Engagement	Monday, April 14, 2008

4.0 PROPOSAL PREPARATION

4.1 SIGNED PROPOSALS

The Proposal must be signed by the person(s) authorized to sign on behalf of the Proponent and to bind the Proponent to statements made in response to this Request for Proposal.

4.2 ALTERNATIVE SOLUTIONS

If alternative solutions are proposed, please submit the information in the same format, as a separate Proposal.

4.3 IRREVOCABILITY OF PROPOSALS

By submission of a clear and detailed written notice, the Proponent may amend or withdraw its Proposal prior to the closing date and time. Upon closing time, all Proposals become irrevocable. By submission of a Proposal, the Proponent agrees that should its Proposal be deemed successful the Proponent will enter into a Contract with KNC.

4.4 CHANGES TO PROPOSAL WORDING

The Proponent will not change the wording of its Proposal after closing and no words or comments will be added to the Proposal unless requested by KNC for purposes of clarification.

4.5 WORKING LANGUAGE OF KNC

The working language of KNC is English and all responses to this Request for Proposal must be in English.

4.6 PROPONENTS' EXPENSES

Proponents are solely responsible for their own expenses in preparing a Proposal and for subsequent negotiations with KNC, if any. If KNC elects to reject all Proposals, KNC will not be liable to any Proponent for any claims, whether for costs or damages incurred by the Proponent in preparing the Proposal, loss of anticipated profit in connection with any final Contract, or any other matter whatsoever.

4.7 LIMITATION OF DAMAGES

Further to the preceding paragraph, the Proponent, by submitting a Proposal, agrees that it will not claim damages, for whatever reason, relating to the Contract or in respect of the competitive process, in excess of an amount equivalent to the reasonable costs incurred by the Proponent in preparing its Proposal and the Proponent, by submitting a Proposal, waives any claim for loss of profits if no agreement is made with the Proponent.

4.8 FIRM PRICING

Proposals must be irrevocable for at least 90 days after the closing date.

4.9 CURRENCY AND TAXES

Prices quoted are to be:

- (1) in Canadian dollars;
- (2) inclusive of duty, where applicable;
- (3) FOB destination, delivery charges included; and
- (4) exclusive of Goods and Services Tax and Provincial Sales Tax.

4.10 COMPLETENESS OF PROPOSAL

By submission of a Proposal, the Proponent warrants that, if this Request for Proposal is to design, create or provide a system or manage a program, all components required to run the system or manage the program have been identified in the Proposal or will be provided by the Contractor at no charge.

5.0 ADDITIONAL TERMS

5.1 SUB-CONTRACTING

- (1) Using a sub-contractor (who must be clearly identified in the Proposal) is acceptable. This includes a joint submission by two Proponents having no formal corporate links. However, in this case, one of these Proponents must be prepared to take overall responsibility for successful interconnection of the multiple product or service lines and this must be defined in the Proposal.
- (2) Sub-contracting to any firm or individual whose current or past corporate or other interests may, in KNC's opinion, give rise to a conflict of interest in connection with this project will not be permitted. This includes, but is not limited to, any firm or individual involved in the preparation of this Request for Proposal.

5.2 ACCEPTANCE OF PROPOSALS

- (1) This Request for Proposal should not be construed as an agreement to purchase goods or services. KNC is not bound to accept the lowest priced or any Proposal of those submitted. Proposals will be assessed in light of the evaluation criteria. KNC will be under no obligation to receive further information, whether written or oral, from any Proponent.
- (2) Neither acceptance of a Proposal nor execution of a Contract will constitute approval of any activity or development contemplated in any Proposal that requires any approval, permit or license pursuant to any federal, provincial, regional district or municipal statute, regulation or by-law.
- (3) KNC is not under any obligation to award a contract, and reserves the right to terminate the RFP process at any time.

5.3 DEFINITION OF CONTRACT

Notice in writing to a Proponent of the acceptance of its Proposal by KNC and the subsequent full execution of a written Contract will constitute a Contract for the goods or services, and no Proponent will acquire any legal or equitable rights or privileges relative to the goods or services until the occurrence of both such events.

5.4 LIABILITY FOR ERRORS

While KNC has used considerable efforts to ensure an accurate representation of information in this Request for Proposal, the information contained in this Request for Proposal is supplied solely as a guideline for Proponents. The

information is not guaranteed or warranted to be accurate by KNC, nor is it necessarily comprehensive or exhaustive. Nothing in this Request for Proposal is intended to relieve Proponents from forming their own opinions and conclusions with respect to the matters addressed in this Request for Proposal.

5.5 AGREEMENT WITH TERMS

By submitting a Proposal, the Proponent agrees to all the terms and conditions of this Request for Proposal. Proponents who have obtained the Request for Proposal electronically must not alter any portion of the document, with the exception of adding the information requested. To do so will invalidate the Proposal.

5.6 MODIFICATION OF TERMS

KNC reserves the right to modify the terms of the Request for Proposal at any time at its sole discretion.

5.7 OWNERSHIP OF PROPOSALS AND FREEDOM OF INFORMATION

All documents, including Proposals, submitted to KNC become the property of KNC. They will be received and held in confidence by KNC, subject to the provisions of the Freedom of Information and Protection of Privacy Act.

5.8 USE OF REQUEST FOR PROPOSAL

This document, or any portion thereof, may not be used for any purpose other than the submission of Proposals to Knowledge Network Corporation.

5.9 CONFIDENTIALITY OF INFORMATION

Information pertaining to KNC obtained by the Proponent as a result of participation in this project is confidential and must not be disclosed without written authorization from KNC.

5.10 RECIPROCITY

KNC may consider and evaluate any Proposals from other jurisdictions on the same basis that the government purchasing authorities in those jurisdictions would treat a similar Proposal from a British Columbia supplier.

5.11 NO LOBBYING

Proponents must not attempt to communicate directly or indirectly with any employee, contractor or representative of KNC, including the evaluation committee and any elected officials of the Province, or with members of the public or the media, about the project described in this Request for Proposals or

otherwise in respect of the Request for Proposals, other than as expressly directed or permitted by the Province.

5.12 COLLECTION AND USE OF PERSONAL INFORMATION

Proponents are solely responsible for familiarizing themselves, and ensuring that they comply, with the laws applicable to the collection and dissemination of information, including resumes and other personal information concerning employees and employees of any subcontractors. If this RFP requires Proponents to provide KNC with personal information of employees who have been included as resources in response to this RFP, Proponents will ensure that they have obtained written consent from each of those employees before forwarding such personal information to KNC. Such written consents are to specify that the personal information may be forwarded to KNC for the purposes of responding to this RFP and use by KNC for the purposes set out in the RFP. KNC may, at any time, request the original consents or copies of the original consents from Proponents, and upon such request being made, Proponents will immediately supply such originals or copies to KNC.

6.0 SELECTED CONTRACT CLAUSES

6.1 REGISTRATION WITH WORKERS' COMPENSATION BOARD

The Contract may contain a provision that the Contractor and any approved sub-Contractors must be registered with the Workers' Compensation Board (WCB), in which case WCB coverage must be maintained for the duration of the Contract. Prior to receiving any payment, the Contractor may be required to submit a WCB Clearance Letter indicating that all WCB assessments have been paid.

6.2 BUSINESS REGISTRATION

The successful Proponent may be required to register to conduct business in British Columbia.

6.3 LAWS OF CANADA

Any Contract resulting from this Request for Proposal will be governed by and will be construed and interpreted in accordance with the laws of Canada.

6.4 ARBITRATION

All disputes arising out of or in connection with the Contract must, unless the parties mutually otherwise agree, be referred to and finally resolved by arbitration pursuant to the Commercial Arbitration Act.

6.5 INDEMNITY

The Contractor will indemnify and save harmless KNC, its employees and agents from and against all claims, demands, losses, damages, costs and expenses made against or incurred, suffered or sustained by KNC at any time or times (either before or after the expiration or sooner termination of this Contract) where the same or any of them are based upon or arise out of or from anything done or omitted to be done by the Contractor or by any servant, employee, officer, director or sub-Contractor of the Contractor pursuant to the Contract excepting always liability arising out of the independent acts of KNC.

6.6 INSURANCE

The Contract may contain a provision that the Contractor will, without limiting its obligations or liabilities and at its own expense, provide and maintain throughout the Contract term, Comprehensive General Liability in an amount not less than \$2,000,000 inclusive per occurrence insuring against bodily injury, personal injury and property damage and including liability assumed under Contract with insurers licensed in KNC and in the forms and amounts acceptable to KNC. All required insurance would be endorsed to provide KNC with 30 days advance written notice of cancellation or material change. The Contractor will provide KNC with evidence of the required insurance, in the form of a completed KNC Certificate of Insurance, immediately following execution and delivery of the Contract.

6.7 FUNDING

The Contract and the financial obligations of KNC pursuant to the Contract are subject to there being sufficient moneys available in the budget, and specific cost centre, to enable the contracting department in any fiscal year or part thereof when the payment of money by KNC to the Contractor falls due under the Contract entered into pursuant to this Request for Proposal to make that payment.

6.8 CONTRACT ADMINISTRATOR

A Contract administrator will be assigned by KNC to oversee the Contract awarded to the successful Proponent. In addition, the Contractor will be expected to name a counterpart project manager. The Contractor's project manager will be responsible for providing scheduled status reports to the Contract administrator or a designate.

6.9 PAYMENT HOLDBACK

The Contract may contain a provision whereby KNC will hold back a portion of the total Contract price until the requirements of the Contract have been met.

6.10 COMPLIANCE WITH LAWS

The Contractor will give all the notices and obtain all the licenses and permits required to perform the work. The Contractor will comply with all laws applicable to the work or performance of the Contract.

6.12 ELECTRICAL SAFETY

Any electrical equipment used in performance of the Contract must be certified by an accredited certification organization acceptable to KNC. All costs of approval will be at the Contractor's expense.

6.13 SOFTWARE

It is the Contractor's responsibility to ensure that KNC has all licenses required to use any software that may be supplied by the Contractor pursuant to the Contract.

6.14 INTELLECTUAL PROPERTY RIGHTS

UBCM will be the owner of the intellectual property rights, including patent, copyright, trademark, industrial design and trade secrets in any product developed through a Contract. Licensing and marketing rights to the developed product will not be granted in the Contract. Proposals regarding these rights should not be submitted in response to this Request for Proposal and will not be considered in evaluating responses. If, in the future, UBCM elects to commercialize the developed product, the licensing and marketing rights will be negotiated separately.

7.0 PROJECT OVERVIEW

7.1 PROJECT BACKGROUND

In the 2004 Provincial Throne Speech, the Province of British Columbia (BC) outlined its vision for Picture BC website – an online gateway to the beauty and diversity of BC to its citizens and the rest of the world.

In the spirit of that vision, the website invites visitors to explore and share the treasures of the province via rich media resources (photographs and videos). Interactive maps are pivotal to the experience, enabling users to navigate the website and 'drill down' to the diverse provincial regions and unique communities. Custom pages of community-generated content provide a dynamic, evolving forum for distinct local voices.

7.2 STAKEHOLDERS AND VENDORS

KNC has been contracted to manage the development and delivery of the Picture BC website in cooperation with the Union of BC Municipalities (UBCM) and the Ministry of Tourism, Sport and the Arts (TSA).

To meet this objective, KNC will consult partners for direction and approvals throughout development, and contract professional vendors as required (photographers, writers and website design and developers).

UBCM will act as a central communications and management liaison with community contacts, soliciting and tracking content submissions throughout. UBCM will have final ownership of Picture BC and ultimately be responsible for post-launch hosting, management and maintenance of the website.

7.3 KNC PROJECT MANAGEMENT

KNC will assign a dedicated project manager who will serve as a single point of contact for website design and development. The project manager will ensure final content is submitted via an asset management database at scheduled deadline intervals. The project manager will attend status meetings, sign-off on key deliverables, participate in design workshops and prototype reviews, and provide access to stakeholders for key approvals and user acceptance testing.

8.0 SCOPE OF WORK/CONTRACTOR REQUIREMENTS

8.1 PLANNING, SCHEDULING & PROJECT MANAGEMENT

KNC will provide a copy of the design and development milestones only to those Proponents who return the Receipt Confirmation Form (page 26).

The website development cycle runs from April 2008 through the first week of December 2008. Knowledge Network has created a Project Plan and Schedule to engage all stakeholders and vendors within that development cycle.

The Contractor will review this documentation and advise on any required amendments to its deliverable schedule while still meeting key approvals, milestones and ultimate deadline requirements.

The Contractor will manage its own development team to budget and schedule from concept through completion, and will manage any required inputs from Picture BC stakeholders in a timely manner.

8.2 GRAPHIC DESIGN

The website's visual design is framed by the concept of 'picturing BC' (See 7.1). An overarching website identity should be established in the header / banner area

and maintained throughout the site. Interactive graphic maps, prominent images and professional video content should be bold, clean and compelling. Design continuity should be achieved throughout in navigational elements (menus, links, buttons, rollovers, etc.), presentation of images, graphics and video, and use of fonts, colours, etc.

Knowledge Network has created wireframes to inform design requirements for each professional content page layout (Home, Regional Overview, Community Profile). Based on these wireframes and high-level direction provided by stakeholders, the Contractor will create a graphic design mock-up for each layout with details of the key functional elements* within it, including:

- Homepage (includes welcome copy, interactive map and streaming video)
 - * Interactive BC map (with seven provincial regions plotted)
 - * Global search functionality to search by community name and, possibly, meta data on Tourism BC criteria (activities, museums, heritage, etc).
- Regional overview page (includes overview copy, interactive map)
 - * Interactive regional map (with several communities plotted)
- Community profile page (includes profile copy, image gallery, image download functionality, photographer bio copy, streaming videos and access to community-generated content)
 - * Image gallery: six images each with caption (max 50 words per caption)
 - * Image downloads page: small / medium / large file formats
 - * View photographer bio: 75 word bio and possible link to website
 - * A video player; up to three streaming videos per community
 - * Access to community-generated content (see below)

Each community will also be able to publish and manage a page of its own community-generated content (see 8.6 / CMS for details). The Contractor will, create wireframes and graphic mock-ups as required:

- Community-generated content page for public viewing (front-end; content TBD)
- Community-generated content page / admin tools for authorized community administrators to create content (backend; content TBD)
- Admin help screen (graphics and copy)

A thorough process of review / revision /approval has been scheduled for graphic mock-ups to ensure stakeholders agree to all visual design components before website production begins.

8.3 WEBSITE NAVIGATION/ARCHITECTURE

KNC will provide the Sitemap only to those Proponents who return the Receipt Confirmation Form (page 26).

The website architecture will be simple and intuitive. Graphic, interactive maps are pivotal to the experience, enabling users to navigate the website and ‘drill down’ from the homepage to the province’s diverse regions and unique communities.

In addition to the professional content sections [homepage, regional overview pages (x7) and community profile pages (x158)], the Contractor will develop an architecture and database structure that provides a platform where each BC community can publish and manage its own custom content (TBD) on an ongoing basis.

The website will provide a global search function to allow visitors to search the site by community name and, possibly, meta data on Tourism BC criteria such as activities, museums, historical highlights, etc (TBD)

8.4 WEBSITE DEVELOPMENT, PRODUCTION & CONTENT INTEGRATION

The Contractor will develop the website in accordance with technical specifications outlined by the B.C. Government’s Internet Standards and Guidelines, and in audit of Picture BC’s current development plans and content assets.

The Contractor will create all HTML pages, style sheets, CSS / XML templates and scripting pages in accordance with these guidelines and considerations.

Approved content assets will be handed off to the Contractor via the asset management system at scheduled deadline intervals throughout the development cycle. The Contractor will populate pages with content, integrate database and other backend modules (including security measures), and test and debug the content components as required to meet the schedule.

8.5 ASSET MANAGEMENT SYSTEM (AMS) FOR PROFESSIONAL WEBSITE CONTENT

KNC will be receiving content assets (copy, images and video selections) from a variety of contributors throughout the development cycle.

The Contractor will build a basic, secure database platform to enable contributors and stakeholders to select, submit, review, revise and upload content assets. The platform should be designed to facilitate content integration in final builds.

KNC will create a Functional Requirements Document (FRD) for the developer detailing content submission items, processes, access privileges, approval requirements and deadlines. At a high level, the system should be able handle the following:

- **Login:** the system must provide secure sign-in and authorization for community administrators (158), contract writers, and several project stakeholders.
- **Copy assets:** the system must provide a version tracking and file-naming scheme to manage a range of copy assets from a variety of contributors. Copy will be submitted, reviewed, revised and approved within the system. Contributors include community administrators (158), contract writers and key stakeholders (KNC, UBCM, MTSA). Assets include welcome / positioning copy, regional overviews, community profiles, photographer bios, and captions for each community image.
- **Image assets:** the system must enable communities to upload up to six high-resolution images each.
- **Video selects:** the system must enable UBCM stakeholders to preview a library of BC videos and select / assign up to three videos to each community profile. The video library can be hosted on a KNC FTP site, but video selections should happen within the asset management interface.

8.6 CONTENT MANAGEMENT SYSTEM (CMS) FOR COMMUNITY-GENERATED CONTENT

Picture BC will enable communities to celebrate and share their stories – in their own words, pictures and videos – on an ongoing basis. All content will be created and managed by a designated community administrator within each community.

Possible content features include:

- **Welcome text:** add / edit copy
- **Community blog:** ability to post community blog
- **Photo albums:** upload / delete images, add captions
- **Events calendar:** create / edit community calendar
- **Video:** upload / delete video
- **Audio:** upload / delete audio
- **Links:** add / remove community links

The Contractor will lead a consultative process with Knowledge Network and the UBCM to further define the community-generated content requirements including content features and functionality, administrative tools and access requirements, technical specifications and ongoing maintenance issues.

When consultation is complete, the Contractor will be expected to create some sort of Functional Requirements Documentation (FRD) and wireframes of proposed features and functionality (front and backend). This documentation requires approval/sign-off from stakeholders.

The Contractor will create a protosite environment for beta testing the CMS. Selected testing communities will work with the Contractor and stakeholders to streamline and debug the system prior to deploying it to all community administrators.

To supplement the approved CMS system, the Contractor will create a series of Admin Help screens for each of the approved community-generated content components. Help screens will use copy and screen-caps to provide ‘how-to’ instructions for community administrators to create, publish, edit and delete content.

8.7 QUALITY ASSURANCE (QA) TESTING AND LAUNCH

The Contractor will define a testing methodology, identify and assign required resources and conduct a thorough QA testing on all content features and functionality. The complete site will be posted on a secure developer site for final review and sign-off by stakeholders prior to launch.

9.0 SUBMISSIONS REQUIREMENTS: PROPONENT QUALIFICATIONS

In order to receive full consideration during evaluation, Proposals should include the following:

9.1 SUMMARY OF REQUIRED QUALIFICATIONS

KNC is looking for an experienced and innovative website design and developer. The Proponent’s qualification submissions should demonstrate the following capabilities:

- Managing the design and development of a large-scale website (multiple stakeholders and content asset contributors) with proven project management and implementation processes
- Interpreting strategic and creative briefs and presenting responsive creative concepts
- Driving the definition and development of a simple and scalable content management system
- Delivering compelling solutions, on time and on budget (demonstrated through references and portfolio samples)

9.2 COMPANY CAPABILITIES

Proponents should submit a summary of key qualifications including:

- Company profile (size, history, financial strength and core competencies)
- Technical strengths
- Creative proposition
- Market positioning and differentiation
- Highlights of clients and projects

Proponents should provide an overview of project management and implementation processes that are relevant to this scope of work.

Technology expertise/partners, relationships with relevant sub-contractors, and the position of the organization with respect to products and services in the marketplace are also relevant to the company capabilities.

9.3 PERSONAL CAPABILITIES

Proponents should submit a brief description of educational backgrounds and/or relevant experience of key managers and staff who will work on this project. Resumes may be attached.

9.4 PORTFOLIO SAMPLES

Proponents should submit 3 – 5 portfolio samples (live website links acceptable) of websites that best reflect their work and relevance to this project. A summary of services provided and goals achieved should accompany each portfolio sample.

At least two samples should demonstrate a solid ability to design and develop a Content Management System (CMS) for client-generated content. Proponents may elect to submit screen-caps of the backend administrative CMS pages to demonstrate the full facility of the solution. Technical details about the merits of the chosen CMS platform (open source and/or custom) will also be considered.

9.5 REFERENCES

Proponents should submit at least two client references that include company names and personal contact details. References may be contacted to testify to the Proponents capabilities and client satisfaction. A brief description of the project / services provided should accompany each reference.

10.0 SUBMISSION REQUIREMENTS: PRICING

10.1 QUOTATIONS

Proponents should submit a separate quotation for each of the following services:

- Planning, scheduling & project management
>See Section 8.1 for requirements details
- Website graphic design
>See Section 8.2 for requirement details
- Website development, production and content integration
>See Section 8.3 and 8.4 for requirement details
- Website QA testing
>See Section 8.7 for requirement details

Proponents may refer to the design and development milestones, which will be provided to those who return the Receipt Confirmation Form (page 26).

10.2 RANGE ESTIMATES

Proponents should submit a separate range estimate for each of the following services:

- Asset Management System (AMS) for professional website content
>See Section 8.5 for requirement details
- Content Management System (CMS) for community-generated content:
>See Section 8.6 for requirement details

11.0 EVALUATION CRITERIA

The following criteria form the basis upon which evaluation of Proposals will be made.

11.1 MANDATORY CRITERIA

The following are mandatory requirements. Proposals not clearly demonstrating that they meet them will receive no further consideration during the evaluation process. All proponents must be able to provide product demonstration at KNC site if required.

Mandatory Criteria	
1.	The proposal must be received at KNC by Monday, March 17, 2008 @ 2:00 PM
2.	The proposal must be in English and must not be sent by facsimile or e-mail.
3.	Five hardcopies of the proposal must be submitted.
4.	The proposal must be submitted with a signed, unaltered RFP cover page including proponent section.
5.	The proposal must include all the requirements specified in Section 9.0/Proponent Qualifications to demonstrate that the organization has successfully completed similar projects and has the qualifications necessary to undertake this project
6.	The proposal must include all the requirements specified in Section 10.0/Pricing.
7.	The proposal must adhere to Proposal format as defined in Section 12.0/Proposal Format.

11.2 DESIRABLE CRITERIA

Proposals meeting the mandatory requirements will be further assessed against the following criteria. The relative weighting for each criteria is also given.

Criteria	Weight
1. Proponent Qualifications (Portfolio and References) 1.1 Portfolio samples/general: usability, creativity, design aesthetic, scope of work 1.2 Portfolio samples/CMS-related: relevance to this project; usability, scalability and aesthetic presentation of solution 1.3 References: to corroborate that the Proponent delivers on-message/on-time/on-budget; is easy to work with; is process-oriented, can add value to project objectives; is generally consistent with statements made in proposal submission	40%
2. Pricing (Fair Market Value) 2.1 Best value for KNC	30%
3. Proponent Qualifications (Company and Personal Capabilities) 3.1 Company capabilities: experienced (web design, development and CMS), innovative, reliable and process-oriented 3.2 Personal capabilities: sound leadership and execution credentials	20%
4. Strategic Alliance 4.1 Possibility of ongoing KNC/vendor relationship 4.2 Ability of vendor organization to enhance KNC stated objectives	10%

12.0 PROPOSAL FORMAT

Evaluation of Proposals is made easier when Proponents respond in a similar manner. The following format and sequence should be followed in order to provide consistency in Proponent response and ensure each Proposal receives full consideration. All pages should be 8-1/2" x 11", and consecutively numbered.

- (1) **Title Page:** Show Request for Proposal number, Proponent's name and address, Proponent's telephone number, and a contact person.
- (2) **Letter of Introduction/Overview:** Include one-page letter of introduction about the company qualifications and proposal highlights. The letter must be signed by the person(s) authorized to sign on behalf of, and bind the Proponent to, statements made in the proposal.
- (3) **Table of Contents:** Format document with a table of contents, including page numbers corresponding to each submission requirement.
- (4) **The body of the Proposal:** Ensure you have submitted all requirements specified under Section 9.0/Proponent Qualifications and 10.0/Pricing.
- (5) Any additional information.

13.0 PROPONENT CHECKLIST

This checklist has been provided solely for the convenience of the Proponent. Its use is not mandatory and it does not have to be returned with the Proposal. However, the Receipt Confirmation form should be returned upon receipt of the Request for Proposal.

- | | | | |
|---|---|---|---|
| θ | The requirements of the Request for Proposal have been read and understood by everyone involved in putting together the Proposal. | θ | Five hardcopies of the Proposal have been made. |
| θ | The Receipt Confirmation Form has been completed and sent in. | θ | Every care has been taken to make sure the Proposal is at the closing location in plenty of time, as late Proposals will be rejected. |
| θ | The Proposal addresses everything asked for in the Request for Proposal. | θ | The Proposal is being delivered by hand, courier, or mail. Faxed or e-mailed Proposals will not be accepted. |
| θ | The Proposal meets all the mandatory requirements of the Request for Proposal. | | |
| θ | The Proposal clearly identifies the Proponent, the project, and the Request for Proposal number. | | |
| θ | The Proponent's name and the Request for Proposal number appear on the Proposal envelope. | | |
| θ | The Proposal must be submitted with a signed, unaltered RFP cover page including proponent section. | | |

14.0 RECEIPT CONFIRMATION FORM

RECEIPT CONFIRMATION FORM

WEB DESIGN AND DEVELOPMENT FOR PICTURE BC

Request for Proposal No. 08.002

To receive any further information about this Request for Proposal,
please return this form immediately to:

Gidget Ramos
Buyer, Purchasing Services
4355 Mathissi Place
Burnaby, BC V5G 4S8
E:mail: gidgetr@knowledgegenetwork.ca
Fax: (604) 431-3387

COMPANY: _____

STREET ADDRESS: _____

CITY: _____ **POSTAL CODE:** _____

MAILING ADDRESS IF DIFFERENT: _____

FAX NUMBER: (____) _____ **PHONE NUMBER:** (____) _____

CONTACT PERSON: _____

E-MAIL ADDRESS: _____

The preferred form of correspondence is by the above email or fax.

SIGNATURE: _____ **TITLE:** _____