

Website Development Request for Proposals

January 2013



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Request for Proposal

To: Website Design Companies

From: Town of Wolfville

Project: Website Redesign with supporting Content Management System

Date: December 18, 2012

Organization Information

The Town of Wolfville is the local government responsible for providing services to the citizens in the town of Wolfville, NS. Wolfville has a population of 4,269 year round and a seasonal population of an additional 3,600 students attending Acadia University. The Town provides services in the areas of public works, roads, sewer and water, parks, recreation, planning, tourism and economic development. The Town's website, Wolfville.ca is intended to be multi-functional serving as the information site for citizens, the business community and visitors to the town.

Background

The Town of Wolfville works closely with the Wolfville Business Development Corporation (WBDC); a member supported association that represents the interests of Wolfville businesses and business people, to promote and attract business and investment in Wolfville as well as establish and promote events. Currently the two organizations manage separate websites that combined still do not meet the needs and wants of both organizations and the people that they cater to.

Recently Wolfville and the WBDC completed a rebranding project establishing the brand – Bloom; a symbol of a vibrant, growing community. Being the home of Acadia University definitely contributes to the vibrancy of the community as well as the growth in the retail, hospitality and accommodations sectors in Wolfville. Furthermore, the growing wine industry surrounding Wolfville and a local focus on agriculture and fine cuisine is attracting attention and drawing customers, visitors, residents and businesses to Wolfville. Our online presence should articulate the feeling that is captured is person.

Wolfville is the heart of wine country.

Wolfville has an appetite for modernity shaped by a proud past and spirited future.

Wolfville is the home of Acadia University.

Wolfville is open for business.

"Town and gown. Urban and rural. Hard work and good fun. In perfect balance. In the perfect place. At the perfect time. Wolfville. Just perfection!" (Bloom – Our Time)

Purpose

The Town of Wolfville is seeking proposals for the creation of a new website by implementing a new content management system, redesigning templates and reorganizing content.

Project Objectives

- 1) To propose and implement a new web site that is consistent with the new look and feel for the Town of Wolfville and meets the needs of the website users;
- 2) To recommend and build functionality and features that link with the services provided by Wolfville;
- 3) To design a framework that is flexible, scalable and easy to update;
- 4) To manage the project budget efficiently and effectively

Scope of Work

- 1) Graphic and Information Design

The site must have an appealing and appropriate design with strong and consistent branding. The information on the site must be easy to find. The content must be rich in appearance but uncomplicated and clean looking. The site navigation must be intuitive, reveal the depth of the site, and highlight the most commonly used areas of the site. Overall, the site must be highly functional, intuitive and easy to use.

- 2) Information Delivery

The delivery of information is one of Wolfville's key functions and the website is increasingly becoming the main channel for this information delivery. The site is the starting point for many information searches for both citizens and visitors. The user experience must be consistent throughout the site and amongst these groups.

- 3) Adapting Existing Site Content

Much of the existing site content can be transferred over, in a re-organized way. Wolfville is open to suggestions for new content that would enhance the user experience and is prepared to develop and provide that content.

- 4) Marketing and Promotion

The Wolfville website is a key communication tool. It will promote the Town of Wolfville to citizens - both potential and existing, businesses - both potential and existing and visitors. The site is the main communication channel for increasing awareness of Wolfville as a great place to live, work and play.

- 5) Scalable and Easy to Update

The day-to-day care and maintenance of the website will be the responsibility of staff, either internal or contracted, so the CMS must be intuitive and user friendly. Initial training will be required and there potentially may be a requirement for support on an ongoing basis.

6) New functionality

- Calendar of Events
- Integration with Social Media
- Searchable Library of Documents
- Online Forms (change of address)
- Photo Gallery (Wolfville has photos)
- Videos (Wolfville will produce a video)
- Audio (Council meeting recordings)
- Ability to link to weather cams
- Google maps and GPS connectivity
- Search engine optimization and compliance with major search engine 'best practices'
- Web alerts / RSS feeds
- E-commerce / transactional capability
- Mobile display of content
- Easy display for related news articles

Suggestions for other functionality ideas are welcome from the proponents.

7) Documentation and training

The successful proponent will provide Wolfville with documentation and training for staff to ensure that the site can be maintained with ease.

8) Site maintenance, monitoring and Technical Support

Proponents should include any long term monitoring and maintenance costs associated with the site. Wolfville will require prompt attention to a service request. Online or telephone assistance by a qualified individual will be required within 4 hours minimum and a qualified person dispatched to the site, if required, immediately.

Technical Considerations

- 1) The existing website for Wolfville has been added to over the years and no longer functions as a cohesive website. Therefore, the existing example should not be used as a reference.
- 2) The Wolfville website will be updated by a number of different users, some from outside the organization and the ability to do this in a secure environment is key. The users will be located both on and off the local area network running within the Town of Wolfville so a web based interface will be required.
- 3) Wolfville is pursuing discussions with neighbouring municipalities to share and push content to joint sites representing particular interests. For example, the information contained on

Wolfville's site under recreation may be pushed to another site, containing all recreation information for Kings County. The ability to do this function needs to be built into the CMS.

- 4) Wolfville requires security over access to all of the content and the system must provide for secure customer data, including credit card information. Security protocols and/or measures must be demonstrated in the proposal.
- 5) Backup system must be in place and encompass a full daily backup of the site and databases. This backup requires a retention period of no less than 30 days.
- 6) Content management system must have the ability to set varying levels of access per user account.
- 7) Content management system must have a built-in approval process for content upload to the website.
- 8) Ability through web hosting to upload files to the website of varying sizes either through FTP or web browser.
- 9) Town of Wolfville will retain control over DNS records for the Wolfville.ca domain name.

Timing

Wolfville would like to re-launch the website, in April 2013. If it is not possible to deliver all elements on that date, a phased plan would be considered.

Proposal Requirements

The proposals submitted should provide the following elements:

- Description of the Proponent
- Overview outlining the Proponents approach, both technically and creatively
- Indication if the Proponent is familiar with Wolfville
- A profile of the people who would work on this project including training and experience with an emphasis on similar projects
- Identification of the project manager who would be the primary liaison with Wolfville staff
- Detailed work plan, timeline and cost estimate for the project
- Payment schedule and any additional costs
- References from previous similar projects

Terms and Conditions

- 1) All proposals shall be irrevocable and remain open for acceptance for thirty (30) days after the closing date / time. Proposals become the property of Wolfville.
- 2) Proposals, which contain qualifying conditions or which otherwise fail to conform to the terms and conditions may be disqualified or rejected.
- 3) The laws of Nova Scotia apply to all aspects of this Request for Proposal including, without limitation, the interpretation of this Request for Proposal, the creation of any contractual rights and obligations under this Request for Proposal, and entering into the contract as a result of the Request for Proposal , and the Courts of Nova Scotia shall have exclusive jurisdiction in respect of the foregoing.

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- 4) Prices are firm, based upon the work completed on location in the Wolfville / Annapolis Valley area and in the Proponents production house. HST should be quoted separately. Any fees required for software licenses or other components of the website, including hosting, should be shown separately and reflected as annual or one-time costs.
 - 5) The successful proponent shall provide evidence that they are in good standing with the Worker's Compensation Board of Nova Scotia and must remain in good standing with WCB for the duration of the contract.
 - 6) The successful Proponent must obtain, at its own expense, before commencing work on the services under this contract, professional liability insurance policy covering errors and omissions with coverage not less than \$1,000,000.
 - 7) Wolfville reserves the right to cancel the contract immediately upon written notice, if, in the opinion of Chief Administrative Officer,, the successful Proponent is not fulfilling the terms, conditions and specifications of the contract. All fees will be paid up to the date the work terminates, based on the work plan submitted and actual work completed.

Closing Date

Proposals must be received by the Town of Wolfville, no later than 4:30 pm, Wednesday, January 16, 2013. The Proponent can email a PDF of their proposal to:

Diane Mombourquette
Chief Administrative Officer
dmombourquette@wolfville.ca

Proposals received after this time will not be considered. A short list of proponents will be developed within one week of the deadline and shortlisted proponents may be interviewed to provide more information.

Submission of a proposal indicates acceptance by the Proponent of the Terms and Conditions specified in this RFP. The Proponent is deemed to have familiarized themselves with the requirements of the Wolfville website redesign and content management system project.

Wolfville reserves the right to reject any or all proposals and to determine in its own judgement the company best qualified to undertake the contract. Wolfville is not liable for any costs incurred by the Proponents in the preparation of their proposals.

Selection Process

Evaluation criteria will include the following:

- Proponent qualifications
- Creativity
- Stability and reputation of the Proponent
- Approach and / or techniques
- Stated deliverables
- Timing

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- Price
 - Local context and experience
 - Wolfville staff requirements