



**Request for Proposal  
Websites Redevelopment**

**Alberta Canola Producers Commission  
14560 116 Ave NW,  
Edmonton, AB  
T5M3E9**

**Closing Date: Friday, April 16, 2021 5:00pm PDT**

## Organization Profile

The Alberta Canola Producers Commission, founded in 1989, was the province's first refundable checkoff producer organization. The mission of Alberta Canola is to support the long-term success of canola farmers in Alberta through research, extension, consumer engagement (including development of curriculum for youth across all ages and subjects) and advocacy for canola farmers.

All decisions regarding the Alberta Canola Producers Commission are made by the Board of Directors. Alberta is segregated into 12 regions. Each region elects a director to represent the growers of that region on the Board of Directors.

The Commission in no way regulates or is involved with the production, buying, or selling of canola. The Alberta Canola Producers Commission is funded by a refundable \$1.00 per tonne service charge paid by canola farmers in Alberta when they sell their canola.

### 1. Purpose

**Alberta Canola is seeking proposals for modernizing the design and function of our primary website [www.albertacanola.com](http://www.albertacanola.com) and our educational website [www.learncanola.com](http://www.learncanola.com)**

This RFP outlines our vision for the new sites. It includes some backgrounds, suggestions for improving the site, and desired technologies.

We recognize that we will not have all the answers in creating the best possible site and understand that details may be subject to change upon vendor recommendations of more optimal solutions.

We also recognize that potential vendors may need to conduct further research to identify these optimal solutions. Should this be the case, please include (and cost) in your proposal any necessary research you would need to conduct in order to provide the services within the scope of this project.

The ideal and preferred vendor will bring its own ideas and vision based on industry expertise, technical capability, and client relations, and will be forward-looking, guiding us to incorporate our goals into that vision considering available resources.

Proposals should include a realistic timeframe and be fully costed. Questions should be directed to: [michelle@albertacanola.com](mailto:michelle@albertacanola.com)

### 2. Project Description

#### 2.1 BACKGROUND

Through the website [albertacanola.com](http://albertacanola.com) and [learncanola.com](http://learncanola.com), Alberta Canola has been providing service to its producers, consumers, and educators. These sites are listed as follows:

a. **Albertacanola.com**

This is the main hub for information on the organization's news, services, programs, and resources. The site also displays daily grain prices (emailed out to subscribers daily), an events calendar and an ad system.

b. **Learncanola.com**

This site brings meaningful agriculture and canola specific information to the public and various subjects across all grades within Alberta's Schooling system. It also has an e-commerce solution for ordering resources. Currently the site is linked via the main site albertacanola.com.

## **2.2 GOALS**

The goals of the redesign for both websites are to:

- i. Provide a simple electronic access to canola producers, consumers and the public and serve as a communications tool on various types of hardware used by the end user. The redesign should have responsive web design.
- ii. Provide an improved look, enhanced functionality, be easy to use for the end user.

## **2.3 SCOPE**

a. **Website Requirements**

- i. Both sites are created using a WordPress networked site, with a combination of plugins.
- ii. Must have an intuitive design, logical menus, and follow Alberta Canola's brand guidelines.
- iii. Must be compatible with all common browsers.
- iv. Must have a responsive design that displays well on all common smartphones.

b. **Website Hosting**

- i. Review current website host and provide guidance on hosting services.

c. **Website Content**

- i. Provide guidance and expertise in developing and organizing content based on audience needs.
- ii. Provide editing ability for staff to edit and update content as needed.
- iii. Transfer some existing content from albertacanola.com and learncanola.com to the new websites and include new and rewritten content.

d. **Website Functionality**

- i. Implement a search function that will spell-check the terms, include different endings for the terms (stemming), and allow for the use of different terminology (synonyms) as well as an advance search option which includes search by keyword match, file type, website, date range and subject.

- ii. Include Google translator or similar feature to allow non-English speakers to read and understand content on all pages.
  - iii. Include font size adjustment and other features that allow universal accessibility of the website without compromising website design and structure.
  - iv. Allow for the ability to integrate video content through platforms such as YouTube into the website.
  - v. Mailing list subscription management system with the ability to collect subscriber information and email addresses, send newsletters, and notices.
  - vi. Calendar of events, including announcements, meeting dates, special meetings.
  - vii. Albertacanola.com – the site should also have the ability to display and send grain prices, and advanced ads.
  - viii. Learncanola.com - an e-commerce solution for ordering resources.
- e. Training
- i. Provide training for Alberta Canola staff prior to website launch.
  - ii. Provide on-going technical support.

### **3. RFP Proposal Evaluation**

#### **3.1 SHORT LIST**

A short list of vendors will be selected based on Alberta Canola’s analysis. Individuals on the short list will be notified in writing and an interview will be scheduled.

Alberta Canola retains complete discretion in deciding which proposals meet the requirements set out in the RFP and what evidence will be considered adequate to indicate compliance with those requirements.

#### **3.2 CANDIDATE SELECTION**

Alberta Canola anticipates that it will select a successful vendor within thirty (30) days of the proposal submission deadline. Notice of selection by Alberta Canola will be in writing and sent via email. The preferred vendor shall execute an agreement with Alberta Canola and satisfy any other applicable conditions of this RFP within seventy-two (72) hours of selection. This provision is solely to the benefit of Alberta Canola and may be waived by Alberta Canola at its sole discretion.

- a. Selection Criteria
- The following criteria will be considered in the evaluation of proposals:
- i. Quality and completeness of proposal.
  - ii. Experience of firm and key personnel.
  - iii. Project approach, process, and timeline.
  - iv. Understanding of project and ability to provide deliverables.
  - v. References and examples of work provided.
  - vi. Cost

- vii. Candidates will be shortlisted for interviews based on their submissions as part of the evaluation process.

### **3.3 FAILURE TO ENTER INTO AGREEMENT**

If a preferred vendor fails to execute an agreement or satisfy any other applicable conditions of this RFP, Alberta Canola may, in its sole and absolute discretion and without incurring any liability, rescind the selection of that vendor and proceed with the selection of another vendor or terminate the RFP process and start over. The agreements mentioned in the prior sentence are not binding upon Alberta Canola, nor may they be relied upon by the preferred vendor until they have been fully executed by Alberta Canola.

### **3.4 ACCEPTANCE OR REJECTION OF PROPOSALS**

Alberta Canola reserves the right to accept any proposal, or any part of a proposal submitted that is deemed, in the sole discretion of Alberta Canola, to be the most advantageous to it. The proposal having the lowest cost shall not necessarily be accepted and Alberta Canola may consider any criteria in evaluating responses to this RFP. Alberta Canola is not obligated to provide reasons to any responding parties with respect to any use of the company's decision.

Alberta Canola reserves the right, in its sole discretion, to seek further information from, or clarification of, any proposal submitted in response to this RFP, and is entitled to utilize any such information or clarifications received in deciding which proposal it may accept, if any at all.

### **3.5 NOTIFICATION OF OTHER VENDORS OF RFP PROCESS OUTCOME**

Once the successful vendor and Alberta Canola execute applicable agreements, the other vendors will be notified in writing of the outcome of the procurement process, including the name of the successful vendor.

## **4. Budget**

Provide a detailed cost proposal to accomplish the scope of the project as outlined. The budget must encompass all design, consultation, production, and software acquisitions necessary for the development, as well as upgrades, support, and training. Hourly rates shall be provided for any additional items that may be requested to be completed outside of an agreed contract. **Provide a separate budget for each of the websites.**

## **5. Work Plan**

The proposal must include a work plan and schedule, including meetings, proposed project milestones, a breakdown of major tasks and a time/task matrix in sufficient detail to allow a complete understanding by Alberta Canola of how the work is to be carried out and how long it will take to complete the work. The proposal should also set out what work, if any, that the vendor will require the staff to do.

## 6. Proposal Requirements

Submitted proposals must include the following elements:

- a. Project Understanding
  - i. A description of the vendor's understanding of the project goals, objectives, and outcomes and how these will be achieved.
  
- b. Company Profile
  - i. Company overview and history
  - ii. Key personnel that will be assigned to these projects.
  - iii. Information about any subcontractors that will be a part of the project and their role.
  - iv. Minimum 3 references and examples of projects of this scope.
  
- c. Project Development Approach
  - i. Typical timeline and schedule of all activities including milestones, project meetings and scheduled periodic project reports.
  - ii. Process used to determine design needs and most important design issues to consider.
  
- d. Hosting
  - i. Hosting services if needed or offered.
  - ii. Dedicated server space information.
  - iii. What type of security will the websites have – active malware scanning, active hacker blocking?
  - iv. Uptime guaranteed (outside of scheduled maintenance).
  
- e. Training
  - i. Type and number of trainings included in the RFP cost.
  
- f. Support and Maintenance
  - i. Describe support services – live support staff, level of support, hours, contact method etc.
  - ii. Fees associated with annual support and website maintenance.
  - iii. Timelines of problem resolution.
  - iv. Website updates – frequency of updates, managed updates vs self updates.
  
- g. Mobility
  - i. If Alberta Canola decides to switch vendors in the future, describe how the transition process works.
  - ii. Is there an ability for the Alberta Canola to secure a backup copy of the files (pictures, CSS, layouts, SQL, coding)?

iii. Can Alberta Canola host the websites with a third-party provider or does your services require Alberta Canola to host the site through your firm?

h. Costs

- i. Total project cost for completion of website complete with time allotments for each identified task required to fulfill this project including any relevant annual or as-needed support contracts.
- ii. Provide a separate budget for each of the websites.
- iii. Identify any applicable warranties, terms, and conditions.
- iv. Any annual fees and projected future costs.

**7. Schedule subject to change**

RFP Issued: March 22, 2021

Proposals Due: April 16, 2021

Interviews Conducted: April 19, 2021 to April 30, 2021

Firm Selected: May 7, 2021

Project Start Date – either for both websites or one: To be agreed upon by Alberta Canola and vendor.

**How to Apply**

**All electronic proposals must be in Word or PDF format and received by Friday, April 16, 2021 5:00pm PDT to be considered.**

Proposals must be sent by email to: [michelle@albertacanola.com](mailto:michelle@albertacanola.com)

**Project Team:**

Michelle Chunyua, Communications Coordinator

Rick Taillieu, Manager, Grower Relations and Extension

**Contact address:**

Alberta Canola Producers Commission

14560 116 Ave NW

Edmonton, AB T5M 3E9

Phone: 780-454-0844

Questions related to this RFP or if you wish to discuss your proposal prior to submitting it for evaluation, please email [michelle@albertacanola.com](mailto:michelle@albertacanola.com) or [rick@albertacanola.com](mailto:rick@albertacanola.com)