



CORPORATION OF THE TOWN OF PERTH

Request for Proposals for
Website Redevelopment and Design

The Town of Perth is seeking proposals from qualified respondents for design and redevelopment of the Town of Perth Website. Interested respondents must submit their proposals in sealed envelopes marked Website Redevelopment to Jim Connell no later than noon Tuesday March 23, 2010. Please contact Jim Connell at 613-267-3311 Extension 2226 for a copy of the RFP or visit the Town's website at www.perthcanada.com (or www.perth.ca) for more details.

Town of Perth

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I. INTRODUCTION

The Town of Perth (hereinafter referred to as the 'Town') is issuing this Request for Proposals (RFP) to solicit statements of qualifications, proposed approach and pricing from consultants capable of providing Web site development and design services.

This RFP, issued in accordance with the provisions of the laws of Canada and Ontario, invites qualified persons to submit proposals to provide the services described. Subject to approval by the Town, the initial contract under consideration is for completion of the design and redevelopment of the web site.

II. SCOPE OF SERVICES

A. INTRODUCTION

The current Perth website has been online since 2003. It provides necessary communication to the Town's three target audiences.

- Current and potential residents of the Town;
- Tourists interested in visiting the Town and its attractions; and
- Businesses interested in locating operations within the Town.

In addition to standard functionality expected out of any Content Management System solution outlined in the requirements section, in 2010, Perth has identified its expectations for online service as follows:

1. Provide more web based documentation including;
 - a. Secure forms which can be completed / submitted online,
 - b. Third party electoral services such as <http://www.intellivote.com>.

2. Offering the following online services.
 - a. Simple online payments for services such as applications for building permits and purchasing / renewing dog licenses. The site will need to support secure (3rd party) shopping cart functionality allowing visitors to add / delete items from their cart, calculate pricing and authorize / charge a credit card or issue an invoice.

b. More robust ecommerce services e.g. payment of tax or utility tools by leveraging third party services such as <http://www.diamondmunicipal.com>. For an example of how this might be implemented see <http://www.southstormont.ca/onlineservices/>.

3. In the long term, the Town is considering developing an intranet for its own employees use. It is important that any proposed solution allow for the website's production processes to evolve in a manner that will allow the Town to satisfy these new and emerging requirements.

B. WEBSITE REDEVELOPMENT REQUIREMENTS –

With this project, the Town of Perth intends to refresh, modernize and update the image it presents to its online audience while continuing to provide current and relevant information and online services to its core audiences.

Vendors must provide a proposal that addresses all requirements in all categories of requirements given below. In addition, vendors are asked to provide a breakdown of costs by completing the table provided in the Response Criteria section.

1. STANDARD CONTENT MANAGEMENT SYSTEM FUNCTIONALITY REQUIREMENTS-

The new Content Management System (CMS) will provide non-technical municipal staff with the capability to manage (create, upload, edit and delete) ALL web content including the main page without the need to interact with technical staff. Any CMS proposed by a bidder will provide the following standard CMS functionality including the capability for end users to:

- Create, edit and delete individual pages / forms from the site;
- Edit web pages / forms using both a WYSIWYG and a code interface;
- Preview page versions e.g. before /after changes to content prior to publishing the page;
- Upload images, documents, PDFs and multimedia files and insert links;
- Schedule automatic publication or deletion of content to the site;
- Spell check content in English prior to publication;
- Add / edit HTML (H1, H2 and <TITLE> tag) meta tags uniquely by individual web pages.

2. BUSINESS REQUIREMENTS -

The proposed solution must also meet the following business requirements:

1. Provision of planning services, including but not limited to:

- Project management through planning, development, end user training and launch of the site into a production environment;
- Identification of critical success factors for an on time and on budget deployment of the CMS into production;
- Requirements analysis; and
- Provision of updated information architecture (IA).

2. Provision of implementation services including but not limited to:

- Refresh the design / look / feel of the current pages by providing graphic design for up to ten templates (page layouts);
- Copy writing services;
- Selection, installation and customization of a content management system. Be sure to include annual costs to upgrade CMS to newly released versions and at what frequency the client can expect such upgrades;
- Configuration of the CMS solution to enable the creation of new users;
- Provide up to ten templates (page layouts) customized to the new look and feel;
- Provide demo site for user evaluation;
- The majority of the templates are to be branded using the existing Perth corporate identity / logo / branding;
- Content migration: port the existing database (Access 2000) into the new CMS;
- Provision of interactive functionality equivalent or better than what is currently available on the website including but not limited to Direct URL linking;
- Calendar of Events: see <http://www.perth.ca/calendarofevents>;
- Business Directory: example - <http://www.perth.ca/businessinsd/directory>;
- Booking facilities: example - <http://www.perth.ca/facilities/booking>;
- Quality assurance testing; and
- Deployment of the CMS into production.

3. Set up of the following online marketing tools:

- Google Analytics;
- Google Maps for personalized driving directions;
- Google Site Search for onsite search;
- Links to existing economic development tools such as <http://www.investinontario.com/>

3. TECHNICAL REQUIREMENTS -

The proposed solution must also meet the following technical requirements:

1. Offers secure remote access to the CMS;
2. Offers access control permissions by individual login or role;
3. Generates <http://www.W3C.org> compliant code;
4. Generates search engine friendly (both external commercial engines such as Google and the onsite search engine) content, defined as fully 'crawl-able';
5. Supports audit trails (history of content changes) and version control (automatic backing up of content as changes are made) to allow roll backs;
6. Recognizes returning visitors and auto-complete forms if previously completed;
7. Supports automated link management (if a web page is moved or deleted, CMS should automatically update the hyperlinks throughout the website to reflect the change);
8. Is able to auto-generate HTML and XML site map(s);
9. Includes website hosting services (provide annualized costs);
10. Import capabilities for Access, SQL, MySQL;
11. Image import capabilities for gif, jpg, pic, tif.

4. HOSTING REQUIREMENTS –

1. Ability for Web statistics;
2. Automated and manual backup services;
3. Ability for staff to restore from online backup;
4. Perl / CGI, PHP, ASP, MySQL;
5. HTTP, HTTPS, FTP, EMAIL;

6. 24/7 FTP access;
7. 99% up-time on web server;
8. Unlimited traffic (hits to site);
9. Email forwarding and email alias options;
10. Spam and Virus protection;
11. Media Streaming capabilities;
12. MTTR for outage and technical support;
13. Online PDF creation.

5. TRAINING REQUIREMENTS -

Prior to the project completion, the Contractor will provide one (1) session in English, in person/ remotely for up to 10 attendees at a facility of the Town of Perth' own choosing. Further, the contractor shall also provide written, end user friendly documentation of the component parts of the system as well as end user training material.

6. POST PRODUCTION SUPPORT REQUIREMENTS -

After a release to production the Contractor will be responsible for maintenance and support of the solution for twenty four (24) months after signoff of release to production. This post production support includes all software maintenance, technical, administrative and end user support for the new system. In particular, the vendor will:

- Provide an online ticketing system for end users to log any help requests;
- Provide telephone support to the Town of Perth project manager;
- Monitor and manage all calls and subsequent tickets to resolution;
- Provide an escalation process in a service level agreement (SLA);
- Be responsible for monitoring for upgrades available and bear responsibility to ensure interoperability of any upgrade or new releases of the CMS while under contract, including security patches;
- Assign a Support Manager and establish scheduled service reviews with the designated Perth project manager.

7. RESPONSE CRITERIA -

Please ensure your response provides specific information about how your proposed solution will meet, or will not meet, each of the six categories of requirements outlined above. In your response please also address the following:

1. How many times have you implemented the proposed CMS?
2. Provide URLs for three (3) – in production – examples of the proposed CMS solution.
3. Have you worked with other municipalities / economic development agencies before?
If yes,
 - a. Which ones?
 - b. What kind(s) of service(s) did you provide?
 - c. Are you still working with them today?
4. What is your estimated timeline from the date of contract signature to production launch (including end user training)?
5. Please provide references for three (3) current customers including contact name, title, organization, and email and phone number for each.
6. Finally, please ensure your response includes the completed financial table provided on the next page.

Website Redevelopment 2010 for the Town of Perth

Activity / Task / subset	Time Frame to Completion	Cost
1. Content Management System software costs if any to meet the Standard CMS Functionality Requirements. Should include license for core product and any necessary add on modules, databases, custom software, software warranties and maintenance on an annualized basis.		\$
2. Provision of planning services as detailed in the Business Requirements section.		\$
3. Provision of implementation services as detailed in the Business Requirements section.		\$
4. Set up of Marketing Tools as detailed in the Business Requirements section.		\$
5. Website hosting costs (annualized).		\$
6. Provision of Training Services as detailed in the Training Requirements section.		\$
7. Twenty four months of support services as detailed in the Post Production Supports Requirements section (annualized)		\$
TOTAL		\$

III. QUESTIONS CONCERNING RFP

Only questions received by the Town in writing will be acknowledged. All correspondence shall be sent to: Jim Connell at perthsupport@perth.ca

If any respondent has questions concerning the proposed project, finds discrepancies or omissions in the solicitation document or otherwise requires clarification, such matters should be submitted in writing to the individual named in the preceding paragraph at least five (5) business days prior to the proposal due date noted on the cover page.

Copies of all questions and answers, and any addenda to supplement the RFP, will be sent to each respondent no later than four (4) business days prior to the proposal due date. Only formal written responses to properly submitted questions will be binding on the Town. Any such clarifications or addenda shall become part of this RFP.

No interpretation or clarification of the meaning of any part of this RFP will be made orally to any respondent. Respondents must request such interpretation or clarification in writing from the Town.

Contact with Town of Perth officials other than Jim Connell is not allowed and will be considered as grounds for disqualification from the selection process.

IV. DESCRIPTION OF PROCURMENT PROCESS

a) Town Rights and Options

The Town, in its sole discretion, reserves the following rights:

- Supplement, add to, delete from or change this solicitation document;
- Determine which respondent, if any, should be selected for negotiations;
- Reject any or all proposals or information received pursuant to this RFP;
- Cancel this RFP with or without the substitution of another RFP;
- Request additional data or information after the submittal date, if such data or information is considered pertinent to aid the review and selection process;
- Conduct investigations with respect to the qualifications and experience of each respondent;

- Take any action affecting the RFP or the services or facilities subject to this RFP that would be in the best interests of the Town;
- Require one or more respondents to supplement, clarify or provide additional information in order for the Town to evaluate the proposals submitted;
- Waive any informalities or irregularities in the submittals or to re-advertise.

b) Expense of Submittal Preparation

The Town accepts no liability for the costs and expenses incurred by the respondents in responding to this RFP, preparing responses for clarification, attending site meetings/ interviews, or participating in contract development sessions or meetings and presentations required for the contract approval process. Each respondent that enters into the procurement process shall prepare the required materials and submittals at its own expense and with the express understanding that they cannot make any claims whatsoever for reimbursement from the Town for the costs and expenses associated with the procurement process.

c) Information Disclosure to Third Parties

This RFP is a public document. By responding to this RFP, respondents waive any challenge to the Town's decisions in this regard. If, in the opinion of the respondent, a submittal contains proprietary or confidential technical, financial or other types of information, the respondent must clearly label the specific portions sought to be kept confidential confirming the exemption that the respondent is relying upon. Marking all or substantially all of, a response as confidential may result in the response being considered non-responsive. Notwithstanding the labeling of any information by a respondent as confidential or proprietary, the Town may be compelled to release same pursuant to the *Municipal Freedom of Information and Protection of Privacy Act* (MFIPPA). Respondents also acknowledge and agree that the Town will not be responsible or liable in any way for any losses that the respondent may suffer from the disclosure of information or materials to third parties.

d) Pre-submission Conference

The Town of Perth may conduct a pre-submission conference. Attendance at a pre-submission conference is mandatory for all respondents.

V. SUBMITTING PROPOSALS

a) General Information and Deadline

Respondents are requested to submit one original hardcopy and one softcopy of the proposal to Jim Connell, Director of Protective Services at the Town of Perth, 80 Gore Street East, Perth, ON K7H 1H9 not later than the proposal due date. The package should be clearly labeled "Website Redevelopment and Design 2010.

Late proposals will not be accepted and will be returned to the originator unopened.

Respondents are required to organize the information requested in this RFP in accordance with the format outlined. Failure by the respondent to organize the information required by this RFP as outlined may result in the Town, at its sole discretion, disqualifying the respondent from further consideration. Narrative pages are to be 8.5x11 inches in size and the Qualifications and Proposed Approach Document shall be bound into one (1) volume. A clear and concise presentation of information is strongly encouraged.

b) Qualifications and Proposed Approach Document

The Qualifications and Proposed Approach Document should provide the Town with a detailed overview of the qualifications and proposed approach the respondent brings to the project. The Qualifications and Proposed Approach Document must provide the following information and be organized into sections that include, at a minimum, the following:

- Cover letter - The proposal must include a letter of transmittal attesting to its accuracy. The cover letter (maximum two (2) pages) must provide the name, address, telephone and facsimile numbers, as well as the email address of the respondent.
- Statement of Qualifications - Respondents shall demonstrate their ability to undertake the Town's project by providing the qualifications of the respondent, individual team members and principal subcontractors, if applicable. The Town reserves the right to conduct an independent investigation of the respondent's

- qualifications by contacting project references, accessing public information, inspecting facilities or contacting independent parties. Additional information may be requested during the evaluation of qualifications.
- Proposed Approach - In this section, respondents will detail their approach, including a workplan/timeline, to providing the service requested by the Town.
 - Corporate Profile – Respondents shall include a description of the consultant (firm, individual, etc.) that will serve as the contracting party. If the respondent is a joint venture, the required information shall be submitted for each member of the joint venture firm. The proposal shall also identify which portions of the work, if any, will be subcontracted. If subcontractors are proposed, the proposed contractual relationships between the respondent and all major partners and subcontractors relative to the project shall be outlined in the proposal.
 - Relevant Project Experience/References - The respondent shall provide its overall experience with the provision of (*description of service to be provided*). A reference list of three (3) clients with whom the respondent has conducted similar services for shall also be provided.
 - Appendices (if necessary)

c) Professional Fees Document

A separately sealed Professional Fees Document must be provided, and include, at a minimum, the following:

- Fee summary;
- Proposed price adjustments (if the contract is for more than (1) one year);
- Terms and conditions (if any);
- GST/PST and/or HST as applicable will be shown separately.

VI. REVIEW/EVALUATION

Submissions received in response to the RFP will be evaluated by the based on the following criteria:

- Overall impression of proposal;
- Evaluation of existing Management Systems;
- Response time;
- Respondent qualifications;

- Experience;
- Proposed approach;
- Professional fees.

Proposals will be evaluated by the Town utilizing the following scoring:

Overall Impression – The overall quality and depth of the proposal	5%
Qualifications - The respondent will be evaluated based on the breadth of its capabilities, the depth/strength of its organizational structure, and the qualifications of individual team members	15%
Experience - The respondent’s experience will be evaluated based upon its past history of successfully providing similar services. References may be contacted in order to verify satisfactory performance on similar projects	20%
Proposed Approach - The respondent will be evaluated based upon the proposed approach to the project, including work plan/timelines, and deliverables	35%
Professional Fees	25%

Upon selection of the finalist, the Town may, if necessary, begin scope clarifications, draft contract revisions, and final price negotiations. Should the negotiations fail to result in an executed contract with the preferred respondent, the Town of Perth may, in its sole discretion, elect to terminate negotiations with the preferred respondent and begin negotiations with the second most preferred respondent (and so on) or cancel the procurement process. Prior to commencing any work, the successful respondent will be required to enter into a contract with the Town, the form of the contract as per Section VII. Price adjustments to reflect process and/or scope modifications may be negotiated after selection by the Town.

VII. AGREEMENT TEMPLATE

**CORPORATION OF THE TOWN OF PERTH
AGREEMENT**

BETWEEN: The Corporation of the Town of Perth
(Hereinafter referred to as “the Town”)
OF THE FIRST PART

AND: *name of Consultant*
(Hereinafter referred to as “the Consultant”)
OF THE SECOND PART

WHEREAS authority is given under the *Municipal Act* for the Council of the Town of Perth to engage in contracts for the purpose of providing services;

AND WHEREAS the Council of the Corporation of the Town of Perth is desirous of engaging (*name of consultant*) to undertake Website Redevelopment and Design.

NOW THEREFORE the Town and the Consultant hereby agree to the following terms and conditions:

1. The Consultant will provide the services and undertake the work as set out in the Request for Proposals for the project (attached hereto as Schedule ‘A’) and as described in the proposal submitted by the Consultant and dated (*insert date*) (attached hereto as Schedule ‘B’), all documents forming part of this Agreement.
2. The Consultant represents and warrants that the performance of this Agreement will not conflict with any other contract to which it is bound and, while performing this Agreement it will not engage in any consulting services or employment or enter into any agreement in conflict with this Agreement. The Consultant agrees to disclose potential conflicts of interest that may arise during the term of this Agreement.
3. The Consultant shall not assign or sublet the whole or any part of this Agreement without the prior written consent of the Town, unless the use of subcontractors is expressly stated in the proposal submitted by the Consultant and accepted by the Town.

4. The Consultant acknowledges that while performing the services under this Agreement, that it is not an employee of the Town of Perth, and as such shall be responsible for the payment of all expenses required by law, including, but not necessarily limited to, Employment Insurance premiums, Income Tax, Canada Pension Plan contributions, etc., failing which the Consultant shall reimburse the Town for any expenses it may have to pay as a result of the Consultant neglecting to do so.
5. The Town agrees to pay the Consultant the professional fees and associated disbursements for the preparation of (*service provided*) to an upset limit of \$x, exclusive of GST. Any additional expenditures or disbursements shall not be incurred without the prior expressed written approval of the Town. Disbursements will be charged as per the actual costs incurred.
6. The Consultant will invoice the Town for work that has been completed at key intervals as determined by the parties. Such invoices shall include a detailed description of the tasks included therein, in conformity with the approved work plan, and shall contain a list of the disbursements and applicable taxes. The Town hereby agrees to pay the invoices in a timely fashion.
7. In the event of any dispute with respect to the payment of the invoices which cannot otherwise be resolved between the Consultant and the Town, the Consultant and the Town hereby agree to submit the matter to an impartial arbitrator under the *Arbitrations Act*, whose decision shall be final and binding. In the event that a matter is referred to an arbiter under this Article, the parties agree to equally share the cost of the arbiter and any related expenses.
8. The Consultant will cooperate with the Town's auditor with respect to any financial matters involving business between the Consultant and the Town.
9. The Consultant shall, at all times during the term of this Agreement, maintain not less than \$2,000,000 in liability insurance, with the Town as a named insured. A copy of the insurance policy shall be filed with the Town upon the commencement of the Agreement and the Town shall be advised immediately of any change in status in the insurance coverage required pursuant to this Article.

10. All information collected by the Consultant in the performance of the services described herein shall be considered to be the property of the Town and shall be surrendered to the Town immediately upon request for same. It is understood that in the collection of any information, that the Consultant will have proper regard for the *Municipal Freedom of Information and Protection of Privacy Act*, and that the disclosure of any information collected will be pursuant to the requirements of the legislation as embodied in the procedures set out by the Town.

11. This Agreement shall be effective from the date of its signing thereof and the terms of this Agreement shall remain in force and effect until the project is completed, unless otherwise amended in writing and agreed to by both the Town and the Consultant.

12. This Agreement shall be subject to the applicable laws of Canada and Ontario.

THE CORPORATION OF THE TOWN OF PERTH

John Fenik, Mayor

Lauren Walton, Clerk

CONSULTANT

“I/We have the authority to bind the Corporation”