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**THE CORPORATION OF THE TOWNSHIP OF GREATER
MADAWASKA
WEBSITE REDESIGN
REQUEST FOR PROPOSAL (RFP)
RFP 06-2020**

The Request for Proposal (RFP) process within the Township of Greater Madawaska is established to promote the exchange of new ideas between potential service providers and the Township. RFPs allow for more flexibility in delivering services and products to the Township of Greater Madawaska than would the tendering process. RFPs utilize descriptive objectives and technical specifications as a guideline to suppliers rather than a direct agreement of detail. This affords the Township of Greater Madawaska access to technologically advanced products, innovative thinking and new approaches to solving problems utilizing the combined knowledge and experience of the Suppliers and Contractors. Suppliers and Contractors benefit through an open forum to exchange ideas, promote new products and demonstrate their capabilities without commonly present restraints.

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Part I

The Township of Greater Madawaska was incorporated in 2001 under the provisions of the Municipal Act. The Township of Greater Madawaska is a lower-tier municipality.

1.0 PURPOSE

It is the intent of this Request for Proposal (RFP) and resulting contract to establish an agreement for the professional services of a website developer for redesigning the current Township of Greater Madawaska website and for future use. The website redesign is intended to provide information and interactivity for the Corporation and the public. The successful bidder must have substantial experience in website design, development, implementation, maintenance, and consideration for future needs and functionality.

2.0 GENERAL INFORMATION

2.1 The Township of Greater Madawaska website currently:

- is maintained by the Township of Greater Madawaska Webmaster who receives changes and additions from other staff and implements the required changes.
- requires an extensive redesign and reorganization including: structure, graphics, and content management in a manner that allows the Corporation to maintain history and to provide for future expansion.
- contains an Intranet for Township of Greater Madawaska staff for document sharing.

2.2 The new website will require the following features:

- Content Management System (CMS);
- search-engine capability;
- PDF posting;
- photo gallery;
- members-only section (Intranet);
- searchable content;
- calendar of events;
- news items;
- Minutes & Agenda section;
- workflow optimization;

- roll base security;
- Citizen Relations Management capability;
- electronic tendering; and
- online capabilities
 - create and submit forms
 - surveys
 - job applications
 - payments
 - submit to business directory

2.3 The new website should allow the Township of Greater Madawaska to:

- provide information about the Township of Greater Madawaska's governance, history, services, and activities.
- communicate news and ongoing issues to the public, staff, elected officials, and the Media.
- inform the public of the Township of Greater Madawaska's social programs, and other services.
- provide links to related associations and services.
- comply with AODA WCAG 2.1 Level AA Regulations (*Accessibility for Ontarians with Disabilities Act*).
- provide the structure to accept online payments, searchable databases, and submission of online applications for future uses and rental of facilities.
- provide access to council activities such as bylaws, minutes, agendas, and reports.

2.4 Examples of municipal websites the Township of Greater Madawaska finds functional and intuitive:

- Town of Collingwood, <https://www.collingwood.ca/>
- Town of Lincoln, <https://lincoln.ca/>
- Township of North Frontenac, <https://www.northfrontenac.com/en/index.aspx>
- City of Peterborough, <https://www.peterborough.ca/en/index.aspx>

- 2.5** The CMS will allow staff to add and delete content and revise the existing content, including: text, PDF documents, and photographs with a consideration for future needs. Necessary staff training, and site documentation should be included in any proposal, as well as the cost of occasional maintenance, and revision by the web designer as required.
- 2.6** After the selection of the successful bidder, the Township of Greater Madawaska will finalize the terms and conditions of the Agreement with the successful bidder. Any award of an agreement resulting from this RFP will be in accordance with the by-laws, policies, and procedures of the Township of Greater Madawaska. It is anticipated that the ongoing maintenance work will be performed by the Township of Greater Madawaska Staff.
- 2.7** Any agreement reached with the successful bidder will recognize that ownership, copyright, and editorial control of the website would remain with the Township of Greater Madawaska, and that the successful bidder would work closely with the Township in developing web-based services.
- 2.8** While the Township has made every effort to ensure the accuracy of the information provided in this RFP, the proponent shall not make any claim against the Township for damages or extra work caused or occasioned by the proponent relying upon such records, reports, or information whether as a whole or in part, furnished by the Township, private company or individual.
- 3.0 INFORMATION FOR BIDDERS**
- 3.1** The lowest or any submission to the RFP will not necessarily be accepted and the Township reserves the right to award any portion of this RFP. The Township has the right to cancel the RFP at any time, either prior to or after the closing time, without award or without any obligated reason for cancellation.
- 3.2** The Township is not liable for any costs incurred by bidders in their response to this RFP.
- 3.3** All contents of this RFP document including: background, research, or other associated documents provided by the Township are proprietary and confidential and are to be maintained as such.
- 3.4** Copyright of any work produced under a contract that should result from this RFP will rest with the Township.
- 3.5** Four (4) copies of the proposal must be submitted in one (1) sealed envelope. These four (4) copies must consist of: one (1) original, two (2) copies and one (1) electronic copy on a USB thumb drive. Faxed or e-mailed copies will not be accepted.
- 3.6** The one (1) sealed envelope must be clearly marked with the following information:

provided in Part II. An official authorized to bind the contractor to its provisions must complete the Proposal Signature Sheet (located at the end of this document). For this RFP, the proposal must remain valid for at least 120 days.

- 3.11** All financial data requested within this RFP must be included within the proposal and should provide details of the expenses, costs and/or revenue being discussed. Failure to meet this requirement will result in automatic disqualification of the proposal.
- 3.12** The proposal should also include a definition of terms.
- 3.13** Any contract resulting from this RFP is not assignable.
- 3.14** All contract payments will be subject to the Township of Greater Madawaska's standard holdback of 10% which shall be held without accruing interest until 45 days after the date of substantial completion. All invoices shall be received by December 31, 2020.
- 3.15** No portion of the work shall be subcontracted to a third-party without the prior written consent of the Township.
- 3.16** By submitting a proposal in response to the RFP, the bidder represents that they have read and understood the RFP and have familiarized themselves with all laws and regulations that in any manner may affect the cost, progress, or performance of the work.
- 3.17** Bidders shall not make any public announcement or distribute any literature regarding this RFP or otherwise promote itself in connection with this RFP or any agreement awarded under this RFP, without the prior written approval from the Township and then only in coordination with the Township.
- 3.18** The documentation comprising any proposal submitted in response to this RFP, along with all correspondence, documentation and information provided to the Township by a bidder in connection with, or arising out of this RFP, once received by the Township:
 - Shall become the property of the Township and may be appended to the Agreement and/or Purchase order with the successful bidder.
 - Shall become subject to the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA) and may be released pursuant to that Act. Because of MFIPPA, prospective bidders are advised to identify in their proposal material any scientific, technical, commercial, proprietary or similar confidential information, the disclosure of which could cause them injury.
- 3.19** Each bidder's name at a minimum shall be made public. Proposals will be made available to members of Township Council on a confidential basis and may be related to members of the public pursuant to MFIPPA.
- 3.20** Bidders must disclose to the Township any potential conflict of interest that might

compromise their performance of the work. If such a conflict of interest does exist, the Township may, at its discretion, refuse to consider the proposal.

3.21 Deliverable Due Dates:

- RFP Closing date, September 30th, 2020 at 3:00 P.M.
- Invitation to proponent presentations to evaluation committee, October 8th, 2020
- Award of contract, may be presented on October 19th, 2020
- Site Launch no later than June 1st, 2021

Due Dates are subject to change at the discretion of the Township. Changes will be posted at <http://www.greatermadawaska.com/council/tenders/>

Part II

4.0 SCOPE OF WORK

To be considered for evaluation, proposals must respond to all requirements in Part II Scope of Work. Any other information that may be relevant but is not contained in this RFP should be provided as an appendix to the proposal. If it becomes necessary to revise any part of this RFP, the revisions will be in the form of an **Addendum** posted electronically on the Township of Greater Madawaska’s website at: <http://www.greatermadawaska.com/council/tenders/>. Bidders should monitor that site as frequently as they deem appropriate until the day of the deadline. The issuance of an addendum may not allow enough time for submitting proposals on time, therefore the date for submitting proposals may be revised if, in its opinion, the Township of Greater Madawaska determines that more time is necessary to allow bidders to revise their proposals. Each bidder will be responsible for verifying before submitting their proposal, that they have incorporated all Addenda into their proposal.

5.0 MANDATORY KNOCKOUT FACTORS

FAILURE TO COMPLY WILL RESULT IN DISQUALIFICATION OF PROPOSAL		INCLUDED IN PROPOSAL (Y/N)	PROPONENT COMMENTS
5.1	The proposal must include a public website and a password secured intranet for document sharing between Township employees	Choose	
5.2	The proposal must be a hosted solution	Choose	
5.3	All data must be hosted in Canada including all backup and or disaster recovery solutions	Choose	
5.4	The proponent will migrate all existing content from the Township's website and intranet to the new site	Choose	

	FAILURE TO COMPLY WILL RESULT IN DISQUALIFICATION OF PROPOSAL	INCLUDED IN PROPOSAL (Y/N)	PROPONENT COMMENTS
5.5	The successful proponent shall indemnify and hold harmless the Township, it's officers, council members, partners, agents and employees from and against all claims, demands, losses, costs, damages, suits, or proceedings whatsoever which may be brought against or made upon the Township and against all loss, liability, judgements, claims, suits, demands or expenses which the Township may sustain, suffer or be put to resulting from or arising out of the successful proponents failure to exercise reasonable care, skill or diligence or omissions in the performance of any work or service required hereunder to be performed or rendered by the successful proponent, its agent, officials or employees.	Choose	
5.6	The proponent will provide a report indicating the website is fully compliant with WCAG 2.1 Level AA requirements	Choose	
5.7	The proponent will provide an SLA agreement that outlines the hosting services, support, upgrade, and warranty items for a period of no less than 5 years	Choose	
5.8	The proponent has completed signature pages on sections 15.0, 16.0 and 17.0	Choose	

6.0 OVERALL WEBSITE DESIGN

REQUIREMENTS		INCLUDED IN PROPOSAL (Y/N)	PROPONENT COMMENTS
6.1	Intuitive design that allows access to any page within 3 clicks	Choose	
6.2	Website must be able to detect a mobile device and present the website in a user friendly and appealing manner	Choose	
6.3	Website uses a responsive design	Choose	
6.4	Provides analytics and reporting capabilities	Choose	
6.5	Search box available on every page	Choose	
6.6	Ensure frequently accessed information is found in a prominent location	Choose	
6.7	The design supports integration with Social Media sites such as but not limited to Facebook or Twitter	Choose	
6.8	Allow users to subscribe to the website to receive notifications and incorporate the current subscriptions listing	Choose	
6.9	Ability for users to submit events to events calendar	Choose	

7.0 CMS REQUIREMENTS

	REQUIREMENTS	INCLUDED IN PROPOSAL (Y/N)	PROPONENT COMMENTS
7.1	Contains a graphical WYSIWYG (What You See Is What You Get) content editor. No HTML knowledge required by user	Choose	
7.2	Includes a spell and grammar checker within content editors	Choose	
7.3	All pages will use a pre-defined CSS template for page layout	Choose	
7.4	Ability to create new and modify CSS templates without developer assistance	Choose	
7.5	Incorporates automated work flows throughout the site based on a schedule (i.e. Job posting goes up based on schedule, then when job ad closes, it automatically gets moved to an archive location without webmaster involvement)	Choose	
7.6	Ability to send workflow notifications to users\managers based on a schedule of events. (i.e. notification is sent to the user 3 days before their committee report is to be posted, the manager is notified 1 day before committee meeting regarding the status of posting.)	Choose	

REQUIREMENTS		INCLUDED IN PROPOSAL (Y/N)	PROPONENT COMMENTS
7.7	Role based security that allows users to update/post/remove content on designated sections of the website without webmaster involvement in a controlled environment (i.e. HR staff can post/remove a job ad in the employment section only based on a workflow template)	Choose	
7.8	Ability to preview content before publishing live on the website	Choose	
7.9	Ability to track who made changes to the website including date and time of posting	Choose	
7.10	Support for multimedia content such as video, audio and pictures	Choose	
7.11	Automatic sitemap generation	Choose	
7.12	Ability to manage documents from initial creation, revisions, archive and document destruction	Choose	
7.13	CMS must integrate with reporting/analytical tools	Choose	
7.14	The mobile site presents content generated from the same dataset as the main site and does not need to be updated separately	Choose	

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REQUIREMENTS		INCLUDED IN PROPOSAL (Y/N)	PROPONENT COMMENTS
7.15	Ability to create interactive forms	Choose	
7.16	All passwords must be secured with encryption	Choose	
7.17	Supports the publishing of open data	Choose	
7.18	No reliance on browser plugins/extensions	Choose	
7.19	Website must function with all recent versions of modern browsers	Choose	
7.20	Ability to have separate development and production environments	Choose	
7.21	Ability to integrate with social media platforms such as Facebook, twitter, YouTube	Choose	
7.22	The entire site and all documents must be indexed for searching capabilities	Choose	
7.23	Contains duplicate file detection	Choose	
7.24	Events are tagged to a category	Choose	
7.25	Contains a “How do I” section with the ability to add/modify entries without developer assistance	Choose	
7.26	Allow users to subscribe to calendar events	Choose	

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	REQUIREMENTS	INCLUDED IN PROPOSAL (Y/N)	PROPONENT COMMENTS
7.27	Ability to show the top 3 news items from past months/years	Choose	
7.28	Ability to post an emergency broadcast message on the front page with start and end times	Choose	
7.29	Ability to integrate with language translation services (i.e. Google translate)	Choose	
7.30	Online survey capability	Choose	
7.31	Citizen Relations Management capability	Choose	
7.32	Electronic tendering	Choose	
7.33	Online job applications	Choose	
7.34	Ability to create interactive forms	Choose	
7.35	Has a web-based administrative interface.	Choose	
7.36	Upgrade policy: provide details regarding the frequency, availability, distribution, installation and documentation of system upgrades.	Choose	
7.37	Ability to accept French language special characters in the content editors	Choose	
7.38	Ability to integrate trail maps and links to other mapping	Choose	

8.0 AODA COMPLIANCE

REQUIREMENTS		INCLUDED IN PROPOSAL (Y/N)	PROPONENT COMMENTS
8.1	Describe in detail how the proposal meets WCAG 2.1 Level AA Guidelines	Choose	
8.2	Ability to include AODA tools for checking content	Choose	
8.3	Ability to prevent postings that are not AODA compliant (i.e. enforcing ALT tags on images before they are posted live)	Choose	
8.4	Ability to change the body text and screen contrast for accessibility (i.e. increase font size)	Choose	
8.5	Ability to provide Accessible document training.	Choose	

9.0 HOSTING REQUIREMENTS

REQUIREMENTS		INCLUDED IN PROPOSAL (Y/N)	PROPONENT COMMENTS
9.1	Hosting solution provides a 99.9% uptime guarantee	Choose	
9.2	Provides the ability to host the solution in multiple data centers in a fault tolerant configuration for automatic failover	Choose	
9.3	All data must be hosted in Canada including all backup and disaster recovery sites	Choose	

	REQUIREMENTS	INCLUDED IN PROPOSAL (Y/N)	PROPONENT COMMENTS
9.4	Hosting provider guarantees our data will not be shared with another 3rd party without our explicit consent	Choose	
9.5	The hosted solution must make use of anti-malware/anti-virus/intrusion detection/IP blocking technologies. These technologies must remain current with regular definition updates	Choose	
9.6	The hosted solution must make use of security devices such as firewalls or proxy servers	Choose	
9.7	All communications to the hosting vendor must be encrypted with industry standard strong encryption	Choose	
9.8	In the event that the Township desires to migrate away from the hosted solution in the future, the provider must export the database, themes, images and any other customizations required to recreate the look, feel and function of the website and provide the exported data to us in a consumable fashion (i.e. with sufficient structure to facilitate migrating to another system)	Choose	

10.0 SERVICE LEVEL AGREEMENT (SLA)

REQUIREMENTS		INCLUDED IN PROPOSAL (Y/N)	PROPONENT COMMENTS
10.1	Describe support plans, problem resolution and escalation procedures and committed response times that will form an SLA agreement.	Choose	
10.2	Describe when support will be offered and if after hours support is offered	Choose	
10.3	Proves a knowledge base for online help, helpdesk services and comprehensive training	Choose	
10.4	How long will the site be supported on the proposed platform	Choose	
10.5	Describe how training will be offered to the Township	Choose	

11.0 BIDDER PROFILE AND CAPABILITIES

REQUIREMENTS		PROPONENT COMMENTS
11.1	How many years has your company been in business?	
11.2	How many employees would be dedicated to support, implementation and development of this project?	
11.3	What other services does your company provide? What percentage of your business is website redesign?	
11.4	Describe your familiarity and/or experience with websites related to Municipal Government.	
11.5	What Municipal Government websites has your company recently redesigned? Please describe each in detail.	
11.6	Describe the relationship you have with the owners of these websites.	
11.7	What examples can you provide to demonstrate your company has a proven service and track record?	
11.8	Provide an implementation plan that targets the launch date of no later than December 1 st , 2020	
11.9	How many years of experience does your firm have with similar projects?	

REQUIREMENTS		PROPONENT COMMENTS
11.10	Describe in detail your project management strategy and milestones for proposal.	
11.11	Describe in detail your firm's quality assurance and quality control procedures.	
11.12	Describe in detail how you will provide training/documentation regarding the operation of the CMS and general management of the website	

12.0 FINANCIAL TERMS

REQUIREMENTS		PROPONENT COMMENTS
12.1	Describe the financial terms/details you are proposing for the website/intranet build including content migration	
12.2	Describe the hosting terms and details separate from the website/intranet build	
12.3	Describe the details and terms regarding any future maintenance services and support services you could provide the new website (i.e. staff training costs, site documentation costs, etc.).	
12.4	Prices should be quoted in Canadian dollars exclusive of HST	

Part III

13.0 EVALUATION CRITERIA

All proposals will be reviewed and evaluated by qualified personnel selected by the Township. RFPs will be assessed on the weighted criteria described in the Evaluation Points Chart below.

The objective of the evaluation process is to identify the proposal that most effectively meets the requirements of this RFP and provides the best overall value to the Township in accordance with the RFP.

13.1 VALUE-ADDED FEATURES

Proponents are encouraged to address issues not discussed in this RFP and may offer added value features that may increase the success of the project or support the Township’s learning and development about doing projects of this type as an addendum. Of interest are standards for the programming, design and construction of future similar projects.

13.2 PROPOSAL EVALUATION SUMMARY

Scope of Work (Section 5.0, 6.0, 7.0, 9.0 and 10.0)	Maximum Scorable Points = 610
AODA Compliance (Section 8.0)	Maximum Scorable Points = 100
Capabilities & Experience of Firm (Section 11.0)	Maximum Scorable Points = 155
Financial Terms – Maximum of 50 Scorable Points (Section 12)	Cost of Lowest Proposal _____ x Financial Terms (50) Cost of Proposal Being Evaluated
Value-Added Features (Section 13.2)	Maximum Scorable Points = 25

13.3 PRESENTATION TO THE EVALUATION COMMITTEE

Two of the highest overall ranking proponents may be invited to make a confidential presentation to the Evaluation Committee, no other proponent is entitled to be present or to receive any information regarding the presentation of any proponent. Each proponent will be expected to demonstrate the following:

- knowledge of the CMS and workflow processes;
- ability to meet requirements set out in the scope of work;

- knowledge of AODA requirements and how these will be incorporated into the website to enforce compliance with the regulation;
- overview of intranet detailing how document sharing and security is implemented;
- overview of the proponent's implementation plan;
- overview examples of similar municipal websites the proponent has developed or re-developed within the last 3 years; and
- any value-added features included in the proposal.

14.0 LIABILITY

The successful bidder must provide Proof of Liability insurance with a minimum of two million dollars coverage. The Township of Greater Madawaska must be stated as a named insured for the project and that the Township is notified in advance in the event the insurance policy is cancelled or changed in any manner.

The successful bidder must supply a Certificate of Clearance from WSIB in accordance with the Township's Procurement Policy.

The Township, without liability, cost or penalty, in its sole discretion, may disqualify any proposal at any stage of the RFP process if:

- the proposal contains incorrect information.
- the bidder misrepresents any information provided in its proposal.
- the bidder submits a proposal that is determined to be non-compliant with the requirements of this RFP.
- the bidder reveals a conflict of interest in its proposal.

Bid irregularities and or disqualification shall be consistent with Township of Greater Madawaska Purchasing By-Law 14-2019.

15.0 ACCESSIBILITY DECLARATION

(Please print and sign as it must be submitted with the proposal)

In submitting this tender/quotation, I/we, on behalf of _____
certify the following: (legal name of company)

- a) I/We have an Accessibility Plan (OR that I/We are in the process of creating an Accessibility Plan) and will maintain a program to implement such a plan as required by Part 1, Section 4 of the *Accessibility for Ontarians With Disabilities Act, 2005* (AODA).
- b) For this Contract, as Constructor, I/we will fulfil the specific requirements of Ontario Regulation 191/11, as outlined in the *Accessibility for Ontarians With Disabilities Act, 2005* (AODA).

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- c) I/We have viewed the Township of Greater Madawaska Multi-year Accessibility Plan located at: <http://www.greatermadawaska.com/departments/accessibility/>
- d) With respect to the services being offered in this tender/quotation, I/we and our proposed subcontractors, acknowledge the responsibility to, and shall fulfil all the “employer” obligations under the Accessibility for Ontarians with Disabilities Act and ensure that all work is carried out in accordance with the Accessibility for Ontarians with Disabilities Act and its regulations.
- e) As employer and as Constructor for this project, I/we agree to make every reasonable effort in terms of accessible customer service, as required under the Accessibility for Ontarians with Disabilities Act, Accessible Customer Service Standard, Ontario regulation 429/07.

Dated at _____ this day of _____, 2019.

(Authorized Signing Officer)

(Title)

16.0 PROPOSAL SIGNATURE SHEET

(Please print and complete as it must be submitted with the proposal)

My signature certifies that the proposal as submitted, complies with all Terms and Conditions as set forth within **RFP 06-2020**. I hereby certify that I am authorized to sign as a Representative for the firm.

NAME OF FIRM: -----

ADDRESS: -----

SIGNATURE: -----

NAME (print): -----

TITLE: -----

TELEPHONE: -----

FAX: -----

EMAIL: -----

DATE: -----

All accepted proposals become the property of the Township of Greater Madawaska and will not be returned. Four (4) copies of the proposal must be submitted in one (1) sealed envelope. These four (4) copies must consist of: one (1) original, two (2) copies and one (1) electronic copy on a USB thumb drive. Faxed or e-mailed copies **will not** be accepted. Delays caused by any delivery service (Canada Post, courier, etc.) shall not be grounds for any extension of the deadline.

Please submit this form by **3:00 p.m. E.S.T. on September 30th, 2020.**

17.0 CONFIDENTIALITY AGREEMENT

(Please print and sign as it must be submitted with the proposal)

In consideration for the Agreement dated _____ (hereinafter the "Contract") between the Township of Greater Madawaska (hereinafter the "Township") and _____ (hereinafter the "Contractor") to provide services related to the website re-development, the parties hereby agree as follows:

1. The Contractor acknowledges that during the course of providing their services to the Township, their employees, dependent or independent contractors, or anyone engaged by them in any capacity to perform or assist in the performance of such services as outlined by the Contract, may come into contact with or gain access to confidential information, including but not limited to medical, salary, personnel, political and other information.
2. The Contractor acknowledges that any information encountered in any way in the performance of the services outlined in the terms of the above-referenced Contract must be kept strictly confidential and may not be divulged to anyone, for any purpose or used personally by the individual or individuals, for any purpose.
3. The Contractor acknowledges that this Agreement survives the termination of the Contract and that during the term of the above-referenced Contract and after its termination, the Contractor will take all necessary steps to ensure the protection of the confidentiality of any of the above-referenced information.
4. The Contractor recognizes that a breach of any of the covenants contained in this Agreement would result in damages which may not be adequately compensated by monetary damages alone. Accordingly, the Contractor recognizes and agrees that in the event of such breach, in addition to other remedies available to the Township at law or in equity, the Township shall be entitled as a matter of right to apply to a court of competent jurisdiction for such relief by way of restraining order, injunction, decree or otherwise as may be appropriate to ensure compliance by the Contractor with the provisions of this Agreement.

Signed at this _____ day of _____, 2020.

For the Contractor:

For the Township:

Sign:

Sign:

Print Name: _____

Print Name: _____