



Request for Proposal

Municipal Website Development

Introduction and Instructions

Purpose of Request for Proposal

The Corporation of the Town of Marathon invites proposals from qualified firms to provide **Website Development** for the Town of Marathon, Ontario, all in accordance with the following Scope of Work/Terms of Reference, Conditions/Requirements and General Requirements.

Submissions should include, but not necessarily be limited to, the following:

1. Cost to the Town of Marathon (per Schedule of Prices) **HST Included;**
2. A brief description of your firm – its clients, its history, its projects, its staff;
3. A company description, exact location and address;
4. Your firm's experience in similar projects;
5. Names and qualifications of the staff to be assigned to this project;
6. The type of equipment/methods/products that will be utilized;
7. Client References and samples/descriptions of previous work;
8. Contact persons, complete with phone numbers – communications;

In order for the Town to evaluate proposals fairly and completely, offers should follow the format set out herein and provide all of the information requested. Failure to complete and include information as required may result in your submission not being considered.

Qualifications

Proposals will be evaluated from firms or individuals that can demonstrate that they have the necessary staffing, facilities, experience, ability and financial resources to perform the work in a satisfactory manner. Proven track record must be demonstrated.

The Town of Marathon reserves the right to inspect the bidder's facility and to perform such investigations as may be deemed necessary to insure that competent personnel and management and suitable equipment/material will be used in the performance of this contract.

Freedom of Information

All proposals submitted to the Corporation of the Town of Marathon become the property of the Corporation, and as such, are subject to the provisions of the Municipal Freedom of Information and Protection of Privacy Act.

This will confirm that the Corporation of the Town of Marathon will not use/disclose the information provided, without proper authorization, and will keep the information in a physically secure location to which access is given only to staff requiring access.

Term of Contract

Anticipated commencement is **February 25, 2019**

Total contract and project completion should not exceed 25 weeks in length.

Rights Reserved by the Corporation

Submission of a proposal indicates acceptance by the firm of the conditions contained in this Request for Proposal, unless clearly and specifically noted in the proposal and in any contract between the Town and the firm selected.

The Town reserves the right, without prejudice, to reject any or all proposals and to determine in its own best judgement the firm best qualified to undertake this contract.

The Town is not responsible for any costs incurred by the proponents in the preparation of their response to the proposal call or attendance at any selection interviews.

Prices must be **firm** for the duration of the contract.

The Town reserves the right to award this contract in whole or in part, without recourse or penalty, that which is deemed most advantageous to the Corporation.

Should service be deemed unsatisfactory, the Town shall have the right to award any particular job, in whole or in part, to another firm.

Note:

- This is an invitation for proposals and not a tender call
- The Town has the right to negotiate with the proponent that presented the most attractive proposal.

Communication Requirements

For the purposes of communication between the successful bidder and the Town of Marathon, an e-mail address is to be provided.

Questions/Inquiries

Communications concerning this Request for Proposal are to be directed to:

Serena Goodchild
Special Projects and Communications Officer
(807) 229-1340 ext 2238
e-mail to spco@marathon.ca

Inquiries must **not** be directed to other Town employees, or Elected Officials. Directing inquiries to other than as indicated **may** result in your proposal being rejected. The deadline for all questions or inquiries will be **Friday, February 15, 2019**.

All clarification requests are to be sent in writing to the individual mentioned above. No clarification requests will be accepted by telephone. **Responses to clarification requests will be provided to all interested parties.**

Any and all changes to the RFP will be issued by the Special Projects and Communications Officer (or designate) in the form of a written addendum.

Acknowledgement of Addenda

If addenda are issued, their receipt must be acknowledged by the proponent by including them as part of the proposal submission to ensure that all requirements are included in the submission. Failure to include all addenda may result in your submission not being considered. The Town will assume no responsibility for oral instructions or suggestions.

Addenda will be provided to all who have registered with the Special Projects and Communications Officer.

Review of Requirements

All proponents should carefully review this solicitation for defects or questionable matter. Comments or the need for clarification must be made in writing as requested in this RFP. Protests based on any omission or error, or on the content of the solicitation, will be disallowed if these faults have not been brought to the attention of the Special Projects and Communications Officer as per the terms set out in this Request.

Evaluation

	Criteria	Max. Score
1.	Company, qualifications, experience, employee profile and references	10
2.	Aesthetically pleasing, clean, engaging, intuitive, well organized and easy to navigate website(s) for enhanced user experience	20
3.	CMS Technical - Provide easy to use, comprehensive platform for maintaining site(s)	10
4.	Required Features	20
5.	Optional Features	10
6.	Price	30
	Total Available Points	100

For purposes of proposal evaluation, the total cost of the base price as specified in the proposal, **excluding** options/additional, will be considered, although optional items may be added or deleted as deemed necessary by the Corporation.

PROJECT REQUIREMENTS AND SCOPE OF WORK

1. Introduction

The Town's current website operates on a WordPress platform. Although the content changes regularly, the design of the website and the CMS platform have only had minor updates since the development of the site in 2016. The knowledge and training required to operate a WordPress platform to its fullest capabilities with new plug-ins etc. are outside the scope of staff's responsibilities and capacity. The existing sites do not provide any automated or online services to citizens, which is not consistent with websites of today's day and age. Information is convoluted and hard to find requiring users to be familiar with the organizational structure and naming conventions to navigate the site(s). The sites are not mobile friendly and do not meet accessibility requirements for persons with disabilities.

2. Purpose

The Town is seeking a qualified contractor to evaluate the Town's existing website(s) and web applications and submit proposals for implementing re-designed site(s) that provide optimal integration and organization. The re-designed sites will use the Town's existing brand and provide interactive resolutions and applications (or interfaces to third-party applications) strengthening the municipality's online presence including features for Economic Development and Tourism.

The Town expects the re-designed website(s) to be aesthetically pleasing, clean, engaging, intuitive, well organized and easy to navigate with a standardized look, feel and experience. Enhancing citizen experience with the website(s), engagement, superior search functionality and search-engine optimization (SEO) are key objectives of the re-designed site.

Costs associated with software maintenance, hosting, software purchases or additional training should be identified separately. The following required features of the re-designed site(s) are not listed in any particular order:

Item	Description	Objective
Design	Browser agnostic	Website to display optimally on all popular desktop browsers and mobile devices
	Look and feel of the site and supporting pages	Modernize and simplify visual aspects of site(s) to include easy navigational architecture
	Home pages for subsites	Support for multiple subsites and home pages
	Page templates	Standardized page templates with full editing capability
	Media library and dynamic image display	Media library and archive that supports various formats with upload, download and search ability
Accessibility	Support for accessibility	Compliant with WCAG 2.0
Mobile	Support mobile and touch platforms	Modernize underlying technology to support appropriately sized display on mobile and touch products
CMS	Website(s) backend content management	Provide easy to use, comprehensive

		platform for maintaining site(s)
	Multiple log-ons – permissions based Access	Provide for individual secure access log-on for various content managers with differing levels of authority/permissions to edit pages
	Identification of broken links	Broken links finder (with potential for notification to webmaster)
Search	Site content searchability	Superior search functionality including “I want to ...” function
	Searchability of calendar events and linked documents	Searchable directories and/or listings and potential integrated search with Civicweb FilePro document system
	SEO	Search engine optimized (SEO) with editable features
Integration	Integration of social media and RSS feeds	Provide ability to integrate various social media feeds on different sections of the website(s)
	Online forms	Online forms submission system (service requests, report a problem, job applications)
	Interface for integration with other service providers (SOA)	Integration with third party web APIs and custom online services (e.g. MAIS, GIS, Property taxes, Active Network, Civicweb)
	Online tool(s)	Property tax estimator
Content Migration	Existing website(s) content migrated to new site(s)	Migration of existing content that is approved for transfer from the current website(s) to the new site
News &	News and other	Separate blog and news

Announcements	announcements	items pages/listings
	Provide e-news sign-up with choice of content subscription	Multiple category e-subscription (with double opt in) and e-notification system with dynamic content, email service integration and scheduled publishing to email (e.g. public notices/announcements, news, events, RFP/Tenders, newsletters)
Calendars	Event calendar (e.g. one main calendar with ability to segregate and display on specific subsite page such as Recreation)	Event calendar(s) with automated scheduling (e.g. Council Meetings, Golf Course, Recreation, Events)
Analytics	Statistical visitor reports	Site analytics, statistics, audit reports
Technical Support	Ongoing technical support after design and go-live is complete	Technical support and maintenance service package and/or support costs on as required basis
Hosting and Security Recommendation	Data Management, Security and Governance recommendation (while hosting is an option and not a requirement, a recommendation on a hosting solution that meets data storage requirements for Canadian municipalities is desired)	<ol style="list-style-type: none"> 1. data and security management plan 2. firewall, intrusion detection, virus and spam protection 3. 24 hour back up on and offsite, established disaster recovery and contingency policies 4. ability for download of all hosted data in originating formats; 5. signed service level agreements (SLA) regarding down time and response times

3. Optional Features

Proponents should provide a cost breakdown and availability for each optional module, plugin or feature.

- (a) Google language translator
- (b) Web-based survey capabilities
- (c) Live edit page capability
- (d) Ability to place featured quick links and images on drop down menus
- (e) Push content to social media
- (f) Photo submission tool
- (g) Calendar event submission – with moderator approval before posted live
- (h) Automatic content expiration ability
- (i) Mini-project/info dashboards
- (j) Help bot for searching (e.g. It looks like you need help finding . . .)
- (k) e-notification to SMS
- (l) Emergency notification banner – ability to post on all or specific pages
- (m) Spotlight – ability to highlight important news or hyperlink on one or more pages
- (n) Dynamic content Frequently Asked Questions
- (o) Citizen and stake holder engagement tools
- (p) Forward to a friend – email or social media extension to share news/announcements/events
- (q) Mobile apps
- (r) Live streaming video capabilities
- (s) Web applications or e-solutions for employment listings, RFP/Tender/Bid listings, development permits, business license applications
- (t) Integrated Google maps with custom markers and geolocation search features
- (u) Design updates every 4 years
- (v) Secure hosting is not required as part of this proposal but may be included as a consideration

4. Project Management

The contractor shall:

- (a) conduct a discovery of the existing website(s), web applications and e-solutions used in the organization in order to provide the best content organization and navigational architecture
- (b) analyze existing and available third party e-solutions (existing: MAIS, Active Network, GIS, BizPal) and recommend implementation or integration (may require consultation with third parties)
- (c) manage the project so that all deliverables and timelines are reasonable and achievable
- (d) provide a project plan and schedule timeline outlining the discovery, design, development, migration plan for existing content and deployment phases including how Town staff and the contractor can work together on project phasing, if applicable. Town staff, at the Town's sole discretion, may assist the proponent with research, content migration and beta testing depending upon capacity, availability and workload.

- (e) prepare a sitemap proposal during the initial design stages of the project
- (f) provide prototypes, design flats or mock-ups for review where the Town may indicate sections to be moved to a future state
- (g) undertake internal and external beta testing of the site with the assistance of Town staff
- (h) conduct quality assurance testing on popular browsers and mobile devices
- (i) provide training for key CMS users

The proposal will include a schedule timeline for the provision and completion of the services. Each stage of completion will require sign-off by the Town prior to proceeding to the next stage.

5. Payment to the Contractor

The proposal will set out the total fees and disbursements to be paid by the Town as well as a breakdown of costs for each component and/or stage of completion. All amounts shall be in Canadian dollars.

The proponent will submit invoices for services that have been provided to payable@marathon.ca Payment will be made for services upon receipt, acceptance and approval by the Town. The proponent shall be paid net 30 days from receipt of invoice and acceptance of the goods and/or services.

Invoices shall show taxes separately.

6. Qualification of Bidders

Applicants must have proven experience creating local government websites developing no less than three Canadian municipal websites. Preferred applicants shall have at least three current active clients in Canada.

If your firm is interested in this project, please forward **three (3) copies** of your submission to:

Town of Marathon
Attention: Deputy Clerk
P.O. TM
4 Hemlo Drive
Marathon, Ontario
P0T 2E0

not later than:

3:00 p.m., local time
Monday, February 18, 2019

The Lowest or any Proposal not Necessarily Accepted

Late Proposals Will **not** be Accepted

Facsimile, E-Mail or Telephone Proposals Will **not** be Accepted

The Town Website Address for List of Bid Opportunities is:

<http://www.marathon.ca>

(This page is to be completed and returned with your submission)

Request for Proposal

Print Company Name

Mailing Address

Town

Postal Code

Phone Number

Fax Number

E-Mail Address

Cellular Number

Signature of Authorized Official

Date

Please Print Name

(This page is to be completed and returned with your submission)

Schedule of Prices

I/We Offer a firm price of \$_____

(HST Included)

(This page is to be completed and returned with your submission)

Qualifications Of Bidders (References):

The Town of Marathon reserves the right, before awarding the contract, to require a bidder to submit such evidence of his/her qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of a bidder. The bidder should demonstrate experience in the development of Municipal Websites. This shall be done by completing the statement below indicating past and/or present contracts held by the bidder.

Date Of Contract	Location	Client/Company & Individual Reference
_____	_____	_____
_____	_____	_____
_____	_____	_____

Right to Reject

The Corporation of the Town of Marathon reserves the right to reject bids from any bidder who in the Corporation's reasonable opinion are deemed unacceptable of providing the necessary labour, materials, equipment, financing and management/supervision to perform the work in a satisfactory manner.