

# Request for Proposal

## Website Design

RFP # REC-72-2018-04



### Proposal Closing Time:

Proposals must be received by November 23, 2018 at 15:00 (MST).  
This date and time may be changed by addenda.



## 1. INTRODUCTION

Lac La Biche County (refer to as the County) is seeking proponents qualified to provide consulting, design, implementation and possible maintenance services for the Bold Center's internet website. The Bold Center's existing website is [www.boldcenter.ca](http://www.boldcenter.ca).

The County is committed to building a premiere website that is designed with ease of use as the top priority. The organization is interested in an innovative design that aids patrons, businesses and visitors in quickly finding information.

While a website development team has been created, proponents are encouraged to contact the project manager with any questions or concerns. Final proposals submitted are to be emailed to [john.usher@lACLAbichecounty.com](mailto:john.usher@lACLAbichecounty.com) and received at the email address no later than the Closing Time.

## 2. BACKGROUND

The Bold Center is a 250,000 square foot world-class facility giving residents access to twin arenas, two field houses with elevated seats, a running track, a community hall, fitness and boxing area, curling rink, meeting rooms, and the Stuart MacPherson Public Library. The Bold Center is host to the Portage College Voyageurs, who represent Portage College in the Alberta Colleges Athletics Conference along with minor hockey, volleyball and soccer teams. The Bold Center is a hub for special events and tournaments, with thousands of visitors passing through its doors each year. Most recently, the J .A. Williams High School opened September 2014 and is attached to the Bold Center.

The Bold Center's website is maintained in-house by staff.

Audiences served by the Bold Center's website include:

- a) Community residents;
- b) Local and regional businesses;
- c) Potential visitors and tourists;
- d) Local business clientele;
- e) Community or area employees;
- f) Area school districts;
- g) Residents or visitors seeking employment; and
- h) Community organizations.

### 3. OBJECTIVE

The Bold Center website needs to be completely redesigned to make it easier for site visitors to:

- a. Find information about the center and its programs and services; and
- b. Interact with the Bold Center (submit requests, view applications, etc...).

### 4. SCOPE OF WORK

The Bold Center wants to establish a web site that provides easy navigation for users to retrieve information on services available through the center.

The website design includes:

- A visual design that aligns with the Bold Center’s brand: “Life Happens at the Bold Center.”
- Navigation that makes it easy for end users to find information;
- A content management system that is easy for non-experts to use;
- Adaptable design for mobile and tablet navigation;
- No dependence on the proponents for changes, additions and support;
- Facilitation of future capability of online payment transactions;
- Allowance for interactivity; include e-mail response, feedback, forms, and access to various event calendars;
- Use of industry-standard techniques to ensure indexing and listing by all major search engines, including use of META tags, SEO-friendly URLs and site structure;
- Detailed page-level analytics including traffic sources (use of free Google analytics is suggested);
- Form printing. A number of static forms will be available for printing. Website must have links or embedded plug-ins such as Java and Adobe for opening and viewing these documents;
- Your approach in re-designing the style of the website is encouraged. Lac La Biche County wants the proponent to consider and propose alternative solutions, recommendations and improvements;
- Professional and clean overall theme and layout, initial design;
- User-friendly navigation bars and menus that are easily updatable;
- Capacity to incorporate video/picture streaming;
- Strong website security features such as HTTPS;

- Ability to allow users to submit their contact info to create a database and be sent electronic correspondence;
- Compatible with modern browsers (most mainstream internet browsers);
- A search engine option that is incorporated into the website as an advanced navigation tool;
- Ability to embed social media posts from Twitter, Facebook, Instagram etc.; and
- Deliverables including design templates, volume of content migration, widgets and plugins utilized.

The County has final approval of visual design, site architecture, and the content management system. The new site must be oriented to and cater to the needs of our residents and the need to market the Bold Center. A similar look and feel throughout the site should be maintained and intuitive navigational aids and links should be consistently used throughout the site. User-centered categories should be easily understood. The selected vendor will develop at least two separate design concepts for consideration.

The Bold Center's site should be quick to download. The pages should make it easy and convenient for visitors to the site to navigate, locate, evaluate and select information and services on the site.

## **5. DESIGN STANDARDS**

Design standards will be incorporated into the website. Proponents may submit more than one design concept. The design should be flexible, and resolve properly for different screen resolutions. The proponent will abide by the Bold Center's guidelines that details standards for use of fonts, colors. The proponent will provide a guidebook for the use of the site including how to manage templates, graphics and photos as well as suggestions for how to handle site growth. A digital copy of the guidebook is to be provided that can be edited by the County for distribution to other employees.

## **6. COLLABORATION**

The selected entity will work closely with the project manager and other project team members as required. The Bold Center requires that the proposed web site be developed around a content management system that will provide for backend site management, assist the Bold Center webmaster with site updates, and provide for records maintenance/retention consistent with the records management policy.

## **7. SUPPLIED MATERIALS**

The County will supply brand documents, logos, photos, and other assets to assist with alignment of the website's visual design with the Bold Center's brand.

## 8. SERVICE PROVIDER COMMUNICATIONS

Any questions regarding the submittal process and/or the technical aspects of the project may be made via email to the Project Manager, (John Usher at [john.usher@laclabichcounty.com](mailto:john.usher@laclabichcounty.com)).

Only email communication will be accepted. All responses will be provided via email. Questions and responses will be shared with all firms that provide an email address to the Project Manager.

## 9. PROPOSAL FORMAT AND REQUIREMENTS

The proposal shall include the qualifications requested below. Information should be complete and demonstrate that the proponent can perform the work requested.

### **Introduction**

Prepare a brief introduction including a general demonstration of understanding of the scope and complexity of the required work.

### **Personnel**

Identify individuals and list qualifications of key personnel who would be assigned to this project. Detail experience in work related to the proposed assignment. Specify to the Project Manager who will serve as a contact person.

### **Experience**

Provide company contact information, how long you have been in business, and what services you provide. Identify and briefly describe related work completed in the last three years including content management experience. Describe only work related to the Web Design RFP.

### **Creative Design**

Showcase your company's creative design abilities related to graphic and web page design and information architecture. Clearly specify which services are provided in-house and which are outsourced.

Provide at least three web site addresses (URLs) for sites that you have designed/developed that have the complexity of a government site such as those that blend information and online services, showcase multiple departments' content, and have a wide range of intended audiences.

### **Project Plan and Timeline**

Provide a description of the project plan and timeline to create a new web site design from the initial planning stages to the completed design.

### **Pricing and Budget**

Based on the preliminary scope of work, provide a breakdown of the estimated cost of this project including expenditures for services, production, creative concept development, communication with the client, and any other costs. Contract costs and fees will be negotiated with the finalist(s).

### **Client References**

Provide a minimum of three client references with contact names and phone numbers for whom you have designed or redesigned web sites.

## **10. EVALUATION CRITERIA**

Proposals will be ranked based upon the merits of the written proposal and the qualifications and experience. Each reviewer will award a score based on a 100 point total as follows:

- Demonstrated understanding of project goals (10%);
- Approach and methodology (30%);
- Innovation and creativity in approach (30%);
- Total cost (15%); and
- Qualifications of project team and firm's relevant experience (15%).

The County reaffirms its right to make any selection it deems prudent.

The successful proponent selected will perform a variety of duties as agreed upon in the final negotiated Scope of Work. The selected proponent and the County will finalize the contract terms and conditions. If the County and the selected proponent are unable to agree on terms and conditions at this point, the County may exercise its right to negotiate with other proponents.

## **11. SUBMISSION**

Interested proponents will provide one PDF version of the proposal, referencing the RFP number and addressed to: [john.usher@lACLAbichCounty.com](mailto:john.usher@lACLAbichCounty.com)

Proposals must be received in accordance with Section 1, and will not be accepted if received after the Closing Time.

The County reserves the right to amend or revise the Request for Proposal documents.

## **12. MANDATORY PROPOSAL REJECTIONS**

Proposals which omit any of the following may be rejected by Lac La Biche County at its sole and unfettered discretion:

- Pricing and costs;
- Corporate profile and personnel qualifications; and
- Minimum of three references.

## **13. SHORTLISTED PROPONENTS**

A short-list of up to three of the highest evaluated proponents will be determined. The Evaluation Team may schedule Consultant interviews/presentations with one or more proponents in order to seek clarification and to provide a further opportunity to assess the short-listed Consultants' understanding of the project requirements. Evaluations may be modified after such interviews/presentations.

## **14. AWARD**

Subject to the right to negotiate with other proponents as described in sections 10 and 16.9, the Evaluation Team may seek to negotiate a contract with the proponent that provided the proposal with the highest evaluated total score.

## **15. PROCURMENT METHOD**

Competitive method by Request for Proposal open tender.

## **16. GENERAL TERMS AND CONDITIONS**

### **16.1 Notice of nonbinding solicitation**

Lac La Biche County reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal or to enter into a contract in relation to this Request for Proposal.

### **16.2 Confidentiality**

All information provided by Lac La Biche County as part of this solicitation must be treated as confidential. In the event that any information is inappropriately released, the County will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential, except as otherwise noted.

### **16.3 Communication**

All communications regarding this solicitation shall be directed to appropriate parties at Lac La Biche County.

### **16.4 Acceptance**

Acceptance of a proposal does not constitute an agreement. Lac La Biche County reserves the option to negotiate on the final terms and conditions. We additionally reserve the right to negotiate the substance of the finalists' proposals, as well as the option of accepting partial components of a proposal if appropriate.

### **16.5 Right to Final Negotiations**

Lac La Biche County reserves the option to negotiate the final costs, scope of work and modified terms and conditions as well as the option to limit or include third parties at Lac La Biche County's sole and full discretion in such negotiations.

### **16.6 Rights to Data**

Lac La Biche County will have ownership rights to all data generated by the project. Lac La Biche County will collaborate with the contractor on publications of findings.

This RFP should not be considered as an agreement to purchase goods or services. Lac La Biche County is not bound to negotiate a contract with any proponent. Proposals will be assessed in light of the evaluation criteria. The County will be under no obligation to receive further information, whether written or oral, from any proponent.

Neither acceptance of a proposal nor execution of a contract will constitute approval of any activity or development contemplated in any proposal that requires any approval, permit or license pursuant to any federal, provincial, regional district or municipal statute, regulation or bylaw.

### **16.7 Definition of Contract**

Only the full execution of a written contract will constitute a contract for the services, and no proponent will acquire any legal or equitable rights or privileges relative to the services until this occurs. The attached form of contract shall form the basis of the negotiation of the final form of contract to be agreed to by the parties.

### **16.8 Right to Accept or Reject Proposals**

Lac La Biche County reserves the right to accept or reject any or all proposals in whole or in part, whether irregular, non-conforming or non-compliant.

### **16.9 Delay in Negotiating a Contract**

If a written contract cannot be negotiated with the successful proponent, Lac La Biche County may, at its sole discretion at any time thereafter, terminate negotiations with the Proponent and either negotiate a contract with the next qualified proponent or choose to terminate the solicitation process and not enter into a Contract with any of the proponents.

### **16.10 Limitation of Liability**

By submitting a Proposal, each proponent agrees that any claim that the proponent may have against Lac La Biche County (and its consultants, employees, agents, and elected officials) for damages, losses, or expenses or for any other legal relief whatsoever, arising, directly or indirectly, in relation to this procurement process (whether in contract, tort, or other legal theory) is limited to payment of the reasonable third party costs in preparing the proposal to a maximum of \$500.00. Further, each proponent specifically waives as against the Lac La Biche County (and its consultants, employees, agents, and elected officials) any claim for consequential or indirect damages, loss of profit, and loss of business opportunity, judicial review or injunctive relief.

## **17. FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY**

This Request for Proposal is subject to all applicable legislation including the Municipal Government Act, the Freedom of Information and Protection of Privacy Act, the bylaws and policies of Lac La Biche County, and all other relevant governing legislation.