



REGIONAL DISTRICT of Fraser-Fort George

REQUEST FOR PROPOSALS ADM-23-01

Website Design and Development



Regional District of Fraser-Fort George
155 George Street, Prince George BC V2L 1P8
Telephone 250-960-4400 / Toll Free 1-800-667-1959 / Fax 250-563-7520
<http://www.rdffg.bc.ca>



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REQUEST FOR PROPOSALS – WEBSITE DESIGN AND DEVELOPMENT ADM-21-02

Issue Date: January 13, 2023

1.0 RFP DOCUMENTS

RFP documents may be obtained on, or after the Issue Date as follows:

- a) in a PDF (public document format) file format from the Regional District's website at www.rdffg.bc.ca; or
- b) on the BC Bid website at www.bcbid.gov.bc.ca.

All subsequent information regarding this RFP, including amendments, addenda and answers to questions will also be available as above.

2.0 DELIVERY OF PROPOSALS AND CLOSING DATE

Proposals must be in English and must be submitted using the submission methods below. The submission must include a cover letter that identifies the RFP, identifies the Proponent and includes the signature of an authorized representative of the Proponent that confirms the Proponent's intent to be bound to the RFP process.

The Regional District will accept Proposals submitted by email or by delivery directly to the Regional District main office. All Proposals must be submitted to the Regional District's General Manager of Financial Services by 2:00 p.m. (local time) on February 10, 2023.

Proposals submitted by fax will **NOT** be accepted. Any Proposal received after the closing date and time will be considered disqualified and will be returned to the Proponent.

Submissions must be directly delivered to the Regional District in either:

- Email format with the Proposal attached to the email in a PDF, or equivalent, format and emailed to purchasing@rdffg.bc.ca. The subject line should read **"ADM-23-01 – Website Design and Development – [Proponent's Name]"**; **or**
- Electronic format submitted on a USB readable device with the Proposal in a PDF, or equivalent, format; **or**
- Hard copy format with three (3) complete Proposal copies.

If submitting in a mail format (USB or hard copy), proponents should submit it in a sealed envelope with the following information written on the outside of the envelope containing the Proposal, as well as on the outside of the courier envelope (if sending by courier):

1. Attention: General Manager of Financial Services
Regional District of Fraser-Fort George
3rd Floor, 155 George Street, Prince George, BC V2L 1P8
2. Request for Proposals
ADM-23-01 – Website Design and Development
3. Responding Proponent's name and address.



3.0 PROPONENTS MEETING

There will be no proponent's meeting for this RFP.

Questions relating to this RFP must be made in writing and emailed directly to the Project Manager:

Renee McCloskey
Manager, External Relations
rmccloskey@rdffg.bc.ca

Deadline for question submissions is January 30, 2023.

Those questions that are determined to be of a common interest to all potential proponents will be summarized and posted as Addendum(s) on the website.

4.0 SUMMARY OF OPPORTUNITY

The Regional District of Fraser-Fort George (RDFFG) is located in north central British Columbia and home to nearly 100,000 residents. The RDFFG employs over 100 employees and provides a wide array of services to its residents. The RDFFG includes consists of urban areas and rural communities throughout its four member municipalities (Prince George, Mackenzie, McBride and Valemount) and seven electoral areas

The RDFFG seeks to redesign its external website and replace its Content Management System to enhance the user experience, simplify content management, improve SEO, and provide improved citizen-centric information and customer service to its community while meeting high standards for design quality and visual appeal.

The RDFFG would like to decentralize content management by empowering our staff to easily create and manage website content in each department under a central administrator's oversight. The new website must meet current design and web accessibility (WCAG) standards.

The RDFFG is seeking the assistance of a reputable firm with experience developing websites for local governments and Regional Districts. The RDFFG places a high level of priority on cyber-security and requires external hosting. External hosting must be on servers that are located in Canada.

The successful proponent will work with a small project team comprised of staff from the RDFFG Communications and Information Technology Services departments and will also consult with staff from a number of departments throughout the project to ensure the new web design meets organizational requirements.

5.0 RFP PROCESS RULES

5.1 Definitions

"Addenda" or "Addendum"	Means	all additional information regarding this RFP including amendments to the RFP.
"BC Bid"	Means	the BC Bid website located at www.bcbid.gov.bc.ca .



“Board”	Means	the Board of the Regional District.
“Closing Location”	means	includes the location or email address for submissions indicated on the cover page of this RFP, as applicable.
“Closing Time”	means	the closing time and date for this RFP as set out on the cover page of this RFP.
“Contract”	means	the final agreement that comprises a completed set of the Proponent’s RFP submission, this RFP and all documents, specifications, and addenda incorporated therein.
“Contractor”	means	the successful Proponent to the RFP who enters into a Contract with the Regional District.
“Project Manager”	means	the Regional District’s representative.
“Proponent”	means	an individual or firm that submits, or intends to submit, a proposal response to this Request for Proposal.
“Proposal”	means	a submission in response to this Request for Proposals.
“Regional District” or “RDFFG”	means	the Regional District of Fraser-Fort George.
“Request for Proposals” or “RFP”	means	the solicitation described in this document, including any attached or referenced appendices, schedules or exhibits as may be modified in writing from time to time by the Regional District by Addenda.
“must”	means	a requirement that must be met in order for the Proposal to receive consideration.
“should” or “may”	means	a requirement having a significant degree of importance to the objective of the request for Proposals, but which the Regional District would strongly prefer to be fulfilled, and which the Regional District may in its sole discretion elect to treat the failure to fulfill as a grounds for rejection of a Proposal.

5.2 Acceptance of Terms and Conditions

Submitting a Proposal indicates acceptance of all the terms and conditions set out in the RFP, including those that follow and that are included in all appendices and any Addenda.

5.3 Submission of Proposal

Proposals must be submitted before the Closing Time using one of the submission methods set out in Section 2.0 of this RFP. Proposals must not be sent by fax. The Proponent is solely responsible for ensuring that, regardless of the submission method selected, the Regional District receives a complete Proposal, including all attachments or enclosures, before the Closing Time.

5.4 Errors, Omissions, Clarifications

It is the sole responsibility of the Proponent to ascertain that they have received a full set of the RFP documents. Upon submission of their Proposal, the Proponent will be deemed conclusively to have been in possession of a full set of the RFP documents.



Proponents finding discrepancies, errors, or omissions in this RFP, or requiring clarification on the meaning or intent of any part therein, should immediately request clarification from the Project Manager, by email to rmccloskey@rdffg.bc.ca.

All requests for clarification or inquiries must be made by January 30, 2023 in order that addendum(s), if necessary, are issued in time for all Proponents to complete their Proposal submission and have it delivered to the Regional District office prior to the Closing Time on the submission date.

Those questions that are determined to be of a common interest to all potential proponents will be summarized and posted as Addendum(s) on the website and BC Bid.

It is the sole responsibility of the Proponent to check for addendums.

5.5 Late Proposals

Proposals will be marked with their receipt time at the Closing Location. Only complete Proposals received and marked before the Closing Time will be considered to have been received on time. Proposals received late will be marked late and not considered or evaluated. In case of a dispute, the Proposal receipt time as recorded by the Regional District at the Closing Location will prevail whether accurate or not.

5.6 Changes to Proposals

By submitting written notice, the Proponent may amend or withdraw its Proposal before the Closing Time. Proponents should use a consistent submission method for submitting Proposals and any amendments or withdrawals.

5.7 Conflict of Interest

When submitting a Proposal, the Proponent must complete, sign and include with their Proposal a Conflict of Interest Disclosure Statement (Appendix B).

The Regional District may reject a Proposal based on an actual, potential or perceived conflict of interest.

The Regional District may reject any Proposal where:

- a. one or more of the directors, officers, principals, partners, senior management employees, shareholders or owners of the Proponent, is an officer, employee or director of the Regional District or a consultant involved in the procurement process, or is a member of the immediate family of an officer, employee or director of the Regional District or a consultant involved in the procurement process; or
- b. in the case of a Proposal submitted by a Proponent who is an individual person, where that individual is an officer, employee or director of the Regional District or a consultant involved in the procurement process, or is a member of the immediate family of an officer, employee or director of the Regional District or a consultant involved in the procurement process.

5.8 Sub-Contractors



All sub-contractors, including affiliates of the Proponent, should be clearly identified in the Proposal.

A Proponent may not sub-contract to a firm or individual whose current or past corporate or other interests, may, in the Regional District's opinion, give rise to an actual, perceived or potential conflict of interest in connection with the services described in this RFP. This includes, but is not limited to, involvement by the firm or individual in the preparation of this RFP or a relationship with any employee, contractor or representative of the Regional District involved in preparation of this RFP, participating on the evaluation committee or in the administration of the Contract. If a Proponent is in doubt as to whether a proposed sub-contractor might be in a conflict of interest, the Proponent should consult with the Project Manager prior to submitting a Proposal. By submitting a Proposal, the Proponent represents that it is not aware of any circumstances that would give rise to a conflict of interest that is actual, perceived or potential, in respect of this RFP.

5.9 Rejection of Proposal

The Regional District may, in its sole discretion, reject any and all Proposals, or accept the Proposal deemed most favourable in the interests of the Regional District. The lowest price, or any Proposal, will not necessarily be awarded.

Proposals which contain qualifying conditions or otherwise fail to conform to the instructions contained in this RFP may be disqualified or rejected. The Regional District may, however, in its sole discretion, reject or retain for its consideration Proposals which are non-conforming because they do not contain the content or form required by this RFP, or for failure to comply with the process for submission set out in this RFP, whether or not such non-compliance is material.

The Regional District's intent is to enter into a Contract with the Proponent who has submitted the best value proposal. The Regional District reserves the right to accept any or none of the Proposals submitted and will evaluate Proposals based on the best value offered to the Regional District and not necessarily the lowest price, using the criteria specified in this RFP. The Regional District reserves the right in its sole unrestricted discretion to:

- a. accept any Proposal which the Regional District deems most advantageous to itself;
- b. reject any and/or all irregularities in a Proposal submitted;
- c. waive any defect or deficiency in a Proposal whether or not that defect or deficiency materially affects the Proposal and accept that Proposal;
- d. reject any and/or all Proposals for any reason, without discussion with the Proponent(s);
- e. accept a Proposal which is not the lowest price Proposal; and
- f. cancel or reissue this RFP without any changes.

Without limiting any other provision of this RFP, the Regional District may, in its sole discretion, reject a Proposal submitted by a Proponent, if the Proponent or any officer or director of a corporate Proponent, is, or has been within a period of two years prior to the Closing Time, engaged either directly or indirectly through another corporation or legal entity in a legal proceeding initiated in any court against the Regional District in relation to any contract with, or works or services provided to the Regional District.

5.10 Liability for Errors



The Regional District will not be responsible for any costs incurred by Proponents as a result of the preparation or submission of a Proposal pertaining to this RFP. The accuracy and completeness of the Proposal is the Proponent's responsibility. If errors are discovered, they will be corrected by the Proponent at their expense.

Proponents acknowledge that the Regional District, in the preparation of this RFP, supply of oral or written information to Proponents, review of Proposals or the carrying out of the Regional District's responsibilities under this RFP, does not owe a duty of care to the Proponents.

5.11 Limitation of Liability

Each Proponent, by submitting a Proposal, irrevocably waives any claim, action, or proceeding against the Regional District including without limitation any judicial review or injunction application or against any of the Regional District's employees, advisors or representatives for damages, expenses or costs including costs of Proposal preparation, loss of profits, loss of opportunity or any consequential loss for any reason including: any actual or alleged unfairness on the part of the Regional District at any stage of the Request for Proposal process; if the Regional District does not award or execute a contract; or, if the Regional District is subsequently determined to have accepted a noncompliant Proposal or otherwise breached or fundamentally breached the terms of this Request for Proposals, with the exception of fraud on the Regional District's part.

5.12 Ownership of Proposals and Freedom of information

Proposals will be received and held in confidence by the Regional District, subject to the provisions of the *Freedom of Information and Protection of Privacy Act* and this RFP. Each Proposal should clearly identify any information that is considered to be confidential or proprietary information.

All documents, including Proposals, submitted to the Regional District become the property of the Regional District.

The Proponents acknowledge that certain details of the Proposals could be discussed at an open meeting of the Board.

5.13 Confidentiality

In accordance with the *Freedom of Information and Protection of Privacy Act*, the Proponents will treat as confidential and will not, without prior written consent of the Regional District, publish, release, or disclose, or permit to be published, released, or disclosed, any information supplied to, obtained by, or which comes to the knowledge of the Proponents as a result of this RFP except insofar as such publication, release or disclosure is required by the laws of British Columbia.

5.14 Obligation to Hold Prices

In order to receive consideration, Proponents are required to hold their Proposal open for acceptance for nine weeks following the Closing Time.



6.0 PROPOSAL FORMAT

The following format and sequence should be followed in order to provide consistency in responses and to ensure each Proposal receives full and complete consideration. All pages should be consecutively numbered.

- ☐ **a.** Title page, including RFP number and title, Proponent's name and address, telephone number, email address, and contact representative.
- ☐ **b.** One-page cover letter of introduction **SIGNED** by the authorized signatory of the Proponent and includes the signature of an authorized representative of the Proponent that confirms the Proponent's intent to be bound to the RFP process.
- ☐ **c.** Table of contents including page numbers.
- ☐ **d.** A summary of the key features of the Proposal.
- ☐ **e.** Completed and signed Appendix B – Conflict of Interest Disclosure Statement, Appendix C – Addendum No.1 and Appendix D – Addendum No. 2.
- ☐ **f.** Workplan including methodology, start date, milestones, and completion date.
- ☐ **g.** Detailed project budget breakdown, including total fees for website design and development, and additional annual costs for licensing, hosting and maintenance.
- ☐ **h.** Three (3) references that may be contacted for purposes of confirming your company's experience.
- ☐ **i.** **All amendments and addenda, if any, issued for this RFP. Each amendment and addenda should be signed by the Proponent and should be included with the Proposal and will form part of the Proposal and Contract.**

7.0 PROPOSAL EVALUATION

7.1 Proposal Evaluation

All Proposals will be evaluated by the Regional District to assess the qualifications and capabilities of Proponents to meet the minimum standards specified in the RFP. Proposals will be assessed by a committee formed by the Regional District.

7.2 Selected Proponent Negotiations

The Regional District, in its sole discretion, may enter into contract negotiations with a selected Proponent, or Proponents, based only on the evaluation of the written Proposal(s), and/or an evaluation of the combination of the written Proposals and/or detailed discussions.



The Regional District may enter into negotiations with any Proponent without requiring any other Proponents to make any presentations or require any other Proponents to enter into detailed discussions with the Regional District.

7.3 Termination of Negotiations and/or RFP Process

The Regional District may terminate contract negotiations with any Proponent and enter into contract negotiations with any other Proponent if, in the opinion of the Regional District at any time, the contract negotiations with the initially selected Proponent will not be satisfactorily completed in the best interests of the Regional District. The Regional District may, in its sole discretion, reject any or all Proposals at any time throughout the Proposal evaluation, Proponent selection, or contract negotiation process.

7.4 Compliance with RFP Requirements

All terms and conditions of this RFP are assumed to be accepted by the Proponent and incorporated in its Proposal.

All items in the Proposal that are **not** in full compliance, or that vary from the specific requirements, should be clearly identified in the Proposal as non-compliant and/or variant, and should include specific reference to the relevant section in this RFP and the precise nature of the variance or non-compliance. Non-compliance or variances with the specific RFP requirements will not necessarily result in rejection of a Proposal.

The acceptance or rejection of all non-compliant items, and/or variances to the RFP requirements, will be in the sole discretion of the Regional District, without any obligation by the Regional District to either request clarifications, enter detailed discussions, or negotiations with the Proponent(s).

8.0 **SELECTION AND EVALUATION**

8.1 Evaluation Criteria

ADM-23-01 – Website Design and Development	
EVALUATION CRITERIA	WEIGHT
Proposal Quality & Clarity	5
Understanding of Engagement	10
Proponent/Team Qualifications and Experience	20
Workplan Approach Methodology and Timeline / Proposed Solution	25
Experience with Local Government website design and development in a Regional District context and references	25
Proposed All-Inclusive Fees	15
Total	100



Additional information regarding the evaluation criteria is as follows:

- a) Understanding of Engagement
 - i. The Proposal should demonstrate a clear and coherent understanding of the Regional District's requirements and needs.
 - ii. Indicate why you are interested in the Regional District as a client.
 - iii. Demonstrate understanding of Regional District structure and governance.
- b) Proponent/ Team Qualifications and Experience
 - i. Provide overview of Proponent's history and current leadership team.
 - ii. Provide details of Proponent's experience and team members experience with clients of similar size and complexity.
 - iii. Provide information on how the Proponent ensures their staff knowledge and skills are up to date with requirements pertaining to website design and development.
 - iv. Provide examples of value-added services provided by the Proponent to its clients.
 - v. Provide resumes of proposed team members.
 - vi. Provide detailed information on any partners / sub-contractors the Proponent intends to use.
- c) Reporting Workplan Approach, Methodology and Timeline
 - i. A statement of understanding of the services to be performed and the ability and commitment to fulfill the responsibilities as described.
 - ii. Details of proposed methodology to complete the project,
 - iii. Detail the expected time required of Regional District staff based on the proposed workplan.
 - iv. Provide details of any additional and/or value-added services that may be of benefit to the Regional District both within the project budget cap and additional optional elements.
- d) Experience with Local Government Website Design and Development
 - i. Provide details of Proponent's experience undertaking website design and development for local governments of similar size and scope.
 - ii. Proponents should identify a minimum of three (3) local government references for which the Proponent has performed website design services in the last three (3) years, complete with the name of the Project Manager for the organization and their contact information.
- e) Proposed Fees
 - i. Provide pricing information relative to performing the design and development work. This price should be inclusive of all direct and indirect costs, including out of pocket expenses, but exclusive of GST where applicable.
 - ii. Include the pricing for each stage of the workplan.
 - iii. Provide a breakdown of the pricing for each stage of the workplan.
 - iv. Provide hourly rates for each category of staff for post project maintenance, support and any necessary changes.
 - v. Provide pricing structure for ongoing licensing, hosting and maintenance costs per year.



9.0 CONTRACT

9.1 Form of Contract

The proponent will be required to enter into a service agreement prior to commencing work and subject to negotiation between the Regional District and the Proponent. The contract will include this RFP, Conflict of Interest Disclosure Statement, all appendices, amendments and addenda, as well as the successful Proponent's submission.

The successful Proponent will also have to meet the following requirements:

- Be compliant with BC Occupational Health and Safety statutes and supply documentation supporting such
- Meet a number of insurance provisions including Commercial General Liability in an amount of at least \$2,000,000
- All materials produced will become the exclusive property of the Regional District

9.2 Notification

Approval of a proponent and the award of a Contract is expected to occur by March 10, 2023. The Regional District, in its sole judgment, may delay the award of Contract date as deemed appropriate by the Regional District.

10.0 CONTRACT PRICE

The project budget is capped at \$50,000. All prices for the work are to be Canadian dollars. Taxes are considered extra to the project budget cap and should be shown as a separate line item. Any applicable Federal or Provincial taxes, or levies, must be included in the Total Contract Price.

The proposal should include costs for ongoing licensing, hosting and maintenance costs per year in addition to the total contract price.

Proponents should summarize costs as per the table below. They should also include a detailed project budget with costs for each phase of the project.

Item	Cost
Quoted price for website design and development	
Disbursements (to be detailed in proposal)	
GST as applicable	
TOTAL PROPOSED PRICE	
Hourly rates for maintenance, support and changes	
Ongoing licensing, hosting @ maintenance costs per year	



Appendix “A” SCOPE OF WORK

PROJECT SCOPE

Website Design

- Modern design with professional design standards and the existing RDFFG brand applied, and an intuitive layout and logical menus.
- The website should meet current WCAG standards for accessibility.
- Compatible with all common browsers, including Chrome, Firefox, Explorer, Edge and Safari.
- The website and CMS must use responsive design and adjust smoothly to various screen sizes and mobile platforms.
- Utilizes a user-friendly, common non-proprietary Content Management System (CMS) platform. Proposal to identify and provide rationale for the selected CMS and its benefits.
- Ensure appropriate SEO function included in initial build with mechanism to properly function as site grows.

Website Content

- RDFFG requires suggestions on content structure and navigation. Provide guidance and expertise in developing and organizing content. This will include organizing content to be more user-friendly and potentially adding, deleting, or editing content to provide clear, concise, and useful information to users.
- Successful Proponent will work with RDFFG on content migration.
- RDFFG shall own the rights to the website, including all content, and the successful Proponent's branding or logo will not be displayed on the revised website.
- Comprehensive user guides for updating, maintaining and administering sites as well as guidelines for writing content, photo sizes, headline uses and overall style. Provide suggestions for emerging trends and capacity to adapt the website to future needs.

Website Functionality and Desired Features

- Video content should be integrated onto the site through a platform such as YouTube. There should also be the ability for live video streaming.
- Visitor controlled pause, stop or hide capability for any rotating banners, photos and slideshows.
- Users should be able to share content on social media platforms.
- Citizen feedback tools that encourage citizen idea submissions and polls, etc.
- Document center with secure upload and download capability for files up to 4GB, back-end ability to search within published and unpublished documents.
- E-communication platform integrated with the centralized CMS to create visually rich, fully responsive e-newsletter pieces. Electronic subscription feature and the ability to create unlimited subscriber lists, and communicate over multiple channels including email, text and social media from a single point of access. This can be accomplished through a third-party service provider. Subscriber lists would be used to distribute materials like, but not limited to Board agendas/minutes, news releases, bids/tenders, job postings.
- Emergency alerting functionality including displaying multiple, concurrent emergencies through homepage tickers/banners with links to detailed individual emergency pages where documents, images and news updates are posted.



- Predictive 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. Ensure search function pulls up pages, then documents and does not pull information from the Internet. The search function must only pull information from the revised website. Include search tips and suggestions.
- Calendar feature to keep users informed of upcoming meetings, public hearings or any other RDFFG-organized events. Ability to export calendar events to common email applications such as MS Outlook or Google Gmail.
- Integrate existing applications and links to external sites, including E-Scribe (agenda and meetings portal), Mapping Applications, PreVue (job postings), SortSmart (waste diversion public education) and other Iframes or similar web/HTML elements,
- Add the ability to accept secure, online payments through Global Payments and allow for other future integrations.
- News and announcements can be posted dynamically to relevant pages based on category.
- Unlimited online fillable, customizable forms, track and export results, include the ability for the user to attach images and documents.
- Portals where applicants can create a secure profile to apply for RDFFG permits or grant funding. Include functionality to complete an application online and save progress.
- Analytics to track information such as sessions, users, page views, bounce rate, location, and referrals, over various time periods. Allow for the ability to track campaign analytics with specific campaign landing pages.
- Printable pages with print-friendly function.
- Ability to resize text on website pages
- Ability to select and change the website default language
- Short URLs where RDFFG has full control over generating and managing short/ friendly URLs.
- Broken links, misspelled word finder.

Content Management System requirements

- Ability to delegate editing of specific pages to specific people, with a central authorization control prior to publishing.
- Robust photo editing tools, including the automatic resizing of photos or, at minimum, a simplified process for resizing photos.
- Approval rights where system administrators can set specific rights and capabilities for staff members who update content. Ability to set a date for content review or expiration.

Ongoing Services

- Continuing Service & Support
 - Technical support services - emergency and non-emergency availability
 - Availability of online training manuals and ongoing support
 - Describe product release, enhancement and upgrade process
- Hosting & Security
 - Hosted on Canadian-based server
 - 99% uptime (outside of scheduled maintenance) guaranteed by Service Level Agreement to be supplied upon request



- Data Center
 - Tier II, managed network infrastructure, on-site power backup and generators, redundant network, 24/7/365 system monitoring, multiple data centers
- Hosting
 - Automated software updates and security patches, redundant firewall solutions, high-performance SAN with N+2 reliability
- Account Security
 - Multi-factor authentication access to hosted CMS accounts
 - Complex password requirements for CMS accounts
 - Self-service password reset for CMS accounts
- Bandwidth
 - Multiple network providers, burst bandwidth of at least 22Gb/s
- Disaster Recovery
 - 24/7 emergency support, online status monitor, event notification emails for service interruption and/or service degradation, recovery time objective no greater than eight hours, recovery point objective no greater than 24 hours, preemptive monitoring, geographically redundant backup within Canada
- DDoS Mitigation

Website Launch and Support

- Complete content migration and support website launch.
- Provide timeline support after website launch included in cost to assist with bugs, fixes, etc.
- Provide training for key staff in managing and editing content. Maximum of five staff will require full administrative training in ongoing management of the websites. Secondary group of maximum ten staff will require basic training in editing pages and uploading files.
- Include a plan for testing the site, resolving issues, and providing technical support.
- Provide ongoing, flexible support for system updates, crashes and bug fixes.

Other

- Provide other features or functionality that may help the RDFFG be considered accessible, sustainable leaders.

1. Schedule

The proponent will propose a work schedule. For the purpose of scheduling, the project will need to be completed no later than December 31, 2023. Earlier completion dates are acceptable.

2. Project Budget

The target budget for this project is \$50,000 inclusive of expenses. Taxes and annual licensing, maintenance and hosting fees are extra to the cap.

The Regional District may consider proposals that provide additional and/or value-added services. The Regional District may negotiate these additional and/or value-added services at a later date.

3. Project Process and Reporting Structure



The successful proponent will be required to liaise with Regional District staff throughout the project. Staff will be available on an ongoing basis to discuss issues as they arise. All work must be approved by and carried out to the satisfaction of the Regional District.



Appendix "B"
CONFLICT OF INTEREST DISCLOSURE STATEMENT

PROCUREMENT PROCESS

ADM-23-01 – Website Design and Development

Proponent Name: _____

The Proponent, including its officers, employees, and any person or other entity working on behalf of or in conjunction with, the Proponent on this Procurement Process:

- ☐ is free of any conflict of interest that could be perceived to improperly influence the outcome of this procurement process.
- ☐ has not, and will not, participate in any improper procurement practices that can provide the Vendor with an unfair competitive advantage including obtaining and using insider type information to prepare a solicitation offer or participating in bid rigging.
- ☐ has an actual, perceived or potential conflict of interest regarding this procurement process as a result of:

State reason(s) for Conflict of Interest:

By signing below, I certify that all statements made on this form are true and correct to the best of my knowledge.

Signature of Person Making Disclosure

Print Name of Person Signing Disclosure

Date Signed



**Appendix “C”
ADDENDUM No.1**

January 27, 2023

*The addendum is being issued prior to the closing of the Request for Proposal (RFP) to provide further information, make changes to, or to clarify the RFP Documents and is to be read, interpreted and coordinated with all other parts of the RFP Documents. In the case of a conflict with the balance of the documents, this Addendum shall govern. **Proponents shall attach a signed copy of this addendum to their proposal submission, failure to do so may result in a non-compliant proposal.** This addendum shall form part of the Contract Documents.*

This addendum is being provided in clarification to RFP ADM 23-01 released January 13, 2023.

QUESTION 1: Website Users/Visitors

a) What is the volume of users/visitors per week or month?

ANSWER 1 a): For the 2022 calendar year, there were a total of 82,665 users and the monthly total users were as follows:

January	6,433
February	5,723
March	7,068
April	7,881
May	9,832
June	8,055
July	8,605
August	8,297
September	8,590
October	9,810
November	5,361
December	5,306

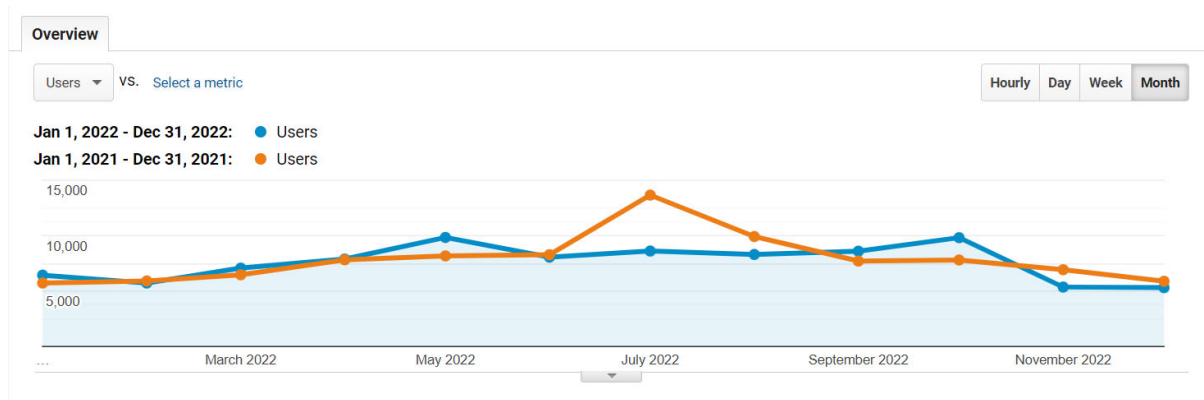
Our current website has limitations and is fairly outdated. With undertaking this website redesign we aim to better present information to our residents and hope to see a marked increased in visitation.

b) Are the users/visitors local or international?

ANSWER 1 b): Our website has a local focus, and our key users are the residents of the Regional District of Fraser-Fort George. Google Analytics shows that for the 2022 calendar year 80.5% of the users were registered as Canadian, and of those 87.6% were from BC.

c) How does your volume change over the months of the year (looking for a pattern of peaks and valleys)

ANSWER 1 c): Examining data from 2021 and 2022, the volume and pattern of usage are fairly consistent. Anomalies can be attributed to events like a landslide in July 2021 and the corresponding RDEFG emergency communications, and the Local General Election in October 2022.



QUESTION 2: Does the Regional District of Fraser-Fort George have a preference for the type of CMS (open source, proprietary) for your new website?

ANSWER 2: The preference is for an open source CMS.

QUESTION 3: Will the Regional District of Fraser-Fort George staff be responsible for writing and revising website content? How many staff will be involved in content creation for the new website?

ANSWER 3: We have a user group comprised of a representative from each department, for a total of five to seven staff. We intend to engage a contractor independent of this RFP for to work with our user group to build content for the site.

QUESTION 4: Is there an anticipated launch date for the new website?

ANSWER 4: There is no hard date for a launch, but it is hoped that it can be by end of 2023.

QUESTION 5: Which third-party applications would the Regional District of Fraser-Fort George like to have integrated with the new website--above and beyond just linking away to the third-party?

ANSWER 5: There are currently no applications identified, but there should be the potential to do so in the future.

QUESTION 6: Can the Regional District of Fraser-Fort George provide examples of comparable websites that you particularly like? This can give us an idea of the scope and style you are after.

ANSWER 6: The Regional District of North Okanagan and the Comox Valley Regional District websites.

QUESTION 7: Does the Regional District of Fraser-Fort George have a budget for ongoing hosting, support and maintenance for the website? Or is 1 year of post-launch hosting, support and maintenance included in your overall budget?

ANSWER 7: Hosting, support, maintenance budget is estimated to be \$10,000 per year, in addition to the \$50,000 budgeted for the design and development project.

QUESTION 8: Does the Regional District of Fraser-Fort George have a budget or budget range for this project? It can be helpful to know a budget range in advance so we can try to match the scope of what we provide to your budget. To give context, sometimes we see RFPs like this that are \$5,000 and sometimes they are \$500,000.

ANSWER 8: The design and development budget is \$50,000. See “Section 10.0 Contract Price” of the RFP:

The project budget is capped at \$50,000. All prices for the work are to be Canadian dollars. Taxes are considered extra to the project budget cap and should be shown as a separate line item. Any applicable Federal or Provincial taxes, or levies, must be included in the Total Contract Price.

The proposal should include costs for ongoing licensing, hosting and maintenance costs per year in addition to the total contract price.

Proponents should summarize costs as per the table below. They should also include a detailed project budget with costs for each phase of the project.

Item	Cost
Quoted price for website design and development	
Disbursements (to be detailed in proposal)	
GST as applicable	
TOTAL PROPOSED PRICE	
Hourly rates for maintenance, support and changes	
Ongoing licensing, hosting @ maintenance costs per year	

QUESTION 9: Does the Regional District of Fraser-Fort George have a weighting/scoring matrix they can share, so that we know which parts of the proposal are most important in your review?

ANSWER 9: See “Section 8.0 Selection and Evaluation” of the RFP for full details:

ADM-23-01 – Website Design and Development	
EVALUATION CRITERIA	WEIGHT
Proposal Quality & Clarity	5
Understanding of Engagement	10
Proponent/Team Qualifications and Experience	20
Workplan Approach Methodology and Timeline / Proposed Solution	25
Experience with Local Government website design and development in a Regional District context and references	25
Proposed All-Inclusive Fees	15
Total	100



QUESTION 10: Does the Regional District of Fraser-Fort George have a preference between a templated design (used by other municipalities/organizations) versus a custom design (unique to the Regional District of Fraser-Fort George)?

ANSWER 10: There is no preference between a templated versus a custom design.

QUESTION 11: How many pages does the website have (not including PDF/document links)? Would the Regional District of Fraser-Fort George require content migration services from the supplier?

ANSWER 11: There are currently approximately 210 website pages. We do not anticipate porting over most of the existing content into new site. New content will be prepared as per QUESTION 3 above. We anticipate we will need some content migration support from the web supplier but envision being able to do much of that once staff are trained on the CMS.

QUESTION 12: Could the Regional District of Fraser-Fort George provide us with an estimate for daily/monthly website visits? This would help us decide which hosting package best meets your goals.

ANSWER 12: Please see QUESTION 1 above.

QUESTION 13: Would the Regional District of Fraser-Fort George like to engage the public in user testing?

ANSWER 13: We will use our internal user group and staff for testing.

QUESTION 14: Can the project work be carried out remotely?

ANSWER 14: It is not a requirement, but there is a preference that some of the work, particularly the CMS training, is done in person.

It also important to note here that the external hosting of the website must be on servers that are located in Canada.

QUESTION 15: For payment module development, do we have to maintain transaction receipt of every payment, whether it is successful or failed?

ANSWER 15: No, to the best of our knowledge the service provider (currently Global Payments) would track this and report to us.

QUESTION 16: The scope says to integrate a number of third-party applications. So we will have to develop this or we will be given APIs from the vendor?

ANSWER 16: APIs will be supplied from the vendor.



QUESTION 17: We need to know the expected number of users for profiling?

ANSWER 17: As a public website there is unlimited use and it is impossible to predict site visitation; however, details from 2021 and 2022 usage of our current website are outlined in QUESTION 1 above.

If this question means “users” as a term for editors of the website, we expect that this group will total between 10 to 15 staff members.

QUESTION 18: We need the expected number of MIS and other reports that need to be developed.

ANSWER 18: If this question means “Management Information Systems” reports, we will look to the Proponent to detail what information that they can provide.

QUESTION 19: Who will provide the hosting and necessary certificates cost?

ANSWER 19: Please refer to the information provided in QUESTION 8 above.

I/We hereby verify that we have considered this addendum in our proposal submission.

Proponent's Signature

Date



**APPENDIX “D”
Addendum No. 2**

February 1, 2023

*The addendum is being issued prior to the closing of the Request for Proposal (RFP) to provide further information, make changes to, or to clarify the RFP Documents and is to be read, interpreted and coordinated with all other parts of the RFP Documents. In the case of a conflict with the balance of the documents, this Addendum shall govern. **Proponents shall attach a signed copy of this addendum to their proposal submission, failure to do so may result in a non-compliant proposal.** This addendum shall form part of the Contract Documents.*

This addendum is being provided in clarification to RFP ADM 23-01 released January 13, 2023.

QUESTION 1: How big is your website in terms of storage requirements?

ANSWER 1: Approximately 10 GB.

QUESTION 2: How much disk space are you currently using for your application?

ANSWER 2: Approximately 100 GB of space is available.

QUESTION 3: How much disk space are you using for your backups?

ANSWER 3: The current vendor backs up the website as part of the service offered.

QUESTION 4: Are you planning on using videos in the future?

ANSWER 4: Yes, we would like to have the ability to post videos on the website.

QUESTION 5: How big do you expect your website to grow in the next 3 to 5 years?

ANSWER 5: It is challenging to provide a growth prediction in terms of visitation. We can comment that our current website has deficiencies and feel that it influences visitation statistics. With modern features, a more intuitive navigation and edited copy/content we aim to increase visitation from our area's residents. For reference, our region's population is almost 100,000 people.

If this question is asking about growth of the website in terms of content, we can comment that the current website has approximately 210 pages of content that provides information on the organizational structure of the RDFFG and the services that we currently offer. As outlined on page 13 of the RFP, the amount of content could increase or decrease:

“RDFFG requires suggestions on content structure and navigation. Provide guidance and expertise in developing and organizing content. This will include organizing content to be more user-friendly and

potentially adding, deleting, or editing content to provide clear, concise, and useful information to users.”

Another way in which the new website may grow it that is should include the ability to incorporate more video, images and graphics on pages.

QUESTION 6: To properly understand server requirements for the proposed solution, can you please share the total number of page views per year and unique visitors/sessions?

ANSWER 6: According to Google Analytics there were 666,035 page views and 232,438 unique page views for the 2022 calendar year.

QUESTION 7: Is there an incumbent proponent who is currently managing the existing website and infrastructure?

ANSWER 7: The content on the existing website is edited in-house, updates to the CMS and plug-ins are handled by a contractor, and it is hosted is by a separate company.

QUESTION 8: Will the Regional District consider proponents who may not have tremendous amounts of experience with Local Government, but rather extensive experience serving global enterprises, Provincial Governments and other Public Institutions?

ANSWER 8: As outlined in “Section 8.0 Selection and Evaluation” of the RFP, the evaluation criteria will take into consideration the amount of experience with local governments and regional districts.

ADM-23-01 – Website Design and Development	
EVALUATION CRITERIA	WEIGHT
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Understanding of Engagement	10
Proponent/Team Qualifications and Experience	20
Workplan Approach Methodology and Timeline / Proposed Solution	25
Experience with Local Government website design and development in a Regional District context and references	25
Proposed All-Inclusive Fees	15
Total	100

Prior work with regional districts and an understanding of how we operate and the types of services we offer is beneficial in this evaluation. Similar work with other levels of government and public bodies may also be considered.

QUESTION 9: Are the Regional District's policies regarding Information Management and Security readily available online and referenced?

ANSWER 9: There are not any current policies on information management. The website is public and the information provided is all publicly available.



QUESTION 10: Does the Regional District make use of an Identity Management solution such as Microsoft Azure AD?

ANSWER 10: The RDFFG does have Microsoft Azure AD and would be interested to hear how it could be used as part of a solution.

I/We hereby verify that we have considered this addendum in our proposal submission.

Proponent's Signature

Date