



**THE CORPORATION OF THE MUNICIPALITY OF ST.-CHARLES**

**REQUEST FOR PROPOSAL (RFP)  
REQUEST NO. 2019-01**

**ACCESSIBLE WEBSITE REDESIGN &  
CONTENT MANAGEMENT SYSTEM**

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**THE CORPORATION OF THE MUNICIPALITY OF ST.-CHARLES**

**SECTION A**  
**INFORMATION TO BIDDERS**

## **THE CORPORATION OF THE MUNICIPALITY OF ST.-CHARLES**

### **SECTION A: INFORMATION TO BIDDERS**

#### **A.1 SCOPE OF PROPOSALS**

The Municipality of St.-Charles is inviting proposals for the supply and implementation of an accessible municipal website and content management system. Ongoing support services are required. The Terms of Reference of the submission are outlined in Section B. The requirements of the submission are outlined in Section C. Proposals will be received until the request for proposal closes at 2 p.m. local time on Thursday, May 16<sup>th</sup>, 2019.

#### **A.2 QUESTIONS & CLARIFICATIONS**

It will be the Proponent's responsibility to clarify any details in question not mentioned in this contract before submitting their proposal.

Questions relating to this proposal must be received by Friday, April 26<sup>th</sup>, 2019 before 4 p.m. and can be made to the attention of:

Jérôme Courchesne, Clerk  
2 King Street East  
St.-Charles, ON  
P0M 2W0  
E-mail: [jcourchesne@stcharlesontario.ca](mailto:jcourchesne@stcharlesontario.ca)  
Telephone: 705-867-2032 ext. 207

To ensure fairness to all Proponents, any and all questions that require clarification or that may materially alter this RFP document will be responded to and shared with other Proponents via an addendum posted on the Municipality of St.-Charles website in accordance with the schedule of events in Section A.3. Questions received after the stated date and time will not receive a response.

Proponents are notified that any errors or omissions in the proposal may render the proposal invalid.

#### **A.3 SUBMISSION, CLOSING AND OPENING OF PROPOSALS**

All Proponents shall submit sealed bids marked as follows:

RFP 2019-01 Accessible Website Redesign & Content Management System  
Jérôme Courchesne, Clerk  
Municipality of St.-Charles (Municipal Office)  
2 King Street East,  
St.-Charles, ON  
P0M 2W0

Proposals will be received until the request for proposal closes at 2 p.m. local time on Thursday, May 16<sup>th</sup>, 2019. The sealed envelope must include the name and address of the company supplying the response on the outside of the envelope.

Each proponent shall submit one (1) original hardcopy and (2) copies of the proposal.

All proposals must be submitted on corporate letterhead, in non-erasable medium, and duly signed by an authorized official.

The proposal envelope will be marked by the Municipality's authorized representative with the time and date that the envelope was received at the Municipal Office. The use of any means of delivery of a proposal shall be at the risk of the Proponent. It is the responsibility of the Proponent to ensure that couriered proposals are delivered to the Clerk by the proposal closing time. Misdirected couriered proposals, proposals received after the closing date / time / place will not be accepted and will be returned unopened. Requests for extensions of closing date or time will not be granted and adjustments to proposals by telephone or facsimile will not be considered.

A Proponent may withdraw or alter the proposal at any time up to the specified time and date for proposal closing by submitting a letter bearing the Proponent's signature to the Clerk or the authorized representative who will mark thereon the time and date of receipt. The Proponent's name and address shall be shown on the envelope containing such letter.

To ensure similarity in proposal presentation and facilitate the comparison of competing proposals by the evaluation team, Proponents shall complete the Municipality's forms supplied within the document (Section C).

#### Schedule of Events:

Request for Proposal Release – Friday, April 5<sup>th</sup>, 2019  
Deadline for Queries – Friday, April 26<sup>th</sup>, 2019 – 4:00 p.m.  
Addendum Release (if required) – Tuesday, April 30<sup>th</sup>, 2019 – 4:00 p.m.  
Closing Date – Thursday, May 16<sup>th</sup>, 2019 – 2:00 p.m.  
Proposal Opening – Thursday, May 16<sup>th</sup>, 2019 – 2:05 p.m.  
Anticipated Notice of Award – Friday, June 21<sup>st</sup>, 2019

Proposal openings are to be public. The names of Proponents submitting a proposal will be available upon request.

#### **A.4 PROCESS REQUIREMENTS**

In addition to the requirements of Section A.3, bidders may be asked to have a representative(s) attend a review meeting with municipal staff (In-Camera) to give a brief overview of their proposal, and to answer any questions.

#### **A.5 MUNICIPAL CONTACT PERSONS**

Questions with respect to this process or requests for further information and clarification must be directed to the Clerk, Jérôme Courchesne, at [jcourchesne@stcharlesontario.ca](mailto:jcourchesne@stcharlesontario.ca).

## **A.6 SELECTION PROCESS**

The Municipality will not necessarily accept the lowest price or any proposal. Any implication that the lowest price or any proposal will be accepted is hereby expressly negated. Proponent selection will be on the basis of those proposals having the greatest overall benefit to the Municipality of St.-Charles.

## **A.7 REJECTION OF PROPOSALS**

The Municipality reserves the right to reject any and all proposals received. The Municipality is not under any obligation to award a contract, and reserves the right to terminate the RFP at any time for any reason, and to withdraw from discussions with all or any of the Proponents who have responded. The receipt and opening of a proposal does not constitute acceptance of any proposal.

A proposal will be automatically disqualified if there is failure to comply with terms, requirements and conditions set out in the RFP.

## **A.8 RESERVATION OF RIGHT**

After the closing date and time, Proponents will not have the right to change conditions, terms or prices of their proposal. All proposals will be irrevocable for a period of forty-five (45) days from the closing date of the proposal or until a contract is signed with the successful Proponent(s), whichever comes first.

The Municipality reserves the right to award in whole or in part based on the best interests of the Municipality of St.-Charles. The Municipality also reserves the right to conduct minor negotiations with the successful Proponent(s).

## **A.9 LIMITATION OF DAMAGES**

The Proponent waives any claim for loss of profits, expenses, liabilities, costs, losses or damages incurred, sustained or suffered by themselves prior or subsequent to or by reason of the acceptance or the non-acceptance by the Municipality of any proposal. This includes by reason of any delay in the acceptance of a proposal, or matters in respect of the competitive process, except as provided in the proposal. All costs incurred in the preparation and presentation of the proposal shall be wholly absorbed by the Proponent.

All proposals and supporting documentation submitted with the proposal or resulting from the project shall become the property of the Municipality of St.-Charles.

## **A.10 ERRORS & OMISSIONS**

It is understood, acknowledged and agreed that while this proposal includes specific requirements and specifications, and while the Municipality has used considerable efforts to ensure an accurate representation of information in this proposal, the information is not guaranteed by the Municipality to be comprehensive or exhaustive. Nothing in the proposal is intended to relieve the Proponents from forming their own opinions and conclusions with respect to the matters addressed in the proposal. There will be no consideration of any claim, after

submission of proposals, that there is a misunderstanding with respect to the conditions imposed by the contract.

#### **A.11 GOVERNING LAW**

Any contract resulting from this RFP shall be governed by and interpreted in accordance with the laws of the Province of Ontario.

#### **A.12 INDEMNIFICATION AND INSURANCE**

The successful Proponent will, at all times, indemnify and save harmless the Corporation of the Municipality of St.-Charles, their officers, employees and agents from and against all claims, demands, losses, expenses, costs, damages, action, or other proceedings made, sustained, brought or prosecuted that are based upon, or caused in any way by anything done or omitted by the Proponent or any of its officers, directors, employees, or agents in connection with the services performed, purportedly performed or required to be performed by the Proponent under this proposal call and subsequent contractual agreement.

##### **Insurance**

Proponents shall, at their expense, obtain and keep in force during the term of this agreement the following insurance coverages provided by Insurers that are licensed to conduct business in Ontario and are satisfactory to the Municipality:

- 1) Commercial General Liability Insurance that includes but is not limited to the following:
  - Limit of liability not less than \$2,000,000 inclusive per occurrence;
  - The Corporation of the Municipality of St.-Charles named as additional insured but only with respect to liability arising out of the operations of the named insured;
  - Provision for cross liability in respect to the named insured;
  - Severability or interest clause, contractual liability – oral & written, contingent employer’s liability, employer’s liability, broad form property damage;
  - 30 days prior notice of an alteration, cancellation or material change in policy terms which reduces coverage shall be given in writing to the Municipality.
  
- 2) Technology Errors and Omissions (Professional Liability) Insurance that includes but is not limited to the following:
  - Limit per claim of not less than \$5,000,000;
  - Annual aggregate of not less than \$10,000,000;
  - Professional and Information Technology Services, Technology Product Coverage, Network Security, Privacy Liability (notification costs, regulatory defense, credit monitoring), all to the full policy limit (not sub-limits);
  - 30 days prior notice of an alteration, cancellation or material change in policy terms which reduces coverage shall be given in writing to the Municipality;
  - Any “claims made” policy(ies) must be kept in force for a minimum of two years after completion of the contract.

The Proponent shall provide the Municipality with a letter from their insurance provider confirming their ability to meet the insurance requirements as set out in the contract. Prior to commencement of the agreement and upon the placement, renewal, amendment, or extension of all or any part of the insurance, the successful Proponent shall promptly provide the

Municipality with confirmation of coverage and, if required, a certified true copy(s) of the policy(ies) certified by an authorized representative of the Insurer together with copies of any amending endorsements applicable to the agreement.

It is expected by the Municipality that certificate(s) of insurance will provide confirmation that all insurance requirements as stated in Section A.12 have been met.

#### **A.13 WORKPLACE SAFETY & INSURANCE BOARD (WSIB)**

The Proponent shall submit with the proposal document, a valid clearance certificate from the Workplace Safety and Insurance Board (WSIB) stating that all assessments or compensation payable to the WSIB have been paid.

#### **A.14 HEALTH & SAFETY**

All work performed under this contract must be carried out in accordance with the terms and conditions of the *Occupational Health and Safety Act* and its regulations.

#### **A.15 CONFIDENTIALITY STATEMENT**

The successful Proponent shall at all times maintain confidentiality of all materials, information and all business related to the Municipality that the successful Proponent may come into contact with through implementation and any continued relationship as the contract may warrant.

#### **A.16 MUNICIPAL FREEDOM OF INFORMATION AND PROTECTION PRIVACY ACT (MFIPPA)**

In accordance with *MFIPPA*, any personal information Proponents provide is being collected under the authority of the *Municipal Act* and will be used exclusively in the selection process. All proposals submitted become the property of the Municipality. Proponents are reminded to identify in their proposal material any specific scientific, technical, commercial proprietary, or similar confidential information, the disclosure of which could cause them injury. Complete proposals are not to be identified as confidential. The information contained in this proposal document may be utilized by the Proponent solely for the purpose of preparing a proposal for submission to the Municipality. Any other use of the information for any other purpose is not authorized by the Municipality.

#### **A.17 HISTORICAL PERFORMANCE & LITIGATION**

The Municipality reserves the right to disqualify and remove from the proposal process those Proponents whose historical performance has been unsatisfactory in terms of failure to meet contract specifications, terms and conditions or for Health and Safety violations.

The Municipality may, in its absolute discretion, reject a proposal if the potential supplier, or any officer or director of the potential supplier is or has been engaged, either directly or indirectly through another corporation, in a legal action against the Municipality, its elected or appointed officers and employees in relation to:

- 1) Any other contracts or services; or
- 2) Any matter arising from the Municipality's exercise of its powers, duties or functions.

**THE CORPORATION OF THE MUNICIPALITY OF ST.-CHARLES**

**SECTION B**  
**TERMS OF REFERENCE**

## **THE CORPORATION OF THE MUNICIPALITY OF ST.-CHARLES**

### **SECTION B: TERMS OF REFERENCE**

#### **B.1 BACKGROUND:**

The Municipality of St.-Charles' website requires redesign and upgrades to allow for simple access by the public, meet accessibility requirements, and enhance delivery and awareness of public services. Any agreement resulting from this RFP process will be subject to funding availability and approvals through the 2019 budget process by the Municipality of St.-Charles Council. The redesigned website must be easy for the public to use, allow for updates by nontechnical municipal staff, and meet current Accessibility Standards achieving WCAG 2.0 compliance.

#### **B.2 PRE-AMBLE**

The Municipality of St.-Charles boasts the natural beauty of the West Arm of Lake Nipissing and Lake Nepewassi. Located 45 minutes east from the City of Greater Sudbury, the Municipality provides services to the residents and ratepayers of St.-Charles including road maintenance, winter control, recreational activities, fire services and delivers Service Ontario services out of the Municipal Office. The Municipality has a permanent resident population of approximately 1,300 and sees a significant increase during the warmer months. Many seasonal residents and visitors settle in trailer parks, lodges and cottages along the shores of Lake Nepewassi and the ever-popular West Arm of Lake Nipissing. The Municipality is comprised of a mixture of rural and waterfront areas. Year after year, thousands of tourists come for the great fishing, hunting and ecological attractions found throughout the Municipality.

On any given day, municipal staff typically receive numerous requests for information from residents, visitors, businesses, government agencies, civic groups and associations, and other members of the public. The Municipality has identified that some of these requests could not only be handled, but handled better, by improving the Municipality's web presence.

The Municipality's website currently operates on a SIMS Content Management System. Customizability of the current website is limited and it does not meet Accessibility Standards. The existing website is primarily maintained by the Accounting / Administrative Assistant and the Clerk. Content for the website is forwarded to the Accounting / Administrative Assistant and/or the Clerk by numerous staff from the Municipality's various departments. It is the Municipality's intention to replace the current website with a modern website design, content management system and hosting platform that can be easily updated by representatives from each of the Municipality's departments.

Much of the content on the existing website is posted in Adobe Acrobat PDF format. While some content is best suited for the PDF format (meeting agendas and minutes, by-laws, policies, etc.) other content (public notices, event information, etc.) is currently in PDF format due to the difficulty, skill and time required to post such content to the existing system in an attractive and well laid out format.

### **B.3 SCOPE/PROCESS:**

The scope of this project is to replace the Municipality's dated website design and hosting infrastructure with an attractive and responsive website design, content management system and hosting platform. The system must allow for modifications and maintenance by municipal staff. The Proponent will provide training for municipal staff.

The design itself shall be a collaboration of ideas from municipal staff and the Proponent.

The redesigned website must be completed and operational no later than December 31<sup>st</sup>, 2019.

### **B.4 KEY DELIVERABLES/OUTCOMES:**

This RFP encourages creativity and will not explicitly define the look of the website. However, certain objectives must be considered:

#### **Accessibility**

The new website must be designed in accordance with the Integrated Accessibility Standards Regulation (O.Reg. 191/11) under the *Accessibility for Ontarians with Disabilities Act (AODA)*. It must be designed, tested and certified in accordance with the Website Content Accessibility Guidelines 2.0 (WCAG) as defined by w3c.org. The website must, at a minimum, achieve Level AA Conformance. The Proponent shall provide third-party compliance verification. The new website will also need to feature a Web Accessibility Widget in order to permit website visitors to take full advantage of the new website's accessible content.

#### **Browser**

The design must be compatible with all mainstream web browsers for Windows, Linux and Macintosh platforms. Recent versions of Internet Explorer, Mozilla Firefox, Safari, Google Chrome, and Opera browsers should be viewable and usable. It is imperative that the redesigned site has quick load times in order to be accessible by both dial-up and broadband Internet connections.

#### **Platform**

The website should be optimized for any viewing surface. Proposed solutions must be mobile-friendly and function appropriately on smartphone and tablet devices. Designs must be fully responsive, where the website's layout automatically adapts from a single source to the screen resolution and orientation on which it is being viewed. The website should deliver a seamless, cross-platform experience for users.

#### **Standard Format**

Published content must make use of standard internet formats (HTML, XHTML, or XML) to make sure the browser experience is common across all types of clients.

## **Appearance**

The successful Proponent will create the appearance of the home page and main navigation templates for each of the main navigation links, along with a template or templates for successive pages. This will include the design, navigation, search capabilities and the subsequent site production.

The successful proponent will develop the site theme in keeping with the existing website. All materials used must be in compliance with Canada's copyright laws and must be tagged in accordance with WCAG 2.0 guidelines.

## **Content**

It is expected that the main page will have menus, each with multiple submenus. The screen should be sectioned into logical, functioning regions and shall include sections for news and announcements. Each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site. Any structure that is designed must be built upon a framework that provides flexibility and allows the Municipality to maintain and enhance the screens as needed. The site should be easy to navigate. The information should be grouped and presented in a logical manner and require no more than three levels of "drill down" for the user to find the desired information. Navigation of menus must be seamless with the ability to maneuver backward easily (i.e. breadcrumb trail).

The Municipality expects that a substantial amount of content from the existing website will be able to be converted to the new website.

Any new content will be provided by the Municipality to the developer, and it is expected the developer will provide guidance and recommendations on format based on their experience.

The Proponent will, with assistance of municipal staff, migrate all existing content from the Municipality's current website in both official languages (approximately 200 pages) and modify for compliance with the Integrated Accessibility Standards Regulation under the AODA and must, at minimum, achieve Level AA Conformance of WCAG 2.0.

## **Multilingual Site**

The redesigned website must be setup to provide for an English and French site, with an easy to use language switcher. The redesigned website must be setup with page and menu associations across both languages.

## **User Engagement**

The redesigned website must allow the Municipality to maintain the web services that it currently offers. The redesigned website must seamlessly integrate with the current iCompass Meeting & Records Management software (i.e. publishing of agenda and minutes, by-laws, etc.). Subscription to news, calendar of events, newsletters and individual pages should be compliant with Canada's Anti-Spam Legislation.

The redesigned website should allow the Municipality to offer web services not currently offered, including:

- Online fillable form functionality that is easy to create, including “Contact Us” and feedback forms.
- Compatibility for the Municipality’s future development of Electronic Service Delivery including, but not limited to, online service requests, status reports, account information access, payment options and other customer and / or employee self-service deliverables.

A reliable and efficient search box should be available on every page. It is preferred that the website’s search capabilities include basic keyword and context-based searching, predictive text query entry and search suggestions (e.g. frequently searched for items).

## **Maintenance**

The website should be designed in such a way as to allow non-technical municipal staff to regularly update and maintain the website via the content management system/tools. Updating must not require knowledge of web development languages.

The website should allow scheduled content publishing and archival. The website should utilize role-based policies to enable security with user level authentication (i.e. ability to lock down the rights of individuals to only see and modify the pages they are responsible for). An Administrator should have the ability to prevent an editor from deleting any pages or documents.

It is preferred that the website has the ability to track changes and restore prior versions of both web content and media.

## **Reporting, Follow-up and Hosting**

The website should have powerful reporting features that will, among other features Proponents suggest, provide reporting on page views, unique visitors, average visitor time spent on website, number of pages viewed per visit, frequency of visits, success of visitor content searches, etc. In any case, the redesigned website must allow for the integration of the Google Analytics service.

The Proponent shall provide adequate support options and maintain contact with the Municipality after the implementation to ensure that the website is performing optimally.

The Proponent must offer full hosting services with the ability to provide a security certificate for the redesigned website. The Proponent must have network intrusion detection systems in place, managed services for its security devices and appliances (including all firewalls and proxy servers), and regularly update anti-virus protection.

## **Ownership**

All deliverables will become the sole property of the Municipality of St.-Charles. Deliverables include, but are not limited to, source files for graphics submitted in source format, compiled code and obfuscated code.

**THE CORPORATION OF THE MUNICIPALITY OF ST.-CHARLES**

**SECTION C**  
**PROPOSAL SUBMISSION DOCUMENTS AND EVALUATION**

**THE CORPORATION OF THE MUNICIPALITY OF ST.-CHARLES**

Request for Proposal – Accessible Website Redesign and Content Management System

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

REPRESENTATIVE: \_\_\_\_\_

\_\_\_\_\_

TELEPHONE NO.: \_\_\_\_\_

FAX NO.: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

DATE: \_\_\_\_\_

## **THE CORPORATION OF THE MUNICIPALITY OF ST.-CHARLES**

### **SECTION C: EVALUATION CRITERIA**

#### **C.1 PROJECT EXPERIENCE**

The proponent should demonstrate their relevant experience related to designing and implementing a municipal website.

#### **C.2 OFFICE LOCATION**

It is anticipated that most proponents responding to this RFP will not be located in the Municipality of St.-Charles. Proponents are to provide a description of which office or offices the work will be managed from as well as the anticipated fee and disbursement structure for travel to and from (if required) meetings held at the Municipality of St.-Charles offices.

#### **C.3 TEAM QUALIFICATIONS AND REFERENCES**

Proponents are requested to provide a brief description (no more than one page per person) of the qualifications of key personnel along with their backups. Additional information regarding key personnel and other support staff may be included in appendices to the proposal.

Also requested are a minimum of three (3) references from other municipalities that have implemented the Proponent's website solutions.

#### **C.4 SERVICE EXPECTATION**

A schedule / timeframe for all aspects of installing, training, deploying etc. of the solution is required as well as detailed information on what the website offers.

#### **C.5 FEES**

Pricing shall outline costs for all software, licensing, services, materials, labour, and equipment necessary for implementation. Fees for varying levels of post-implementation support and hosting shall also be included.

#### **C.6 EVALUATION OF PROPOSALS**

Ratings details will be confidential and will not be released to any of the proponents.

The evaluation of the proposals shall be based on the factors presented as follows in Table 1.

<b>Table 1 EVALUATION RATING TABLE</b>	
<b>Rating Factors</b>	<b>Weight Factor</b>
1. Project Experience	20
2. Office Location	5
3. Team Qualifications / References	20
4. Service Expectations	25
5. Fees	30
<b>MAXIMUM TOTAL POINTS</b>	<b>100</b>