



Municipality of Huron East

72 Main Street, South, PO Box 610
Seaforth, ON N0K 1W0
519-527-0160

**REQUEST FOR PROPOSAL (RFP)
RFP #: 09-2019**

MUNICIPAL WEBSITE REDESIGN & UPDATE

Closing Date and Time:

Friday, September 27th, 2019, at 2:00 pm EST

RFP's Received by:

Jan Hawley, Economic Development Officer
72 Main Street, South, PO Box 610
Seaforth, ON N0K 1W0

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STATEMENT OF REQUIREMENTS

The Municipality of Huron East invites prospective Proponents to submit proposals for the purpose of redesigning and updating their municipal website, back end administration for web applications, and a content moderation system.

This Request for Proposal (RFP) provides the detail on what is required to submit a Proposal, how the Municipality will evaluate the proposed solution, and any specifications and qualifications to provide the goods and / or service.

SCHEDULE OF EVENTS

The events and dates listed below are usual events of the Proposal process. The schedule provided is for guidance only and the Municipality reserves the unqualified right to issue an addendum to modify or eliminate any aspect of the schedule.

Milestone	Date
Request for Proposal Issue	September 04, 2019
Final Date for submission of clarification questions (by 12:00pm Noon EST)	September 13, 2019
Deadline for receipt of proposals (by 2:00pm EST)	September 27, 2019
Demo / Presentations (shortlisted Proponents only)	September 30-October 04, 2019
Evaluation of proposals / Potential Award of Contract / Start Implementation	Oct 07-15, 2019
Anticipated Project completion	Spring / Summer 2020

DEFINITIONS

- 1) **“Authorized Agent”** is a representative of the Proponent’s firm who has the authority, or appears to have the authority, to enter into a Contract on behalf of the Proponent.
- 2) **“Award”** is the acceptance of a proposal in accordance with this Request for Proposal, as evidence by the Municipality’s written notification to the selected Proponent.
- 3) **“Consultant”** means person who, by virtue of professional expertise of service is contracted by the Municipality to undertake a specific task or assignment.
- 4) **“Contract”** means legal agreement to be entered into by the selected Proponent and the Municipality.
- 5) **“Council”** means the elected representatives of the people of the Municipality of Huron East with respect to municipal administration.
- 6) **“May or Should”** used in this RFP document shall be permissive and discretionary but recommended.
- 7) **“Proponent”** person who submits a proposal.
- 8) **“Proposal”** is a written offer, in a specified form, received from a Proponent in response to a Request for Proposal to provide goods and services based on the approved format of the Municipality containing terms and conditions.
- 9) **“Proposal Package”** is the submitted package that includes the proposal and any documents requested for evaluation.
- 10) **“Request for Proposal (RFP)”** is a solicitation from the Municipality to potential firms to submit a proposal.
- 11) **“Shall or Will”** used in this RFP document is a mandatory requirement that if not met, will result in a Proponent’s disqualification.

Section 1 – Proposal Information and Instructions

This section of the Request for Proposal describes the process to submit a proposal. Please read all proposal sections carefully.

1.1 Communications

All communication concerning this Request for Proposal shall be in writing and directed to:

Jan Hawley, Economic Development Officer

E-Mail: jhawley@huroneast.com

Phone: (519) 527-0160 x 36

No person other than the above named person or his or her authorized representative is authorized to speak for the Municipality with respect to this Request for Proposal. A Proponent who seeks to obtain information, clarification or interpretation from another Municipality official or employee is advised that such material is used at the Proponents own risk, and the Municipality shall not be bound by any such representations. Answers to questions and clarifications may be released in the form of an addendum should the Municipality determine the information is relevant to all Proponents. Any questions shall be sent to Jan Hawley the Economic Development Officer in writing on or before Wednesday, September 13th, 2019. Questions will not be answered after this date. No verbal arrangement or agreement, relating to the goods, materials, supplies, equipment, services and construction specified or called for under this document will be considered binding and every notice, advice or other communications pertaining to it, shall be in writing.

1.2 Addenda to the RFP

Changes to the RFP shall only be done by formal written addendum issued by the Economic Development Officer. The Municipality hereby reserves the right in their sole discretion to amend this RFP any time prior to the closing date and time.

It is each Proponent's ultimate responsibility to ensure all addenda have been received prior to submission of their proposal or, in any event, prior to the close of the proposal, as a proposal cannot be amended or withdrawn following close of the RFP, for any reason. Refer to the Form of Proposal for requirements.

1.3 Submission of Proposal

A sealed proposal package shall be submitted on or before the closing date and time: **Friday, September 27, 2019, at 2:00pm EST.**

Clearly address the proposal package to Town Hall as follows:

The Municipality of Huron East
Attn: Jan Hawley
72 Main St., South, PO Box 610
Seaforth, ON N0K 1W0

RE: RFP #09-2019 Website Redesign & Update

Provide the proposal number, company name and the return address information on the outside of the proposal package and courier package.

Facsimile and electronically mailed proposals will be disqualified.

The Proponent is solely responsible for ensuring their submission is received on time and at the Municipality of Huron East Town Hall. A proposal delivered after the closing date and time will not be opened and will be returned to the Proponent.

1.4 Proposal Package

The sealed proposal package shall contain **1 original Form of proposal signed by the Authorized Agent, clearly marked as “original”, six copies of the complete proposal (marked as “Copy”) and one USB of the complete proposal for evaluation purposes.** Please read all sections carefully to ensure a complete package is submitted.

1.5 Suspension of Service

In the event that an emergency, labour disruption or inclement weather forces the closure of the Municipality of Huron East Town Hall, the RFP shall become due on the next business day at 2:00pm EST.

1.6 Treatment / Release of Information

The Municipality is required by law to adhere to the requirements of the *Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)*, as amended.

The information collected will be used solely for the purposes stated in this request. If the Proponent believes that any part of its submission reveals any trade secret, intellectual property, scientific, technical, commercial, financial or labour relation information or any other similar secret right of information belonging to the Proponent, the information must be clearly marked as being confidential.

Any request for access to submissions will be formally reviewed subject to MFIPPA prior to the release of any third party information. The Municipality may

be required to submit information of the Proponent or proposal packages received to granting agencies for outside funding. The Proponent will not be notified of such a requirement.

The number of proposals received and the names of the Proponents are confidential and shall not be divulged **prior** to the public proposal opening.

The Municipality may disclose the names of Proponents and final award amount. However, the evaluation will be confidential and no rates or scores will be released.

1.7 Request to Withdraw / Adjust a Proposal Package Submission

Requests for withdrawal of a proposal shall be allowed if the request is made before the closing date and time for the proposal to which it applies. Requests shall be directed to the Economic Development Officer by letter or in person, by an Authorized Agent of the company, with a signed withdrawal request confirming the details. Telephone request will not be considered. The withdrawal of a proposal does not disqualify a Proponent from submitting another proposal on the same Contract.

Adjustments by telephone, and facsimile (FAX), e-mail or letter to a proposal package already submitted will not be considered. A Proponent desiring to make adjustments to a proposal shall withdraw the proposal and / or supersede it with a later proposal submission prior to the specified proposal closing date and time (see Section 1.1)

1.8 Proposal Returned Unopened

A proposal package received after the closing time shall be noted and returned unopened to the Proponent, as soon as possible. If a late proposal is received without a return address on the envelope it shall be opened, the address obtained, and then returned. The covering letter will advise why the envelope could not be returned unopened.

1.9 Submission of More Than One Proposal Package

- a) If two proposals for the same Request for Proposal are received in the same envelope, the proposals shall be contained in separate envelopes within the exterior envelope and shall be marked as Proposal A and Proposal B.
- b) If two proposals for the same Request for Proposal are received in different envelopes the envelope with the latest date and time received shall be considered the intended proposal.

1.10 Cancellation of Request for Proposal

The Municipality reserves the right to cancel the Request for Proposal at any point in the process without liability.

1.11 Joint Venture Proposal Package

If a joint venture is responding to the Request for Proposal the proposal package shall be submitted by a lead Proponent and the others named as subcontractors.

All subcontractors are the responsibility of the Proponent. The Proponent agrees that the subcontractors shown in its proposal are the subcontractors that it proposes to use to carry out the requirements. Subject to the Municipality's approval of the listed subcontractors, the Proponent agrees, if awarded this contract, to engage the listed subcontractors and no others in their stead without prior written authorization of the Municipality.

Nothing contained in any Contract documents shall create any contractual relationship between the subcontractors and the Municipality.

1.12 Erasures, Overwriting or Strike-outs

The Authorized Agent signing on behalf of the organization, shall initial erasures, overwriting or strike-outs on all parts of the original submission.

Section 2 – Proposal Terms & Conditions

Each Proponent, by submitting a proposal, represents that the Proponent has carefully read, understands and accepts the terms and conditions and specifications of the Request for Proposal in full.

2.1 Proposal Requirements

Proponents are required to conform to the conditions listed below and those failing to do so will be disqualified for a non-compliant proposal form:

- a) The “Proposal Cover Page” as supplied by the Municipality shall be completed with the contact information and signed with the authorized signature of the Proponent or of a designated official of the organization and submitted in the proposal package. An original signed document is required in the proposal package. A colour or black and white photocopy of a signature shall be rejected.
- b) All proposal information and pricing shall be legibly written in ink or by computer or typewriter.
- c) The proposal shall not be restricted by a statement added to the Form of Proposal or a covering letter or alterations to the Form of Proposal provided by the Municipality.

2.2 Specifications and Requirements

It is understood and agreed that each Proponent, by careful examination, is satisfied as to the specifications of goods, nature of the service and the work, the character, quality and quantity of the task, the general and local conditions, warranty and all other matters, which can in any way affect the goods or service.

Each Proponent is directed to carefully examine the proposal documents and to make special inquiry of any details the Proponent is uncertain of and to make further personal inspection and investigation, as the Proponent may deem proper, to determine the correctness of the information so obtained.

2.3 Omissions, Discrepancies, and Clarifications

The Municipality shall not be held liable for any errors or omissions in any part of this RFP. While the Municipality has used considerable effort to ensure an accurate representation of information in this RFP, the information contained in the RFP is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted accurate by the Municipality, nor is it necessarily comprehensive or exhaustive.

2.4 Allocation of Risk

The Municipality shall not be responsible for any liabilities, costs, expenses, loss or damage incurred, sustained or suffered by any Proponent by reason of non-acceptance by the Municipality of any proposal submission or by reason of any delay in its acceptance.

2.5 Mathematical Errors

In the event of mathematical errors in extension of prices or other ambiguities, unit prices shall govern over total proposal prices and words shall govern over numbers.

2.6 Conflict of Interest

All proposals submitted must contain a statement disclosing or denying any interest, financial or otherwise, that any employee or official of the Municipality or the appropriate Advisory Committee may have in the proposing agency or proposed project.

2.7 Insurance

Prior to the signing of a contract, the Contractor(s) selected must show evidence of a certificate of commercial liability and WSIB.

2.8 Indemnification

The successful Proponent shall indemnify and hold harmless the Municipality, its officers, council members, partners, agents and employees from and against all claims, demands, losses, costs, damages, suits or proceedings whatsoever which may be brought against or made upon the Municipality and against all loss, liability, judgments, claims, suits, demands or expenses which the Municipality may sustain, suffer or be put to resulting from or arising out of the successful Proponents' failure to exercise reasonable care, skill or diligence or omissions in the performance of any work or service required hereunder to be performed or rendered by the successful Proponent, its agents, officials or employees.

2.9 Taxes

Unless otherwise provided herein, the Proponent shall pay all government sales or excise taxes in force at the date of the agreement, provided that any increase or decrease in such taxes shall increase or decrease the amount due under the Contract accordingly. Proposals shall show the appropriate amounts for all applicable taxes separately.

2.10 Accessibility for Ontarians with Disabilities Act

The Municipality is committed to incorporating accessibility criteria and features when procuring or acquiring services, except where it is not practical to do so, in accordance with their Accessibility policies.

All vendors who provide services shall comply with the Accessibility for Ontarians with Disabilities Act, 2005, and any and all Accessibility policies implemented at the Municipality.

All suppliers who provide services shall ensure that all of its employees, volunteers and others, for which the supplier is responsible for, are compliant with the training requirements as legislated under the Ontario Regulation 165/16, Integrated Accessibility Standards.

2.11 Equal Opportunity

It is the policy of the Municipality to require equal opportunity in employment and services subject to eligibility standards that may be required for a specific program. No person shall, on the grounds of race, colour, religion, gender, handicap, national origin, age, citizenship, marital status, political affiliation or belief, be denied employment or benefits, or be discriminated against as a consumer, administrator or staff person under any program or activity receiving funds under this RFP.

The Proponent must agree to provide equal opportunity in the administration of the contract, and its subcontracts or other agreements.

2.12 Occupational Health and Safety

The Proponent shall comply fully with the Occupational Health and Safety Act.

2.13 Termination for Vendor Default

Upon the termination of this Contract for cause, the Proponent shall have no claim for any further payment, but shall remain liable to the Municipality for all loss and damage which may be suffered by the Municipality by reason of the default or occurrence upon which such notice was based.

Section 3 – Scope of Work and Requirements

3.1 Introduction

The Municipality of Huron East is located within the County of Huron, supporting a population of approximately 9,500 residents. Huron East is the largest of nine lower tier communities that constitute the County as a whole, and encompasses approximately ¼ of its geographic area. Boasting quaint historic settlements, situated on some of the most productive agricultural land in Ontario, Huron East is a recognized leader in manufacturing, agricultural, alternative energy resources. Victorian architecture, wide tree-lined streets, heritage landmarks, two nationally celebrated sporting events and a resilient entrepreneurial spirit have become marques for the Municipality of Huron East.

The Municipality desires to provide its citizens and target audiences with a website that is user-centric, relevant to target audiences, promotes the Municipality's brand, enhances citizen engagement, and promotes its communities as a destination to live, work, and play.

The Municipality's website was last updated in 2010. The Municipality is seeking proposals from Proponents who have recent and relevant experience in providing website redesign and update services to Municipalities / organizations of similar size and nature.

3.2 Background and Intent of this RFP

The website was last updated in 2010. Since that time, web best practices, online transactions and stakeholder expectations for online information have evolved and have led to the need to review the Municipality's current website.

Online communications have fundamentally changed the way the public accesses and exchanges information. The internet and social media have become necessary communication tools for organizations to provide information to the public in an effective and efficient manner.

The objectives of the Municipality of Huron East are to provide residents, businesses and visitors with easier access to municipal information, to better communicate with all stakeholders, to increase access to municipal services and finally, to drive economic development by better showcasing the community through a redeveloped modern website.

The current site (www.huroneast.com) structure and design, developed in 2010, requires some essential re-tooling to take advantage of new design elements and the growing demand for electronic services. Specifically, the Municipality would like the re-designed site to streamline the search for public services, investment

opportunities, tourist attractions/experiences, current business and property profile information, in addition, support e-government transactions such as on-line permits, on-line forms and applications, on-line payments, and a variety of other activities.

The re-designed website should have a theme promoting the Municipality with a friendly and professional feel, incorporating its agricultural, manufacturing, heritage, tourism, healthcare, and research activities. The municipal website should provide easy access to municipal services, policies, publications, and programs; be adaptable to current and changing technology; provide user friendly content management capability for staff; and be used as a public communication tool.

To accomplish this, the Municipality has allocated \$20,000 - \$30,000 to a website redesign and update project and is formally seeking proposals to develop and maintain a new website.

The Municipality may wish to enter into a long-term contract for Services and / or Maintenance with the successful proponent for an initial term of three (3) years plus two (2) potential additional two (2) year renewal terms. Please price this separately within the proposal.

3.3 Request for Proposals

The Municipality of Huron East (Municipality) is requesting proposals from professional, experienced, qualified firms to develop and implement a Municipal Website Redesign and Update.

The Municipality is seeking a firm with a strong background and proven track record in website development that will bring a strategic approach to redesigning the Municipality's website, incorporating current best practices for community engagement, accessibility and user experience.

The successful Proponent will be responsible for research, design, development and deployment of the new website. Work will be done in collaboration with the Municipal Economic Development Office.

The Proponent should deliver a website proposal that reflects the Municipality's existing brand while clearly outlining proposed improvements.

3.4 Objectives

The objective of the Website Redesign and Update project is to ensure that the Municipal website continues to meet stakeholder needs and current web best practices, while also delivering a cost-effective and sustainable website solution. In general, Huron East is seeking a:

- Simplified layout;

- Better user experience (including improved search ability); and
- Cost-effective and sustainable content administration

The updated Municipal website should be organized in a way that is intuitive to the user – whether residents, visitors or businesses – to help them find information and / or accomplish tasks.

3.5 Scope of Services

The scope of the services will include but is not limited to the following:

- a) Ensure website architecture is structured to find information easily within the three-click industry standard rule.
- b) Ensure the website homepage and e-Communications reflect the Municipalities brand
- c) Ensure “frequently accessed” information is located in a prominent location.
- d) Ensure the website architecture is easily adaptable to respond to customer desires and demands.
- e) Ensure that website design and structure enhancements address the legislated accessibility requirements under the Accessibility Standards for Customer Service Regulation (Ontario Regulation 429/07) developed under the Accessibility for Ontarians with Disabilities Act, 2005 (AODA).
- f) Ensure the website meets Web Content Accessibility Guidelines (WCAG) W3 AA criteria where possible. In the proposal, please provide details regarding any section or feature that does not meet the WCAG 2.1 AA Criteria.
- g) Ensure the website and e-Communications provide and receive stakeholder information (Stakeholders include: residents, businesses, potential visitors, potential residents, potential businesses, Municipal staff).
- h) Ensure e-Communications are timely, accurate and relevant to the particular stakeholder.
- i) Promote business and community “good news stories”, tourism and community events (e.g. Community Events Calendar).
- j) Engage, raise awareness and educate residents on new and existing programs, services and support the Municipalities Strategic Plan(s).
- k) Ensure web and mobile applications support online payment and services (for potential future use) and is PCI compliant.
- l) Ensure technology enables accessible online applications and fillable forms.
- m) Ensure technology enables a mechanism for online input such as request forms and surveys.
- n) Proposed solutions must be mobile friendly and function appropriately on most smart phone and tablet devices. Designs may be responsive or adaptive, but information is only to be updated in one place.
- o) Proposed solutions must integrate with Huron East’s Business Directory and Mapping System www.huroneastruralexperience.ca, which is hosted on a separate server.
- p) All proposed solutions must ensure the Municipality is compliant with its statutory obligations under the Municipal Freedom of Information and

- Protection of Privacy Act in regards to the collection, use, and disclosure of personal information.
- q) User rights shall control access to personal information collected and stored by the proposed solution. The Proposed solution shall not permit users or the general public to access personal information unless specifically authorized.
 - r) The Municipality may wish to auto-publish to our social media accounts, including Facebook, Twitter and LinkedIn to disseminate website information. Social media needs to be tightly integrated into the proposed solutions.
 - s) Provides a mailing-list subscription management system with the ability to collect subscriber information and email address, send newsletters and notices, etc.
 - t) Provide a system for registering and managing consent for sending of tax and utility bills electronically. This system will be only for the purpose of gathering contact information and consent. Another system will be responsible for sending the actual bill.
 - u) Utilizes viable technology.
 - v) Is secure and easily maintained with security updates.
 - w) Provides detailed analytics and easy reporting.
 - x) Website shall be easily updated, utilizing a content management system for staff. Proponents shall list any required software, recommend software, and licenses that the Municipality will need to purchase for the continued maintenance of the website.
 - y) Provide on-going software maintenance including product updates, bug fixes and any other related issues.

3.5.1 Upon completion of this project, the Municipality will have a site that:

- Consistently applies templates, modules, designs and styles and CMS tools that steer users towards best practices and consistency;
- Provides clear and easy paths to complete online services and opinion polls;
- Promotes discovery and better tells the story of Huron East, by providing a dynamic content experience to highlight relevant or newsworthy content;
- Uses a new service-oriented, citizen-focused information architecture;
- Efficiently maintains and manages the Municipality's complex content governance and workflows;
- Showcases our corporate commitment to the Municipality's strategic goal of achieving excellence in Municipal governance;
- Uses external and internal feedback into the website development and design; and
- Has clear and documented pathways for growth with the Municipality

3.5.2 The consultant will:

- Meet with the Project Steering Committee and selected Municipal staff.
- Review the Municipality's existing website to determine how best to organize and present the content to provide a high-quality, attractive and user-friendly website.
- Design an intuitive, easy to navigate, searchable municipal website
- Build the site working with relevant Municipal staff.
- Supply all required components and licences, as required
- Migrate data from existing website.
- Test and implement the new site, CMS, workflow and security
- Provide configuration and staff training.
- Provide subsequent support and maintenance, as required including but not limited to security updates.
- Ensure the Municipality's graphic and technical standards are met.

3.5.3 Qualifications

Preference will be given to Proponents that have:

- Created a comparable website, especially for other municipalities or large public sector institutions.
- Created award-winning websites.
- Located in close proximity to Huron East so as to permit regular on-site meetings throughout the process.

3.6 Website-Hosting Service

The Municipality is satisfied with its current website-hosting service provider and sees no reason at this time to seek an alternate to host the new website. However, a mechanism must be available for staff to transfer the entire content of the new website to some other website-hosting service, should the Municipality decide to do that at some future time.

If a switch in web hosting is being proposed please quote this on a separate line within the proposal.

3.7 Website Maintenance

The Municipality's office staff must be able to maintain all areas of the website through the use of the CMS. This will require the ability to add new material and to delete or change existing material at all levels of the website, including forms, documents, templates, the main page, and the menu and submenu structure and content as well as security updates as required.

Section 4 – Proposal Evaluation and Proposal Selection

4.1 Evaluation of the Proposal Package

All proposals will be requested, received, evaluated, accepted and processed in accordance with the Municipalities Purchasing Policy including amendments.

The Proposal package will be subject to a comprehensive analysis and evaluation, based upon the best overall value to the Municipality by the evaluation team. The Proposal will be checked for compliance to the Proposal request and should be organized in sequence by the sections listed below. A description of what is expected in each of these sections is presented below. A compliant Proposal will be evaluated using the rating criteria as indicated.

The Municipality reserves the right in its sole discretion to:

- a) Waive minor irregularities and / or minor non-compliance by any Proponent with the requirements of this Request for Proposal and
- b) Request clarification and / or further information from one or more Proponent after closing without becoming obligated to offer the same opportunity to all Proponents.
- c) The Municipality may disclose the names of Proponents and final award amount. However, the evaluation will be confidential and no rates or scores will be released to any of the Proponents.
- d) The Municipality of Huron East reserves the right to accept or reject any and or all proposals should such be determined by the Municipality of Huron East to be in the Municipality of Huron East's best interest. Should only one proposal be received, the Municipality reserves the right to reject it. The Municipality of Huron East does not guarantee that any proposal will produce a recommendation by the evaluation team or that any contract for services will ultimately be endorsed by the Municipality of Huron East. In the event there is a successful Proponent to this RFP, the Award to a successful Proponent is a recommendation by the evaluation team for the successful Proponent to enjoy the sole ability of being able to discuss a potential contract with the Municipality of Huron East.
- e) The Municipality reserves the right to change its direction with respect to the term of any potential contract at any time prior to endorsement. In the event there is a successful Proponent to this RFP and discussions with the Municipality ultimately fail to produce an endorsed contract, the Proponent in endorsing the Proposal Cover Page attached does hereby acknowledge that no damages or liability flow from such failure and does hereby release and hold harmless the Municipality of Huron East for any costs or damages incurred by the Proponent in preparing a Proposal or negotiating with the Municipality of Huron East.

Proposals will be evaluated according to the following criteria:

Corporate – 20 points

Experience and References demonstrating experience with development and successful implementation(s) of similar size, scope, and complexity

Technical – 50 points

- Functional requirements
- CMS / Hosting recommendations
- Methodology
- Schedule, timelines and availability commitment
- Quality Assurance
- Customer Service

Financial – 30 points

- Total price, including development, implementation and ongoing software support
- Value-added Services or Product Features
- Sustainable Benefits

Proponent(s) that are shortlisted will be invited to make a presentation which will be part of the evaluation. The demonstration will allow shortlisted Proponents to present their proposal to the evaluation team.

Interview / Presentation

- Quality of presentation, if applicable

Upon submitting a proposal, Proponents consent to the Municipality and their representatives checking and verifying the information provided. References may also be contacted. Reference checks will be kept confidential and will not be reviewed or discussed with other companies applying.

Submission Criteria	Points
Corporate (Experience, Qualifications, and References)	20
Technical Requirements (Navigation, Design, Ease of Use, Accessibility, and etc.)	50
Financial (Price, Value Added Services, and etc.)	30
Interview / Presentation – Re-evaluation of above sections	
Total	100

4.2 Proposal Content and Organization

The proposal must be organized according to the sections in this RFP in order to facilitate evaluation and comparison of proposals.

Proposal submissions must provide a detailed Table of Contents. All sections must be tabbed and labelled to facilitate ease of reference. All Appendices are to be noted in Table of Contents and tabbed / labeled separately.

- **Company Profile**

Provide a description of your firm, number of employees, capability and means to complete the requirements. Include your firm’s years of experience relevant to the proposed project including site design experience with organizations of the Municipality’s size and complexity.

- **Project Team, Qualifications and Relevant Experience**
List proposed team members and identify the level of involvement in each proposed task.
- **References**
Firms shall provide at least three references for website design that can be contacted where recent projects of relevancy are in progress or have been completed within the past five years, including names, dates worked and contact numbers and email addresses.
- **Implementation Plan**
Provide an implementation plan including preferred methodology, milestone timelines, status updates, and risk management.
- **Financial Offer**
Proponents shall provide individual line items, including all modules, functionality, etc. and total. Prices shall not include disbursements and shall note the HST separately.

Disbursements are to be broken out and shown on a separate line. Disbursements will include printing, travel, courier service, meals and any telephone / facsimile charges. Proponents are also requested to provide, where applicable, rates for additional work of similar nature believed not to be covered in this RFP, but considered necessary for completion of the assignment and shall specifically identify them in the proposal.

The Municipality will not request additional information around the financial consideration and incomplete proposals will affect the evaluation and may disqualify a Proponent. All costs to the Municipality shall be described as indicated above and calculated into the financial offer to ensure completion of the Project.

Fee proposals will be scored out of a maximum weighting of 30% according to the following:

Cost of Lowest Proposal

Cost of Proposal Being Evaluated X Full Weight of Cost Criteria

The Municipality reserves the right to adjust costs of proposals to reflect imbalances or discrepancies.

The Municipality may choose to interview certain Proponents to clarify issues. Proponents are advised that only complete submissions will be reviewed and evaluated. The successful Proponent will be the one with the highest score.

- **Value Added Features**

Proponents are encouraged to address issues not discussed in this RFP that may offer added value features and may increase the success of the project or support the Municipality's learning and development about doing projects of this type.

These items should be listed on a separate line to the RFP as optional value added features with the related costs.

4.3 Invitation Issued for Presentation

Three of the highest overall ranking Proponents may be invited to make a confidential presentation during the week of September 30-October 04, 2019. No other Proponent is entitled to be present or to receive any information regarding the presentation of any Proponent. Each Proponent will be expected to demonstrate the following:

- Knowledge of application;
- Technical knowledge;
- Ability to meet requirements outlined; and
- Quality of live system demonstration.

Presentations will be re-evaluated against the criteria as set out in Section 4.

4.4 Terms of Award

- a) The lowest or any Proposal will not necessarily be accepted and the Municipality reserves the right to award any portion of the Proposal;
- b) Proposals are irrevocable for one hundred and twenty (120) calendar days from the date the Proposal is opened;
- c) The award of a contract may be subject to approval by Council and the availability of funding;
- d) The Municipality may at any time by notice in writing to the Consultant, suspend or terminate the Services or any portion thereof at any stage of the project. Upon receipt of such written notice, the Consultant shall perform no further services other than those reasonable necessary to close out his / her services; and
- e) An award is non-exclusive to the Proponent; and
- f) The Municipality may source more than one Proponent to meet its website and web application needs.

4.5 Complete Proposal Package

Proponents are reminded that proposals will be considered exactly as submitted. Points of clarification will be solicited from proponents at the discretion of the Municipality. Those proposals determined, not to be in compliance, with provisions of this RFP and the applicable law and regulations, will not be processed.

The Proponent is advised to ensure that their offer is a complete Proposal. All information submitted and made available will support the Request for Proposal specifications and requirements. Any waiver or clarification will not be

considered as an opportunity for a Proponent to correct errors or change the offer in their Proposal.

4.6 Limitation

This RFP does not commit the Municipality to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or contract for services or supplies. The Municipality reserves the right to accept or reject any or all proposals received, as a result, of this RFP, to negotiate with all qualified sources, to waive formalities, to postpone award, or to cancel in part or in its entirety this RFP, if it is in the best interest of the Municipality to do so.

4.7 Cancellation of Award

The Municipality reserves the right to immediately cancel an award if the contractual agreement has not been entered into by both parties, or if new municipal regulations or policy make it necessary to change the program purpose or content, discontinue such programs, or impose funding reductions. In those cases where negotiation of contract activities are necessary, the Municipality reserves the right to limit the period of negotiation to sixty (60) days after which time funds may be unencumbered.

4.8 Evaluation and Selection Process

The evaluation team will review the Proposals and rank them based on the evaluation criteria outlined above. The Municipality reserves the right to consider other criteria that may become evident during the evaluation process to obtain the best value. The Municipality will compare proposals to select one.

SECTION 5 – Manual / Guide

5.0 MANUAL / GUIDE

Proponents are to include within their core project deliverables any applicable website user and style guide or any other manuals or documentation to the Municipality for the proposed solution upon project completion.

REQUEST FOR PROPOSAL

WEBSITE REDESIGN & UPDATE

Proposal Cover Page

1. General Information:
 - a. Legal Name of Applicant Agency
 - b. Street Address
 - c. City Province Postal Code
 - d. Contact Person Title
Phone: _____ E-mail Address: _____
 - f. Project Team Location (if different then above)
 - g. Total Costs Proposed \$ _____ (with optional value added features listed separately)
 - h. Did outside individuals or agencies assist with preparation of this proposal? Yes/No. If yes, describe.

I certify that to the best of my knowledge the information contained in this proposal is accurate and complete, and that I have the legal authority to commit this agency to a contractual agreement. I realize the final funding for any service is based upon funding levels, and the approval of the municipality.

Signature (Administrator of Applicant Agency)

Date