



Central Coast Regional District
Request for Proposals
Website Redesign

RFP No: RFP ED-18-01-Website

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RFP - Central Coast Regional District Website Redesign

RFP Number: RFP ED-18-01-Website

Issue date: October 5, 2018

Closing Time: November 19, 2018, 9 am (PST)

1 PURPOSE

The Central Coast Regional District (CCRD) is requesting proposals from experienced website developers to undertake a complete redesign and update of the CCRD website. The CCRD is seeking to improve functionality, update content, simplify content management, and make the website more user friendly for current and prospective residents and businesses while meeting standards for design quality and visual appeal.

The CCRD website is an essential communication tool used to impart information to the public, including residents, businesses, community groups, investors, and visitors to the Region. The website is the face of the CCRD and how public and potential residents experience the website plays a critical role in how they perceive the organization and the communities within it.

The existing CCRD website is outdated and difficult to navigate with commonly required forms and information difficult to find. The website is no longer able to meet the needs of its users due to the ever evolving digital landscape and growth of social media, e-commerce, online citizen engagement, and the increasing popularity of mobile devices such as tablets and smart phones.

The successful proponent will guide, manage and plan the project to maximize efficiencies and ensure the District is set up for success. The new website will have increased functionality and include exciting new features that will be engaging, innovative, user-centric and focused on connecting with a variety of audiences.

The District also seeks a company that has the capability of integrating additional features and functionality that may be identified in the future with minimum effort and without requiring a complete site overhaul. The experienced company should have a team of experts who understand the complexities of local government.

2 BACKGROUND

2.1 Project

This project is part of a larger Central Coast Regional District Marketing Enhancement and Brand Implementation initiative. The redesign of the District's website and online presence will support the project goals. The expected results include:



- A. Improvements to the CCRD's on-line image and ability to promote the Region as a desirable place to live, work, visit and invest.
- B. Improved communication mechanisms with citizens and stakeholders by increasing the quality, quantity and timeliness of information provided.
- C. Enhanced communication functionality including emergency and alert notifications that integrates with social media.
- D. Improved search engine optimization (SEO) to appeal to wider audience.
- E. Improved and streamlined internal processes.
- F. Improved appeal for economic development.
- G. Improved access to information by communities and visitors alike.
- H. Improved access to information on mobile devices.

The Central Coast Regional District website should be aesthetically pleasing, intuitive, and easily navigable for current residents, potential residents, current business owners, potential business owners, visitors, staff, and elected officials.

2.2 Community

The Central Coast Regional District ("CCRD") is nestled in the heart of the mid-coast and is home to some of British Columbia's most spectacular scenery and natural beauty. The area encompasses approximately 25,000 square kilometers and includes five electoral areas in the unincorporated communities of Bella Coola, Denny Island, Ocean Falls and the reserve and traditional territories of the Heiltsuk, Nuxalk and Wuikinuxv Nations.

Incorporated in 1968, the CCRD is a regional government serving a population of less than 4,000 residents. The CCRD provides local and regional protective, recreational, environmental and transportation services to area ratepayers. The communities within the Regional District are rural and remote. As a result there are several areas with limited broadband.

3 CONDITIONS

The CCRD reserves the right to accept or reject any and all proposals and to waive irregularities and informalities at its discretion.

The District reserves the right to accept a proposal without stating reasons.

By submitting a proposal, the proponent waives any right to contest, in any proceedings or action, the right of the CCRD to accept or reject any proposal in its sole and unfettered discretion.

The CCRD may consider any criteria in addition to those listed in the section titled Criteria and Evaluation. This consideration is the sole and unfettered discretion of the CCRD.

This Request for Proposal does not commit the CCRD to award a contract or pay any costs incurred in the preparation of a proposal, or attendance at a meeting with CCRD staff.



In the event that a contract is awarded it may be terminated by the CCRD at any point without stating reasons.

In the event that a contract is awarded, the CCRD may nonetheless contract with other competitive consulting service providers at the CCRD's sole discretion.

4 INSTRUCTIONS TO PROPONENTS

4.1 Submission and Schedule

An electronic copy of the proposal in a single portable document format (PDF) digital file must be submitted to cao@ccrd-bc.ca no later than November 19, 2018, 9 am (PST).

The e-mail subject line should read: **CCRD Website Redesign.**

It is the sole responsibility of the vendor to see that their proposal is received by the District in the proper time. Late responses will be rejected at the sole discretion of the Central Coast Regional District.

Submission of a proposal indicates acceptance by the firm of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted.

Proposals may be withdrawn by written notice to Courtney Kirk at cao@ccrd-bc.ca.

Submissions will be evaluated and shortlisted. Only those shortlisted will be notified. Interviews may be held with shortlisted firms. It is anticipated that selection and notification will be completed by November 26, 2018.

4.2 RFP and Revisions

A copy of this Request for Proposal (RFP) may be obtained from the CCRD's web site at:

www.ccrd-bc.ca AND/OR from www.bcbid.gov.bc.ca

The District reserves the right to change the schedule or issue amendments to the RFP at any time. The District also reserves the right to cancel or reissue the RFP at any time. Any interpretation of, additions to, deletions from, or any other corrections to the Proposal document, will be issued as written addenda by the CCRD. Amendments or a notice of cancellation will be posted to the District's website and/or on BC Bid website.

It is the sole responsibility of the proponent to monitor either of the two sites mentioned above for any updates, amendments, and other relevant information. For the purpose of this document the terms proponent, vendor and contractor are those entities representing the submission of a response to this RFP.



4.3 Inquiries

Respondents may contact the Central Coast Regional District for clarification and information pertaining to this request for proposal.

All enquiries related to this Request for Proposals (RFP), including any requests for information and clarification, are to be directed, in writing, to the following person who will respond if time permits. Information obtained from any other source is not official and should not be relied upon. Enquiries and any responses will be recorded and may be distributed to all Proponents at the Regional District's option.

Courtney Kirk, Central Coast Regional District Chief Administrative Officer

E-mail: cao@ccrd-bc.ca

Phone: (250) 799-5291

Mailing Address: 626 Cliff Street, Box 186, Bella Coola, BC V0T 1C0

Any oral communications will be considered unofficial and non-binding on the District. Vendors should rely only on written statements issued by the contact person listed above.

4.4 Proposal Requirements

All proponents are required to submit the following in their proposal:

- A. Identify company name, lead contact, and key personnel that will work on this project.
- B. Identify roles assigned to personnel related to this project, and their background experience/qualifications.
- C. Describe related experience of the company and provide examples of recently completed projects. If possible, provide examples of recently completed municipal websites using the same platform.
- D. Provide a detailed project plan, including time and resources allocated to the outlined tasks, a rationale for this approach, key milestones, and any additional products or services that will result from this approach. Describe the role and expectation of contributions required from Central Coast Regional District staff through each stage of the project.
- E. Include a rationale for the Content Management System (CMS) used, integrated applications and additional features, and hosting site.
- F. Detailed project budget, with a breakdown of each task in the project. The budget should include a base cost and any extra costs for additional services.
- G. Provide a minimum of three references.
- H. Proposal submission form (attached as Appendix A)
- I. Limit Proposal to 15 pages, excluding Resumes, Title Page, and Appendix page(s). Any additional material beyond this number will not be considered.
- J. The format should conform to the information supplied in Appendix B.

4.5 Criteria and Evaluation

Submissions will be evaluated by the CCRD based on the following criteria in the CCRD's absolute discretion:

Criteria:



- A. Past experience working with the CCRD or other Local Governments.
- B. Estimated cost of the proposal
- C. Scope and quality of the proposal
- D. Proposed approach, services, and timeline
- E. Project team & expertise in comparable communities
- F. Understanding and appreciation for local context

Evaluation:

Municipal Experience – relevant experience providing similar services to local governments	20
Financial Cost to the Regional District – amount and precision of estimates submitted	20
General Approach and Methodology – demonstrate knowledge and expertise with the methodologies and systems associated with the project.	15
Project Team Expertise and Roles for Project – demonstrate superior ability to lead client and client/team relationships effectively	15
Understanding of local context – demonstrate understanding of needs of rural and remote communities	10
References – references based on service contracts to similar clients	10
Schedule and Availability	10
	100 points

5 SCOPE OF WORK

The new website must be attractive, intuitive, and accessible for our audiences, and easy to manage and update for our staff. An effective website will increase online citizen self-service while reducing staff workload. This will be accomplished by tailoring your solution to meet our needs. The successful proponent will ensure features including but not limited to the following:

- A. Website Design
 - i. Must have intuitive design, logical menus, and be engaging, user-centric and focused on connecting with a variety of audiences.
 - ii. Must be compatible with all common browsers, including: Firefox, Explorer, Edge, Chrome, and Safari.
 - iii. Must have a complete mobile version that displays well on all common smartphones.
 - iv. Will include a user-friendly Content Management System. Proposal must identify and provide rationale for using selected CMS. Open source CMS is preferred.

- B. Website Content
 - i. Proponent must provide guidance and expertise in developing and organizing content. This will include reorganizing existing website content for various departments to be more user friendly, and potentially adding, deleting, or editing content to provide clear, concise, and useful information to our audiences.
 - ii. Provide the ability to delegate editing ability of specific pages to specific people, with a central authorization control prior to publishing.
 - iii. The content will include, but is not limited to:
 - Pages for each department/service.



- A non-public portion of the webpage that requires log-in to access for elected officials.
- Archive Center to store agendas, minutes, newsletters and other documents
- Emergency page and functions that can be used to prominently display and easily update information during a state of emergency.
- Land use/zoning page with ability to economically host maps that the public can access to view their property zoning, variance process and development permit application requirements.
- Community pages with room to showcase each of the communities within the CCRD.
- Quick links to the most commonly requested information.

C. Website Functionality

- i. Implement a 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.
- ii. Include a calendar feature to be used to keep the public informed of upcoming meetings, public hearings, and Regional District-organized events.
- iii. Include Google translator or similar feature to allow non-English speakers to read and understand content on all pages.
- iv. Include font size adjustment and other features that allow universal accessibility of the website without compromising website design and structure.
- v. Include the ability to subscribe to various distribution lists and updates (Board agendas, news releases, emergency bulletins, job postings) through email and RSS.
- vi. Ability to integrate with and host online maps.
- vii. Ability to fill out and submit forms online.
- viii. Ability to upload and download documents including Board meeting agenda and minutes.
- ix. Allow for the ability to integrate video content through files and platforms such as YouTube into the website.
- x. Allow for the ability of users to share content on social media platforms, and to integrate newsfeed and social media content into the website.
- xi. Provide website analytics such as sessions, users, page views, bounce rate, location, and referrals, over various time periods.

D. Website Launch and Support

- i. Provide training for key staff in managing and editing content.
- ii. Include a plan for testing the site, resolving issues, and providing technical support.

E. Hosting

- i. Provide reliable hosting, in Canada, of Central Coast Regional District website and related documents.
- ii. Proposal should provide details of host site, storage capacity, security, and contingencies.

F. Optional



- i. Create additional content for use on the website and social media such as photos and video.
- ii. Provide the ability to poll or survey residents through a question on the home page.
- iii. Provide other features or functionality that may help the Central Coast Regional District to deliver services and to promote the Region as a desirable place to live, work, visit and invest.

5.1 Budget

The total budget for this project, including all optional features, taxes and other fees will be no more than \$70,000.

Respondent must list any and all charges, expenses, and/or costs to be incurred by the District. Failure to specifically and thoroughly enumerate such items may be a cause for disqualification.

6 ANTICIPATED SCHEDULE

- A. RFP Issued: October 5, 2018
- B. Proposals Due: November 19, 2018
- C. Interviews Conducted: November 21, 2018
- D. Firm Selected: November 23, 2018
- E. Project Start: November 26, 2018
- F. Project Completion: March 31, 2019 or as otherwise agreed based on proposal of successful proponent.



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APPENDIX A – PROPOSAL SUBMISSION FORM

Central Coast Regional District Website Redesign

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The following information should be provided by proponents wishing to have their proposal evaluated. If the proponent is not legally registered with the Province of British Columbia in order to legally do business in British Columbia then the proponent will be required to register should their proposal be acceptable to the Central Coast Regional District.

COMPANY NAME:

COMPANY ADDRESS:

Please indicate if the entity submitting this application is an incorporated company:

If yes, which province is the registration in?

Is the company registered in any other province as extra-provincially?

If yes, which province(s)?

AUTHORIZED PERSON(S):

NAME(S) AND TITLE(S):

AUTHORIZED CONTACT PERSON:

PHONE NUMBER:

FAX NUMBER:

EMAIL ADDRESS:

DATE:

AUTHORIZED SIGNATURES:



APPENDIX B – PROPOSAL SUBMISSION FORMAT GUIDELINES

To allow for a thorough yet timely evaluation, proposals should be presented in a clear and concise manner. Failure to present information in the manner requested may be to the proponent's disadvantage. It is suggested that the following format and sequence be followed in order to provide consistency in proponent response and to ensure each proposal receives full consideration:

1. Proposal Cover Letter and Submission Form (2 page maximum)

The cover letter should provide a summary of your organization's interest and suitability for this RFP. It should be no more than 2 pages in a standard business format and should identify and be signed by the people who prepared the proposal, including their titles; and identify a contact person responsible to answer questions regarding the proposal contents.

2. Corporate Identify and Profile (2 page maximum)

The profile should include the organization's legal name, address, and telephone number; date established and structure; ownership details; firm leadership (such as corporate officers or partners); number of employees; number of employees engaged in tasks related to the scope of work for this RFP. The proponent's business number and principal place of business should also be provided, and the Proposal Submission Form attached with this RFP must also be filled out and submitted. This section also provides the proponent with an opportunity to demonstrate their breadth of their experience. It should be used to highlight the proponent's principal qualities, its achievements, its experience filling needs similar to those outlined in this RFP, and any experience the proponent may have of providing services in similar jurisdictions.

3. Consultant/Project Team Qualifications, Knowledge and Skills (2 page maximum per individual proposed)

Identify key personnel to be involved in the project, and ensure their roles and responsibilities are clearly defined. The proposal content is expected to demonstrate appropriate and relevant knowledge, skills, experience, and education within the team specific the RFP. Personal resumes of the proposed team members may be provided to support the proposal.

4. Project Plan and Approach (4 page maximum)

Provide a detailed project plan, including timelines, resources allocated to the outlined tasks, a rationale for the approach, key milestones, and any additional products or services that will result from this approach. Describe the role and expectation of contributions required from Central Coast Regional District staff through each stage of the project.

5. Relevant and Past Experience – Similar Projects (1 page maximum per project)

To demonstrate knowledge, skill and related experience, the proponent should provide examples of similar projects completed in the past five (5) years. They should identify who the



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projects were completed for, provide a brief description of the work that was done, and the project outcomes. The proponent must also provide three (3) references from past clients and other governments to support the proposal.

6. Project Budget (2 page maximum)

Identify all fees and expenses including hourly fees per team member proposed. A detailed project budget should include a breakdown of each task in the project. The budget should also include a base cost and any extra costs for additional services.