



City of Coquitlam

Request for Proposals  
RFP No. 17-01-13

Tourism Website Development &  
Brand Refresh

Issue Date: January 23, 2017

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### **APPENDIX A – Coquitlam Graphics Standards**

### **PROPOSAL SUBMISSION FORM**

## DEFINITIONS

In this RFP the following terms will have the meaning set out below:

**“City”** means the City of Coquitlam.

**“Contract”** means a City Purchase Order issued to a Proponent selected to provide the Services.

**“Consultant”** mean the firm that the City has selected to provide the Tourism website development & brand refresh.

**“Proponent”** means a company that submits a response to this RFP.

**“RFP”** means this Request for Proposals.

**“Services”** means and includes anything and everything required to be done by the Professional Consultant for the fulfillment and completion of the Contract as described in this RFP.

**“Proposal”** means a response submitted for evaluation in response to this RFP.

## 1. INTRODUCTION

The City of Coquitlam is the fifth largest City in B.C. and a diverse and growing community, uniquely situated in the heart of Metro Vancouver. Home to approximately 145,000 people, Coquitlam encompasses the amenities and advantages of a thriving urban centre as well as extraordinary natural features that offer endless outdoor recreation opportunities.

Coquitlam also boasts several world-class sports facilities, more than 80 municipal parks and natural areas, and a variety of high-quality civic facilities dedicated to recreation. The City is also a popular destination for festivals and events, with more than 100 events taking place in Coquitlam each year, including the Teddy Bear Picnic and Parade, BC Highland Games and Scottish Festival, Festival du Bois and Kaleidoscope Arts Festival.

The opening of SkyTrain's Evergreen Extension has further expanded opportunities for Coquitlam's evolving tourism sector, which has the capacity to contribute significantly to Coquitlam's economic growth.

The City of Coquitlam recognizes that tourism and visitors (both overnight and day-trippers) play a key role in supporting some of Coquitlam's major economic drivers, such as retail, accommodation, food service and entertainment services.

The City further recognizes that to leverage this opportunity, it needs to replace the content currently featured within the City of Coquitlam's corporate website ([www.coquitlam.ca/explore](http://www.coquitlam.ca/explore)) with a robust and visually engaging website as its primary online marketing tool.

To that end, the City is seeking to create a stand-alone tourism website that will assist those researching or planning future activities in Coquitlam, as well as inform those already living in the area. The new website will enhance the online experience for visitors by providing a more dynamic, intuitive, functional and responsive interface. Emphasis should be on engaging, interactive components that integrate social media and move away from a listing/directory-based design.

With a preference for delivery through the WordPress platform, the new tourism website should be easy to self-maintain, yet secure.

The Tourism website development and implementation project will also include a refreshed Tourism brand that communicates Coquitlam's competitive tourism identity.

## **2. REQUEST FOR PROPOSALS**

The City of Coquitlam (**'City'**) is requesting proposals from professional, experienced, qualified firms to develop and implement a new Tourism website that includes a refreshed tourism brand and visual identity.

The Coquitlam Tourism Office is seeking a firm with a strong background and proven track record in website development that is able to develop a strategic approach across the website that will inform, inspire and drive action. The redefined brand and new Tourism website should make Coquitlam stand out as a unique destination of choice in a competitive marketplace.

The successful Proponent will be responsible for research, design, development and deployment of the new site. Work will be done in collaboration with the City's Tourism Office and Corporate Communications Division.

The proposal should deliver a website concept that incorporates strong visual elements that reflect the City's existing brand while also integrating new elements that position Coquitlam's Tourism identity.

## **3. OBTAINING RFP DOCUMENTS**

RFP Documents are available for download from the City of Coquitlam's website:  
[www.coquitlam.ca/BidOpportunities](http://www.coquitlam.ca/BidOpportunities)

Printing of RFP documents is the sole responsibility of the Proponents.

## **4. BACKGROUND**

In 2015, the City of Coquitlam worked with Destination B.C. and local stakeholders to develop a Tourism Strategy to set in place a long-term commitment to a sustainable, community-based Tourism Program.

In concert with the City of Coquitlam, Destination B.C. hosted a Community Tourism Foundations (CTF) workshop that provided stakeholders the opportunity to help shape the future direction of Coquitlam's Tourism Program. The results of the workshop – as well as information provided by the community in the CTF expression of interest, existing plans, research reports relevant to the Vancouver, Coast and Mountains region, and supplemental research – resulted in the development and approval of the 2015-2020 Coquitlam Tourism Strategy. ([www.coquitlam.ca/tourismstrategy](http://www.coquitlam.ca/tourismstrategy))

Three key areas of focus were identified in the 2015-2020 Coquitlam Tourism Strategy:

- 1) Tourism Management
- 2) Branding and Marketing
- 3) Destination and Industry Development

The services sought through this RFP will address the “Branding and Marketing” area of focus and in particular, Brand and Website development.

**Coquitlam’s new Tourism brand will:**

- Build on the strength of the City of Coquitlam’s existing corporate brand as well as previous tourism branding and marketing materials.
- Take into account Destination B.C. and Destination Canada branding to determine synergies. (<http://www.destinationbc.ca/Resources/british-columbia-tourism-brand.aspx>)
- Identify key assets and attributes that make Coquitlam a unique destination of choice.

**The Tourism website will:**

- Function as a stand-alone website that meets industry best practices yet still reflects the City of Coquitlam corporate standards.
- Serve as the primary online marketing tool in support of Coquitlam’s Tourism Office with the objective of conveying the tourism brand, increasing awareness of Coquitlam Tourism assets, and augmenting visitation and visitor spend in the community.
- Promote Coquitlam to visitors, residents, businesses and others by showcasing the best that Coquitlam has to offer. This includes: informing on local events and activities, inspiring visitors with captivating content and driving action.
- Enrich the resident and visitor experience in Coquitlam while spurring local prosperity and job growth.
- Enhance the online experience for visitors by providing a more dynamic, intuitive, functional and responsive interface.

The City is targeting for the Tourism website to be completed and launched by May 2017.

## 5. SCOPE OF SERVICES

The Scope of Services will include but is not limited to the following:

1. Develop and implement a Tourism Website that will make Coquitlam stand out as a unique destination of choice. The website must be fully mobile responsive.
2. Create a refreshed Coquitlam Tourism Brand that draws on the City of Coquitlam's existing corporate brand and takes into consideration the Destination B.C. brand. Coquitlam's redefined Tourism brand will reflect Coquitlam's unique competitive identity and assets and will guide expectations not only of what travellers will see and do when visiting this City, but also how they will feel. This will drive the website's strategic approach.

Refer to: **Appendix A – Coquitlam Graphic Standards**

### **Functional requirements:**

- **Navigation:** The website must have a professional and user-friendly interface. The CMS must be easy for City staff to update and maintain.
- **Compatibility:** Content must be delivered across multiple platforms.
- **Social Media:** The website should integrate social media. Proposals should discuss integration of popular social media services such as Instagram, Twitter and Facebook. Also, the ability to submit photos and comments.
- **Videos/Rich Media:** The website should have the ability to incorporate videos and other rich visual elements.
- **Events Calendar:** The proposed solution must support an events calendar that is easy to populate and navigate.
- **Blog:** The proposed solution must have the ability to post updates to a blog.
- **Search tool:** To search by topic for relevant content.
- **Subscriptions:** The ability for website users to subscribe to content through email.

**The Consultant will:**

1. Meet with the Project Steering Committee and selected City staff.
2. Design an intuitive, easy to navigate Coquitlam Tourism website.
3. Build the site around a concept or theme that can be used to promote Coquitlam's Tourism brand.
4. Supply all required components and licenses.
5. Migration of data from existing websites.
6. Development of an Events Calendar.
7. Testing and implementation of the new site, CMS, workflow and security.
8. Configuration and staff training.
9. Subsequent support and maintenance.
10. Work with Coquitlam's Information and Communications Technology (ICT) team, where applicable, to ensure the City's technical standards are met.

**Qualifications:**

Preference will be given to Proponents that have:

- Created a comparable website with the purpose of driving tourism awareness and visitation.
- Created award-winning websites.
- Conceptualized an overall theme for the website in terms of branding Tourism in Coquitlam.

**Privacy:**

The Consultant will be required to fill out a standard Privacy Impact Assessment and a Non-disclosure agreement.

**6. CMS & WEB HOSTING RECOMMENDATIONS**

WordPress is the City's preferred Content Management System (CMS) for this project, but alternatives will be considered. If suggesting an alternative, please provide the CMS software name, version and manufacturer/vendor in the Proposal Submission Form.

Proponents are requested to recommend website hosting services. If the Proponent recommends that the City of Coquitlam host the website internally, please provide detailed technical specifications for the hosting environment.

If the Proponent recommends hosting the website externally, please provide detailed recommendations on hosting providers, including justification behind your recommendation, and list the ongoing operational costs in the Proposal Submission Form.

All costs must be provided in advance.

## **7. SHORTLIST OF CONSULTANTS**

The City may use the results of this RFP to create a shortlist of qualified companies should similar services be required for the next two years.

The City makes no representation of any kind as to whether it will invite proposals for or carry out future projects, or as to the volume of future projects.

The City also reserves the right to implement a separate competitive bid process for any project at its discretion, including where more specialized services or projects are involved.

## **8. TIMELINES**

The City is targeting for the Tourism website to be completed and launched by May, 2017.

## **9. ELIGIBILITY**

For eligibility, as a condition of award, the successful Proponent would be required to provide the equivalent:

- Professional and Commercial General Liability (CGL) insurance coverage as outlined on the City's [Certificate of Insurance - Consultant Form](#)
- Accept the [City's Terms and Conditions of Purchase](#) posted on the City's website.
- Obtain a City of Coquitlam or Tri Cities Intermunicipal Business License:  
Link to [City of Coquitlam Business License](#)

These items are not required as part of this Proposal Submission but will be required prior to issue of a City Purchase Order upon award to the successful Proponent to provide the Services.

## **10. PROPOSAL SUBMISSION REQUIREMENTS AND EVALUATION CRITERIA**

Proposals will be evaluated according to the following criteria:

### **CORPORATE**

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

### **TECHNICAL**

- Functional requirements
- Methodology
- Schedule, timelines and availability commitment
- Quality Assurance
- Customer Service

### **FINANCIAL**

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

Proponents that are shortlisted will be invited to make a presentation which will be part of the evaluation.

### **PRESENTATION**

- Quality of presentation, if applicable.

Upon submitting a proposal, Proponents consent to the City 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 companies applying for the pre-qualification.

## **11. EVALUATION AND SELECTION PROCESS**

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

The City may at its discretion, interview one or more Proponents or request demonstrations, clarifications or additional information from a Proponent with respect to any Proposal. The City may use that information to score the evaluation.

The evaluation will be confidential and no prices, totals or scores will be released to any of the Proponents.

## **12. NEGOTIATION**

The City reserves the right, prior to contract award, to negotiate changes to the scope of the services (including pricing to meet budget) with the proponent or any one or more proponents, proposing the “best value” without having any duty to advise any other proponent or to allow them to vary their proposal as a result of changes to the scope of the services or to the contract documents; and the City may enter into a changed or different contract with the proponent(s) proposing the “best value”, without liability to proponents who are not awarded the contract.

## **13. RFP CLOSING DATE AND TIME**

Proposals will be received by the City on or before 2 p.m. local time on

**Tuesday February 14, 2017**

## **14. INSTRUCTIONS FOR PROPOSAL SUBMISSION**

Proposals are to be consolidated into one .pdf file and uploaded through QFile, the City’s file transfer service accessed at [qfile.coquitlam.ca/bid](http://qfile.coquitlam.ca/bid)

1. **In the “Subject Field” enter:** RFP Number and Name
2. **Add files in .pdf format and Send**  
(Ensure your web browser remains open until you receive two emails from Qfile to confirm upload is complete.)

For assistance, phone 604-927-3060.

Proposals shall be deemed to be successfully received when displayed as new email at the City’s email address. The City will not be responsible for any delay or for any Proposals not received for any reason, including technological delays or issues by either party’s network or email program and the City will not be liable for any damages associated with Proposals not received.

The City at their sole discretion reserves the right to accept Proposals that are received after the Closing date and time but is under no obligation to evaluate.

## **15. ENQUIRIES**

Enquiries are to be submitted in writing and sent to email: [bid@coquitlam.ca](mailto:bid@coquitlam.ca) referencing the RFP name and number. Enquiries should be made no later than 3 business days before the closing date. The City at its sole discretion will determine which enquiries require response, which will be provided to all interested parties by issue of written addenda and posted on the City's website before the closing date.

## **16. ADDENDA**

Proponents are required to check the City's website before the closing date for any updated information and addenda issued at:  
[www.coquitlam.ca/BidOpportunities](http://www.coquitlam.ca/BidOpportunities)

Upon submitting a Proposal, Proponents will be deemed to have received notice of all addenda that are posted on the City website and deemed to have considered the information for inclusion in the Proposal.

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

Information received by the City will be held in confidence and will become the property of the City. The City is, however, bound by the provisions of the Freedom of Information and Protection of Privacy Act, and all parties are advised that Proposals will be treated as public documents and their contents may be disclosed, pursuant to the Act.

## **18. CONFLICT OF INTEREST**

Proponents should disclose in their Proposal any potential conflicts of interest and existing business relationships they may have with the City.

## **19. SOLICITATION OF COUNCIL MEMBERS AND STAFF**

Proponents will not contact any member of the City Council or staff with respect to this RFP at any time prior to the award of a contract or the termination of this RFP other than as permitted as an enquiry identified in this RFP. The City may reject the Proposal of any Proponent that makes any such contact.

**20. NOT A TENDER**

This RFP is not intended to create a contractual relationship between the City and the Proponent.

By issue of this RFP document, the City intends to reserve itself to absolute and unfettered discretion to invite, consider and analyze Proposals, select preferred Proponent(s) and negotiate with or issue a Request for Proposals to the preferred Proponent(s) or cancel this RFP process as the City considers desirable.

There will be no contract with any company until a City Purchase Order is issued and the successful Proponent is notified in writing.

**21. RESPONSIBILITY**

Under no circumstances may the Services or any part thereof be subcontracted, transferred, or assigned to another firm, person, or company without prior written authorization of the City.

**22. NO CLAIM**

No Proponent shall have any claim for any compensation of any kind whatsoever, as a result of submitting a response to this RFP, including accepting a non-compliant bid, and by submitting their company's information, each Proponent agrees that it has no claim.

**23. NO OBLIGATION**

The City reserves the right to accept or reject any or all Proposals or cancel this RFP at any time.

**24. PROPONENT EXPENSES**

The City will not be responsible for any costs incurred by the Proponents in the preparation of a Proposal and for any time expended in any subsequent negotiations and demonstrations.

**25. CANCELLATION**

The City reserves the right to cancel this RFP at any time and for any reason and will not be responsible for any loss, damage, cost or expense incurred by any Proponent as a result of cancellation.

The City reserves the right to cancel any agreement for services upon thirty (30) days written notice. The Consultant would be paid for services and deliverables provided at time of cancellation.

**26. LAW**

All Services must be provided in accordance with all laws and regulations applicable to the Services. The successful Proponent will be responsible for all required licenses, permits, and approvals from authorities having jurisdiction.

The laws of the Province of British Columbia shall govern this RFP and any subsequent contract resulting from this RFP.

**27. REQUEST FOR DEBRIEF**

Upon request, unsuccessful companies may request a debrief with City staff regarding their Proposal sent to email: [bid@coquitlam.ca](mailto:bid@coquitlam.ca)

The City will not provide information regarding other company's Proposals.

## **Appendix A**

# **Coquitlam Graphic Standards**

# INTRODUCTION

## THE IMPORTANCE OF A VISUAL BRAND IDENTITY

The visual identity of a city functions as an ambassador for that city. One way to maintain a high level of credibility and integrity is to identify the organization in a consistent manner. Consistent use of this visual standards manual will ensure that the City of Coquitlam is accurately portrayed as a preferred choice of location for living and doing business or visiting.

## THE COQUITLAM LOGO

The Coquitlam logo, designed with feedback from a broad range of constituents is an expression of the strong qualities that help Coquitlam remain unique among cities. Coquitlam residents consider the community's natural green space, views, nature and friendly, safe neighbourhoods as its most attractive attributes. As well the city government is focussed on providing responsive, honest and innovative leadership in a manner that is friendly, approachable and accountable to the community.

Using the unique mnemonic character of the letter Q in the word Coquitlam, the new wordmark incorporates a number of different positive associations. The Q can be read or decoded to mean different things to different groups of people. It can symbolize nature, trees, parks, rolling hills and waterways. The subtle reference of the QUI or OUI hints at the historical french heritage of Maillardville. Yet the overall appearance is modern and contemporary. The colours in the wordmark further suggest the connection to both nature and water. The wordmark is friendly and non-officious, suggesting that the city, too, is friendly, livable and a pleasant place to build business, visit or reside.

The wordmark (logo) is the cornerstone of the visual identity system. Using it consistently is imperative in maintaining and enhancing a favourable impression of the City of Coquitlam.

The graphic standards guidelines outlined in this manual will help you employ the logo in a consistent way when representing the City of Coquitlam. Many applications have yet to be determined, so care should be taken to familiarize yourself with the relative size relationships of the elements and their usage.

For more information about how to apply the City of Coquitlam brand contact:

Manager Corporate Communications, City of Coquitlam  
P: 604 927 3019

**Mnemonic** *nee'mânik*  
[adj] of or relating to or  
involved the practice  
of aiding the memory;  
"mnemonic device"

# COPYRIGHT AND PERMISSION

## THE CITY OF COQUITLAM LOGO AND COAT OF ARMS

The City of Coquitlam logo (wordmark and stylized Q symbol) and Coat of Arms are protected under the copyright laws of Canada. Use of the logo and Coat of Arms is restricted to the City of Coquitlam corporate activities.

Unless otherwise specified, no individual or organization has the permission to copy, redistribute, reproduce, republish or modify the logo in any form without the written permission of the City of Coquitlam.

## PLACEMENT AND USAGE

Placement of the logo must follow the graphic standards contained in this guide. Specifically, the logo must meet the minimum size and protected space requirements and can be produced only in the official colours specified in this manual.

The City of Coquitlam Coat of Arms is the official emblem for Coquitlam. It represents Coquitlam's heritage and is used by the Office of the Mayor and Council for official and ceremonial purposes. The Coat of Arms may only be used with special written permission from the City of Coquitlam.

To obtain permission to use the City of Coquitlam Logo or Coat of arms, please contact:

Manager Corporate Communications

3000 Guilford Way  
Coquitlam, BC  
Canada, V3B 7N2

Phone: 604 927-3019

[communications@coquitlam.ca](mailto:communications@coquitlam.ca)

# ELEMENTS OF THE IDENTITY

## DESIGN ELEMENTS

The City of Coquitlam logo is composed of several elements that adhere to strict guidelines to ensure visual continuity.

The elements are:

- The logo or wordmark
- The Q symbol
- Nomenclature (Naming)

## SPATIAL CONSIDERATIONS

To maintain the integrity of the brand, space must be left on each side as well as above and below the logo. The increment used to determine this space is based on the height of the lower case letter m (x-height). A minimum of two units of space are required on each side, two units above and three units below as shown in the example on the right.



## MINIMUM SIZE

The logo should be used no smaller than one inch in width.



## BLACK AND WHITE

Black and white versions of the logo are available for use when 4 colour process or 2 colour printing is not available. The logo can be reproduced in black.

In special cases where the logo needs to be placed in a solid field of colour, and will not read properly if used in black, it is acceptable to use a reversed version of the logo so that it appears as white. Care should be taken to ensure that there is adequate contrast between the logo and the background colour.

The logo consists of the word "Coquitlam" in a sans-serif font. The letter "i" has a distinctive wavy underline that extends to the right.

One colour, black

The logo consists of the word "Coquitlam" in a white sans-serif font. The letter "i" has a distinctive wavy underline that extends to the right.

White reverse out of a solid colour

The logo consists of the word "Coquitlam" in a blue sans-serif font. The letter "i" has a distinctive wavy underline that extends to the right.

One colour, blue  
PMS 301

# UNACCEPTABLE USES OF THE LOGO

## PROPORTIONS

When using the logo for any purpose, do not “stretch” or alter the proportions. Always maintain the correct proportions. These are defined by X and Y coordinates which refer to the horizontal and vertical measurements and are expressed as a percent.

Horizontal X = 100%

Vertical Y = 100%

## PERSONALIZING

Do not personalize or attempt to imitate the logo under any circumstance. This includes colour, type choice and modifying for any special circumstance. Doing so will reduce the meaning and impact of this symbol.

## HIGH AND LOW RESOLUTION

Resolution refers to the “ppi” (pixels per inch) of the electronic file. High resolution images are used for offset printed items such as letterhead, banners, advertising, stickers, vehicle decals. High resolution is 300 ppi and above at 100% of the final desired size. Low resolution images are used primarily for web and are 72 ppi. If low resolution images are used in a highresolution application, the result will be unsatisfactory. Simply increasing the resolution (upsampling) will not improve the quality.



## COLOUR USAGE



### PANTONE 7489

Use for both coated and uncoated papers.

**CMYK** C 60 Y 0 M 80 K 7

**RGB** R 133 G 180 B 108

**Hexadecimal** 85B46C

### THREAD COLOURS

Sulky Rayon - Green 1332



### PANTONE 301

Use for both coated and uncoated papers.

**CMYK** C 100 Y 43 M 0 K 18

**RGB** R 48 G 109 B 165

**Hexadecimal** 306DA5

### THREAD COLOURS

Sulky Rayon - Blue 1143

## CORPORATE COLOURS

A blue representing water and a green symbolizing the connection to nature have been chosen for the corporate colours for the City of Coquitlam.

**Designated Pantone®** colours and their equivalents for other methods of reproduction are indicated below. Strict adherence to these colour standards will serve to unify the image of the City of Coquitlam.

**Pantone® Colours** (preferred for print) Colours will vary slightly depending on whether they are printed on coated paper or uncoated paper.

**Coated paper** has a clay coating applied to the paper that is then polished to give the paper a number of different surface treatments from satin to very glossy. It is usually used for magazines, brochures and other promotional materials.

**Uncoated paper** generally has no coating applied to the paper but there are exceptions. It's ranges includes various types of stationery papers to high quality book and brochures papers.

Often when a colour is selected for coated paper, its equivalent in uncoated paper must be changed causing added complexity. The City of Coquitlam colours, however, come very close in both the coated and uncoated swatches making colour specification less complicated. None the less, wherever possible, printers should supply ink draw-downs that are on the specified paper for approval.

# SECONDARY COLOURS

The secondary colours shown are designed to complement the corporate colours.



Pantone 301 C



Pantone 2995 C



Pantone 7489 C



Pantone 305C



Pantone 327 C



Pantone 417 C



Pantone 7473 C



Pantone 1797 C



Pantone 2726 C



Pantone Orange 021



Pantone 2655 C



Pantone 123 C



**City of Coquitlam  
REQUEST FOR INFORMATION AND QUALIFICATIONS  
RFP No. 17-01-13**

**TOURISM WEBSITE DEVELOPMENT & BRAND REFRESH**

**Responses will be received on or before 2 p.m. local time on  
Tuesday, February 14, 2017  
(Closing date and time)**

**INSTRUCTIONS FOR PROPOSAL SUBMISSION**

Proposals are to be consolidated into one .pdf file and uploaded through QFile, the City's file transfer service accessed at website: [qfile.coquitlam.ca/bid](http://qfile.coquitlam.ca/bid)

- 1. In the "Subject" field" enter:** RFP Number and Name
- 2. Add files in .pdf format and Send**  
(Ensure your web browser remains open until you receive 2 emails from Qfile to confirm upload is complete.)

If assistance is required phone 604-927-3060.

**Proposal Submission Form**

Complete and return this section

**Submitted by:** \_\_\_\_\_  
(Company Name)

**1.0 CORPORATE PROFILE**

Company Name	
Head Office Location	
Local Branch Office Location	
Length of time in business and core competencies.	
Detail your company's experience in creating a tourism website.	
Describe experience producing sites for local government or other government, as well as any related awards.	
Describe the organizational capacity of the Proponent to produce the website (e.g. staff, equipment, office location, etc.).	

**2.0 PRICE**

<b>Price for Development &amp; Implementation of Coquitlam’s Tourism Website</b>		
<b>Item</b>	<b>Description</b>	<b>Price</b> (exclude PST & GST)
2-1.	Strategy and preliminary design costs including brand refresh	\$
2-2.	Website development, implementation and configuration	\$
2-3.	Administrator and End-User Training	\$
2-4.	Software license costs including subscription, support and maintenance for initial one-year term, if applicable	\$
	<b>Total (exclude PST &amp; GST)</b>	<b>\$</b>
2-5.	<b>Years 2 through 3</b> – Software Upgrades, Support & Maintenance per year, if applicable	\$
2-6.	Price for adding additional licenses in future years , if applicable (specify license metric)	\$
2-7.	Hourly rate for additional professional consulting services, if applicable	\$
2-8.	Advise if there would be any additional costs associated with the software or services, such as website hosting (describe below)	\$

Rates stated must include all travel, fuel, disbursements and any other expenses.

Confirm these rates would remain in effect until successful completion of the project:

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### 3.0 METHODOLOGY AND WORKPLAN

Provide details for engagement with the City as to how your organization would approach this project. Identify all the steps to be taken, hours/days which would be required of City staff and Proponent team.

### 4.0 CMS & WEB HOSTING RECOMMENDATIONS

WordPress is the City’s preferred Content Management System (CMS) for this project, but alternatives will be considered. If suggesting an alternative, please provide the CMS software name, version and manufacturer/vendor in the Proposal Submission Form.

Proponents are requested to recommend website hosting services. If the Proponent recommends that the City of Coquitlam host the website internally, please provide detailed technical specifications for the hosting environment.

If the Proponent recommends hosting the website externally, please provide detailed recommendations on hosting providers, including justification behind your recommendation, and list the ongoing operational costs in section 2.0 Price.

### 5.0 DESIGN CONCEPT

Proponents should propose how they would deliver a website concept that incorporates strong visual elements that reflect the City’s existing brand while also integrating elements that position the City’s Tourism identity.

Provide suggestions involving the proposed Coquitlam Tourism website design plan, including an overall look and feel.

## 6.0 BRAND CONCEPT

Coquitlam’s redefined tourism brand will reflect this City’s unique competitive identity and assets and will guide expectations not only to what visitors will see and do when visiting this City, but also how they will feel. This brand will drive the website’s strategic approach.

Describe how your company would create a refreshed Coquitlam Tourism Brand that draws on Coquitlam’s existing brand and takes into consideration the Destination B.C. brand.

## 7.0 QUALITY ASSURANCE

The City is a high performance organization with a culture committed to building and maintaining high levels of trust, commitment, enthusiasm, and end user satisfaction within our organization, in the service of our clients. Describe how your company will commit to complete the project to the satisfaction of the City.

## 8.0 CUSTOMER SERVICE

In the event of a contract award, describe the steps you will have in place to ensure deliverables are met and communications are maintained.

## 9.0 SCHEDULE

The City is targeting for a Tourism Website launch in May 2017. The Proponent is to state when they are available and ready to start this project. Provide high-level timelines for implementation, configuration and end-user training.

Indicate the time frame for completion, including starting time and completion time. The implementation schedule will be considered in the evaluation.

<b>Proposed Project Schedule</b>		
<b>Activity</b>	<b>Start Date</b>	<b>Completion Date</b>
<b>Completion of Project</b>		

### 10.0 FUNCTIONAL REQUIREMENTS

Item	Description	Requirement	Yes/ No	Additional Comments (e.g. How? Is it included functionality or an Add-on?)	Price for Optional Add-on
<b>1.0</b>	<b>General Requirements</b>				
1-1	Site to be developed with a responsive design. Site shall be accessible on all common devices and browsers (including mobile devices and tablets).	Required			
1-2	Search Engine Optimization - Human readable URLs	Required			
1-3	Website Statistics Reports	Required			
1-4	Social Media - Integration of social media including YouTube, Instagram, Twitter and Facebook.	Required			
1-5	Videos/Rich Media - Incorporate videos and other rich visual elements. - The public should have the ability to easily submit photos and comments.	Required			
1-6	Subscriptions - Ability for users to receive email updates by electronically subscribing	Required			

**10.0 FUNCTIONAL REQUIREMENTS (cont'd)**

Item	Description	Requirement	Yes/ No	Additional Comments (e.g. How? Is it included functionality or an Add-on?)	Price for Optional Add-on
<b>2.0</b>	<b>Content Creation/Editing – For Authenticated Users</b>				
2-1	Page Properties/Metadata (incl. publish dates, expiry dates, meta-tags, categories/subcategories)	Required			
2-2	Content Reuse (e.g. display the same content on multiple pages)	Required			
2-3	Multi-Language Support - Ability to enter and display content in multiple languages (English, French, Korea, Chinese, Farsi)	Preferred			
2-4	Automatic display of appropriate icons for links (i.e. PDF vs. external web links)	Preferred			
2-5	Customizable 404 Error Page	Preferred			
2-6	Customizable “You are leaving our site” page	Preferred			

**10.0 FUNCTIONAL REQUIREMENTS (cont'd)**

3.0	Applications				
3-1	Events Calendar - Keyword searches - Document/image attachments - Community event submission - Easy to populate and update	Required			
3-2	Blog	Required			
3-3	Robust Search Tool - Ability to report on most common search terms over specific date ranges	Required			
3-4	Online Survey Tool	Required			
3-5	Ability for readers to share content through social media.	Preferred			

**11.0 KEY PERSONNEL AND TEAM COMPOSITION**

Indicate the names of key personnel, any sub-consultants, their role and availability for this project. Include all personnel and any sub-consultants that would be involved in planning, design, development, testing and implementation.

Proponents confirm they shall utilize professional qualified personnel for all sections of work.

	<b>Name</b>	<b>Role &amp; Responsibilities</b>	<b>Qualifications &amp; Availability</b>
<b>.1</b>		Project Manager	
<b>.2</b>			
<b>.3</b>			
<b>.4</b>			
<b>.5</b>			

**12.0 EXPERIENCE AND REFERENCES**

Provide up to three recent client references where your company has provided website design and implementation services. Preference will be given to Proponents having successfully completed tourism website design projects.

Proponents consent the City may contact the companies below to verify references. References will be confidential and will not be reviewed or discussed with Proponents.

Client/Company Name	
Contact Name	
Contact Phone Number	
Email	
Description of Services Provided	
Contract Value	

Client/Company Name	
Contact Name	
Contact Phone Number	
Email	
Description of Services Provided	
Contract Value	

Client/Company Name	
Contact Name	
Contact Phone Number	
Email	
Description of Services Provided	
Contract Value	

**13.0 VALUE ADDED BENEFITS AND SERVICES**

Describe any services that can be provided to assist the City in managing the website.

Confirm what value added benefits would be provided to the City.

List any additional services and/or areas of expertise that the City may use to leverage efficiencies over the term of the contract.

**14.0 SUSTAINABLE BENEFITS**

Provide information on any corporate initiatives, programs and product choices that the Proponent has implemented that could be considered environmental, financial/economic, social/ethically sustainable value:

**15.0 CONFLICT OF INTEREST DECLARATION**

Proponents shall disclose any actual or potential conflicts of interest and existing business relationships it may have with the City, their elected or appointed officials or employees:

**16.0 ADDENDA**

We acknowledge receipt of the following Addenda related to this RFP and have incorporated the information received in preparing this Proposal:

Addendum No.	Date Issued

**17.0 AUTHORIZATION**

We hereby submit our response for the supply and services described in this RFP and agree to the terms stated herein. We confirm that rates and other information contained in our Proposal are accurate.

The signature is an authorized person of the organization and declares the statements made in their submission are true and accurate.

Proponents confirm they have read and would agree to the [City of Coquitlam Terms and Conditions of Purchase](#) posted on the City’s website:

For the purpose of this RFP submission, electronic signatures will be accepted.

<b>Company Name:</b>	
<b>Address:</b>	
<b>Phone:</b>	
<b>GST Registration No.:</b>	
<b>Project Contact:</b> Name and Title of Individual <i>for communication related to this RFP</i> (please print)	
<b>Contact Email:</b>	
<b>Name &amp; Title of Authorized Signatory:</b> (please print)	
<b>Signature:</b>	
<b>Date:</b>	