

City of Coquitlam

Request for Proposals  
RFP No. 18-03-06

# City Website Redesign and Update

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

#### **[PROPOSAL SUBMISSION FORM](#)**

**SUMMARY OF KEY INFORMATION**

<b>RFP Reference</b>	<b>RFP No. 18-03-06</b> <b>City Website Redesign and Update</b>
<b>Overview of the Opportunity</b>	The purpose of this RFP is to invite proposals from qualified firms to develop and implement a <b>City Website Redesign and Update</b> .
<b>Questions</b>	Questions are to be submitted in writing quoting the RFP number and name up to 3 business days before the closing date sent to email: <a href="mailto:bid@coquitlam.ca">bid@coquitlam.ca</a>
<b>Addenda</b>	Proponents are required to check the City’s website for any updated information and addenda issued, before the Closing Date at the following website: <a href="http://www.coquitlam.ca/BidOpportunities">www.coquitlam.ca/BidOpportunities</a>
<b>Closing Date and Time</b>	<b>2:00 pm local time</b> <b>Tuesday, October 23, 2018</b>
<b>Instructions for Proposal Submission</b>	Proposals are to be consolidated into one PDF file and uploaded electronically through Qfile, the City’s file transfer service accessed at <a href="http://qfile.coquitlam.ca/bid">qfile.coquitlam.ca/bid</a>  <ol style="list-style-type: none"> <li>1. <b>In the “Subject Field” enter:</b> RFP Number and Name</li> <li>2. <b>Add files in .pdf format and Send</b> (Ensure your web browser remains open until you receive 2 emails from Qfile to confirm receipt.)</li> </ol> <p>Phone 604-927-3060 should assistance be required. The City also reserves the right to accept proposals received after the closing date and time.</p>
<b>Participation</b>	The guidelines for participation that will apply to this RFP are posted on the City’s website: <a href="#">Instructions to Proponents</a>
<b>Obtaining RFP Documents</b>	RFP Documents are available for download from the City of Coquitlam’s website: <a href="http://www.coquitlam.ca/BidOpportunities">www.coquitlam.ca/BidOpportunities</a>  Printing of RFP documents is the sole responsibility of the Proponents.
<b>Terms and Conditions of Contract</b>	<a href="#">City of Coquitlam Terms and Conditions of Purchase</a>

## DEFINITIONS

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

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

**“City Website”** means [www.coquitlam.ca](http://www.coquitlam.ca).

**“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 Website Redesign and Update.

**“Project Steering Committee”** means the team appointed by the City to evaluate and implement the RFP and may include the following: Manager, Corporate Communications; Manager, Information Communication and Technology; Application Services Manager; Senior Communications and Engagement Specialist; Communications Production Supervisor; Web & Graphics Technician

**“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

Coquitlam has a population of over 150,000 and is one of the fastest-growing cities in all of Canada. According to the 2016 Census, Coquitlam's average population growth from 2012-2016 was 1.96% per year, making it the tenth fastest-growing Canadian city with a population of at least 100,000, and the fastest-growing in B.C. Population growth of this magnitude brings unique opportunities and challenges to a city which, traditionally, has been considered a suburban community of Vancouver.

Guided by Metro Vancouver's Regional Growth Strategy, the City is working to build an urban, vibrant community where people live, learn, work and play. The city's growth and consequent increase in density have impacts on the scope and complexity of the services the City provides to the public – and the City's corporate website is no exception to this.

The City's corporate website was last updated in 2012. The City of Coquitlam is seeking proposals from Proponents who have recent and relevant experience in providing website redesign and update services to organizations of a similar nature.

## 2. REQUEST FOR PROPOSALS

The City of Coquitlam ("**City**") is requesting proposals from professional, experienced, qualified firms to develop and implement a **City Website Redesign and Update**.

The City is seeking a firm with a strong background and proven track record in website development that will bring a strategic approach to redesigning the City'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 site. Work will be done in collaboration with the City's Corporate Communications and Information and Communications Technology (ICT) divisions.

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

## 3. BACKGROUND

The City's website is an essential public communications tool that receives over 780,000 unique visits, with approximately 2.8 million page views – and growing – annually. The site offers a 24/7 business portal to the City, while also serving as a key information source and operational tool for staff and Council.

The website was last updated in 2012. 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 City's current website.

***Project Objective & Scope***

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

- simplified layout;
- better user experience (including improved searchability); and
- cost-effective and sustainable content administration.

The updated City website should be organized in a way that is intuitive to the user – whether residents, visitors or businesses – to help them find information or accomplish tasks. This service-oriented, content first approach will be a move away from an internal or departmental organization site structure.

**4. SCOPE OF SERVICES**

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

1. Work with City staff to research website best practices as they relate to the City's stakeholder needs, as well as municipal and public sector website best practices.
2. Based on that research, develop a concept and proposal for coquitlam.ca that:
  - is simple with a clean, contemporary design and strong visual elements
  - is highly functional and intuitive
  - is secure
  - is built around a leading CSS framework
  - includes a robust search engine that delivers relevant content
  - uses viable technology
  - provides superior user experience with content designed for the audience, rather than tailored to City departments
  - is dynamic/data driven
  - can support a wider range of plugins/applications such as community calendar and expanded engagement tools
  - is fully responsive and supports viewing across all platform/devices (browser independence, full mobile support, etc.)
  - provides detailed analytics and easy reporting
  - includes a user-friendly Content Management System
  - is hosted in Canada

- integrates with other City systems and applications, such as the QtheMap (Coquitlam’s GIS online mapping tool), recreation registration (PerfectMind) and Council meeting webcasts (Granicus)
  - meets WCAG guidelines
3. Implement the approved concept and proposal from point two.

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

**Functional requirements:**

Note: This is not an all-inclusive list. Other functionality may be required or added.

- **Navigation:** The website must have a professional and user-friendly interface.
- **Content Management System:** The CMS must be easy for City staff to update and maintain.
- **Search tool:** Search function must support searches by keyword or topic for relevant content.
- **Responsive / Compatibility:** Content must be delivered across multiple platforms and be responsive to mobile devices.
- **CSS:** The site should be built around a leading CSS framework.
- **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.

Upon completion of this project, we 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, such as the myCoquitlam portal, Class portal (updating to PerfectMind in 2020) and other key systems;
- Promotes discovery and better tells the story of Coquitlam, 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 City’s complex content governance and workflows;
- Showcases our corporate commitment to the City’s strategic goal of achieving excellence in City governance;
- Uses external and internal feedback into the site development and design; and
- Has clear and documented pathways for growth with the City.

**The Consultant will:**

1. Meet with the Project Steering Committee and selected City staff.
2. Review the City’s existing website to determine how best to organize and present the content to provide a high-quality, attractive and user-friendly website.
3. Design an intuitive, easy to navigate, searchable municipal website.
4. Build the site working with relevant City staff.
5. Supply all required components and licences, as required.
6. Support migration of data from existing website.
7. Test and implement the new site, CMS, workflow and security.
8. Provide configuration and staff training.
9. Provide subsequent support and maintenance, as required.
10. Work with Coquitlam’s Corporate Communications team, where applicable, to ensure the City’s graphic standards are met.
11. 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, especially for other municipalities or large public sector institutions.
- Created award-winning websites.

**Privacy**

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

**5. CMS & WEB HOSTING RECOMMENDATIONS**

**5.1 Content Management System**

The City is currently using Sitefinity 8.0 as a Content Management System (CMS) for the website.

We are looking for Proponents to make a recommendation on whether to stay with Sitefinity, move to another application, or move to an open-source CMS platform built around PHP.

Please provide the name and information on the proposed CMS (software name, version, manufacturer/vendor and price) along with the rationale for this selection in the Proposal Submission Form.

## 5.2 Web Hosting

The City is currently hosting its own site internally, and has the option to continue with this approach or move to a hosted and supported solution.

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. Note: any proposed web hosting must be within Canada.

If the proponent is recommending that the City continue to host the website, please provide detailed technical specifications for the hosting environment.

## 5.3 Cloud Hosting / Compliance

Additionally, if recommending Cloud Hosting, please provide responses to the following in the Proposal Submission Form:

- a. Provide information on the physical location of the primary and secondary/backup hosting services.
- b. Does the Proponent comply with all applicable privacy legislation, including:
  - i. BC's Personal Information Protection Act, SBC 2003 c. 36
  - ii. Federal Personal Information Protection and Electronic Documents Act, SC 2000 c 5
  - iii. Freedom of Information and Protection of Privacy Act, RSBC 1996, c 165 (FIPPA)
- c. Does the proposed solution make use of multiple compute sites or data storage locations? If so where are these located?

## 6. TECHNICAL SPECIFICATIONS

The City is interested in a website solution that leverages up-to-date technology tools to provide a seamless, positive experience for users, including:

- Platform with good “deliverability” (site speed, up-time)
- Search engine optimization (SEO) and related analytics tools
- Site that is multi-browser compatible and optimized for mobile (phone, tablet) viewing
- Site architecture that supports design and promotes ease of use
- Security services

## 7. TIMELINES

The City is targeting the following timelines:

<b>Milestone</b>	<b>Date</b>
Preliminary Input	May 2018
Public & Staff Consultation (survey / focus groups)	July - October 2018
Request for Proposals Issue	September 2018
Present Design Concepts for Approval	February 2019
Design & Build	Begin spring 2019
Testing and Stakeholder Feedback	September 2019
Website Launch	Early fall 2019

## 8. SERVICE AND SUPPORT AGREEMENT (SLA)

If the Proponent is including an SLA in their proposal (required with a hosted solution), please provide an example of a standard SLA, along with:

- The Proponent's "up" history and how it is calculated.
- Details on what the Proponent provides as an alternate system in the event the primary system is down?
- Details, on penalties to the Proponent, if any, for violating SLA terms?
- Description of the Proponent's approach to regular maintenance including:
  - i. Notification given to customers prior to scheduled maintenance periods
  - ii. Times/days when maintenance occurs and resulting downtime incurred by clients
- Number of anticipated minor and major upgrades in a calendar year and how these impact continuity of services?

The City also requests that Proposals include pricing for the optional service and supply arrangement. The Proponent should include:

- scope of support service;
- cost for a 5-year support service for the data storage solution; and
- response and repair time guarantee.

## 9. 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 City for the proposed solution upon project completion.

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

Proposals will be evaluated according to the following criteria:

### **CORPORATE – 30 points**

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

### **TECHNICAL – 40 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

Proponents that are shortlisted may 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 Project Steering Committee.

### **PRESENTATION – 30 points**

- 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 other companies applying.

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

The Project Steering Committee 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 will compare proposals to select one.

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 City 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.

## **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. LITIGATION**

The City may, at its absolute discretion, reject a Proposal if the Proponent, or any officer or director has been engaged directly or indirectly in a legal action against the City, its elected or appointed officers, representatives or employees in relation to any matter, or if the City has initiated legal action against any officers or directors of the Proponent.

In determining whether or not to reject a Proposal, the City will consider whether the litigation is likely to affect the Proponent’s ability to work with the City, its consultants and representatives and whether the City’s experience with the Respondent indicates there is a risk the City will incur increased staff and legal costs in the administration of an agreement if it is awarded to the Proponent.

## **14. 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.

## 15. 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 of Coquitlam Terms and Conditions of Purchase](#) posted on the City's website.
- Obtain a City of Coquitlam or Tri Cities Intermunicipal Business Licence:  
Link to [City of Coquitlam Business Licence](#)

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.

## 16. AWARD

Notification of award will be made by issue of a City Purchase Order (PO) or Purchase Contract sent by email. Unless superseded by another form of executed contract, the City's [Terms and Conditions of Purchase](#) would apply to the contract and are posted on the City's website and will incorporate by reference the RFP document, any subsequent addenda, clarifications and further correspondence.

## 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.



# City of Coquitlam RFP 18-03-06 - Appendix A - Coquitlam Graphics Standards

## 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

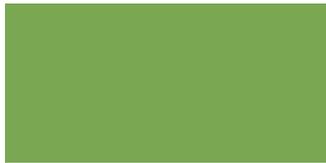
The secondary colours shown are designed to complement the corporate colours.



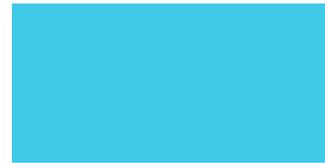
Pantone 301 C



Pantone 2995 C



Pantone 7489 C



Pantone 305C



Pantone 327 C



Pantone 417 C



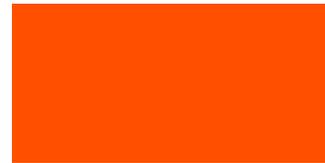
Pantone 7473 C



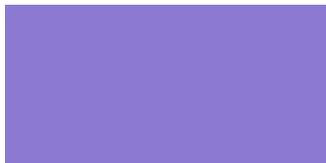
Pantone 1797 C



Pantone 2726 C



Pantone Orange 021



Pantone 2655 C



Pantone 123 C



**City of Coquitlam  
REQUEST FOR INFORMATION AND QUALIFICATIONS  
RFP No. 18-03-06**

**CITY WEBSITE REDESIGN AND UPDATE**

**Responses will be received on or before 2:00 p.m. local time on  
Tuesday, October 23, 2018  
(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 file 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 websites.	
Describe experience producing sites for local government or other public sector agencies, as well as any related awards.	
Describe organizational capacity to produce the website (e.g. staff, equipment, office location, etc.).	

**2.0 PRICE**

Prices shall be stated in Canadian dollars and be firm for the completion of the project.

<b>Price for City Website Redesign and Update</b>		
<b>Item</b>	<b>Description</b>	<b>Price</b> (exclude PST & GST)
2-1.	Research, strategy and preliminary design costs	\$
2-2.	Website development, implementation and configuration	\$
2-3.	Administrator and End-User Training	\$
2-4.	Software licence costs including subscription, support and maintenance for initial one-year term, if applicable	\$
2-5.	Any other costs (please describe in detail what the fees include).	\$
	<b>Sub-Total</b> (exclude PST & GST)	<b>\$</b>
2-5.	<b>Years 2 through 3</b> – Software Subscription, Upgrades, Support & Maintenance per year, if applicable	\$
2-6.	Price for adding additional licences in future years , if applicable (specify licence 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 NARRATIVE & UNDERSTANDING

Provide a brief narrative that illustrates an understanding of the City’s services and audiences, as well as the goals and requirements for this project.

### 4.0 METHODOLOGY AND WORKPLAN

Provide details as to how your organization would approach this project and engage with the City. Identify all the steps to be taken; hours/days that would be required of City staff and Proponent team; all project phases including consultation, design, development, testing, training and implementation. Identify any challenges you anticipate in this project and how you propose to mitigate them.

### 5.0 CMS & WEB HOSTING RECOMMENDATIONS

The City is currently using Sitefinity 8.0 as a Content Management System (CMS) for the website.

We are looking for Proponents to make a recommendation on whether to stay with Sitefinity, move to another application, or move to an open-source CMS platform built around PHP.

Please provide the name and information on the proposed CMS (software name, version, manufacturer/vendor and price) along with the rationale for this selection in the Proposal Submission Form.

The City is currently hosting its own site internally, and has the option to continue with this approach or move to a hosted and supported solution.

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. Note: any proposed web hosting must be within Canada.

If the Proponent is recommending Cloud hosting, please be sure to answer all questions outlined in section 6.3 of the RFP.

## **6.0 TECHNICAL / SECURITY / ARCHITECTURE**

Proponents should discuss their approach to security including at least the following:

- a. List and describe all security practices, standards or methodologies the Proponent's solution follows to ensure client websites are secured against malicious activity.
- b. Describe any security breaches the Proponent or their clients have incurred in the past five years as a result of using the Proponent's solution.
- c. What is the Proponent's typical response to a security breach? What steps are taken? What if any access to the network does the solution require?
- d. Other security measures taken by the Proponent

### **Architecture**

- a. Proponent is to provide a high-level context diagram of the solution that will illustrate at minimum:
  - i. the network (e.g. technical architecture including servers, ports and protocols), the solution (including all components within the solution) and interactions that occur between these; and
  - ii. User roles as they would typically interact with the solution including for example public components (website) and CPM staff/admin components of the solution. Include protocols or technical details as required describing in general how these interactions are facilitated.

## 7.0 DESIGN CONCEPT

Proponents should provide a narrative detailing how they would deliver a website concept that incorporates strong visual elements that reflect the City’s existing brand, as well as meeting the other criteria detailed in the Scope of Services (Section 2) outlined in the RFP.

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

## 8.0 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.

## 9.0 CUSTOMER SERVICE / SERVICE SUPPORT AGREEMENT (SLA)

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

If the Proponent is including an SLA in their proposal (required with a hosted solution), please provide an example of a standard SLA, along with:

- The Proponent’s “up” history and how it is calculated.
- Does the Proponent provide an alternate system in the event the primary system is down?
- What if any penalty is the Proponent subject to for violating SLA terms?
- Describe the Proponent’s approach to regular maintenance including:
  - i. Notification given to customers prior to scheduled maintenance periods
  - ii. Times/days when maintenance occurs and resulting downtime incurred by clients
- Number of anticipated minor and major upgrades in a calendar year and how these impact continuity of services?

The City also requests that Proposals include pricing for the optional service and supply arrangement. The Proponent should include:

- scope of support service;
- cost for a 5-year support service for the data storage solution;
- response and repair time guarantee;
- freight charges for any replacement parts or hardware under warranty that may need to be delivered to be included in solution and warranty;
- details of arrangement details and relevant information.

**10.0 SCHEDULE**

The City is anticipating the contract will be awarded no later than November 30, 2018 and is targeting for a Website launch in early fall 2019. 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 timeframe 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>		

**11.0 FUNCTIONAL REQUIREMENTS**

Item	Description	Requirement	Included 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	Navigation – The website must have a professional and user-friendly interface that is service-oriented / content first.	Required			
1-2	Site to be developed with a responsive design. Site shall be accessible on all common devices and browsers (including mobile devices and tablets).	Required			
1-4	Search Engine Optimization – keyword searchability / Human readable URLs	Required			
1-5	Website Statistics Reports	Required			
1-6	Videos/Rich Media - Incorporate videos and other rich visual elements.	Required			
1-7	Style Guides - website user guide - style guide	Required			

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

Item	Description	Requirement	Included 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	Content Management System – CMS must be user-friendly for staff to use and maintain	Required			
2-2	CSS – Website must use a leading CSS framework	Required			
2-3	Page Properties/Metadata (incl. publish dates, expiry dates, meta-tags, categories/subcategories)	Required			
2-4	Shared Content / Content Reuse (e.g. display the same content on multiple pages)	Required			
2-5	Multi-Language Support - Ability to enter and display content in multiple languages (English, French, Korea, Chinese, Farsi)	Preferred			
2-6	Automatic display of appropriate icons for links (i.e. PDF vs. external web links)	Preferred			
2-7	Customizable 404 Error Page	Preferred			
2-8	Customizable “dark site” to be deployed in the event of a major emergency	Preferred			
2-9	Accessibility standards – meets current web content accessibility guidelines	Required			

**11.0 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	Robust Search Tool - Ability to report on most common search terms over specific date ranges	Required			
3-3	Online Form Tool	Required			
3-4	Integration and ability for readers to share content through social media	Preferred			

**12.0 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.

**13.0 SUSTAINABLE BENEFITS AND SOCIAL RESPONSIBILITY**

Provide information on any corporate initiatives, programs and product choices that the Proponent has implemented that could be considered environmental, ethical, of sustainable value that would directly benefit the City.

What policies does your organization have for hiring apprentices, indigenous peoples, recent immigrants, veterans, young people, people with disabilities and women, or procure goods and services from local small and medium-sized businesses or social enterprises?

**14.0 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>			

**15.0 EXPERIENCE AND REFERENCES**

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

**16.0 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:

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**17.0 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

**18.0 AUTHORIZATION**

We hereby submit our Proposal for the supply and services as specified and undertake to carry out the work in accordance with all Regulations and Codes, applicable to this RFP.

We agree to the rules of participation outlined in the [Instructions to Proponents](#) and should our proposal be selected, will accept the City’s contract: [Terms and Conditions of Purchase](#)

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

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>	